

# THE EDITOR & PUBLISHER

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

NEW YORK, SATURDAY, AUGUST 19, 1916

10 Cents a Copy

The man on the ground usually knows more about local conditions than the man 1,000 miles away.

So before selecting the newspaper in which to place your advertising, it is a good plan to discover in what newspapers the *local* advertisers invest the biggest share of their appropriations. They *know* what papers produce *results*.

In Chicago, local advertisers place more advertising in The Chicago Daily News six days a week than they place in any other Chicago newspaper in seven days. The figures (in agate lines) for the first six months of 1916 are:

|                |              |                 |
|----------------|--------------|-----------------|
| The Daily News | (Six days)   | 3,057,075 Lines |
| The Tribune    | (Seven days) | 2,974,803 "     |
| The Examiner   | (Seven days) | 1,703,775 "     |
| The American   | (Six days)   | 1,690,962 "     |
| The Herald     | (Seven days) | 1,580,244 "     |
| The Journal    | (Six days)   | 1,354,689 "     |
| The Post       | (Six days)   | 696,300 "       |

When you come to invest *your* advertising appropriation in Chicago, follow the example of Chicago merchants.

## THE CHICAGO DAILY NEWS

Over 425,000 Daily

OHIO STATE  
UNIVERSITY

AUG 22 1916

LIBRARY  
\$2.00 a Year

## ANOTHER HAND *for the* HAND COMPOSITOR

It is the hand he picked sorts with and which he used for distribution.

One-third of a compositor's time was wasted in non-productive work before Non-Distribution came.

To eliminate distribution, sort hunting and sort picking, is to increase productive time by 50 per cent.

*Were You Once a Hand Compositor?*

Haven't you been in a busy composing room where the shortage of type became so great that the foreman put "all hands on distribution" for a while, just to get some type in the cases—and lots of live copy waiting? Think of the waste!

And you know that no printer ever WANTS to distribute. It is regarded as a "loafing" job, to be done only when there is nothing else to do, or when by reason of shortage of material it MUST be done.

And you know how often a compositor cannot use a certain type face for a job or advertisement because there are not enough sorts.

And you know that a compositor can do better work if he can take a little time for study and contemplation. If he must take time to hunt sorts, he "hurries the job" and misses best effects.

And that to give him all the type and other material he needs and employ him constantly on work into which he can put his whole heart and whole energy, you have *given another hand to the hand compositor*, and you can use him continuously to "build up"—not "tear down"—

### *That Hand is Non-Distribution*

LANSTON MONOTYPE MACHINE CO. PHILADELPHIA

NEW YORK: World Building

CHICAGO: Rand-McNally Building

BOSTON: Wentworth Building

TORONTO: Lumsden Building

A. T. L. NUSSA, Aguiar 110, Havana, Agent for Mexico, Central America, and the West Indies

# 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.

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NEW YORK, SATURDAY, AUGUST 19, 1916

No. 10

## PUBLISHERS THROUGHOUT COUNTRY GRAPPLE WITH THE NEWS PRINT PAPER SITUATION

Vital Questions of Cost and Supply Are Also Discussed in Congress—President Wilson Shows Interest and Seeks Information—Monopoly Assailed by Senator Martine, Who Would Put News Print Paper on Free List.

In every newspaper office of the country the news print paper situation looms so large that it overshadows for the time being every other problem entering into the production of newspapers. Congress is giving it serious attention, President Wilson is manifesting keen personal interest, publishers as individuals and in their associations are earnestly striving to subserve their mutual interests and those of the newspaper-reading public, and the Federal Trade Commission is zealously striving to learn if monopoly is to blame.

THE EDITOR AND PUBLISHER is endeavoring to reflect from week to week the conditions which are of such vital concern to the men whose brains, energy, and capital go into the making of the greatest of all modern products—the newspaper.

The aim of THE EDITOR AND PUBLISHER is to give the news, undiluted, and to treat the entire subject without bias, according to every interested news print paper-maker and paper-consumer the right to be heard. No other way of handling the situation would be fair or truly informative.

Reports which follow show healthy activity along the lines of probing and investigation, from the White House and the halls of Congress down to the publishers' offices throughout the United States.

The American Newspaper Publishers' Association, through its Board of Directors and the Paper Committee, has taken up the fight for the reduction in the consumption of news print. The matter was considered at length Thursday, August 17, at an all-day session held in the New York office of the Association. At the conclusion of the meeting, the following statement was given out by L. B. Palmer, the general manager:

The Board of Directors and the Paper Committee of the American Newspaper Publishers' Association met to-day in New York city and took steps designed to bring about further reduction in the consumption of news print.

Among other steps taken, the following telegram was sent to all members:

"Production of news print is at its maximum, and there is no surplus stock on hand.

"Demand will soon increase, with no hope in sight of supply sufficient to meet it.

"Monopolistic prices now prevail, and will increase unless demand is immediately reduced to a point well below production.

"The only way to accomplish this is for you and every publisher to drastically economize by reducing the number of pages printed.

"Reductions to be effective must be made immediately. How much will you reduce consumption? L. B. Palmer, for American Newspaper Publishers' Association Directors."

No further information of what was done could be gleaned from Mr. Palmer, who stated that this was all that could be given out on the meeting at this time.

Frank P. Glass, Birmingham News; Emil M. Scholz, New York Evening

Post, and Richard W. Knott, Louisville Post, were appointed a special executive committee, with full authority to act for the Association. It is said that this committee will urge publishers of newspapers to cooperate in raising funds, reducing consumption of news print, instituting other reforms, etc.

Those in attendance were: H. L. Bridgman, Brooklyn Standard-Union; Hopewell L. Rogers, Chicago Daily News; St. George Bryan, Richmond News-Leader; E. P. Call, New York Journal of Commerce; Emil M. Scholz; F. P. Glass, R. W. Knott, J. F. Mackay, Toronto Globe; W. S. Jones, Minneapolis Journal; Col. Robert E. Ewing, New Orleans States, and Jason Rogers, New York Globe.

### PRINT PAPER REPORT BY OCT. 1

Federal Trade Commission Figures Delayed by Slow Publishers.

WASHINGTON, August 17.—The statement is made at the Federal Trade Commission that it will make a report on the investigation it is conducting into the price of print paper by October 1.

The Commission has announced that its investigation is being somewhat delayed by failure of newspaper publishers to send in answers to the Commission's questions as promptly as it expected.

Publishers should furnish the Commission with information freely, and the assurance is given that their communications will be treated in confidence. In a statement issued, the Commission says:

"Reports have been received to the effect that some publishers are hesitating to answer the Commission's inquiries, fearing that their complaints will reach the paper manufacturers, and

they will have their supplies cut off. The Commission has assured all such publishers that their communications will be treated as confidential when requested, and, therefore, they need not have the least hesitation in furnishing the Commission with all the information in their possession."

### PRESIDENT INTERESTED IN PRINT PAPER PROBLEM

Calls for Information From Department of Agriculture as to Shortage and Government Activities Concerning It—No Relief Through Offer of Public Timber to Pulp Makers.

WASHINGTON, August 15.—President Wilson has interested himself in the news print paper situation. It has just become known that a short while ago the President requested the Department of Agriculture to give him a report on the shortage and what was being done by the Government to alleviate the trouble.

Secretary Houston, of the Department of Agriculture, in a letter just made public, tells of investigations made by the Forest Service into the print paper shortage. He declares the experts of the Service "are inclined to believe that the present condition may be temporary."

He says a detailed study of sulphite pulp manufacturing processes now is well advanced. It is being pushed as rapidly as the available resources permit.

"I have been informed," writes the Secretary, "that, before the war, Eastern markets, which are the principal paper markets of the country, were fully supplied by American mills and imports from several foreign countries. Prices as a result were so low as to offer little inducement to new mills in the West, where our great timber reserves are located.

"It is probable that conditions after the war may be very similar to those which existed before. These factors have a direct bearing upon the suggestion regarding the construction and operation of Government plants.

### GOVERNMENT TIMBER FOR SALE

"The Forest Service has offered for sale at various times large amounts of timber on the national forests in logging zones favorable for pulp operations. These areas are located mainly in the Pacific Northwest and in Alaska, and offer combinations of suitable and cheap timber, with large quantities of easily developed water power.

"Up to the present time it has not been possible to make such sales. The chief difficulty has been that the Western market has been fully supplied, and, in fact, mill capacity has probably been in excess of market demand.

"Western mills, with the advantage of cheap power and cheap timber, seemed unable to enter Eastern and Middle Western markets. The only opportunity for successful enterprise

seemed to be the more or less uncertain possibility of being able to develop foreign and chiefly Oriental markets.

"These areas undoubtedly will be placed under contract as soon as economic conditions permit their development. They are offered under terms designed to encourage the development of the pulp and paper industry."

The Federal Trade Commission has announced that its investigation into the price of news print paper is being delayed to some extent by failure of newspaper publishers to send in answers to the Commission's question as promptly as it expected.

"Reports have been received," said the Commission in a statement, "to the effect that some publishers are hesitating to answer the Commission's inquiries, fearing that their complaints will reach the paper manufacturers and they will have their supplies cut off. The Commission has assured all such publishers that their communications will be treated as confidential, when requested, and, therefore, they need not have the least hesitation in furnishing the Commission with all the information in their possession."

A large force of agents is now investigating the records of news print manufacturers, jobbers, and others, and information collected is being compiled in Washington as fast as it is received.

### SENATOR MARTINE HITS PAPER COMBINATION

Declares Trust is Squeezing the Life Out of Small Newspapers of the Country—Would Amend Revenue Bill to Put Most News Print Paper on the Free List—Various Views on Subject.

WASHINGTON, August 15.—Two important steps have been taken in the Senate to relieve the high cost of news print paper and all materials entering Jersey, has proposed an amendment to the pending Revenue bill placing news print paper and all materials entering into its making upon the free list.

The Revenue bill, as amended by the Finance Committee and reported to the Senate on Wednesday, places all news print paper valued under five cents per pound on the free list. The present law admits free of duty all news print paper valued at less than two and a half cents per pound.

Senator Martine, in proposing his amendment, said:

"Mr. President, the increase in the cost of paper of all kinds has been in a most inordinate degree, and, as I believe, without warrant or justification. Paper in its manifold uses is a vital necessity to our civilization. I beg to say that the Paper Trust is the most unconscionable combination in our country. It is squeezing the very life out of the small papers of the country, and many of the large papers have been obliged to curtail their size. With a view to correcting the evil, I submit

(Concluded on next page)

**LESS WASTE AND FEWER PAGES ADVISES ROGERS**

**Publisher of New York Globe Tells of Conservation of Material by That Paper Through Cutting Out Free Copies and Reducing Number of Columns—Standard Demonstrated.**

"Regardless of all the talk and the ruthless efforts on the part of paper brokers at different points to milk newspaper publishers out of every dollar that they can extract, I sincerely believe that if all newspapers would but cut out all possible waste they would very rapidly get within the possibilities of the mills to produce the material," said Jason Rogers, publisher of the New York Globe, to a representative of THE EDITOR AND PUBLISHER on Wednesday.

"In the case of the Globe we have reduced our waste and free copies from 15 per cent. to less than 8, a saving of 7 per cent., and are reducing the quantity of reading matter from the sixty-column standard to fifty-four columns, effecting a further saving of 10 per cent. I have it on good authority that if all the newspapers in the country would produce similar results for a few months the paper manufacturers could catch up with the demand and replenish their reserve stocks to the safety point.

**SOME WASTE UNAVOIDABLE**

"Even in the case of newspapers which do not extend the return privilege to newsdealers or carriers, there is bound to be a small margin of overs which cannot be avoided. In the case of evening newspapers in our larger cities, printing from five to seven editions a day, there must always be a more or less serious quantity of overs where stand sales are involved. It is all well enough for publishers to refuse to take back unsold copies, but how can they prevent newsdealers first trying to sell out the earlier editions or compel the public to buy early editions when they know later ones are out.

"Whether the waste is called 'returns' or 'overs' it is an ever present factor which must be recognized. In our experience on the Globe, serving over 5,000 dealers and newsboys with from four to seven editions a day, we have never been able to reduce the waste to less than 10,000 per day, which means an average of but two papers left over on each stand throughout the day. This is less than 4 per cent. on our distribution. Others claim that under similar conditions they have been able to reduce the item to all the way from 1,000 to 4,000 per day.

"We have a proposition under consideration here in New York to cut out one or two editions temporarily in order to save the percentage of waste involved in the recovering of the stands with the next later editions. I believe that this will save from 1,500 to 2,000 a day of waste in the case of the Globe and each of the other papers concerned."

**A FIFTY-FOUR-COLUMN STANDARD.**

When asked what he meant by reducing from the sixty to the fifty-four-column standard of news and reading matter, Mr. Rogers said: "Some months ago I gave you a table which you printed in THE EDITOR AND PUBLISHER showing the sixty-column standard, which resulted in the receipt of hundreds of letters from publishers all over the country. Here is the fifty-

**LITTLE TRAGEDIES OF A NEWSPAPER OFFICE**



**HIS CARTOON OF THE PRESIDENT, WHICH HAD TWO LEFT HANDS, WENT THROUGH ALL EDITIONS**

four-column standard that we are gradually applying:

| 7-Column Newspaper |         | Normal |              | Go to     |           |
|--------------------|---------|--------|--------------|-----------|-----------|
| Pages              | Columns | Total  | Reading Adv. | Next size | Next size |
|                    |         | Cols.  | Cols.        | Cols.     | Cols.     |
| 10                 | 70      | 54     | 16           | 18        |           |
| 12                 | 84      | 54     | 30           | 32        |           |
| 14                 | 98      | 54     | 44           | 46        |           |
| 16                 | 112     | 54     | 58           | 60        |           |
| 18                 | 126     | 54     | 72           | 74        |           |
| 20                 | 140     | 54     | 86           | 88        |           |
| 22                 | 154     | 54     | 102          | 104       |           |
| 24                 | 168     | 54     | 114          | 116       |           |
| 8-Column Newspaper |         | Normal |              | Go to     |           |
| Pages              | Columns | Total  | Reading Adv. | Next size | Next size |
|                    |         | Cols.  | Cols.        | Cols.     | Cols.     |
| 10                 | 80      | 54     | 26           | 28        |           |
| 12                 | 96      | 54     | 42           | 44        |           |
| 14                 | 112     | 54     | 58           | 60        |           |
| 16                 | 128     | 54     | 74           | 76        |           |
| 18                 | 144     | 54     | 90           | 92        |           |
| 20                 | 160     | 54     | 106          | 108       |           |
| 22                 | 176     | 54     | 122          | 124       |           |
| 24                 | 192     | 54     | 128          | 140       |           |

**THE TABLE EXPLAINED.**

"The use of the table for either eight or seven column newspapers is very easily explained," continued Mr. Rogers. "The normal paper consists of fifty-four columns of reading matter including all reading matter, features, comics, etc. The paper, however, is not increased to the next larger size until two additional columns of business are in sight to help pay for the additional white paper to carry it.

"In practice there are many very successful newspapers which give their readers as little as 38 to 45 columns of reading matter for a one-cent newspaper. Of course, in the smaller news-

papers advertising must of necessity be crowded into more compact form. In cases of complaints a plain statement of the urgency of the situation and the alternative of radically higher rates will generally adjust the situation.

"Within the last few days I have received inquiries from several out-of-town publishers asking in confidence whether I would advise them to close temporary contracts at various prices from 4 to 4½ cents per pound. Upon investigation I have replied in every case advising against it on the theory that any dealer asking such outrageous prices was a pirate or highwayman. It is better for the publishers to put up with almost any temporary inconvenience rather than be party to the establishment of such prices.

**HIGHER RATE IS CERTAIN.**

"It is obvious that there is going to be a higher rate for print paper in 1917 than during 1916 and previous years. An advance of one-quarter of a cent a pound was foreshadowed by the statement of Mr. Dodge, president of the International Paper Co., when he stated that it was costing them five dollars more a ton to make paper than formerly.

"In the case of the New York Globe we don't purpose allowing any temporary inflation of paper prices to disturb us. Our readers will be informed that they temporarily at least must pay us two cents a copy for the paper. Every-

**SENATOR MARTINE HITS PAPER COMBINATION**

(Concluded from page 3)

an amendment intended to be proposed to the Revenue bill by adding a new section—Free list: News print paper and materials entering into its making. I ask that the amendment lie on the table."

Senator Martine, not long since, introduced a resolution calling upon the Attorney-General to investigate the high cost of gasolene. Since the passage of that resolution it has been noted that the price of gasolene has dropped materially.

The printing paper section of the Revenue bill, as reported to the Senate by Senator Simmons, chairman of the Finance Committee, reads as follows:

**PRINTING PAPER.**

Sec. 87. That section 322, Schedule M, and section 567 of the free list of the Tariff Act of October 3, 1913, be amended so that the same shall read as follows:

"Sec. 322. Printing paper (other than paper commercially known as hand-made or machine hand-made paper, japan paper, and imitation japan paper by whatever name known), unsized, sized, or glued, suitable for the printing of books and newspapers, but not for covers or bindings, not specially provided for in this section, valued above 5 cents per pound, twelve per centum ad valorem: Provided, however, That if any country, dependency, province, or other subdivision of Government shall impose any export duty, export license fee, or other charge of any kind whatsoever (whether in the form of additional charge or license fee or otherwise) upon printing paper, wood pulp, or wood for use in the manufacture of wood pulp, there shall be imposed upon printing paper, valued above 5 cents per pound, when imported either directly or indirectly from such country, dependency, province, or other subdivision of Government, an additional duty equal to the amount of the highest export duty or other export charge imposed by such country, dependency, province, or other subdivision of Government, upon either printing paper or upon an amount of wood pulp, or wood for use in the manufacture of wood pulp necessary to manufacture such printing paper.

"Printing paper (other than paper commercially known as hand-made or machine hand-made paper, japan paper, and imitation japan paper by whatever name known), unsized, sized, or glued, suitable for the printing of books and newspapers, but not for covers or bindings, not specially provided for in this section, valued at not above 5 cents per pound, decemmanian paper not printed."

thing else they are buying is up a bit and why not their newspaper. It would be a physical impossibility to recover added expense by increasing advertising rates, short of many months or probably a year, and the purchaser of the present day one-cent newspaper is getting more than a cent's worth.

**CIVIL WAR DAYS RECALLED.**

"I don't say this with any idea of conveying the impression that we want to go to two cents, but only as an indication of the way I see the situation that now confronts the newspaper makers of the country. During the Civil War—1861 to 1865—the price of print paper advanced from 6 to 36 cents per pound, and the price of daily newspapers from one to three cents each. Five cent Sunday newspapers went to eight cents and so on through the entire publishing business.

"Several other New York newspaper publishers feel the same way I do about the situation, and as time goes on, if the war continues to look like an interminable struggle and paper prices advance in keeping with other products I look for an advance to two cents per copy by most penny papers as a logical result."

# Congressional Record.

SIXTY-FOURTH CONGRESS, FIRST SESSION.

Vol. 53.

WASHINGTON, TUESDAY, AUGUST 15, 1916.

No. 298.

## IMMEDIATE EMBARGO ON EXPORTS OF NEWS PRINT DEMANDED IN CONGRESS

Representative Hastings Introduces Bill Empowering the President to Prohibit Exports Pending Report of Federal Trade Commission—Editorial from Editor and Publisher Reprinted in Congressional Record in Support of Embargo.

Federal Trade Commission.

EXTENSION OF REMARKS  
of

HON. WILLIAM W. HASTINGS,  
OF OKLAHOMA,

IN THE HOUSE OF REPRESENTATIVES,  
Tuesday, August 15, 1916.

Mr. HASTINGS: Mr. Speaker, on August 13, 1916, I introduced a joint resolution (H. J. Res. 297) authorizing and directing the President to place an embargo on print paper, pending the report of the Federal Trade Commission, as follows:

*Whereas*, The Federal Trade Commission was by Senate resolution, adopted April 24, 1916, requested to inquire into the increased price of print paper; and

*Whereas*, The Federal Trade Commission has not as yet submitted its report; and

*Whereas*, The price of print paper has more than doubled within the past six months; and

*Whereas*, It is believed that the increase in the price of print paper is due to contracts for the exportation of large quantities to European countries and not to increased cost of manufacturers; Therefore be it

*Resolved*, etc., That the President of the United States is hereby authorized, empowered, and directed to place an embargo on the shipment out of the United States of print paper until the report of the Federal Trade Commission is submitted, as requested by Senate resolution (S. Res. 177) adopted April 24, 1916.

In support of the statements made in the preamble of the resolution, I desire to read an article from the Fourth Estate of date July 22, 1916, a magazine published in New York city in the interest of newspapers:

THE PRINT PAPER SITUATION—REDUCTION IN RATES FOR OCEAN FREIGHT MAY AFFECT UNITED STATES USERS.

The following is a fairly close approximation of the present prices of news print paper in various foreign countries and we believe it will be of interest to the newspaper publishers of this country:

Great Britain—6 to 7 cents.  
France—6½ to 7 cents.  
Germany—Don't know.  
Austria—Don't know.  
Italy—6½ to 7 cents.  
Spain—6½ to 7 cents.  
Holland—6½ to 7 cents.  
Denmark—Don't know.  
Norway—5 to 6 cents.  
Sweden—5 to 6 cents.  
Russia—Don't know.  
Japan—Don't know.  
Australia—6 to 6½ cents.  
New Zealand—6 to 6½ cents.  
Brazil—6½ to 7 cents.  
Uruguay—6½ to 7 cents.  
Argentina—6½ to 7 cents.  
Chile—7 to 7½ cents.  
Peru—7 to 7½ cents.

In the United States spot-cash sales are being made to-day at 3 cents to 4½ cents.

The attractive prices offered for foreign shipments and the heavy ocean freight have served to indicate to the paper manufacturers how much the customer would stand in the foreign countries.

Last week in the Baltic alone over 200 cargo steamers were released by employing governments and are now available for handling commercial tonnage.

Ocean rates have fallen practically 50 per cent. within the past three weeks, and tonnage is now being solicited by the steamship companies. This will naturally mean that the paper manufacturers of this country can get still larger net mill prices for shipments abroad.

Hence the temptation will be correspondingly greater to take export business.

The output of the news print mills for the month of June exceeded that of any prior month in the history of the industry in this country and Canada. The spur of high prices has worked wonders in this respect, and yet the demand keeps pace with this condition.

The following article is taken from THE EDITOR AND PUBLISHER, of New York city, for July 22, 1916, a publication, as its name indicates, devoted to the interests of newspapers:

STRONG MEASURES REQUIRED TO CURB GREED OF NEWS PRINT MANUFACTURERS.

The news print situation grows more serious. If the manufacturers are to have their way, and are to be allowed to fix prices arbitrarily when desiring to make new contracts with publishers, newspaper profits, in the coming year, will be largely turned over to them as spoils of the economic war they are waging against the publishing interests of this country.

They are finding it possible to export white paper to France, lured by the war-time profits of the game, but contend that they are unable to meet the home demand.

The present outlook is for prohibitive prices for domestic consumers after January 1, 1917. In cases where contracts expired on May 31 and June 30, publishers have been compelled to meet advances of from 40 to 50 cents per hundred pounds on contracts which will expire on December 31. When these short-term contracts expire, their renewal will present further difficulties, if present indications count.

One of the leading newspaper publishers of the country, reported to be making a profit well toward the half-million mark, recently stated that if he had to pay such exactions to the paper makers, all his profit would be wiped out. Another publisher said that the increased penalty he is now paying would amount to \$240,000 a year.

These advanced prices for news print would amount to a general confiscation by the manufacturers of the earnings of newspapers.

According to figures printed in THE EDITOR AND PUBLISHER last week, 2,282 tons of print paper had been exported to France from July 1, 1915, to and including May, 1916, as against none for the five previous fiscal years.

The exports of news print paper for the past five fiscal years ending June 30 were: 1911, 99,510,875 pounds, valued at \$2,434,964; 1912, 103,573,428 pounds, valued at \$2,501,529; 1913, 100,426,614 pounds, valued at \$2,450,520; 1914, 88,966,738 pounds, valued at \$2,177,483; 1915, 125,681,633 pounds, valued at \$3,079,137. For the eleven months of the present fiscal year, up to May 31, the exports of news print were 112,668,568 pounds, valued at \$2,735,533.

If, lured by the temporary high prices to be obtained abroad, the news print manufacturers plan to divert from home markets so large a part of their product as to create a shortage here, through which domestic prices are to be boosted to prohibitive levels, then, in the public interest, Congress should place an embargo on the export of white paper.

According to conservative reports, paper can be made and delivered in New York at a fair profit from \$34 to \$37 a ton, or about \$1.75 per hundred pounds. Publishers of very important newspapers, using enormous quantities, have recently been paying \$1.90 and upward at the mill.

An embargo on exports would serve to readjust this disturbed market—to put a sudden stop to the joy-riding and war-baby tactics now being indulged in by the manufacturers—and avert a menace of such serious import that it involves and endangers the public interest.

Reports from cities throughout the country indicate that the manufacturers are unwilling to quote to publishers a price applying to renewals of contracts until such contracts shall have expired, and not then under competitive conditions. It is safe to assume that there does not exist any written agreement between manufacturers, but there is assuredly a common understanding that they shall demand all that the traffic will bear.

The investigation by the Federal Trade Commission should disclose what part is being played in the drama of confiscation by stock-watering methods. It should make clear to what extent the product of the mills is being held in reserve for possible export profits. It should establish the actual present per ton cost of production; and if this varies materially with different manufacturers, the matter of over-capitalization in particular instances should be sifted.

An embargo on exports would serve to readjust a strong measure, but it may be a necessary one. And if the publishers of the country stand as a unit in favor of it, Congress will promptly enact it.

In my judgment, these articles abundantly sustain the statements made in the resolution and warrant an immediate investigation by Congress; and if found to be true, prompt action should be taken.

On April 26, 1916, the Senate adopted a resolution requesting the Federal Trade Commission to investigate the increase in the price of print paper. Inquiry of the Commission as to when a report may be expected brings the information that it may not be made until October. By that time Congress will have adjourned. Contracts for print paper will be renewed before Congress reconvenes in December. If relief is to be given, action should be taken now.

I am submitting this resolution and these articles in support of the statements made at this time:

(1) To invite the attention of the Committee on Ways and Means to the matter in the hope that prompt consideration may be given it.

(2) To have the Committee on Rules take such action as will permit consideration of the resolution by the House at this session.

(3) To call the attention of the country to the reasons for the increase in the price of print paper, trusting that if the facts set forth in these articles are true, newspaper publishers will verify them through their Members of Congress.

(4) To bring the matter to the attention of the Federal Trade Commission.

Press reports indicate that newspapers for business reasons hesitate to aid the Commission by submitting proof.

A large number of daily papers throughout the United States are increasing their subscription price and their advertising rates because of the increase in the price of print paper, among them being the Republican and the Globe-Democrat, of St. Louis, Mo. A responsible newspaper publisher of my own State informs me that he is now paying \$3.85 per 100 pounds for paper which he used to buy for \$1.85, and that his supply will be exhausted the last of August, after which he does not know where or at what price he shall be able to get paper. He made a trip to New York city, and thence along the Canadian border in an effort to secure a supply of living rates, but was unable to make a contract at reasonable figures. Many small publications will be forced to suspend.

I submit that the question is so serious that it should engage the immediate attention of Congress.

## SPENCER LEAVES THE SUN

The New York Tribune Captures Well-Known Advertising Manager.

T. B. Spencer, for several years past advertising manager of the Sun and Evening Sun, will, on September 1, become advertising manager of the New York Tribune. W. G. Woodward, whom



T. B. SPENCER.

Mr. Spencer succeeds, will have charge of national advertising.

Under Mr. Spencer's direction the volume of advertising in the Evening Sun has increased greatly, and the morning paper has held its own surprisingly well, in spite of the inevitable competition with the evening edition. Men in the field who were familiar with Mr. Spencer's record on the World, with which he was connected for many years, believe that he will win as brilliant new laurels for himself on the Tribune.

Another well-known Sun man, Jos. S. Jones, of Brooklyn, on August 15 took charge of the Brooklyn territory for the Tribune.

## ECONOMY IN MILWAUKEE

Morning, Evening, and Sunday Papers Will Discontinue Return Privilege.

The Milwaukee, Wis., newspapers have notified the newsdealers of that city that beginning September 1, 1916, the return privilege will be discontinued in the sale of all morning, evening, and Sunday newspapers. The letter says:

"During the past year the cost of all materials entering into the production of papers has increased to such an extent that it has become necessary to take this step in the interest of economy, much as we regret to do so. One item alone, that of print paper, has advanced over 100 per cent. and some papers are having difficulty in getting print paper at any price. Unless the amount of paper used by newspapers is curtailed, there is danger that some papers will not be able to get a sufficient supply for their needs.

"The cutting off of 'returns' may require a readjustment of your order for papers after September 1, and it is suggested that you give this question your immediate attention."

The letter is signed by the Sentinel, Daily News, Free Press, Germania-Herold, Kuryer Polski, Journal, Leader, and Evening Wisconsin.

We never think less of a man because he innocently thinks more of his chances than his chances do of him. No man can hit higher than he aims.

## PHOTO-ENGRAVERS TO BE PLACED ON TRIAL

Conference of Publishers of Daily and Trade Papers and Magazines with District Attorney, Decides Prosecution Must Proceed—To Be Tried at October Term of Supreme Court.

One of the biggest legal battles ever witnessed in New York city will be inaugurated in October of this year, when District Attorney Swann brings to trial Edward Epstein, Harry L. Walker, M. Jay Colgan, Adolph Schultz, George M. Gill, A. W. Morley, jr., Charles E. Sherman, and Theodore Stendel, of the Photo-Engravers Board of Trade of New York, on the charge of an alleged violation of the Donnelly Anti-Trust Law of the State of New York. Back of the District Attorney will be the trade journals, magazines, and daily and weekly newspapers of New York, almost solid.

On Wednesday morning, August 16, at ten o'clock, there was a notable gathering of newspaper men of New York in the office of the District Attorney, at which the photo-engravers' case was discussed at length. Representatives of owners, and owners themselves in many cases, were present, with practically every daily newspaper published in the greater city represented. It has been maintained by some that the so-called prosecution of the indicted men was only demanded by a clique of representatives of trade journals and that the owners and publishers of the magazines, daily and weekly newspapers were perfectly satisfied with the new scale of prices set by the photo-engravers. The meeting of Wednesday was called to refute that statement and to show that every publisher in New York was interested in the matter from the viewpoint of the square deal.

Nearly all of those present expressed their views in the matter and made known to Judge Swann just where they stood. While the many different expressions of views were interesting, coming as they did from, in most cases, the publishers and owners themselves of many of the larger publications of the city, boiled down they all amounted to one demand; that the cases be brought to trial at as early a date as possible so that the Court might pass on the question as to whether or not there has been a violation of the Donnelly act by the photo-engravers of New York. It was stated and reiterated by many that the indicted men and their fellow-artisans had made an agreement in writing that they would abandon the agreement between the employees' union and the employers' Board of Trade, and that this agreement in writing had been given to the District Attorney apparently in good faith. Mention was made of the many instances since then, where the fact was shown that the agreement was still in force, and was being carried on by the photo-engravers. The publishers felt that there was a perfect case against the men. In view of the fact that an opportunity had been extended to the accused to abrogate and set aside the agreement and go back to old conditions, and that they had failed to keep their word with the publishers and the District Attorney, it was the opinion of all present that no more delay be accorded them and that the cases should be brought to trial at as early a date as possible.

Judge Swann listened very courteously to all that was said and agreed with the publishers that every oppor-

tunity had been given to the accused that could be expected. As they had failed to keep their word, he said, he would set the cases for trial at the October Term of the Supreme Court, the first term at which they could be brought up.

The consensus of opinion of all present was that no compromise could now be made, that only one thing remained to be done, and that was to go ahead with the trials. The outcome will be awaited with considerable interest in the trade, as fifty-one other cities are similarly situated.

**PUBLISHERS WHO WERE PRESENT:**  
Among those present at Wednesday's meeting were:

Herbert L. Bridgman, business manager of the Brooklyn Standard-Union, director of the Newspaper Publishers' Association of New York.

Bradford Merrill, New York American.

Victor Ridder, publisher, New York Staats-Zeitung.

James A. Seavey, assistant business manager, New York Times.

Emil M. Scholz, publisher, New York Evening Post.

G. S. Williamson, mechanical superintendent, New York World.

G. V. Rogers, publisher, New York Tribune.

H. B. Davis, assistant business manager, New York Globe.

John R. Lee, Evening News, Paterson, N. J.

J. T. Moore, Municipal Journal.

Frank P. Stockbridge, managing editor, New York Mail.

Edgar S. Criswell, executive manager of the Quoin Club; also executive manager of the Periodical Publishers' Association.

Mr. Rehm, of the International Magazine Company (publisher of Hearst's Magazine, Cosmopolitan, Pearson's, Good-Housekeeping, Harper's Bazaar, Motor, Motor-Boating).

Mr. Collauer, Leslie-Judge Company.  
Mr. Norman, Vogue, Vanity Fair, House and Garden.

Mr. Moore, Outlook.

Fritz J. Frank, the Iron Age, the Hardware Age, the Building Age, the Metal Worker.

A. C. Pearson, Dry Goods Economist, Automobile, Motor World.

R. S. Lynn, Publishers' Weekly.

C. W. Dibble, Engineering and Mining Journal, Engineering News, American Merchant, Power, Coal Age.

Henry Lee, Railway Age Gazette, Railway Signal Engineer, Railway Maintenance Engineer, Railway Electric Engineer.

A. F. Ashbacher, Railway Mechanical Engineer.

W. H. Ukers, Tea and Coffee Trade Journal, vice-president Associated Business Papers, representing about one hundred publications.

Henry Wollman, Wollman & Wollman, counsel for the New York Trade Press Association.

The Photo-Engravers at the annual meeting of their international body in Philadelphia in June passed resolutions denouncing the District Attorney for securing indictments against the eight members of the Board. When George Gordon Battle, their attorney as for the Board, informed them that if the facts were as stated in the indictments, they had "not a leg to stand upon," they called upon Mr. Battle for his resignation. It is understood that their present counsel, Henry L. Stimson and ex-State Senator Robert Wagner, have advised them to the same effect and are most reluctant to proceed with the case.

"The importance of the principle at stake must be apparent," said Henry Lee, secretary of the New York Trade Press Association, one of the bodies engaged in fighting the photo-engravers. "If the photo-engravers were permitted to go ahead in this matter, it would be only a question of time before the typographical unions would follow suit. Then think of the possibilities of the situation if the food merchants and their employees combined in the same way. Suppose the employees of the big packing-houses went to their employers and asked for a raise in wages agreeing to back up the packers in an increase in the price of meat to make up for it? Suppose the railroad men who are threatening to strike to-day made the same deal with the railroads at the public's expense? The problem is a national one, and it deserves national attention."

Another interesting feature of the contest is its political bearing. It is charged that the District Attorney has been told that if he persists in going ahead with the case it may prejudice his chance should he run again for office. He has been told of letters and telegrams received from other unions in all parts of the country, urging it is said, the Photo-Engravers' Union to enforce the "Standard Scale" and obtain the increase in wages for its men and promising wholesale union support, if it is necessary. Another embarrassment for the Tammany District Attorney was the engagement as counsel of Mr. Wagner, one of the strongest men in Tammany Hall. On the other hand, Mr. Swann is confronted by the solid ranks of the metropolitan press, the influential trade papers, the great advertising agencies, the Quoin Club, and many other publishers and organizations, who have assured him they will use all their power to lay the justice of their case before the public.

## FIRE VISITS SOUTHERN PAPERS

Two Plants in Texas and Two in Oklahoma Suffer Heavy Damage.

The plant of the Corsicana (Tex.) Printing Company, publishers of the Corsicana Morning News, which also does a general job printing business, was badly damaged by fire on August 8. The loss will amount to \$15,000, and the plant was insured for \$12,000. W. V. Crockett, president of the company, and Michael S. Hunt, business manager, and Sam J. Helm, editor, of the Morning News, announce new machinery will be installed and the business will be conducted as heretofore.

Fire of unknown origin, starting on the second floor, destroyed the plant of the Corpus Christi (Tex.) Times, an afternoon paper. The loss is estimated at \$40,000, fully covered by insurance. Will F. Baum is editor and owner of the Times. Publication of the paper will be resumed as soon as new plant and material can be purchased.

Fire that originated in the Happy Hour Theatre destroyed the offices and plants of the Mangum (Okla.) Star and the Greer County Democrat. The Mangum Star estimates its loss at \$10,000, with insurance of \$5,000, and the Greer County Democrat reports a loss of \$6,000, with insurance of only \$1,000. Both plants will be rebuilt.

The Worcester (Mass.) Telegram has adopted simplified spelling to the extent of the twelve words adopted by the National Education Association.

## BOOKS NOW COST MORE

Publishers Claim Increase in Price of Materials Forced the Advance.

Book-lovers will have to pay from 10 to 25 cents more for current publications. Publishers and retailers already have increased the price. Books formerly selling from 50 cents to \$1 now are rated 10 cents higher. Those in the past priced from \$1 to \$2 are sold at an increase of 25 cents each.

The publishers claim that there has been an increase in the price of paper, leather, cloth, and ink amounting to from 50 to 100 per cent. during the past twelve months, and it is impossible to produce books at old prices.

The consensus of opinion among them is that under the present serious conditions a further increase of from 10 to 20 per cent. may be necessary. They say their only hope is in the ending of the European war. It is claimed there is also a shortage of chemicals which must be obtained from Europe for the manufacture of their particular grade of paper. The surplus supply of this class of materials is exhausted and the publishers will have to depend upon a new supply.

The charge now on new publications which formerly wholesaled from 50 cents to \$1 is an increase of 5 cents; books recently selling from \$1 to \$2 an increase of ten cents.

Publishers dealing in school books only will not accept any new contracts for some time to come. They claim that their contracts are of long standing and that they will have all they can do to meet the demand on their output to carry out the old orders.

## BORDER NEWS CENSORSHIP

What Correspondents Are Forbidden to Send to Their Papers.

COLUMBUS, N. M., August 14.—United States Army headquarters here has issued a memorandum on the censorship of press matter which has been handed to all correspondents on the border who handle news relating to the punitive expedition. The memorandum provides that all news or comment is prohibited as it refers to the following subjects:

Everything pertaining to the operation of the aero squadron or any of the aeroplanes, their condition, numbers, or intention of aviators with regard to reconnaissance flights or the result of flights.

Information concerning the location of headquarters of the expedition or of any organization or movements of troops.

Criticism of any department or corps of the army.

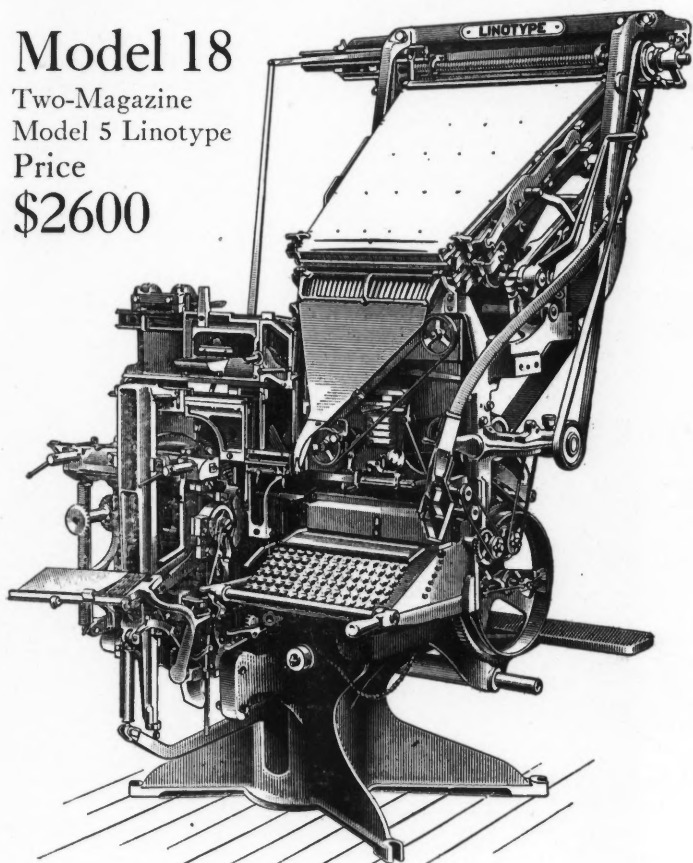
The memorandum provides that decisions of the censoring board may be carried in appeal by the correspondents to the commandant of the base.

## Political Reporter's Foresight

Gaty Pallen, political writer for the St. Louis (Mo.) Star, in a pre-election forecast of the results of the recent State primary election, named every successful candidate for office on all the tickets. He also told how they would run and about what would be their pluralities. It was one of the most remarkable displays of ability to predict correctly that was ever exploited in St. Louis newspaper circles. He was the recipient of a splendid editorial notice by his superior, and the paper has gained still more prestige as a prognosticator on account of Gaty's foresight.

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## HEARST ASSAILS GREED OF THE PAPER TRUST

Claims That Smaller Papers of the Country Are Being Strangled to Death and Declares the Attitude of the Administration Is Not Democratic—Too Much Political Influence Charged.

In the New York American's issue of August 12, 1916, under the caption "Paper Trust's Greed Ruining Little Papers," William Randolph Hearst makes, in an editorial, a vitriolic attack upon the National Democratic Administration for its indifferent attitude toward the present shortage and high price of news print paper. The editorial follows:

"Secretary Houston has published a report on the shortage and high price of print paper. Boiled down to its meaning, this sapient report finds that there is a shortage of paper, and that excessive prices are demanded—and expresses a hope that the shortage will end when the war ends.

"When he comes to the Paper Trust's lair, the Secretary roars as gently as a suckling dove.

"This is an attitude very characteristic of this present Democratic Administration. But it ought not to be. Because it means ruin to hundreds of useful little newspapers—all the more useful because they are little, and therefore out of the horizon of corrupting corporations.

PAPERS BEING STRANGLED.

"These weaker newspapers of the country are being strangled out of existence by the grip of the most extortionate and outrageous Trust that this country has ever seen.

"The strong papers, of course, can take care of themselves under any conditions, and in addition most of the strong papers, like the New York American, have long-term contracts to protect them.

"One would think that the little papers would be the concern of a party which calls itself Democratic. But the country had to wait for the leader of the Republican party in the House, Mr. Mann, to introduce a resolution investigating this offensive and oppressive Trust. Now the best the Democratic Administration can do in this critical situation is to offer a report by Secretary Houston which declares that it is possible that the paper shortage may not continue after the war.

"No one knows how long the war will last, and by that time half the little papers in the United States will be out of business; so that even if Secretary Houston's optimistic attitude were justified, the suppression of about half the papers in the United States—and those the independent small papers and country papers, which do the most good and are the least controlled by corporation influences—would be put out of business.

NOT A DEMOCRATIC ATTITUDE.

"A fine prospect for a Democratic Administration, supposed to be opposed to Trusts and interested in the mass of the people, to contemplate with equanimity!

"As a matter of fact, there is no particular, genuine paper shortage. There is a corrupt and illegal combination among paper manufacturers, a largely artificial shortage of paper, and a selfish and sordid determination to extract the last dollar out of this situation, no matter what calamity may befall the press or the public.

"With an election impending, the Democratic Administration, however, cannot be expected to offend the powerful



THE TRAIL OF THE DESTROYER.

Honest and Able Country Papers Ail Over the United States Are Wrecked by the Ruthless Print Paper Trust!

Reproduced from the New York American of August 17, 1916, by courtesy of the International News Service.

print paper corporations and to endanger the possible campaign contributions from that source.

"On the contrary, we may even expect to see the more liberal of these campaign contributors appointed to Ambassadorships abroad or to other positions of honor and dignity in case the Democratic Administration is successful."

### CURRENT PRICES AND PIRATES

#### A. N. P. A. Special Bulletin Cites Some Interesting Figures.

A special bulletin of the American Newspaper Publishers' Association, issued on August 12, is devoted to a review of the news print situation in the United States. Regarding prices it says:

"Such a thing as a current price does not exist, nor does there seem to be a maximum price. Until comparatively recently some few mills renewed contracts with slight increases. We have heard of some contracts of a basis of about 2.30 f. o. b. mill.

"It seems to be generally inferred that some mills, notably the Great Northern, the International, and the Mead group, will renew contracts at prices not in excess of \$50 per ton f. o. b. mill, but on the other hand there are many others, frequently referred to as pirates, who demand for their product all the traffic will bear.

"A large tonnage has recently been offered on a basis of about \$80 per ton and a few carloads for immediate delivery have been temporarily offered at \$90 per ton. One hundred and twenty

dollars and \$140 it is reported is being demanded by some for ton lots.

"As has been pointed out, these prices are unconscionable because a short time ago paper was freely sold at the mill at \$38 per ton. Increased cost, except in a few minor instances, is reported not to exceed \$5 per ton. Therefore, the sale at \$43 per ton mill would net the manufacturer the same profit as on sales of \$38 in former years, and the difference between \$43 and the price asked must of necessity consist in the main of additional profit."

### WOULD LET CANADA PAPER IN

#### One Result of Proposed Removal of Tariff on News Print Stock.

WASHINGTON, August 17.—Print paper valued at 5 cents a pound and under has been placed on the free list by the Senate Finance Committee in the revenue measure which has just been reported, and it is expected that this may afford some measure of relief for the paper stringency and high prices now prevailing in this country.

At present, print paper valued at 2½ cents a pound and under is admitted free. It is believed that the changed conditions in the United States during the past year, whether brought about by combination or otherwise, has prevented considerable paper from Canada valued at slightly above 2½ cents a pound from entering the United States.

Publishers and others have urged the members of the Committee to change the tariff provision with regard to print paper.

### ECONOMY IN BOSTON

#### Dailies Reduce Number of Pages and Cut Off Many Free Copies.

BOSTON, August 15.—While the publishers of the various Boston newspapers have not taken any formal action in regard to the consumption of white paper, economy is the watchword of the hour.

A representative of THE EDITOR AND PUBLISHER visited several of the leading newspaper offices to-day for the purpose of learning the status of the paper situation. He was informed that no formal action of a joint nature had been taken, although there has been much discussion among the publishers in regard to the shortage of paper and the prospect of sharp advances in prices.

"Every publisher in Boston is attempting to get along with as few pages as possible," said a prominent newspaper man, who requested that his name be omitted. "That, to me," he continued, "is the only solution of the difficulty. The curtailing of exchanges and free copies to advertisers will not have half the effect that a cutting out of pages will have.

"The publishers have had several conferences in regard to the paper situation, but thus far they have not taken any formal action."

The enterprise of THE EDITOR AND PUBLISHER in issuing a news print supplement has attracted much attention in this city, and the articles appearing therein have been read with much interest.

It is a known fact, that, in several of the newspaper offices, free copies have been cut out to a marked extent. This rule has applied to the copies furnished advertisers and members of the staffs. In one office, at least, the reduction in this direction has been 50 per cent.

### COST OF PAPER STIRS TYPOS

#### International Union Favors Appeal to Congress for Relief.

BALTIMORE, Md., August 15.—"Something more substantial than a perfunctory investigation" of the increased cost of white paper was demanded of Congress at the opening session of the sixty-second annual convention of the International Typographical Union, in session in Baltimore this week.

"The grip of the rising paper market is throttling the life out of many struggling newspapers and commercial printing houses," said President Marsden G. Scott in his annual report to the convention. "Due to the increased cost of paper, many publishers have been forced to reduce the number of printed pages, and, if the price of paper is not kept down, there will be a falling away in printed matter that will force on the unemployed list thousands of those engaged in the printing industry.

"This convention should go on record as demanding something more than the usual investigation which produces no tangible results. There will be placed in the hands of the committee on resolutions abundant facts on which proper recommendations may be made for your consideration."

The printers feel that the situation is one of vital interest to them and they intend to lend the influence of their organization in whatever way they can to investigating the scarcity of paper and its causes. President Scott's remarks were brief but to the point, and the applause with which his sentiments were greeted left no room for doubt that every delegate would stand behind him



# Cleveland's Mighty Motor

The Advertising-Motor which makes the most automobiles move from dealer to buyer in Cleveland is the Plain Dealer.

For the first six months of 1916 the Plain Dealer printed 621,558 lines of automobile advertising.

That's 65,800 *more* lines of automobile advertising than the second morning *and* the leading evening Cleveland paper, *combined*, printed during the same period.

For the first six months of 1916 the Plain Dealer further increased its own established leadership in automobile advertising by 192,640 lines—over the same period of 1915.

This Plain Dealer *increase*, alone, *exceeds* by 27,160 lines the same six months' gains in automobile advertising of the second morning *and* the leading evening Cleveland paper, *combined*.

The mightiest Advertising-Motor in Northern Ohio is

## The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY  
Circulation In Excess of 145,000 Daily, 185,000 Sunday

*Western Advertising Representative:*  
JOHN GLASS  
Peoples Gas Building, CHICAGO

*Eastern Advertising Representative:*  
JOHN B. WOODWARD  
Times Building, NEW YORK

## NEWSPAPER MEN IN CAMPAIGN

Several Correspondents and Reporters  
Now in Political Publicity Work.

Robert W. Woolley, recently selected as publicity director of the Democratic National Committee, was formerly a member of the Washington Bureau of the New York World.

David S. Barry, who has been selected



J. E. MONK.

by the Republicans for a like position, is the Washington correspondent of the Providence (R. I.) Journal.

Carl D. Sheppard, who has been selected by Presidential candidate Hughes as private secretary and personal representative, until recently reported the Supreme Court for the Associated Press.

Frederic W. Steckman, who for several months has been directing the publicity department for the Democratic party, was at the time of his selection for this important work a member of the Congressional staff of the Washington Post, and Washington correspondent for the New Orleans States.

John E. Monk, who has been appointed assistant to Chairman William R. Willcox, of the National Republican Committee, up to the time of his appointment was Washington correspondent of the St. Paul Pioneer Press and other newspapers.

William J. Cochran, Washington correspondent of the St. Louis Republic, has been appointed manager of publicity for the Western office of the Democratic National Committee, in Chicago. Mr. Cochran is a native of St. Louis, and received his early newspaper training in his home city. For many years he handled State politics for the St. Louis Republic. Later he became political reporter for the Chicago Tribune. Two years ago he accepted an offer from the Republic to become its Washington correspondent.

## Southwick Pleads Not Guilty

WASHINGTON, August 15.—Henry G. Southwick, the first person to be arrested under the new fraudulent advertising law, charged with false advertising, pleaded not guilty in the United States branch of the police court this morning, and through his counsel asked for a jury trial and a continuance of the case until September 11. Southwick's attorney asked Judge Mulloony for the continuance of the case on the ground that Mr. Smith was ill. Judge Mulloony continued the case a week. The alleged violation of the new fraudulent advertising law by Mr. Southwick was fully described in the last issue of THE EDITOR AND PUBLISHER.

## SOME MORE TRUTH TELLING

By PHILIP LONGWORTH

THIS is the story of how a small retail shoe dealer, with no outside influence, and without the expenditure of a dollar, made the most prominent merchant in the same line of business, and one of the biggest advertisers in the city, change the name of his store, which was fraudulent, and drop certain features of his advertising that were both deceptive and misleading. It shows how any man of business who has a good case can force his competitor, even if he is a most influential one, to play a fair game, so far as advertising is concerned, if he goes about it in the right way. In this case it meant appealing directly to the man that wrote the advertising, who is almost always the best individual to deal with where a question of ethics is concerned. The story goes to prove, too, that a single store-keeper can sometimes accomplish more than a widely advertised "TRU-AD Club" may promise to do whose officials are merchants closely allied in business with those charged with practicing unfair methods of publicity.

As this is a true story of what actually took place I need not, for obvious reasons, identify the city further than to say it is in the Middle West and faces the south. The names I use, of course, are fictitious ones, but in every other detail what follows is simply a narrative of the facts in the case.

One day a year ago a large black-lettered sign appeared over the doors of a big building on the main thoroughfare of the east-end suburb of this city, announcing that the store would be opened with a full line of Ladies', Misses', and Boys' Footwear. There was nothing startling in this, but the last line which bore the name of the firm attracted my attention. It read: "MANUFACTURERS' SHOE CO." Instantly I scented a fake, and I called up the shoe dealer who was located in the same block with the new store, and asked if another Blarney from a neighboring city had blown into town. Blarney, it should be explained, was the name of a concern that had opened up on our principal retail street just before the previous Christmas holidays, and had been finally run out of town through the efforts of the local TRU-AD Club because of fraudulent advertising. My friend promptly replied that the Blarney who was going to start business next door was none other than Brown Brothers, a firm of local manufacturers that both of us did business with, and he added, with some warmth of feeling, that he thought the shoe dealers of the city ought to protest against such unfair business methods.

A few days later, handbills were distributed by a team of distributors, announcing the opening of the new store, under the name of the "MANUFACTURERS' SHOE CO.," but it also bore the slogan in quotes at the top and bottom of the dodgers: "Direct from Factory to You." In the lower right-hand corner, cut into the border, was the name "White." This name I recognized to be that of the writer of the advertisement and one of the best-known publicity experts in the city. It now appeared clear enough that the firm was making and marketing its own shoes.

I immediately wrote a letter to Brown Brothers, telling them I had been informed that they were interested in the new store, and I wanted to know if this was true. By return mail the firm replied that they had no interest whatever in the new store, and that they sold them goods just as they were selling me and other merchants in the city. The main stockholder in the concern, they added, was Mr. Black, of the Black Shoe Store (the biggest retail shoe store in the city, and, although he was, they said, no more of a manufacturer than I was, they didn't see how he could be prevented doing business under the name he had adopted.

This seemed to put the whole matter in a totally different light, and I now realized the only fight we could make was on the point of deceptive advertising. Failing to get the other shoe dealers in this end of town to carry the case before the local TRU-AD Club, I resolved to call on the president myself. I found this gentleman to be a successful man of business, but one who knew little or nothing of the ethics of advertising. He was very affable and did most of the talking during the interview, but I soon saw he would rather get after out-of-town invaders than take up the case against Mr. Black, the footwear nabob of the town. He explained that the Club had recently decided to admit advertising writers as members, the membership having heretofore been made up entirely of business men, and that he was about to appoint a new Vigilance Committee who would take up the case at once if I would just let him submit the correspondence and advertising matter I had received. This I cheerfully did, and he very cordially bid me good-day.

Some time later I called on the president of the Club again. He was just as polite as before, but appeared a little more solemn in his manner. Evidently the subject had been on his mind during the past fortnight, in addition to the cares of his own vast business. He told me all the papers and letters I had given him had been placed in the hands of the Club's attorney, naming a well-known lawyer with whom I had a nodding acquaintance. This gentleman had promised to render him an opinion on the case in a day or two, and I would be duly advised by mail of the result of the attorney's findings.

After waiting a week without hearing from either the Vigilance Committee or the president of the Club, I called up the attorney and asked him what he thought of the case. I had some difficulty to make him understand what I was talking about, but when he did he assured me he had never heard of the matter and knew absolutely nothing about it, nothing ever having been submitted to him!

Of course, I at once saw I wasn't going to get any results from the TRU-AD Club or its pleasant-speaking president. It was now mid-summer, and it looked as if both the fake firm-name and slogan were going to be fixtures. The following week, however, a quarter of a page advertisement appeared in the morning papers, making the announcement in big bold-face type that the Black Shoe Store stood to-day as it had always done, for "TRUTH in Advertising." In the upper left-hand corner was reprinted in fac-simile a typewritten letter, dated six months before, from Mr. Black to his advertising manager, Mr. White, insisting that hereafter he should (1) eliminate all comparative values of any

## MONTANA NEWS ASSOCIATION

Will Soon Start Serving One Hundred  
and Twenty Clients.

The Montana Newspaper Association, organized at Great Falls, Mont., has been formed to serve about 120 leading newspapers of the State with a State news service, and to furnish advertising to such papers.

The Association has established a complete publishing plant in Great Falls, and from four to eight pages will be published each week, every page bearing at its top the name of the subscribing member and numbered to fit exactly into its proper place in the centre of the newspaper.

The officers of the Association are: O. F. Wadsworth, president; W. W. Cheely, vice-president, and H. P. Raban, secretary and treasurer, all of Great Falls. Knill-Chamberlain-Hunter, Inc., of Chicago and New York, are managers of national advertising.

September 15 is announced as the date on which the Association will begin publication.

sort, (2) adhere strictly to the TRUTH in every line, (3) make the store's motto read: "The Customers First," and (4) let all illustrations of footwear used represent exactly the shoe advertised. In the two lower corners was a seal-like cut, bearing the inscription: "We Guarantee the TRUTH of our Advertising."

I now saw I had a chance to win out in this game, after all. I immediately addressed a letter to Mr. White in which I told him I had read with much interest his striking advertisement in the morning papers, and I congratulated him upon his firm adopting the four-ply principle of honestly advertising its footwear to the people of this city. I explained my object in writing him was to ask if he could not persuade another shoe concern owned by Mr. Black, and to whose advertising he had affixed his signature, to do likewise. I urged him to use his good offices with his employer to have the advertising of his new store conducted on the same high plane he had been running his large establishment in the central part of the city, and which had, according to his advertisement, paid him so handsomely.

As I remarked a moment ago, this is a true story, and I must now chronicle a remarkable occurrence. The day after I mailed this letter a violent storm swept over the city, and among other devastation wrought in its pathway it blew down and carried away the big sign which had for months borne the fraudulent announcement! As a shoe dealer in a near-by street, who had felt the effects of the unfair competition, piously remarked next day to me: "Heaven evidently could no longer endure such a flagrant falsehood, and tore it down in its righteous wrath and anger."

However that may have been, I do know that a week later I met Mr. White and he assured me that the firm would hereafter be advertised under the name of the "MAIN STREET DEPARTMENT STORE," in connection with two other concerns in the same building doing a dry-goods and millinery business, and that he would further assure me that no mention of selling "Direct from Factory to You" would ever be made in any future advertising. Since then, this store's advertising has been a model of honest appeal for its customers' trade, and its competitors have now no quarrel with it either on the score of unfairness or deception.

# BECAUSE—

Purchasing Power Means Results

# THE EVENING MAIL

Led all of the New York evening newspapers in volume of advertising gains for the months of June and July

|             |   | The Record |       |             |        |       |
|-------------|---|------------|-------|-------------|--------|-------|
|             |   | June       |       | July        |        |       |
| Mail Gained |   | 96,450     | lines | Mail Gained | 62,794 | lines |
| Sun         | " | 90,618     | "     | Sun         | 60,791 | "     |
| Globe       | " | 80,577     | "     | Telegram    | 32,853 | "     |
| Post        | " | 48,646     | "     | Globe       | 23,702 | "     |
| Telegram    | " | 42,431     | "     | Post lost   | 2,654  | "     |
| Journal     | " | 23,969     | "     | Journal     | 30,249 | "     |
| World       | " | 23,431     | "     | World       | 56,138 | "     |

### The Dry Goods Advertising Situation in New York City

In May, **The Evening Mail** gained 27,107 lines in dry goods advertising. In June, the gain was 45,883 lines; in July, the gain was 40,183 lines. In three months, **The Evening Mail** has gained 113,173 lines. That is a remarkable record.

### But more Important is this Fact—

In July only one other New York evening paper carried more dry goods advertising than **The Evening Mail**, and **The Evening Mail** ran a close second.

**The Evening Mail** in July carried more dry goods advertising than did either **The Evening Journal** or **The Evening World** which have the largest circulations of the evening papers.

### The Merchant Knows

The merchants of New York City, who spend huge sums annually for advertising, realize that the circulation of **The Evening Mail** has behind it a loyal and prosperous reading class which has money to spend for the necessities and luxuries of life.

They have discovered that **The Evening Mail** with its circulation of 168,000 has a SUFFICIENT circulation to deliver to the merchant the patronage of readers who will make worth while customers.

**The Evening Mail** has no forced circulation, no premium circulation, no waste circulation.

For the first 15 days of August

# THE EVENING MAIL

Showed a gain of 221 columns

## DOVE OF PEACE HOVERS OVER WARRING EDITORS

Disagreement Between Birmingham Age-Herald and The News No Longer Exists, Handsome Apologies Having Been Offered and Accepted by All the Parties Concerned.

The Barrett-Hanson controversy, culminating in the filing of suits for criminal libel, issuance of peace bonds, etc., as chronicled in last week's EDITOR AND PUBLISHER, was satisfactorily settled on Saturday last by the signing of agreements between Messrs. Barrett, Jeffries, and Hanson and the committee representing the Birmingham (Ala.) Rotary Club.

In a two-column box on the first page of the Sunday Birmingham Age-Herald and the News, appeared the following:

BIRMINGHAM, Ala., August 12, 1916.

The disagreement between the Birmingham Age-Herald and the Birmingham News and the personal differences between the gentlemen connected with these local papers have been settled by the undersigned committee to the satisfaction of all parties, as shown by the following apologies which were prepared by said committee and submitted to the gentlemen for their signature: J. Frank Rushton, Chm., R. A. Brown, M. W. Bush, B. B. Burton, Geo. A. Blinn, Jr., S. Caheen, J. W. Donnelly.

"We accept the recommendations of the Rotary Committee and apologize to Mr. Victor H. Hanson for any reflections made upon his character in the articles recently published in the Age-Herald and withdraw all charges of a personal nature made there. (Signed) E. W. Barrett, W. H. Jeffries."

"I accept the recommendations of the Rotary Committee and I apologize to Messrs. E. W. Barrett and W. H. Jeffries for any reflections made upon their character in the articles recently published in the Birmingham News and withdraw all charges of a personal nature made therein. (Signed) Victor H. Hanson."

### NO ROOM FOR LONG ARTICLES

Washington Star's News Editor Limits Contributions to Quarter of a Column.

In these days of shortage in the supply of news print, all departments of a daily must work together to reduce consumption and prevent waste. Here is the way C. Fred Cook, news editor of the Washington Star, will help. He has addressed the following letter to all writers for the Star:

"The shortage in print-paper, now serious and certain to become greater in the near future, makes necessary a reduction of the size of the daily issue as far as possible. This can be accomplished by leaving out matter altogether or by reducing all stories in length. Obviously it is better to print all the news in shorter space, and all writers of news are enjoined to reduce their matter to the lowest terms.

No news story should be turned in for publication making more than a quarter of a column in length, save by special direction from the city editor. Submission of longer matter entails delay in editing—and time is as valuable as space.

Tell your story simply, directly, and briefly. Avoid repetitions and long qualifications. Write news, not essays or editorials.

A news story of more than one-fourth of a column, not specially ordered or authorized, is likely to be left out of the paper, and a reporter who fails to get his matter in print, through his own fault, is worth nothing to the paper and will be so rated.

**CUSTOMER:** One who purchases, g. ds., wears them, and returns them the next day.

## ILLINOIS PAPERS ADVANCE PRICE

Follow Example of St. Louis Dailies Which Are Satisfied with Change.

ST. LOUIS, August 15.—The publishers of the St. Louis Republic and the St. Louis Globe-Democrat, the selling price of both of which newspapers was recently advanced to two cents, announce that the falling off of street sales is hardly appreciable, and that the carriers are losing a very small percentage of their subscribers as the result of the increase in price. Neither has the advertising been affected, according to their statements.

Following the lead of the two St. Louis morning papers, the Belleville (Ill.) News-Democrat, situated in a district close to St. Louis, has announced that conditions confronting the business office will force it to raise its price in the near future. Madison County (Ill.) newspapers are advancing their subscription prices, as well. Within the past fortnight, the Alton Telegraph and the Alton Times have advanced their country subscription rates from \$3 to \$4 a year. The Marine (Ill.) Telegram and the Troy (Ill.) Call, both weekly papers of big circulation, have been advanced in price from \$1 to \$1.50.

Secretary L. C. Heim, of the Madison County (Ill.) Press Association, has notified all members of the organization that a meeting will be held shortly to decide upon an increase in the cost of newspapers in the Association, following a general rise in the price of print paper by the manufacturers.

### SMALLER PAPERS COST MORE

Result of News Print Prices and Heavy Advertising in Ohio

On and after August 23 the carrier rate of the Cleveland (O.) Advertiser will be increased from 6 cents to 10 cents per week, delivered.

The area affected by this change is in the territory up to the seven-county line, the exceptions being Portage, Lorain, Medina, Summit, Geauga, Lake and Cuyahoga, Cleveland being located in the last named. Next month, says Charles H. Fentress, business manager, the Press will make similar changes coming into the Cuyahoga County line. In both instances the increase in price will be from one cent to two cents.

The change is necessitated by the increased cost of production, but notably that in white paper.

There has been no perceptible reduction in the sizes of the different newspapers in this territory, as is the case in New York city and other points. One reason for this, advertising managers explain, is the tremendous amount of advertising being carried this summer, which in turn is influenced by the big business being done in all commercial and industrial lines in the Cleveland district.

### Urges Paper Conservation

The International Paper Company, the largest manufacturer of news print paper in the country, has sent a letter to customers asking them to economize in the consumption of paper for their own protection. The company states that it has been called upon to supply from 1,000 to 1,300 tons monthly in excess of production, with all mills working to capacity, and unless consumption is curtailed a famine in news print will result in the latter months of the year. Exports by the International Paper Company are 7 per cent. below last year.

## BALTIMORE PAPERS ACT

Sun and Star Take Steps to Reduce Waste of News Print

BALTIMORE, Md., August 15.—Publishers of all the Baltimore dailies met in the office of Gen. Felix Agnus, president of the Baltimore American and the Baltimore Star, with a view to cooperation in methods for limiting the amount of print paper used. The publishers failed to agree upon a plan and the meeting came to naught.

The obstruction was failure to agree on a uniform selling price. The Sun gives thirteen newspapers to subscribers for 10 cents, that is the Evening Sun six days in the week and the morning edition seven days. The Sun refused to change from this arrangement. The other papers charge a cent a copy, straight, morning and evening editions. Each paper will now "go it alone" in such measures as are adopted for economizing in the use of print paper. All have already put in effect drastic rules that result in considerable economy.

The following rules have been put in effect by the Sun and Evening Sun:

"Eliminate all exchanges. Eliminate all free copies except in cases where special service is rendered. Publishers to exchange copies of free list monthly to prevent persons getting on by misrepresentation. Limit local advertisers to one copy of each edition. Send foreign advertisers only copies of papers in which their advertising appears. Regulate size of paper on basis of four columns of paid advertising to four columns of reading matter on week days and 45 per cent. paid advertising on Sunday.

"The Sun and Evening Sun will accept no returns, except from two special agents and returned copies from them are limited to 5 per cent."

### TO REDUCE PAPER CONSUMPTION

Pennsylvania Publishers Urge Advertisers to Cut Down Their Space.

Newspapers in all parts of the country are endeavoring in various ways to reduce their bills for white paper.

The Pottsville (Pa.) Republican is advising its local advertisers to change from display space to locals. It will devote its front page to such announcements as an inducement to use this form of advertising.

The York (Pa.) Dispatch is urging advertisers to condense their announcements in order to save white paper.

The Pennsylvania Associated Dailies advocate an increase in advertising rates or a reduction in the size of advertisements.

The Southern newspapers are retrenching to meet the increase in the price of white paper. The Atlanta Constitution, the Atlanta Journal, and the Atlanta Georgian have increased their annual subscription price from \$6 to \$7.50, and the street sale of the afternoon papers from 2 cents to 3 cents.

### Extra to Greet Hughes

The Red Wing (Minn.) Daily Republican surprised Charles E. Hughes and his party on their arrival at Red Wing by presenting them with a snappy and newsy extra edition of the Republican which contained a complete account of the trip through Minnesota, including the demonstration at Lake City. On the front page of the paper appeared an original campaign song by Jens K. Grondahl. The paper "took" fine with Mr. Hughes and those travelling with him.

## SEEKS TO INCREASE SPECIAL ADVERTISING

New Organization Composed of Business and Advertising Managers of Newspapers Meets in Chicago—E. C. Rayner Re-elected President and Martin Sprague Secretary-treasurer.

The first annual convention of the American Association of Newspaper Special Advertising was held in the rooms of the Advertising Association of Chicago, on August 14 and 15. It was well attended by advertising managers and business managers of daily papers published in the United States and Canada.

The convention was devoted to the practical side of getting increased line. Plans and methods for increasing the number of advertisers and the amount of space from regular advertisers engrossed most of the discussion. More than 2,500 examples of special pages and feature sections were exhibited.

Luncheon at noon, at the Advertising Association, was followed by addresses on actual experiences in getting more advertising. John K. Groom, in charge of the foreign advertising of the Aurora Beacon-News and the Elgin Courier, described the organization by which the Beacon-News has been able to develop regular advertisers in 131 lines of business that were non-advertisers when the present management took over the paper. Much of this business was started by graduating regular accounts from special advertisers. Mr. Groom ridiculed the idea that any newspaper has exhausted its field. He stated that there are approximately 1,000 business firms in Aurora, exclusive of manufacturers and jobbers, of which 25 per cent. are regular advertisers. He declines to consider his field worked out until the other 75 per cent. have come into the fold.

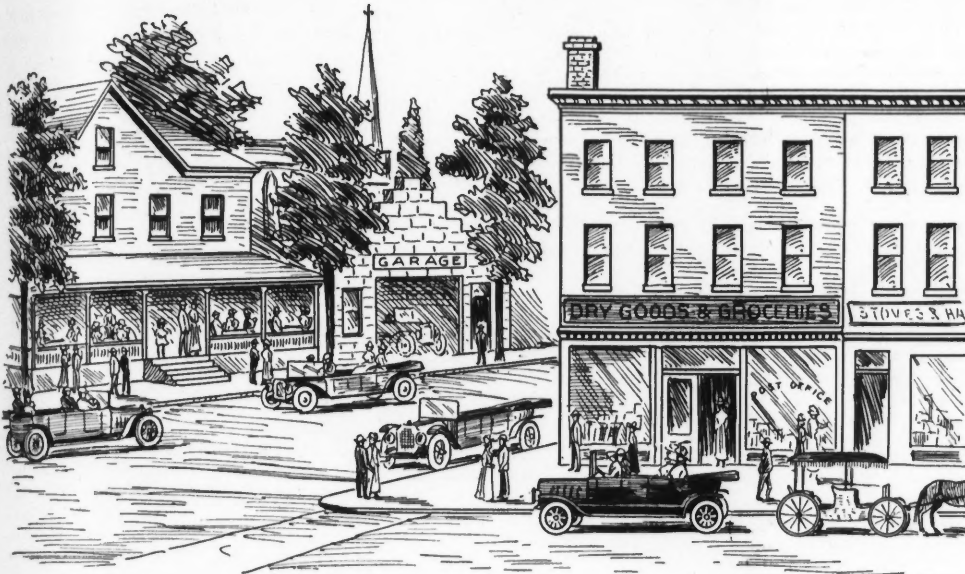
W. J. Parrett, of the Danville Commercial-News spoke on Dollar Day, and explained his reasons for holding it in March and August. W. A. Gracey, of the Geneva (N. Y.) Daily Times told how he has created profitable accounts by taking full charge of the advertising.

Wm. J. Schaeffe, of the Dubuque Times-Journal, advocated an organization for the purpose of getting special advertising in the foreign field. F. W. Griffith, of the Racine Journal-News talked on his Get-Acquainted Edition which ran six solid pages of portraits of business and professional men.

Other speakers were Irvin B. Myers, of the Canton (O.) Daily News, J. H. McKeever, of the Aberdeen (S. D.) American; F. W. Crabbe, of the Ottawa (Ont.) Citizen; John De Haven, of the South Bend Tribune, and R. E. Shannon, of the Washington (Ia.) Journal.

At the business meeting on Tuesday morning, the present officers, E. C. Rayner, president, and Martin Sprague, secretary-treasurer, were re-elected. A resolution providing for the organization of a cooperative soliciting organization for the purpose of supplying the members with reliable extra solicitors for temporary work, was unanimously adopted. Other resolutions instructing the officers to proceed with the organization of a cooperative cut exchange, and to investigate the feasibility of cooperation in securing feature advertising from foreign advertisers were passed.

# Plus Population—Do You Take Into Account the Summer Visitors to New England?



**M**ANY manufacturers of staple products have wondered why their sales per capita of population have averaged so much higher in New England than in any other territory. They base their figures on permanent population, not considering the hundreds of thousands of visitors who come to this section every Summer.

These Summer residents do not bring their food with them—they bring little except money and the desire for enjoyment. They must be provided with things to eat, beds to sleep in, boats to sail in, gasoline, oil, tires, picture post cards, tooth powder, cigars, cigarettes, candy, kodak films and what not. All of which are sold through New England retailers and go toward the volume of business in this territory. Then the Summer resident goes home with less money but with the memory of a good time—a Summer in New England is one of the finest things of life—and he is also likely to have the memory of several things concerning which he will speak to his retailer at home something like this:

“Say, Perkins, we had the finest ham I ever tasted on the menu up at the Mt. Washington Hotel. It was called Snyder-Cure Ham. Won’t you get it for us here.”

You see, in getting New England business, you get a high-grade slice of business from various other sections of the country, too.

New England is the first territory that a manufacturer of trade-marked goods should develop. It is compact, distribution is economical, the character of retailers very high, and it is thoroughly covered by high-grade daily newspapers which will carry your advertising to the public at moderate cost.

Advertising in the daily newspapers listed on this page is the key to sales development in New England.

## High Efficiency List of New England Newspapers

| MASSACHUSETTS                                 |       |             |                  |
|---|-------|-------------|------------------|
|   |       | Net Paid    | 2,500 10,000     |
|   |       | Circulation | lines lines      |
| Boston American                               | (E)   | 365,219     | .35 .35          |
|   | (S)   | 324,492     | .35 .35          |
| Boston Globe                                  | (ME)  | 243,450     | .30 .30          |
|   | (S)   | 298,993     | .30 .30          |
| Boston Herald-Traveler                        | (ME)  | 179,468     | .28 .25          |
| Boston Journal                                | (M)   | 61,080      | .16 .125         |
| Boston Post                                   | (M)   | 444,799     | .40 .40          |
|   | (S)   | 315,677     | .30 .30          |
| Boston Record                                 | (E)   | 33,269      | .1425 .1275      |
| Boston Transcript                             | (E)   | 30,143      | .15 .15          |
| Fall River Herald                             | (E)   | *8,358      | .02 .02          |
| Fitchburg Sentinel                            | (E)   | 5,966       | .02 .0157        |
| Lynn Telegram                                 | (E)   | *7,527      | .02 .02          |
|   | (S)   | *6,218      | .02 .02          |
| Lowell Courier-Citizen                        | (ME)  | 16,780      | .03 .03          |
| New Bedford Standard & Mercury                | (ME)  | 17,029      | .03 .03          |
| Pittsfield Eagle                              | (E)   | 12,413      | .0207 .0157      |
| Salem News                                    | (E)   | 18,048      | .05 .035         |
| Springf'd Republican                          | (M)   | 14,203      | } 31,329 .09 .08 |
| Springfield News                              | (E)   | 17,526      |                  |
| Springfield Republican                        | (S)   | 16,739      | .065 .04         |
| Springfield Union                             | (MES) | 28,515      | .07 .06          |
| Worcester Gazette                             | (E)   | 27,156      | .06 .045         |
| Massachusetts totals, 2,494,377 3.2282 3.0639 |       |             |                  |
| Population, 3,605,522.                        |       |             |                  |
| RHODE ISLAND                                  |       |             |                  |
| Pawtucket Times                               | (E)   | *21,859     | .05 .0325        |
| Providence Bulletin                           | (E)   | 50,048      | .09 .09          |
| Providence Journal                            | (M*S) | 22,767      | .07*08 .07*08    |
| Providence Tribune                            | (E)   | 20,089      | .05 .05          |
| Woonsocket Call-Reporter                      | (E)   | *11,442     | .0428 .0285      |
| Rhode Island totals, 126,205 .3028 .2713      |       |             |                  |
| Population, 591,215.                          |       |             |                  |
| MAINE   |       |             |                  |
| Portland Express                              | (E)   | 20,686      | .0535 .0375      |
| Population, 762,787.                          |       |             |                  |
| VERMONT                                       |       |             |                  |
| Burlington Free Press                         | (M)   | 9,184       | .0228 .0157      |
| Population, 361,205.                          |       |             |                  |
| CONNECTICUT                                   |       |             |                  |
| Danbury News                                  | (E)   | 5,936       | .0118 .0118      |
| Hartford Courant                              | (MS)  | 17,600      | .06 .035         |
| Hartford Times                                | (E)   | 25,014      | .06 .04          |
| Meriden Journal                               | (E)   | 4,904       | .025 .0143       |
| New Haven Times-Lender                        |       | *15,325     | .03 .04          |
| New London Day                                | (E)   | 8,447       | .0285 .0171      |
| New London Telegraph                          | (M)   | 4,500       | .0086 .0071      |
| Norwich Bulletin                              | (M)   | 9,213       | .04 .018         |
| Connecticut totals, 90,939 2.3691 .1833       |       |             |                  |
| Population, 1,114,756.                        |       |             |                  |
| New England totals, 2,741,391 3.8712 3.4424   |       |             |                  |
| *A.B.C. statement.                            |       |             |                  |
| Government statements, April 1, 1916.         |       |             |                  |
| Population for New England, 6,874,174.        |       |             |                  |

Advertisement Prepared  
By Paul L. Lewis

## EVENING MAIL'S NEW HOME

## Mechanical Plant to Be Greatly Enlarged in New Downtown Site.

The Evening Mail's lease with the city of New York, reported in last week's **EDITOR AND PUBLISHER**, covers the building at 21, 23, 25, and 27 City Hall Place, giving a ground space of 80x100 feet. The main building is twelve stories in height. The Mail will immediately occupy with its plant about 35,000 square feet of floor space as compared with about 18,000 occupied at present. They will increase the press capacity 66 2-3 per cent. immediately, and will install a practically new composing room equipment throughout, increasing the linotype battery by 20 per cent. and its efficiency by about 50 per cent. The stereotype equipment will be completely new.

G. H. Larke, business manager of the Mail, in speaking of the improvements to be made, said:

"We shall try to be operating in the new location before the heavy fall rush of business begins, hoping to be moved in some time after September 15. The building, however, will require about \$50,000 worth of repairs and this extensive work, added to our installation and remodeling work may delay us beyond our hopes.

"The Evening Mail has been looking for a downtown location for several years and very actively during the past year. It has become an almost impossible task to find in this district a building already existing large enough to meet the demands of a modern newspaper and at the same time that could be remodelled to meet the exacting and conflicting requirements of State and city laws. In numerous instances, such laws are at direct variance with the city ordinances and no lawyer of standing will advise as to which has supreme jurisdiction. It is definitely known that newspaper plants come under the State Industrial Code and are classed as manufacturing establishments. Consequently, practically every newspaper plant in New York city, with one possible exception, is understood to be in serious danger of being obliged to seek new and radically changed quarters, in order to comply with present legal requirements. Because a certificate of occupancy is necessary for a newly equipped plant, the Evening Mail has been obliged to comply rigidly in its plans with all the conflicting requirements of the varying laws, which has made it much more difficult to find a location close to express terminals in the downtown district. At this time, because 70 per cent. of the sales of evening papers, with possibly one exception, are made below 42d Street it was impossible for the Evening Mail to consider the uptown district. Of course, this condition does not apply, but is probably the reverse, in the case of the morning papers.

"The present plant of the Evening Mail is one of the most inconveniently arranged, and in many ways most obsolete, that is used by any evening newspaper of large town class. Quarters are occupied all the way from the tenth floor to the basement. In the new location, the mechanical plant will be limited to the first, second, and third floors, so that the operations will be closely concentrated.

"Many mechanical innovations and improvements looking toward greater speed and greater efficiency than now exist in any other New York evening newspaper office will be installed in the

new plant. Some of these will be so largely experimental that it would be injudicious to speak of them at this time, as it will require several months to get them in full running order.

"For a year past, the circulation of the Evening Mail has been practically limited by its press capacity and the natural growth in circulation has consequently been largely checked. The presses of the Evening Mail for the past year have been running out a larger product per hour than any other presses in the Eastern territory; indeed they have been 'run to death.' Under the new and enlarged conditions, the Evening Mail not only expects to print a much better newspaper, but to greatly increase its circulation scope.

"During the past two months, the Evening Mail has led all evening newspapers in New York city in advertising lineage gain over last year. Its July increase in advertising lineage was equal to 38 per cent. over the same month in 1915, and 37 per cent. over July, 1914. The ownership of the Evening Mail feels that under new and greatly improved conditions, soon to exist, the position of this newspaper, among the great evening newspapers of the country, will be immeasurably advanced."

## La NACION BREAKS A RECORD

## Charles P. Stewart Writes from Buenos Aires About La Nacion's Big Day.

American newspaper proprietors are prone to think that American editors pay more for foreign cable news than the editors of any other countries.

This may be generally true, but yet it is a fact that there is a growing tendency, worldwide in scope, to get the news to the reader regardless of cost.

Charles P. Stewart, South American manager for the United Press, in writing to **THE EDITOR AND PUBLISHER** from Buenos Aires, states that La Nacion, the big afternoon daily of the Argentine capital, recently broke all cable toll records.

According to Mr. Stewart, on the night of July 6-7, La Nacion received a news report from London alone exceeding 10,000 words at a cable rate three times the charge from London to New York city. The normally heavy day's service was increased by the receipt of the reports from Admirals Jellicoe and Beatty of the British Admiralty, concerning the battle of the Skagerrak. In addition to what was received from London, were long dispatches from Italy, Spain, and Portugal, accounts of the Mexican situation, the usual day's occurrences throughout the United States, a few items from China and Japan, voluminous specials from points in Argentina and elsewhere in South America.

The South American news included a detailed statement received from Lieut. Shackleton, at that time at Punta Arenas, concerning his plans for the rescue of his followers from Elephant Island in the Antarctic.

Estimating the toll rate from London to Buenos Aires to be approximately 22 cents, it is easily seen that La Nacion's cable tolls for that day figured in excess of \$2,500.

First Editor—"Here's one of the most learned men in the country—Professor Swimmerton—just passed away. What shall I say about him?"

Second Editor—"You might refer to him as a finished scholar."—(Los Angeles Express.)

EYES: The organs by which we see what is not good for us.

## STORES BACK IN JOURNAL-COURIER

## New Haven Morning Paper Completes Best Year in Its History.

The New Haven Journal-Courier has won its fight with department stores of New Haven. All but one of the big stores are now using the columns of the Journal-Courier regularly.

Since Mr. Edward T. Carrington took



EDWARD T. CARRINGTON.

charge of the business end of the property a little over a year ago, the paper has been carrying an increasing volume of advertising, both local and foreign, and the circulation has been increasing at a satisfactory rate. It is stated that this past year has been the most successful in the history of the Journal-Courier since the reorganization of the company nine years ago. The Journal-Courier, a member of the A. B. C., has enjoyed this year a large volume of automobile advertising.

## DAILIES MAY RAISE PRICES

## Canadian Papers Consider Ways to Meet Increased Cost of Production.

TORONTO, August 16.—There is at present a well-defined movement among the publishers of daily papers in Ontario cities to raise their subscription rates. Most of these papers are now selling at \$2 per annum, delivered by mail. It is anticipated that before long the price will very generally be raised to \$3. The step will be taken to offset the higher cost of production, especially in the item of paper. Many contracts with paper mills expire at the end of the year, and increases are certain to be required in making renewals.

There is also some idea that street and delivery prices will also be raised. Two-cent papers may soon be the rule, not the exception, as at present, and delivery rates will be raised to ten cents per week.

The whole movement, which is developing in an informal way, is in keeping with the proposals of the publishers of weekly papers to raise their rates to \$1.50 per annum, and will be helpful in connection with the latter campaign.

## El Paso as a News Center

El Paso, Tex., has become one of the most important news centres in the United States, according to Edgar T. Cutter, superintendent of the Western Division of the Associated Press, with headquarters in San Francisco, who was in El Paso recently on an inspection tour over his territory.

## AN IMPORTANT CORRECTION

## Mr. Barry Invites Attention to Typographical Error in Formula.

Joseph P. Barry, circulation manager of the Providence Journal Company, whose notable article in last week's **EDITOR AND PUBLISHER** on "How to Keep Down Losses in Paper" has been widely commended, calls attention to a typographical error in the formula as given on page 27, column 2, of **THE EDITOR AND PUBLISHER** for August 12.

Mr. Barry states that: "I erroneously gave the formula for a four-page paper instead of a two-page paper, but as I show the two-page formula in Exhibit 7, I think it is obvious to anybody that the first formula is for a four-page paper. The following is the correct formula:

$$2 \times 31 \times 32 \\ \div 864 = 24.11 \text{ lbs. to 1,000 2-page papers.}$$

Mr. Barry says: "Multiply the size of your four-page sheet by the stock weight of the paper and divide the result by 864, or the number of square inches in a standard sheet. You will obtain the number of pounds of paper required to print 1,000 2-page papers of the size you use."

## TWELVE PAGES OF FORD ADS

## Daily Oklahoman Pulls Off a Notable Stunt in a Recent Issue.

Twelve solid pages of Ford advertising! Sounds like a piece of Detroit publicity, doesn't it?

The Daily Oklahoman, of Oklahoma City, put over twelve pages of advertising on Ford cars, Ford dealers, and Ford friends in its edition of August 11, the date of the opening of the great assembling plant built in Oklahoma City by Henry Ford.

According to C. A. Brownell, publicity manager of the Ford Company, the Oklahoman's stunt was the most unique that ever attended the opening of a Ford plant in any city in the United States.

One of the features of the day, which was made a holiday, was a Ford parade with 2,300 cars in the line-up.

H. E. Dreier, advertising manager for the Daily Oklahoman, staked a double truck spread from more than 100 local merchants under a "welcome to our city" caption. Five pages were devoted to display squares for State agents. Henry Ford himself bought a page, something he had not done for several years.

## Movie Publicity Men Elect

Twenty-four advertising and publicity men, representing, with two exceptions, every important motion-picture producing company with offices in New York city, met on August 2 and approved the articles of incorporation which had been drawn up for the Associated Motion Picture Advertisers by its counsel, Arthur Friend. Officers for the ensuing year were elected as follows: Arthur James, of the Metro, president; Wallace Thompson, of the Paramount, vice-president; E. Lanning Masters, of V. L. S. E., secretary and treasurer; executive council: John C. Flinn, of the Jesse L. Lasky Photoplay Company; Paul Gullick, of the Universal Film Manufacturing Company; Carl H. Pierce, Oliver Morosco Photoplay Company; S. B. Van Horn, World Film Company; Harry Relchenbach, Frohman Amusement Company; Hopp Hadley, of the Mutual.

CATHOLIC PRESS MEETS

Delegates to Meeting of Catholic Press Association Hold Annual Session.

The Catholic Press Association opened its annual convention yesterday at the Catholic Club, 120 Central Park South, and will finish its deliberations to-day. Delegates commenced to arrive in the city Thursday evening, and were met at the Great Northern Hotel by the executive committee and the local reception committee.

The opening session was held at the Catholic Club yesterday morning, with a roll-call and the reading of the minutes of the 1915 convention. Rev. John I. Whelan, Ph.D., editor of the Brooklyn Tablet, read a paper on "Priests on the Catholic Press." Luncheon was served at noon at the Club, and in the afternoon Mr. Arthur Benington, of the New York World, read a paper on "The News to the Readers." There was also an address by Mr. F. A. Wilson-Lawrenson, of the religious department of the Associated Advertising Clubs of the World, on the advisability of religious publications joining the religious department of the A. A. C. of the World. Mr. Lawrenson advocated very strongly joining his organization.

Dinner in the evening at the Club, a trip by auto bus from the Battery to Harlem, and an evening at the theatre completed the first day's session.

This morning's session opened at nine o'clock with the reading of a paper by Stuart P. West on "Some Suggestions from Present-Day Journalism." The closing session was held after lunch, followed by the election of officers for the ensuing year. This afternoon the delegates leave by auto bus for Coney

Island, where a visit will be made first to the Shrine Church of Our Lady of Solace.

The local reception committee that looked after the pleasure of the delegates was headed by Rev. John J. Burke, C. S. P., of the Catholic World. He was assisted by Secretary C. M. Becker, of the Brooklyn Tablet, and Treasurer Henry Ridder, of the Catholic News, with representatives of twenty-three other Catholic papers in New York and vicinity.

Mr. John Paul Chew, of the Church Progress, St. Louis, Mo., is the president of the Association. Mr. Becker is secretary, and Charles J. Jaegle, of the Pittsburgh Observer, is treasurer.

GERARD EXPLAINS ATTITUDE

Clears Misunderstanding Regarding War Correspondents in Germany.

A special cable to the New York World says that the incident between Ambassador Gerard and the corps of American correspondents, which the Ambassador insists was entirely due to a misunderstanding, which he declared was most regrettable, has now been closed. After a conference with the correspondents the Ambassador issued a statement, in which he said, in part:

"The Ambassador is glad to state that the American correspondents in Germany have always sent to America dispatches truly representing the state of affairs in Germany, and have in his opinion been true to the best traditions of newspaper correspondents, and that only in a few instances in the past have any material interferences by the German censor with their dispatches come to his knowledge.

"The Ambassador understood the correspondents to ask that he endorse their complaint against the British censor, a matter which he could not, of course, do as an Ambassador, and it is now plain that the correspondents only asked him to transmit their complaint; but this official refusal, on the other hand, cannot be considered as disapproval of the protest.

"Both the American correspondents and the Ambassador hope that the only result of this slight misunderstanding will be freer exchanges of news between Germany and America, and consequently more friendly feeling."

RAINS HELD FOR FRAUD

Three Papers Caused Arrest of Man Who Solicited for "Reporters' Society."

Jacob Lewis Rains, who for more than a year has been soliciting money from prominent men and women, representing himself as the collector of a reporters' benefit society, was arrested on August 15 in New York and held for the grand jury in Jefferson Market Court on the charge of receiving money under false pretences.

Rains's arrest was due to the efforts of the Sun, World, and Tribune, which had received complaints from Rains's alleged victims. Although he has obtained money from kindly disposed men throughout the city who thought they were really helping a reporters' fund, the charge on which he was arrested was for getting \$5 from Dr. Arthur V. Payne, of the Marbridge Building, Broadway and 34th Street.

Dr. Payne gave him \$5 for "the boys'" benefit fund. Later the doc-

tor telephoned to the Tribune, which paper Rains said he represented, and to other papers. The three papers named obtained warrants and Rains was arrested.

More than a year ago the Press, now amalgamated with the Sun, received complaints from Wall Street men that they had been approached by a man representing himself as a Press reporter requesting a donation for "the boys." The request was cloaked with the offer of a news or publicity service, but always ended with asking for a contribution. Some of the men gave Rains checks for more than a hundred dollars.

One year ago the Press and the World turned over to the office of the District Attorney a mass of material which they collected tracing Rains's operations. This is still in the hands of the District Attorney.

Pleasant for Correspondents

The Eagle Pass (Tex.) Commercial Club is host to a number of staff correspondents of papers in States from which the National Guardsmen come who are mobilized in that section of the Mexican border. Secretary A. B. Hillan has, fitted up his office with desks and typewriters, and has invited the men to make his office headquarters. Correspondents here include the following: George F. Weston, Associated Press, New York; John M. Barrett, Baltimore American; Vincent de Paul Fitzpatrick, Baltimore Sun; H. J. Harman, Baltimore News; Cliff Stratton, Topeka (Kan.) Capital; Harry S. Godfrey, Kansas City Star.

PROFANITY: Eloquence dependent upon words not found in the dictionary.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

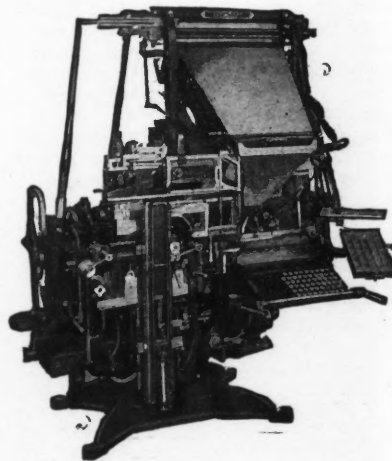
THE MAN FROM MISSOURI

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000

Standardized and  
Interchangeable  
Models.



is the man we are after.

The more we can "show" such a man the stronger will become his conviction that the

INTERTYPE

is sold on its merits.

One price to you—the same price to your neighbor.

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, August 19, 1916.

Imagination I understand to be the representation of an individual thought. Imagination is of three kinds: joined with belief of that which is to come; joined with memory of that which is past; and of things present.—Bacon.

THAT fighting Pennsylvanian, J. H. Zerby, compliments THE EDITOR AND PUBLISHER on the fairness with which both sides of the news print controversy have been presented in these columns. There could be nothing gained through any policy of bias in such a situation. If publishers are to do their part in applying measures of relief, they must know the other man's mind and the other man's facts.

THE new Griffith film production, "Intolerance," is to be very widely advertised in the newspapers. The advertising is to be placed in all large cities. No "publicity" favors are to be asked, the matter of the news interest of the attraction being left to the judgment of the editors. Mr. Griffith could make a real innovation in handling this production if he should dispense altogether with a "publicity man," and entrust the advertising to an ADVERTISING MANAGER, whose duties should be indicated by his title.

ASSEMBLYMAN GOLDBERG promises to introduce, at the next session of the New York Legislature, a bill to regulate the trading-stamp and coupon business in this State. Senator Boylan and Assemblyman Mahoney, while promising to support such a bill, suggest that it would be a simple solution if the merchants would just decide to discontinue the use of stamps. That sort of solution would simplify all lawmaking, if generally adopted. We should require no statutes punishing larceny, if only the people would just decide to quit stealing.

THE Chicago Tribune's censorship of classified advertisements, excluding the nauseous mass of "home work" offers, and other lines of pocket-picking propositions—still all too commonly found in many classified pages—presages the time when fakirs and charlatans will no longer be able to ply their trades through the columns of newspapers. The classified medium which excludes a questionable advertisement does, of course, lose the immediate fee offered—but it profits through assuring honest advertisers of being placed in reputable company. And this consideration in advertising means quite as much as it means in social relations.

DAVID B. PLUM, publisher of the Troy (N. Y.) Record, has abolished his exchange list. He subscribes for papers needed by his editors, and accepts subscriptions for the Record from those editors and publishers who want that newspaper. The average exchange list represents a great deal of waste circulation. So far as we can recall, Charles A. Dana was the first editor of a great newspaper to place the

## CHANGING A MANUFACTURERS' MARKET INTO A PUBLISHERS' MARKET

THE common-sense policy of reducing consumption of news print to a point where the output of the mills will meet the demand is winning adherents. New York and Philadelphia publishers have shown the way. Kansas City has followed suit. In these three cities savings of 500 tons per week have been effected through reducing the size of issues on a small scale, all publishers coöperating. It is estimated, by the officials of the A. N. P. A., that when similar agreements have been reached and put into effect by the publishers of the country, the reduced consumption will change a manufacturers' market into a publishers' market—will restore competitive conditions and normal prices. Is it conceivable that, realizing the menace to all newspapers of the present high prices of news print, any group of publishers, in any of the cities where consumption is large, should fail to fall in line for the common good?

The present situation means a test of the willingness of publishers of daily newspapers to act in union in a matter vitally affecting all. In the view of the ablest men in the publishing business, the only road to immediate relief from intolerable prices for news print is that adopted in the cities named, and about to be adopted throughout the country. The matter of "who is responsible for the present situation" has about as much relation to the question of ENDING THE SITUATION as has the question of who is responsible for the European war to do with ending the war. That matter may be settled later. The present task is to restore a competitive market in the news print industry. The way to do it has been made plain. The duty of all publishers to coöperate in the task is obvious. The urgency for immediate action is no less plain.

COLLUSION BETWEEN SOME OF THE MANUFACTURERS TO RESTRICT OUTPUT AND TO INFLATE PRICES HAS BEEN CHARGED. THE CHARGE MAY HOLD. EVIDENCE OF A LEGAL KIND MAY BE FOUND TO SUPPORT SUCH A CHARGE. IF SUCH EVIDENCE COULD BE PRODUCED AT ONCE IT MIGHT OR MIGHT NOT HAVE AN IMMEDIATE EFFECT ON THE SITUATION. BUT IT IS NOT READY, AND THE MENACE IS REAL.

It is certain that those foolish manufacturers—called "pirates" by the reputable men in the news print industry—who are taking advantage of present conditions for seizing upon unearned and unjustified profits, will find some other line of business more profitable for themselves after this crisis has passed. They are outlawing themselves.

The International Typographical Union, in convention at Baltimore, calls upon Congress for action "more substantial" than a perfunctory investigation of the news print industry. This great organization speaks as one man for hosts of men. Its leaders see in present conditions the threat of loss of employment by thousands of printers. The protest voiced at Baltimore will not find indifferent listeners at Washington.

Any price above \$43 per ton, f. o. b. mill, represents an unjustified profit to the seller of news print. Yet few papers are able to secure paper now at that price—none at all except those having unexpired contracts. The "pirates" in the industry are asking and getting from \$80 to \$100 per ton for paper on emergency orders.

This robbery could not continue if the demand should be reduced below the production. The manufacturers claim that they are using every means for speeding up production. The problem, therefore, is to reduce the pace of the consumer to enable the producer to catch up with the increased demand—no other way is open by which the two factors may travel at a common pace.

There is no known way of preventing a price-pirate from taking his toll in a market where the demand is urgent and imperative, and the supply insufficient to meet it. We may, conceivably, find a way to send the pirate to jail later—but at the moment we must find a way to remove his opportunity for piracy. That way has been pointed out.

IT is the conviction of men well informed as to the news print situation that publishers should not be in a hurry to enter into long-term contracts under panicky conditions. It would be obviously wiser to suffer temporary loss, through buying at unfair prices if need be, either without contracts or under short-period contracts, than to sign contracts covering long periods at even the best prices that might be obtained to-day. In a disorganized market of this sort prices may continue to fluctuate, increasing in some instances of urgent demand to impossible figures, before normal conditions are fully restored. But that competitive prices will be restored, prices based upon cost of production—and that this will come about within a short time—is inevitable. "Normal conditions" will mean news print at a minimum of \$43 per ton—perhaps a little more, assuredly not less. Until long-term contracts are offered on a basis approximating this price, publishers should defer making them.

PUBLISHERS are reminded of the importance of sending to the Federal Trade Commission the information on the news print situation called for in the Commission's questionnaire, thus affording all possible help to investigators in their task of fixing the responsibility for present inflated prices.

exchange list on a cash basis. The plan worked admirably for the Sun. It would be a fine thing for all concerned if, in these days of conservation of white paper, all exchange lists should be abolished, and the whole matter be placed on a cash basis. Mr. Plum sets an excellent example.

AS often happens with children of divorced parents, "Mutt and Jeff," fathered by "Bud" Fisher and mothered—that is, fostered, raised, and cared for

—by Mr. Hearst's newspapers, have had a disturbed life of it. When Fisher left the American and joined the Wheeler Syndicate, he insisted on taking "Mutt and Jeff" with him. The American objected. This newspaper, together with the International News Service, had nurtured this precious pair—had made them popular. It was contended that a mere father could not step in and remove them from the home of their youth. But Justice Greenbaum has decided that they must go with the father

—that the American may not even use their names in the old home circle. Life has been pretty full of one thing and another this summer—but let us hope that "Mutt and Jeff" will now have a measure of peace and happiness.

"TODY" HAMILTON died this week. In popular estimation he ranked as the pioneer and king of "press agents." He was more than that. Hamilton possessed genius as an advertiser. He adapted himself to the opportunities of his time in accomplishing most of his advertising stunts in the press-agent manner. If space could not have been had for the asking he would have bought it—and, of course, he did buy a great deal of it. He possessed the vivid imagination of a Jules Verne—and he cheerfully commercialized it for the profit of his employers. To thousands of newspaper men, throughout the world, Hamilton was a delightful friend—and contact with him was an inspiration. His writing, hyperbolic and perfervid always, still enriched our language. He could soar on a phrase to dizzy heights. He was a dreamer of strange dreams and a doer of strange things. No man ever won more friends—and to these his death is a sorrow.

### MAKING HISTORY

ENTERING the South American field the United Press is starting a history-making development. The peoples of North and South America, sharing common political ideals and with similar forms of democratic government, have yet lived in different worlds. Our neighbors to the south have largely accepted ready-made European opinion of us, and have made little progress toward getting actually acquainted with their big neighbor to the north.

Trade currents have run to and from Europe. Our sister republics have been Europeanized in thought, habits, and sentiments. We have not been understood—hence we have been under suspicion.

This new expansion of the United Press will gradually but surely work a change. Our neighbors will come to know us, and to be our friends. President Roy Howard, of the United Press Associations, in arranging to furnish the news of the world to South American newspapers, has accomplished something big and epoch-marking. He has served his country, and these natural neighbor-nations of his country, more usefully than any ambassador or minister has ever been able to do. He has richly earned the high tributes which have been accorded to him by the Secretary of State and other high officials at Washington; and he has also earned the appreciation and congratulations of every son of Uncle Sam!

### James Whitcomb Riley

We will miss you, kind Jim Riley,

But them songs you uster sing,

They will linger with us ever

And they'll never cease to bring

Mem'ries of the good old home folks

With quaint, old-fashioned ways,

And they'll play upon the heart strings

Just as long as years have days.

You will sing no more, Jim Riley,

But your songs will never die.

They are sweet and pure and soothin'

Like the south wind's gentle sigh.

Make you think of home and mother,

Of your boyhood's happy years,

And they make a man feel better

Though they dim his eyes with tears.

—[Tom W. Jackson, in the Brooklyn Standard-Union.



## PERSONALS

An hour's industry will do more to produce cheerfulness, suppress evil humors, and retrieve your affairs, than a month's moaning.—Franklin.

**N**EW YORK—John T. Burke, who recently returned to New York from the London office of the Herald, has been appointed night editor of the New York Herald.

Charles M. Lincoln, managing editor of the World, has returned from an outing in Maine.

Louis Wiley, business manager of the New York Times, will leave to-day on a trip through the Western and Pacific Coast States. He will visit Chicago, Denver, Colorado Springs, Salt Lake, Butte, Vancouver, Portland, San Francisco, the Yellowstone Park, Minneapolis, and other leading cities.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers' Association, will spend his well-earned vacation in the Maine woods, fishing and hunting.

Charles E. Chapin, city editor of the Evening World, spent his vacation in Maine. He went fishing nearly every day while away, and reports that bass and trout were plentiful.

Eugene Young, telegraph editor of the World, is at his camp in the Adirondacks.

Frank L. Jones, formerly night editor, has been made Sunday editor of the New York Herald, following the resignation of Winfield Scott Dudley.

Dwight S. Perrin, formerly of the Evening World and the Morning Telegraph, has been appointed editor of the Graphic Section of the Tribune, succeeding Fred A. Austin, who goes to the American to take charge of that paper's new picture section.

Col. William C. Church, the militarist and militant editor of the Army and Navy Journal, last Saturday received the congratulations and good wishes of a host of friends on the attainment of his eightieth birthday anniversary. Col. Church was publisher of the New York Sun in 1860; Washington correspondent of the Times, 1861-62; and established the Army and Navy Journal in 1863, which he has ever since edited, and is still going strong.

John Grant Dater, for many years financial editor of the Evening Sun, has severed his connection with that journal, and on September 1 will take a position with the Stock Exchange firm of A. A. Housman & Co. Mr. Dater is a journalist of long experience, and as financial editor has won a reputation for excellent judgment and unusual ability in describing and interpreting financial movements.

Alexander E. Macfarland, head of the World's biographical department, is spending his annual vacation at Lake George.

Gus C. Roeder, of the World, who has been seriously ill for several weeks, has recovered sufficiently to go for recuperation at the Spotswood Arms, Virginia Beach, Va.

Joseph Ahearn, who on August 15 assumed the duties of Deputy Commissioner of Licenses in New York, was at one time president of the Telegraphers' Union. For the last seven years he has been editor of the Bronx Home News. The Bronx Press Club, of which he has been president since its organization, five years ago, gave him a banquet Thursday night, at the Criterion Restaurant.

J. H. Gannon has been elected president of the Ridgway Company, publishers of Everybody's Magazine and Adventure.

Martin Green, of the Evening World, who has been for several weeks at McAllen, Texas, with the New York troops in camp, returned home on Saturday. Mr. Green told a representative of THE EDITOR AND PUBLISHER that the correspondents were well treated by the officers at the camp. Every facility was afforded them in the gathering of news. Although the heat at McAllen was terrific, the New York soldiers are standing it in good shape.

A. J. Waterhouse, of Sacramento, on August 1 assumed the position of managing editor of the Marysville Evening Democrat. Waterhouse is a well-known newspaper man and poet. He has been with the San Francisco Examiner, Bulletin and Call, the New York Times and World, the Fresno Republican, Sacramento Union, and the Sunset Magazine.

Fred Tredway, a student at the University of California, acted as city editor of the Bakerfield Californian during the past month. He served four years as a reporter on the Californian.

W. A. Porter, secretary-treasurer of the Nevada City News, announces that H. R. Rose, who has ably edited the paper for three months past, has resigned to devote himself to other interests in the vicinity of Nevada City, Cal. J. H. Green, who was the editor of the News during the first year of its existence, has been placed in charge of the editorial department of the paper.

**OTHER CITIES.**—J. D. Gortatowsky, former managing editor of the Atlanta Constitution, has accepted a position with the Newspaper Feature Service, in New York. Francis Clarke, former city editor, has succeeded him, and Quimby Melton, former managing editor of the Americus (Ga.) Times-Recorder, has taken the city editor's desk on the Constitution.

Harry Hampton Williams, a well-known newspaper man of Texas, has been appointed statistician in the Department of Agriculture at Austin.

James Hays Quarles, of the Waco Tribune, who has seen service on nearly every daily newspaper in Texas, has been elected secretary of the Waco Rotary Club.

Louis J. Wortham, editor of the Fort Worth Star-Telegram, defeated in the recent primary for the nomination for Congressman-at-Large, has announced that he will be a candidate for Governor of Texas in 1918.

A. O. Fuller, recently connected with the Enid (Okla.) Daily Eagle, has accepted the position of advertising manager of the Chickasha (Okla.) Daily Express.

William P. Lampe, for three years managing editor of the San Angelo (Tex.) Standard, has joined the staff of the Chickasha (Okla.) Daily Express, and will serve as chief editorial writer during the absence of Col. George Wyatt.

George H. Clements, who has been with Gen. Pershing's column in Mexico as correspondent for the New York Sun since the American punitive expedition crossed the border, has returned to El Paso.

Winthrop Williams, formerly of the Philadelphia Press, Public Ledger, and Evening Ledger, is now the managing editor of the New Orleans American.

Millard Filmore Eiderton, city editor of the Plainfield (N. J.) Courier-News, is enjoying his vacation at Asbury Park.

W. G. Hamilton, owner and editor of the Norton (Kan.) Telegram, is slated for chairman of the Democratic State

Central Committee. It is reported that he will have no opposition in the meeting of the State Committee August 29. W. C. Lansdon, nominee for Governor, is one of Hamilton's active backers, and the Congressmen have offered no opposition to him.

**BOSTON.**—Winfield Thompson, who has been in El Paso for the Globe since the going away of the first detachment of Massachusetts troops, has returned. He says he left the other Boston correspondents in fine fettle.

Robert Brady, political editor of the Journal, is summing at his home in Sandwich.

The stories that are being sent the Transcript by T. G. Joslyn, who is with Hughes on his campaign trip, are attracting much favorable attention.

Michael Hennessy, of the Globe, has written a book that is to be published soon, entitled "A Quarter of a Century in Politics." The preface is by Senator Henry Cabot Lodge. The author has been political man for the Globe for many years.

Howard Kendall, head of the Cope land News Service at the State House, has returned from a vacation spent in the wilds of the New Hampshire mountains.

Roy Atkinson, president of the Press Club and a member of the Post staff, returned last Sunday from his home in Maine, making the trip by auto.

Charles Archer, a well-known Boston newspaper man, formerly of the Herald staff, and a former member of the State Board of Economy and Efficiency, will probably be appointed a Deputy Controller of the State, the political sharps declare.

Boston newspaper men have been favored with photographs of various war correspondents at the front, among them Jack Harding, of the International News Service; Theodore Hedlund, of the Post, and Sam Moore, of the Springfield Union.

**PITTSBURGH.**—Charles A. Rook, jr., assistant auditor of the Pittsburgh Dispatch, is, with his wife, on a motor trip from Pittsburgh to Saranac Lake. They will be away two weeks, and stops will be made at Gettysburg, Delaware Water Gap, Philadelphia, New York, and coast resorts.

Mr. and Mrs. John K. Emge, his daughter Alice, and son Charles, have

returned, after a fortnight in Canada. Mr. Emge is managing editor of the Pittsburgh Leader, and his daughter a feature writer on the same paper.

Mrs. H. H. Fisher, the Pittsburgh Post's correspondent from El Paso, has purchased a pony to get around camp for her daily "dope." The Post staff immediately wired her to call the new pet "Postum," and included in the day letter the message, "There's a reason."

Myra Webb McCord, society editor of the Pittsburgh Sun, has returned from a trip to Nova Scotia.

Harry C. Rock, secretary and manager of the Pittsburgh Dispatch (Philadelphia) advertising office, is covering New York and Pennsylvania in his motor.

Ira Smith, assistant night manager of the Tri-State News Bureau, is at Atlantic City, and William Henderson, circulation manager of the Pittsburgh Dispatch, with his family, is also enjoying Atlantic City.

R. M. Boeckel, manager of the Pittsburgh office of the International News Service, has secured a two months' leave. With his wife, he will motor through the West and then go into the New York office of the International. E. H. Martin succeeds him at Pittsburgh.

R. E. Allen, of the Pittsburgh Post, is on the naval training cruise, and reports good sailing.

Percy Preston, of the Tri-State News Bureau, is playing golf and writing it for the bureau as he travels through Pennsylvania. He won the State championship several weeks ago, and will be at Haverford September 2-9 for the annual amateur championship of the United States Golf Association.


**CLEVELAND, O.**—Kenneth Hardon, of New York City, sales manager of the George H. Morrill Company, and Mrs. Hardon, have been visiting Cleveland, as the guests of George M. Rogers, assistant general-manager of the Plain Dealer, and Mrs. Rogers.

Miss Bernice Griswold is the new society editor of the Plain Dealer. Miss Griswold is a graduate of Oberlin College.

Jack Lynch, circulation manager of the Press, is spending his vacation at Lovell, Mich.

John Snell, who has been doing sporting and police work for the Plain Dealer

(Continued on page 18)



**The Haskin Letter**  
is used as the basis of  
information in more  
speeches and club  
papers than any other  
current authority.

er, has resigned to enter Leland Stamford Jr. University.

W. K. Stewart, advertising director of the Leader-News, has returned from an extensive tour of the Pacific Coast and Far West.

W. H. Robertson, classified advertising manager of the Leader-News, is spending his vacation in rural Ohio.

George Clisbee, artist for the Leader-News, has produced a new comic strip, entitled "Movie of a Man," which is being run daily in the Leader.

Thornton L. Smith, of the Washington Bureau of the Associated Press, who was transferred from the Chicago office at the beginning of this session of Congress, has returned to the Western city.

**S. T. LOUIS.**—E. Lansing Ray, vice-president of the Globe Publishing Co., publishers of the St. Louis Globe-Democrat, is at Rye Beach, N. H., for a month's stay.

The recent ban on members of the National Guard acting as newspaper correspondents at Laredo affected Second Lieut. Harry La Mertha, of the St. Louis Times; Lieut. Harry Pierce, of

the Star; Sergeant Heber Nations, of the Post-Dispatch, and Sergeant F. H. Johnson, of the Globe-Democrat. A. J. Lubbe, staff correspondent of the Republic, is the only newspaper man that went from St. Louis with the troops who is not affected. He is not a National Guardsman.

Marguerite Martyn, the Post-Dispatch's woman artist and writer, has been sent to the "front" by her paper, and is now sketching some excellent human-interest subjects at the Laredo camps of soldier boys. Her husband, Clare Kenamore, has been doing correspondence for the Post-Dispatch from the border for more than a year, being an interesting contributor about conditions along the Rio Grande before any of the guardsmen were sent South.

Thomas J. Masterson, assistant city editor of the Republic, was recently elected vice-president of the Kirkwood Commercial Club. Kirkwood is one of St. Louis's residential suburbs. Tom is also a member of the Board of Aldermen.

James L. Edwards, on the Globe-Democrat's copy desk and president of the Press Club, of St. Louis, has re-

turned from his vacation, which he spent in his home town, Mexico, Mo.

Robert J. Boylan, of the staff of the Globe-Democrat, is home from a vacation spent in Havana, Cuba, and is writing for his paper a series of interesting articles on the sugar industry of that island.

**S. T. PAUL, Minn.**—W. W. Kane, who has been on the day side of the Dispatch and Pioneer Press for some time, is now night police reporter, taking the place of G. T. Bisbee, who has resigned.

M. W. Thompson, who has been connected with the Dispatch and Pioneer Press for several years, now is at the head of the display department, taking the place left vacant by the resignation of Carl Sitta. Mr. Sitta is now with the general advertising department of the Clover Leaf Papers in Chicago.

D. T. Detchon is handling advertising for the Farmers' Dispatch, succeeding Ferdinand Reichmann, who has been transferred to the display department of the Dispatch and Pioneer Press.

Walter Ford takes the place in the classified department of the Dispatch and Pioneer Press left vacant by the resignation of Cecil Bowen, who is now with the St. Paul Daily News.

**PROVIDENCE R. I.**—Sergeant Charles S. Coulter, formerly of the Providence Journal staff, has been placed in command of the weekly drills for Rhode Islanders who have enlisted for service in the Plattsburgh camp.

Walter Binford, advertising manager of the Pawtucket Times, was called to Maine last week, because of the death of his father.

Major G. Edward Buxton, jr., of the Rhode Island National Guard, and treasurer of the Journal, is in camp at Plattsburgh for the month.

Charles Donelan, sporting cartoonist of the Evening Bulletin, left the city this week for a month's "vacation" aboard a training ship, having enlisted for service in the training cruise.

M. F. Halladay, the Journal cartoonist, is enjoying his vacation in the Canadian woods. William Moffett and Fred Perry, staff men on the same paper, are in the New Hampshire woods. This form of vacation seems to have hit all newspaper men here this year.

Letters received here from Sergeant-Major Brady, Private Ralph E. Bailey, and William Tugman, newspaper men, who are on the border, state that they are maintaining good health.

Leslie Tolman, advertising manager for the Jewelers' Circular, of New York, is in the city on his regular visit to New England advertisers.

**SAN FRANCISCO.**—Mrs. Albert C. Phillips, the widow of a well-known newspaper man identified with New York journalism for many years, is a San Francisco visitor.

Robert Mack, editor of the Porterville Messenger, is here, with Mrs. Mack, on a vacation trip. John Goodrich, formerly of Honolulu and Modesto, is temporarily filling Mack's place in Porterville.

Alan McEwan, who recently resigned from the San Francisco Associated Press Bureau, has joined the editorial staff of the Call.

Gilbert Parker, of the editorial staff of the San Francisco branch of the Associated Press, is spending his annual vacation in the Yosemite valley. Richard U. Waters, another Associated Press editor, has just returned from an automobile tour to the Feather River

region and Lake Tahoe. He was accompanied by Mrs. Waters and by R. E. Geistlich, an Associated Press operator, and his wife. James P. Howe, of the Associated Press staff, will spend a summer vacation on his ranch at Walnut Creek.

William Bailey, formerly army editor of the San Francisco Chronicle, has joined the editorial staff of the Call.

Frederick W. Ely, who edits the Labor Column of the San Francisco Bulletin, has been elected treasurer of the Newspaper Men's Club in place of Edward H. Hurlbut, who has given up active newspaper work on the Call to accept the position of director of publicity for the Law and Order Committee of the San Francisco Chamber of Commerce.

H. J. Coleman, of the editorial staff of the San Francisco Examiner, has been visiting in Phoenix, Ariz.

Miss Fay King, cartoonist and writer on the staff of the Denver Evening Post, and former wife of Battling Nelson, is here, enjoying her visit to San Francisco. She has put aside her pencil for a vacation, but her laugh is as gay as her sketches.

George L. North, make-up editor of the San Francisco Call for some time past, has become Sunday editor of the Los Angeles Tribune and Express. At the close of the Exposition, Mr. North bought the Redwood Bungalow, one of the small exhibit buildings, and had it transported on a scow to Santa Venetia for use as a home. During the trip, North and his wife gave a dancing party to their friends.

Among the newspaper men visiting in San Francisco are the following: C. Francis, a publisher, of New York; M. L. Hamilton, of the Sacramento Union; Charles F. Prisk, a Pasadena publisher, and Ed. E. Leake, editor and publisher of a newspaper at Woodland.

**CANADA.**—John M. Imrie, manager of the Canadian Press Association, who has been spending the summer on the Muskoka Lakes recuperating from his recent serious illness, has been granted further leave of absence from his office until October 7. He will have to undergo another surgical examination in New York and on the advice of his physicians he will not attempt to take up office work until after this examination has been made.

The press of Canada is well represented in the volunteer army which the Dominion has sent to the battle front in France. The most conspicuous figure among the fighting journalists is Major-General David Watson, who in the days before the war was editor of the Quebec Chronicle. He is in command of the fourth and last Canadian division, which is just reported to have landed in France.

H. F. Gardiner, who was a prominent figure in Canadian journalistic circles two decades ago, has just resigned from the position of principal of the Institute for the Blind, at Brantford, Ont. When he received the appointment of principal, he was editor of the Hamilton Times, and prior to that he had had a lengthy journalistic experience on the Hamilton Spectator and the London Advertiser.

M. O. Hammond, city editor of the Toronto Globe, is spending his vacation in a leisurely trip through eastern Quebec and New Brunswick.

J. T. Clark, one of the editors of the Toronto Star, has just returned from a holiday spent on the Georgian Bay.

J. E. Middleton, special writer on the Toronto News, is contributing some Western material to his paper just now.



## Engineering the Telephone

**T**HE great Bell System, with its telephone highways connecting the farthest points of the country, is primarily a brain creation.

The telephone engineer is the genius of communication. Like the general of an army, he plans, projects and directs his campaigns far ahead. He deals with the seemingly impossible—transforming ideas and ideals into concrete facts.

His problems may involve doubling the capacity of a city's underground telephone system, or the building of a transcontinental line, or a serious war-shortage of supplies needed in telephone work.

Whatever the difficulties, they must be overcome so that the progress of the telephone shall continue equal to the ever-growing needs of the people.

It is not enough to provide only for the present—the future must be anticipated and discounted.

In the Bell System, more than two thousand highly efficient engineers and scientists are constantly working on the complex problems of the telephone business.

As a result, the service keeps step with present requirements and the assurance is given to every subscriber that the Bell System is prepared for whatever the future develops.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

One Policy      One System      Universal Service

**NEW ADVERTISING AGENCY**

**Four Special Representatives Organize the Big Four.**

The Big Four Agency is the name of a new special agency which has been organized by M. L. Katz, L. H. Johnson, P. L. Apgar, and F. H. Tobey, well known New York and Chicago newspaper representatives, with offices in those



F. H. TOBEY.

cities. Messrs Katz and Johnson will be located in Chicago and Messrs. Apgar and Tobey in New York. The agency has already secured sixteen publications, as follows:

Lancaster (Pa.) New Era, Altoona (Pa.) Tribune, Connellsville (Pa.) Courier, Greensburg (Pa.) Tribune, Butler (Pa.), Citizen, Hancock (Mich.) Copper Journal, Menominee (Mich.) Herald Leader, Sault Ste. Marie (Mich.) News, Fargo (N. D.) Forum, Sioux Falls (S. D.) Press, Hannibal (Mo.) Journal, Drovers' Telegram, Kansas City; Journal-Stockman, Omaha, Neb.; Live Stock Reporter, East St. Louis, Ill.; Chicago Drovers' Journal.

**HUGHES TALKS TO AD MEN**

**Candidate Tells Portlanders He Is Member of Republican Ad Club.**

The Portland (Ore.) Ad Club on Wednesday had as its guest Charles E. Hughes, the Republican candidate for President. Eight thousand persons assembled in the Ice Palace to hear him speak and gave him an enthusiastic welcome. At the beginning of his address he said:

"I am a member of the Republican Ad Club. For the present I am the spokesman of that organization. It was not ever thus. A short time ago I was long on silence and short on talk; now I am short on silence and long on talk."

While his speech to the Ad men was in the nature of "a business talk to business men," he covered much the same ground as in his other efforts since coming to the Pacific Northwest. He pledged himself to the restoration of a protective tariff, and pointed out that the great industries of the Northwest could not flourish under the Democratic tariff after the termination of the European war.

**Typos Had a Clam Bake**

The annual outing of the West Warwick, R. I. Typographical Union was held at Coventry, R. I., last Sunday. An old-fashioned clam-bake was served. As the result of a clam-eating contest, Charles A. Legris, town engineer of Warwick, was presented with a medal. The committee included S. D. Martelley, Thomas McEnaney, and Joseph E. Gilman.

**New Vice-President of W. F. Long Co.**

A. F. Nagle, jr., has been made vice-president of the W. F. Long Co., Inc. publishers' representatives with offices in New York and Chicago. During the last year Mr. Nagle has been specializing in direct-by-mail advertising. For



A. F. NAGLE, JR.

several years he was secretary of the Advertising & Selling Magazine. Prior to this condition he was with the Geo. Batten Company, and the advertising department of the Western Electric Company.

**CO-OPERATES WITH RETAILERS**

**How Cleveland Daily Creates Market for Advertised Goods.**

With a view toward obtaining the best results for the advertiser, especially the national advertiser, and at the same time making the newspaper more valuable to the retailer and the public, George F. Moran, assistant general manager of the Cleveland (O.) Leader-News, has developed his promotion department to a fine point of efficiency. This promotion department is under the direction of I. E. Phillips.

When a new contract is let with the Leader for some nationally advertised product, special proofs of the advertising, and additional data on the article, are prepared. These proofs and information are mailed to the retail dealer. He is told how many lines of advertising are being run in the Leader, and given additional facts helpful in pushing the sale of the goods.

The Leader promotion staff visits the dealers in the city and impress upon them the need for getting the goods into the homes. The value of this work in increased business is emphasized.

"In this way we actually create a market for the product," says Mr. Moran. "How helpful this system is is seen in our work with one grocery firm which has fifty-three stores here. We have bulletin boards in these stores, upon which advertising carried in the Leader or News is placed each week. The members of this firm claim the co-operation of these newspapers in its advertising campaign has been largely instrumental in doubling its business.

"In my opinion the work of the modern newspaper does not cease when it takes money from the advertiser for the space he takes in the newspaper. It is up to the newspaper to see a market is created for the product advertised. This means better results for the advertiser, better business for the distributor, and better business for the newspaper."

# NEWSPAPER MAKING

*An important announcement to all newspaper workers, editors, publishers, business managers, circulation managers, advertising managers and subordinates desirous of improving their positions by a better understanding of the underlying principles connected with their various tasks*

In the Editor and Publisher for Saturday September 9, 1916 will be commenced a series of weekly articles by JASON ROGERS, publisher of THE NEW YORK GLOBE, entitled

## NEWSPAPER MAKING

These articles will cover the big worth-while principles back of successful modern journalism, written in a way to make them of practical application in the work of newspaper makers everywhere.

Mr. Rogers needs no introduction to the newspaper makers of the United States and Canada. His great achievement in bringing the New York Globe from 75,000 to over 200,000 circulation in six years, and in securing for it the heaviest volume of advertising from the leading department stores against the fiercest kind of competition stamp his conclusions with the hall mark of authority. Coincident with the success with the Globe Mr. Rogers has found time to engage in many important national movements for the increase of advertising for daily newspapers and the standardization of newspaper practices.

To Mr. Rogers belongs the initiative for the Associated Newspapers, the most important co-operative feature service, perhaps, in the country. He formed the United Newspapers, which later became the nucleus for the Advertising Bureau of the American Newspaper Publishers Association. It was at his suggestion that the Audit Bureau of Circulations was developed out of the old Association of American Advertisers and incident to this work he organized the Gilt Edge List of Newspapers.

Mr. Rogers' foreword of the series, outlining the service in a way which will appeal to every serious minded newspaper worker, will appear in next week's issue of The Editor and Publisher.

YOU WILL WANT EVERY ONE OF THESE ARTICLES.

They will be BRIMFULL OF HELPFUL HINTS AND SUGGESTIONS, FOR EFFECTING ECONOMIES AND INCREASING PRODUCTIVENESS. ORDER NOW.

**PIN A DOLLAR BILL TO COUPON  
—GOOD FOR SIX MONTHS**

**MAIL TO-DAY**

**The Editor & Publisher**

**1117 World Building**

**New York City**

Aug. 19 1916  
E. & P.  
World Building  
New York  
Send me the E. & P. for six months.  
State.....  
City.....  
Address.....  
Name.....

## EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

At the recent annual convention of the Oregon State Editorial Association a movement was launched to form a tri-State editorial association comprising the States of Oregon, Washington, and Idaho, to hold the first meeting in 1918 and become a permanent working organization for the interests of newspaper men in the Pacific Northwest. Major H. W. Patton, editor of the *Hokulam* (Wash.) *Daily Washingtonian*, presented the idea before the convention, setting forth that the interests of newspaper men in the Northwest were common; that such an organization would have greater strength and influence than any single State organization, and that the meetings would be of great social value and benefit to both newspaper men and the public. The plan he outlined met with enthusiastic favor and the convention voted to join in the effort to form such an association and to take steps toward its organization at once.

The twelfth annual meeting of the American Press Humorists' Association will be held at Nashville, Tenn., October 2 to 7, next. Besides a round of pleasure and recreation in Nashville the Press Humorists are going to enjoy a day in Maury County, which will include a fox hunt and other diversions. Later on in the week the "column builders" will enjoy an automobile tour through Davidson and Robertson Counties to Mint Springs Inn in old Robertson, where Col. Joel B., Uncle Hercules, and Aunt Minerva will do the honors in their own particular picturesque and highly pleasing way. Great doings are in prospect. The present officers of the organization are: President, Fred Schafer, New York; vice-president, Howard Kegley, Pomona, Cal; secretary-treasurer, Dixon L. Merritt, Nashville.

The Indiana Democratic Editorial Association will gather in Michigan City on August 23 to August 25 to participate in an important meeting. Michigan City has arranged for a demonstration lasting a week, and one day during this time has been set apart as Democratic day. This will be August 24. Gov. Ralston, Congressman Adair and Senators Kern and Taggart will be on the speaking programme, with Senator Faulkner acting as host for the occasion.

The Indiana Republican Editorial Association has just completed arrangements to hold its annual meeting at Jeffersonville, Ind., the middle of September. It is planned to make a trip up the Ohio River from Jeffersonville to Lawrenceburg on the steamer Virginia, and it is proposed to spend September 15 and 16 on the trip. There will be a band and a glee club along and political meetings will be held at many places along the route. It is expected that practically all of the candidates on the Republican State ticket will go along and possibly the candidate for Vice-President, Charles Warren Fairbanks, will be in the party.

Livingston County, N. Y., newspaper men are to have their annual outing at the Excelsior Springs Hotel, on Conesus Lake, to-day (Saturday). President Regan and Secretary Scott, of Geneseo,

have accepted an invitation of proprietor Otto Leiders for the association to be his guest at luncheon. There will be the usual business meeting, and a ride about the lake, ending with an hour at the sports of the Conesus Lake Cottagers' Association scheduled for this afternoon.

The annual summer theatre party of the Brooklyn Press Club will take place next Monday night at the Brighton Beach Music Hall, where the feature film, "Civilization," has been attracting large audiences for a month past. Special attractions will be shown on "Press Club Night." Two members of the Press Club, Treve Collins, Jr., and Lafayette Gammage, have collaborated in a song which the latter will sing. John F. Lane heads the committee in charge and has guaranteed an enjoyable evening. Manager Frank Girard, of the Music Hall knows personally most of the Press Club members and plans to spring a surprise or two. After the famous Ince film has been displayed, there will be a supper party at a seashore restaurant.

An Illinois State Association of the editors of weekly papers has just been organized at a convention held at Springfield and attended by thirty-five representatives of rural papers from all parts of the State. Ultimately the association hopes to bring into membership all the editors of rural papers in Illinois. The plan adopted at the convention consists of dividing the State into county units and making these the working basis of the association. A member from each district will be elected to the executive council, which will transact most of the business of the body. The whole membership will assemble once a year. A constitution was adopted and the following officers were elected: President, H. H. Mason, editor of the *Pawnee Herald*; secretary, John B. Beekman, of the *Carthage Journal*; treasurer, H. S. Lilly, of the *Windsor Gazette*.

At the annual meeting of the Austin, Tex., Press Club, the following officers were elected to service during the coming year: C. W. McCormick, president; John R. Lunsford, first vice-President; Alle Estill, second vice-president; J. B. Hewey, secretary and treasurer; M. Parry, W. H. Goodlet, and Ed S. Newton, board of governors.

A San Francisco branch of the League of American Pen Women will be launched on September 9, at the Ramona Hotel, when a literary luncheon will be given in honor of California writers. Mrs. Nellie Blessing Eyster is the honorary representative of California. The club editor of the *San Francisco Examiner* has recently been elected State representative for California in the League. Assisting will be members from the staff of the *San Francisco dailies*. Mrs. Haines Reed, a well-known writer of Los Angeles, is head of the organization in southern California. Annie Laurie, of the *Examiner*, the best-known newspaper woman in America, whose influence is widely felt throughout the newspaper world, will be one of the active leaders in the San Francisco organization. Artists, musicians, composers, all women who do creative work, will be invited to join.

## HAPPY MINNESOTA EDITORS

## They Made the Most of Their Two Days' Outing at Cass Lake.

The Northern Minnesota Editorial Association enjoyed a memorable outing at Cass Lake, ninety-nine editors and publishers and their "wimmin folks" and invited guests taking part. The Cass Lake Commercial Club assisted the local fraternity in entertaining. There were auto rides and sails on the lake, besides the "eats" and athletic contests. The Indian schools in the vicinity were visited. On Star Island the party shook hands with Capt. John Smith, a Chipewewa Indian who has attained the age of 111 years.

At an evening reception addresses were made by Granville S. Pease, of Anoka; Judge Frank Ives, aged eighty-five, who recently retired from the editorship of the *Cass Lake Times*, of which he was the founder; Senator O'Neil, of Cass Lake, representing the Mayor; President Peter Dare, of the Association; Harry M. Wheelock and Herman Roe, president and secretary, respectively, of the Minnesota Editorial Association; Charles M. Andrist, representing Gov. Burnquist, to whom he is secretary; President F. S. Murphy, of the All-Minnesota Development Association, and Julius A. Schmahl, Secretary of State and formerly a newspaper publisher at Redwood Falls.

Religious services were held Sunday on Star Island, which has been set aside as a State game reserve. George Watson, of the International Falls Press, former Methodist preacher, had charge of the exercises, and Frank J. Meyst, of a Minneapolis supply house, led in the hymn-singing. H. C. Hotaling, of the *Mapleton Enterprise*, first vice-president of the National Editorial Association and treasurer of the Minnesota Editorial Association, gave an address on "Life's Race." The scene of the festivities is amid a heavily wooded region of the State, and one of the most picturesque spots in America.

## LONE STAR EDITORS TO MEET

## Northwest Texas Press Association Will Hold Two Days' Session.

WICHITA FALLS, Tex., August 14.—President C. W. Boner, of the Northwest Texas Press Association, has issued a call for that organization to meet in twenty-ninth annual convention at Wichita Falls on August 25 and 26. The people of Wichita Falls are arranging for elaborate entertainment of the visiting newspaper men.

The following programme has been announced by the committee in charge: Address of welcome, by Mayor A. H. Britain; response by State Senator W. A. Johnson, of Memphis, editor of the *Hall County Herald*; annual address of President C. W. Boner, of Bellevue; "How to Secure the Maximum Business in a Small Town," Ralph Shuffler, of the *Olney Enterprise*; "How Should the First Page Be Made?" by J. M. Warren, of the *Clarendon News*; "The Influence of Women in Shaping a Newspaper," Mrs. O. C. Harrison, of the *Seymour Banner*; "Coöperation of Newspapers," L. E. Hodges, of Little Rock, Ark., Secretary of State of Arkansas, and secretary of the Arkansas Press Association; "The Value of Accuracy in Newspaper Making," J. C. Thomas, of the *Childress Post*; "Are Headlines of Value to a Weekly Newspaper?" Sam Roberts, of the *Haskell Free Press*; "How to Get Railroad Printing," Fred Haskett, of the *Childress Index*.

## INLAND DAILY PRESS ASS'N.

## Important Meeting Will be Held in Chicago Next Week.

The Inland Daily Press Association, composed of daily papers in Illinois, Missouri, Kentucky, Minnesota, Indiana, Wisconsin, Michigan, and Iowa, will meet at the La Salle Hotel in Chicago on August 22. The session will convene at luncheon at 12:30 and continue until the programme is concluded.

Charles J. Robb, of the Michigan City (Ind.) *News*, will report as to progress made toward establishing a central information bureau. A report on needs and practices, by D. B. Breed, of the *Freeport (Ill.) Journal-Standard*, will be followed by a discussion. Other subjects to be discussed include the stock and supply situation, the right proportion of advertising to reading matter to make a good paper, the maintaining of country correspondents, and how political advertising should be handled.

The president has asked the American Newspaper Publishers' Association to file a report to the inland membership, setting forth the best judgment of prominent publishers at this time as to ways and means of dealing with the present emergencies. Mr. Field, of the *Chicago Tribune*, has also been asked to be present or to send a representative of the Tribune business office, to discuss paper-saving and circulation economies.

## OHIO PRINTERS' FEDERATION

## One Thousand Delegates Expected at Annual Meeting in Cincinnati.

CINCINNATI, August 16.—A printers' convention and cost congress will be held in Cincinnati, October 5, 6, and 7, under the auspices of the Ohio Printers' Federation. The printers and newspaper publishers in five States have been invited, and it is confidently expected that there will be a thousand printers and newspaper men here from Ohio, Kentucky, West Virginia, Indiana, and Tennessee. The Buckeye Press Association, the Miami Valley Press Association, the Kentucky Press Association, the West Virginia Press Association, the East Tennessee Press Association, and other similar organizations, including the Ben Franklin Clubs of Cleveland, Toledo, Columbus, Indianapolis, Louisville, Nashville, and other cities, are interested, and will cooperate to make the convention a success.

Adam J. Braunwart, of the firm of Braunwart & Brockhoff, of Cincinnati, is president of the Ohio Printers' Federation; James J. Vance, secretary of the Ben Franklin Club, of Cincinnati, is secretary, and Carl Jettinger, publisher of the *Daily Herald*, Delphos, O., is treasurer. The Federation has previously held annual conventions for Ohio printers only, but this year it was decided to include the printers from the four adjoining States, and to include the newspaper men as well as the printers.

The list of speakers includes Edward Hurley, chairman of the Federal Trade Commission; John Clyde Oswald, editor of the *American Printer*; Henry Bullen, librarian of the American Type Founders' Company; T. E. Donnelly, of R. R. Donnelly's Sons' Company, of Chicago; Wm. J. Hartman, of Chicago, father of the Ben Franklin Club movement; Jos. A. Borden, of Chicago, secretary of the United Typothetae-Franklin Clubs of America, and others.

LANGUAGE: A philological instrument for concealing thought.

## ALONG THE ROW

## KIND HEART FOR PRINTERS.

The Periscope Man of the Brooklyn Standard Union has a warm spot in his heart for the printer, judging by this item clipped from his column:

"Mr. Ziampattislobetel, of Astoria, was fined \$1 for permitting his dog to go unmuzzled, yesterday. If he had been fined in proportion to his name, he might have gone bankrupt. (To the Printer—It's pretty tough to spring anything like the above on you when humidity is so high, but take it easy and try remain calm. We were going to mention something about Mr. Wyzyez-chozwowski, of Jersey City, applying yesterday to have his name changed, but we don't want to add to your troubles and throw a linotype out of gear.)"

## HAD SAME EXPERIENCE.

Now the press-room of the Sun knows how a lot of old members of the staff feel these days. It has been fired.

## WISE GUYS WIN.

This is the season of the year  
When advertising's slack—  
When many hold their copy 'till  
The cool, crisp days come back—  
Except the merchants who are wise,  
Who do a right smart trade  
By keeping ads a-running when  
It's ninety in the shade.

## SURE THING.

Life is real and life is earnest  
Life is full of enterprise.  
Still it has a few back numbers  
Who refuse to advertise.

## FROM THE SKINNERSVILLE SIGNAL.

"The intense heat of Wednesday last actually melted the rollers on our big press, but we were prepared. When the sizzling hot weather set in we had an extra set of rollers stored in the big ice-box which adorns the saloon of our enterprising fellow townsman, Ludwig Schneider, and so all we had to do was to shove aside a few kegs of beer, get out the ice-cold emergency rollers, and go to press on time. It is little things like this which test the perfect organization of a great daily paper like the Signal. We can imagine no catastrophe short of an earthquake that can prevent the Signal being delivered to our army of subscribers on time. We once upset a quart of mucilage on a pile of flimsy war copy, which we tried to wash off with a hose and then dry, but which ended in failure. After throwing the mess in the back yard we took a chance on a battle raging north of the Somme, said so, advanced a few French regiments, drove a bunch of Germans out of the trenches, and won out with an A-1 war story. As we have already said: we are prepared to meet all emergencies. Nothing can stop your receiving the Signal if your subscription is paid."

## HEARD IN THE CITY ROOM.

First scribe—What's that old hen who writes society stuff grinning about.

Second Scribe—She started on vacation this morning, but a Jersey Jay Health Officer at Nutley wouldn't let her enter town, saying he feared she might have infantile paralysis. She's just told the City Desk about it, and has been tee-heeing over it ever since.

## CUB COPY.

"It appears that the unfortunate man was working on the roof of the skyscraper when he was overcome by the heat, and fell a distance of twenty

stories, landing on his head on the pavement. He was undoubtedly dead when picked up. Policeman Ryan, who was standing close by, had a narrow escape from being hit by the falling man. Had he been, Ryan would now be on sick leave." TOM W. JACKSON.

## AMONG THE NEW BOOKS

MAKING TYPE WORK, by Benjamin Sherbow. Published by the Century Company, New York.

This little book deals with those details of type arrangement that "help advertising to do its job." The writer, who is a practical printer, a student of good typography, and a recognized authority on the arrangement of type, avoids the laying down of rigid rules, but shows by comparative illustrations how much more effective some type arrangements are than others. And in doing this he lays out his material in three main divisions, according to the basic outline of what advertising print must do to be effective: (1) Advertising print must command attention, in which he illustrates emphasis of various kinds which makes print command attention; (2) advertising print must get itself read, in which he illustrates what makes type easy to read, and (3) advertising print must get itself understood, in which he illustrates aids to comprehension. He very wisely says: "In advertising print, typography is merely the servant of the advertising idea. It should not exist for itself at all. It should never obtrude by a display of dexterity for its own sake." It is merely the medium through which an advertising idea is given that physical form which helps the reader to grasp in the least time and with the least effort what is being said to him. Any wilful eccentricity of arrangement that hinders the clear flow of the text injures the chances of the advertisement to get itself read and understood." Practically every one of his seventy-six examples illustrates, either by its excellence or badness of typography, the truth of this thesis. So the book is a practical guide for the writer, the designer, and the printer of advertising; and the freshness and individuality of Mr. Sherbow's method and style of presenting his subject make the little treatise attractive and readable, as well as highly useful.

MORE SMILES THAN SIGHS. A Book of Verse. By Howard Kegley. Published for the author, by The Progress, Pomona, Cal.

In these simple poems, which are dedicated to his wife and to his father, Mr. Kegley, who is a California journalist, has put into verse many of his thoughts and observations concerning things of everyday life. The author's sense of humor crops out in his lines as it does in this prefatory epigram: "There is no accounting for tastes. In nearly every family there is some one who likes the gizzard."

WHAT'S THE MATTER WITH NEW YORK?

A story of the waste of millions. Told by John A. Hennessy. Published by the O'Connell Press, New York city.

In this volume Mr. Hennessy, fortified by official figures, tells taxpayers of New York city what extravagance in the use of State funds is costing them. Mr. Hennessy's standing as a newspaper man acquainted with facts and as a State official whose especial duty it was to deal with figures, make this book worthy of attention. His avowed purpose is to show how the State budget can be cut to avoid imposition of a direct tax. He avers that his aim is to be both non-partisan and non-political.

The volume deals with expenditures in seven of the State departments, and throws considerable light upon the inside workings of several Administrations.

## Gunnison Turns Yacht Reporter

H. F. Gunnison, business manager of the Brooklyn Eagle, has been enjoying a yachting trip on the yacht Eagle, owned by Col. William Hester, president of the Brooklyn Daily Eagle Co., and contributed a half-page account of his experiences to last Sunday's issue of his paper. His story was headed "Cruising with the New York Yacht Club Fleet," and told of Sheiter Island, New Bedford, Mattapoisett Bay, Brandt Island, and Newport in the fog. It was illustrated with some good yacht pictures.

## WEDDING BELLS

On August 5, the first anniversary of their wedding, Mr. and Mrs. Harry N. Katz, managing editor and business manager, respectively, of the Outers' Book, of Chicago, made public their marriage, before starting on a delayed honeymoon. The couple were wedded at Crown Point, Ind., secretly, and, until ready to go into the Wisconsin woods for a camping expedition, did not even let their families know that the business and editorial offices of the sporting magazine were united matrimonially.

Clarence H. Wilson, city editor of the Port Chester (N. Y.) Daily Item, and Miss Florence A. Lansing, of Port Chester, were married in the Summerfield M. E. Church of that place last week and are now on a honeymoon trip to Savannah.

The marriage of Mrs. Lucy Steep Shepard, of Chicago, and T. A. Dean, former State Senator and editor of the Fremont (Ohio) Messenger, at Monroe, Mich., was announced in Fremont a few days ago. Thomas W. Steep, of the Associated Press, is a brother of the bride. Her father, George W. Steep, was formerly a newspaper man in Cincinnati.

Announcement has just appeared of the betrothal of Frank Thompson, special writer on the staff of the Trenton (N. J.) Evening Times, and Miss Beatrice Marie Jamieson, daughter of Counselor William M. Jamieson, of Trenton. Mr. Thompson is also an accredited correspondent of the Philadelphia North American.

Mrs. Mary Waithall Avery, daughter of H. M. Walthall, of Richmond, Va., and editor of the women's pages in the Philadelphia Sunday Ledger, was married on July 22 at Stamford, Conn., to William George Kriehgoff, one of the stars of the art staff of the Ledger.

Friends of Lewis C. Gregg, cartoonist for the Atlanta (Ga.) Constitution, have been keeping him busy with congratulations since the announcement of his engagement to Miss Mammie Ansley, of Atlanta. The marriage is to take place early in October.

Ben Hall Lambe, of the Washington Bureau of the Associated Press, and Miss Margaret Ballenger, of Alexandria, Va., were married in Philadelphia on July 21. After keeping their marriage secret for many days, they confided to friends last week just before leaving for New York, to which place Mr. Lambe has been transferred by the Associated Press. Mr. Lambe is a well-known member of the National Press Club.

It is said that the morals of New York are higher than they used to be, which means that out-of-town visitors are behaving themselves better.

THE Indianapolis Star reaches more people on rural routes than any other Indianapolis paper.

## The Shaffer Group:

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

Hearty co-operation extended to advertisers. Address

## Promotion Dept.

SHAFFER GROUP  
12 S. Market Street Chicago

IN PHILADELPHIA  
THE EVENING TELEGRAPH  
Gained More Than  
A MILLION LINES

of paid advertising  
in first six months of 1916

—a greater gain, six days a week, than that of any other Philadelphia newspaper, six or seven days a week.

THE EVENING TELEGRAPH

For more than half a century, Philadelphia's leading high-class evening newspaper.

Syndicate  
Features  
Worth  
While

Write for proofs today

World Color Printing Co.

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

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

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

**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

**Buffalo News**

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK  
Lytton Building CHICAGO

**THE  
PITTSBURG  
LEADER**

NET PAID  
CIRCULATION **84,036**

**37,604**

lines gained for the week ending August 12th over the corresponding week of 1915, or

**1,162**

more lines than were gained by any other Detroit newspaper for the same period.

**The Detroit Free Press**

"Michigan's Greatest Newspaper."

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

**What Do You Know About This?**

The Times Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY  
New York Chicago St. Louis

**MANHATTAN  
PHOTO-  
ENGRAVING CO.**

ENGRAVERS  
AND DESIGNERS



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

**WHAT LIVE ADVERTISING CLUBS ARE DOING**

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

The Town Criers, of Providence, R. I., are getting ready for a big frolic to be held at Crescent Park on September 12. Plans for the event are now being completed. There will be an auto ride to the park, a luncheon, and various amusements, including a baseball game, a dinner, and a vaudeville show.

The plans for the Better Business Bureau, in St. Louis, for the purpose of vigilance work, are beginning to take form. The Advertising Club, of St. Louis is acting jointly with the Associated Retailers in this movement, and C. L. Brittain, of the Club, has taken the initiative. The organization will have nine directors, four from the Retailers and five from the Advertising Club. The following members have been appointed by the executive committee of the Advertising Club, to serve as temporary directors: C. L. Brittain, E. Lansing Ray, Herbert S. Gardner, J. H. Brinkmeyer, and G. C. Mars.

The programme committee of the Advertising Club announces the following as some of the luncheon speakers for the near future: Murray Springer, of Everybody's Magazine, Chicago; F. A. Wilson-Lawrenson, New York city; Theo. R. Gerlach, Joliet, Ill.; A. H. Messing, of the American, Chicago; and C. C. Parlin, of the research department, Curtis Publishing Company, Philadelphia.

One of the slogans adopted by the members of the Advertising Club, in their arrangements of the entertainment of the A. A. C. W., which seems to impress all workers with the immensity of the undertaking, and which puts the "pep" into them, is that originated by W. L. Donaldson, past president, who recently said: "Heaven help the city that follows St. Louis." Now every member uses it, and advertising matter about the convention contains the phrase.

The Junior Advertising Club, of St. Louis has formed a Junior Employment Committee, or rather a bureau, which has for its purpose the procuring of positions for young advertising men. David R. Williams, service manager of the Globe-Democrat and third vice-president of the Advertising Club, of St. Louis, the senior organization, is advisor for the bureau, and R. M. Russell is chairman.

That San Francisco has an excellent chance to secure the national convention of the Associated Advertising Clubs of the World for 1918, but that immediate and concerted action by the Chamber of Commerce, the Convention League, and other organizations is necessary, was the statement made before the members of the Ad Club, at its last weekly luncheon, by Samuel P. Johnston. "If San Francisco wants the convention for 1918, the time to begin to work for it is right now," he said. "It will require all the efforts of the Chamber of Commerce, the Ad Club, the Downtown Association, the Board of Supervisors, and every other interested body. In Philadelphia they told us that the advertising convention was the biggest thing that had been there since the Centennial Exposition of 1876. The advertising value to Philadelphia was incalculable. The President, a Cabinet

member, and a member of one of the great national commissions came there to speak. What greater thing could we do for San Francisco than to bring here such a convention, with its pages upon pages of publicity throughout America?"

The Advertising Club, of Louisville, is to give a sunset boat ride on the steamer Homer Smith this Saturday evening, to raise funds to help defray the expense of the big business convention which the Ad Club is to hold in Louisville the first week of November. This business convention is the first of its kind ever held in Louisville, and its foundation is a series of five lectures dealing with the different problems of modern merchandising. Each subject will be handled by an authority in that particular line.

The old idea of community exchange is to be put into active practice again by the Indianapolis Advertisers' Club. The object of the Club will be to exchange literature relative to advertising in such a way that all will benefit. Books that the members have dealing with the subject of advertising in any form are to be pooled by the Club in one library to facilitate reference and study work. The Club members will place all the books in a case at the Chamber of Commerce Building, and they will be open to all members. The plan was proposed by Merle Sidener and has met with favor among members of the Club. Books dealing with newspaper advertising in all its phases will predominate in the collection. In establishing the library the club is not urging the members to place all their books on the community shelf, but only to bring their surplus literature.

The Indianapolis Advertising Club will have an all-day picnic, followed by a "big night" at Fairview Park on August 23. The day attractions will be many, and at night Club members will present the playlet, "On Sale, \$9.98," which made a hit at the A. A. C. of W. convention at Philadelphia. The cast includes Carl Goe, David Porterfield, Carl Hunt, George Gill, and Harry W. Drago. Leading merchants of the city will participate as the executive board of the Better Business Bureau. The daily papers of the city will all be represented, the newsboys' band will give a concert, and ad men of the Daily Times will give a vaudeville show under the direction of O. T. Roberts, advertising manager of the Times.

Samuel P. Johnston, delegate of the San Francisco Ad Club to the annual convention of the Associated Advertising Clubs of the World, recently held in Philadelphia, addressed Club members at Monday's luncheon at the Hotel St. Francis. Mr. Johnston gave extracts from the talks of national advertising leaders who addressed the convention. The convention, he stated, was attended by more than 6,000 delegates, and was spoken of as "the biggest business gathering the world has ever witnessed."

Plans for the formation of a cooperative advertising and promotion association of southern California have been worked out by a special committee of the Los Angeles Ad Club, and have

been approved by the directors of the Club. The scheme also was presented of Chambers of Commerce of southern California, and received the unqualified endorsement of those who attended the meeting. The plan as proposed by the special committee, includes the concentration of all inner educational and outside promotive activities for southern California as a whole at one point for the highest efficiency and greatest economy of money, energy, and time. To carry out this plan it is proposed to have a central organization, including a highly trained advertising and service department, with a directorate from the various commercial, civic, industrial, business, and social organizations of the communities, and from residents at large. From the directorate will be selected the officers of the organization, who will have active charge of its different activities and direct the great publicity campaign.

The Printing Exhibit in the Exhibit Room of the New York Advertising Club has had some additions made to it, Wm. E. Rudge and Secretary Chas. G. McCoy, of the Committee of the Typotheta of the city of New York, having put in some time during the last week rearranging and planning for the enlargement of the exhibit. The exhibit is to be made more comprehensive, and of four thousand new specimens received last week there are examples of old sets of business printing as well as many fine specimens of artistic work. Many of these will soon be arranged on the swinging panels or placed in portfolios for the shelves. There will be when completed thirty swinging panels and sixteen portfolios, the latter of six leaves each.

**NEW YORK AD CLUB PROGRAMME**

The following is an outline of the activities planned by some of the committees of the Advertising Club of New York for the coming fall and winter months:

Educational—Study classes, for juniors (elementary course of ten lessons in free-hand lettering and drawing); elementary business English. For Club members: (1) Ten lessons in sketching and layouts; (2) public speaking (advertising topics); (3) advertising office, organization, and methods; round-table discussion, bi-weekly, by trade divisions.

Programme—Weekly Monday talks (Thursdays) of general and inspirational character. One monthly night meeting for serious discussion of advertising problems; bi-weekly fireside talks at night on general and advertising topics.

Entertainment—Continuation of weekly Glee Club meetings; monthly dances (if definitely approved by council). One big night (advertising playlet); one ladies' night; afternoon teas for wives of members; occasional impromptu evening meetings such as Jim Hare talk.

**Joke on a Jokesmith**

Edwin Austin Oliver, (Ed I. Torrial), of the Yonkers Statesman, known among newspapermen as the father of the conversational joke, and the author of over 100,000 jokes (?) in his day, is enjoying the cool days of August and September at Bretton Woods, in the White Mountains, New Hampshire. A report recently came from Bretton Woods that Mr. Oliver was dead. Before starting away he announced that he was going up to the Woods to prove that the rumor was unfounded and absolutely untrue and premature.

## BETHLEHEM STEEL TO CONTINUE TO ADVERTISE

Notwithstanding the fact that Congress has authorized a Government Armor Plant, the Company is convinced that its efforts to inform the public as to its side were well worth while.

The Bethlehem Steel Company, which several weeks ago undertook an extensive publicity campaign in opposition to the building of an armor plant by the United States Government, and bought advertising space in some 3,500 newspapers, dailies and weeklies in all parts of the country, in which to argue its case before the court of public opinion, is so well satisfied with the result, or at least with that method of cultivating public good will, that it has now decided to continue to tell the people of the country about itself and its work and its relations with the Government through paid advertising space in the newspapers.

Bethlehem Steel is the first big industrial corporation of its kind to adopt this broad policy of cultivating public good will by means of newspaper advertising, and in so doing it sets an example that should be followed, and undoubtedly will be in the near future, by many other industrial corporations, just as it is bound to be followed more and more by public service companies of all kinds. The steel company was induced to adopt this policy largely through the efforts of Ivy L. Lee, who is retained as the company's publicity and advertising counsel.

On Tuesday last, Mr. Lee sent a letter to the American Newspaper Publishers' Association and to Frank Presbrey, president of the Frank Presbrey Company, which had placed a good part of the advertising against the proposed Government armor plant, in which he advised them of the decision of the Bethlehem Steel Company to continue to buy newspaper space to tell the public about itself. In the letter to Mr. Presbrey, Mr. Lee says:

"Your company has handled some of the advertising placed by the Bethlehem Steel Company in opposing the erection of a Government armor plant. You are aware that the advertising campaign of the company contemplated an appeal to the people of the United States, and that to make this appeal we used both dailies and country weekly newspapers, paying the publishers their regular advertising rates and soliciting no free publicity.

"Congress has now acted on the armor plate plant and has given the Secretary of the Navy authority to proceed with its construction. Notwithstanding that fact the Bethlehem Steel Company is convinced that its efforts to inform the public as to its side of the controversy were well worth while.

"In the course of that controversy, the company announced that it would be its policy hereafter to acquaint the people with the details of its relations with the United States Government, in the belief that the people, thoroughly informed as to the facts, would in the long run support a policy of fairness and progress.

"I take pleasure, therefore, in informing you that one of the ways by which the company will tell the public about itself will be through paid advertising space in daily and country weekly newspapers. The exact amount of space used will vary with the occasion, but it is the expectation of the company that at least once a month some inter-

esting and important information concerning itself shall be conveyed to the people of the whole country in this way."

## PILGRIMS' PUBLICITY PLANS

Will Have Practical Course in Store-Keeping This Fall and Winter.

BOSTON, August 15.—The campaign that has been planned for the coming season by W. D. Towner, the new paid secretary of the Pilgrim Publicity Association, bids fair to be one of the best the Association has ever known. Mr. Towner is personally working up new interest in the Association by making personal calls on each one of the 450 members of the club.

The retail division is planning to take up the subject of merchandising the coming fall and winter, which will include a practical course in store-keeping. The educational committee has divided the course into three sections—business, financing, and selling forces. There will be twenty-three lectures, given by the best authorities to be found in and about Boston and New England.

The eight-hells sessions are continuing, and the interest remains unabated. The average attendance for the year at the meetings has been twenty members of the Association.

Carroll J. Swan, a prominent member of the Association, has been greatly missed, he being busily engaged in recruiting men for the army. He is a lieutenant in the First Corps of Cadets, the crack regiment of the town.

## CHANGES IN INTEREST

ELIZABETH, N. J.—With the issue for Monday, August 14, the Elizabeth Evening Times passed under new ownership, Lucius T. Russell, editor and owner of the paper for the last seven years having disposed of his entire interest to Leonard F. Sawvel. Mr. Sawvel has been business manager of the paper for a year. He will now be in active charge of the editorial department as well as the business department. Among other improvements he plans to make are a reorganization and enlargement of the news staff and a direct telegraphic service to the editorial rooms. The paper will remain Democratic in politics, but will not be a partisan or a factional newspaper, according to the new proprietor.

LOS ANGELES—The ownership of the Post has passed into the hands of Sidney P. Dones and J. H. Kelly.

## Stockdale (Tex.) Times Sold

Ernest W. Woods, who has been publishing the Stockdale (Tex.) Times for some time, has sold that publication to A. L. Baker and R. M. Stovall. Mr. Stovall is an experienced newspaper man and has been associated with Mr. Woods in the publication of the Times for some time. Mr. Woods expects to enter the newspaper field at some other place, as yet not decided upon.

## Newspaper Ads Praised

The relative value of newspaper and direct circular advertising was discussed on Tuesday at the second day's convention of the National Association of Mercantile Agencies held at the Hotel McAlpin in New York. A paper on this subject was read by Claude King, secretary of the Association, in which he told of the excellent results obtained from both kinds of publicity. Harry F. Kennerk, of Fort Wayne, Ind., asserted that newspaper advertising was the chief standby of the mercantile agency.

## QUESTIONS AND ANSWERS

FORT WAYNE, IND., July 27, 1916.  
THE EDITOR AND PUBLISHER:

Can you give us the names of papers that have raised their price within the last several months. We will appreciate any information that you may give us along these lines, as we are right now contemplating the raising of our subscription price from 10 cents to 15 cents a week.

THE JOURNAL-GAZETTE CO.,  
C. J. LUBKHOFF.

Among newspapers which have announced recently increases in price are the following:

Atlanta Constitution.  
Atlanta Journal.  
St. Louis Globe-Democrat.  
St. Louis Post-Dispatch.  
Nashville Tennessean and American.  
Milwaukee Free Press.  
Milwaukee Leader.  
Sheboygan (Wis.) Press.  
Wassau (Wis.) Record-Herald.  
Marquette (Wis.) Eagle.  
Cleveland Leader.  
Cleveland Plain Dealer.  
Texarkana (Ark.) Texarkanian.  
Des Moines (Ia.) Capital.

This list of dailies does not pretend to be complete, but includes only those that come to mind at the moment. Scores of weekly papers throughout the country have increased subscription rates within the last six months.

## To Market Stories and Articles.

ALBUQUERQUE, N. M., July 29, 1916.  
THE EDITOR AND PUBLISHER:

Will you kindly give me the names and addresses of two or more individuals or firms with whom I could correspond, with a view to arranging for the purchase of several short fiction stories, and other material suitable for a monthly magazine.

A. E. CARTON.

Write to Mrs. Rachel W. Clement, authors' agent, 6646 Germantown Avenue, Philadelphia, and the McClure Syndicate, 116 West 32d Street, New York.

## Situation Wanted

BROOKLYN, N. Y., July 31.  
THE EDITOR AND PUBLISHER:

I am a graduate of Harvard College, where I specialized in government and economics and took considerable work in composition and criticism. Now I am looking for a position with a country newspaper. Could you kindly suggest how I should go about finding that type of place? I am twenty-four years old, have worked at several different things, and also worked my way through college.

RUSSELL G. CARTER.

Put an ad in the want ad columns of THE EDITOR AND PUBLISHER.

Can you furnish me the names of newspaper syndicates that would be interested in stories and articles for children?

MRS. FLOYD H. HAZARD.

Winthrop Center, Mass.  
McClure's Newspaper Syndicate, 116 West 32d Street, New York, the New York Evening Mail and the New York Globe buy children's stories and articles.

## Detroit News Issues a Correction

H. S. Scott, general manager of the Detroit Evening News Association, has sent out a printed letter, in which he says:

A recently issued circular showed the lead of the Detroit News and Sunday News-Tribune over all other American newspapers in volume of advertising carried during the first six months of 1916, also the lead of the Detroit News over all other week-day papers in America. The Detroit News's lead over the Chicago News, second on the list, was given as 62 per cent. The copy given the printer showed 6.2 per cent., but the decimal was omitted through a typographical error. This correction is issued in accordance with the policy of the Detroit News and Sunday News-Tribune never to make claims or comparisons that are misleading or ambiguous, even in the slightest detail. These papers led America, and, for that matter, the whole world, during the first half of 1916 in volume of advertising, but to exaggerate the lead of either daily or Sunday issue is furthest from our wish.

## 1 almost = 5

In seven months of 1916 THE NEW YORK TIMES printed 270,019 agate lines of book advertisements, a gain of 118,039 lines over the corresponding period last year, and a volume almost equal to the combined volume of all other New York morning newspapers.

The average net paid sale of THE NEW YORK TIMES, daily and Sunday, 334,744 copies.

**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, Penn., or  
SPECIAL REPRESENTATIVES  
J. C. WILBERDING, Brunswick Bldg.,  
New York City.  
J. M. BRANHAM-CO., Malters Bldg., Chicago,  
Ill., Chemical Bldg., St. Louis, Mo.

## The Pittsburgh Dispatch

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

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

## Trainmen

During their recent stay in New York bought over 1,000 Copies every day at their hotel stand of

## The New York Call

(Daily and Sunday)

Their friends and work mates, here in the city and back home, bought other thousands. Pretty good people to tie up with, don't you think?

Advertising Rates for Now, 10c. a line.

## 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 Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



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

## TIPS FOR THE AD MANAGER

Street & Finney, Inc., 171 Madison Avenue, New York, is now making up a fall list for the Educator Shoe, which will be advertised extensively throughout the Middle West, principally in the States of Ohio, Indiana, Illinois, Michigan, Wisconsin, and Minnesota.

The account of the Connecticut Telephone & Electric Company is now handled by the New York office of the Martin V. Kelley Company, 171 Madison Avenue. Large weekly publications will be used in the first national campaign of this company.

The Chambers Agency, of New Orleans, is now handling the account of the Sealy Mattress Company, Sugar Land, Tex.

Street & Finney, Inc., 171 Madison Avenue, New York, now handle the account of the Sealshipt Oyster Co., and will place orders with a list of New England papers shortly after September 1.

The Cheltenham Agency is placing renewal orders in the Middle West for the account of the Chalmers Motor Company.

The Hanff-Metzger Agency, New York city, is placing 560-line orders for the Democratic National Committee with Western newspapers.

Ernest J. Goulston is sending out 1,060-line orders for the American Tobacco Company (Lord Salisbury Cigarettes) to a number of Eastern newspapers.

J. H. Cross, Philadelphia, is issuing 22,000-line contracts for the Penn Tobacco Company, in various Eastern newspapers.

## Advertising Agents

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

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Brocc 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.;  
Krege Bldg., Detroit, Mich.

O. E. Cheney & Co. are placing one-time orders in a number of Western papers through the Metropolitan Agency, New York.

Wylie B. Jones Agency, Binghamton, N. Y., is placing contracts for 5,000-line copy for account of Tokalon, Inc., in a number of Western papers.

Studebaker Corporation is using 5,000-line space which is being placed in various Middle West newspapers by Frank Seaman, Inc., New York.

The McCann Agency is using 140x3 columns in Eastern papers for the Republican National Committee.

Taylor-Critchfield Company, Chicago, is contracting for 5,000-line space in various Middle West newspapers for the advertising of the Dawson Springs Company.

Dooley-Brennan Co., Chicago, is placing orders for the Cheek-Neal Coffee Company for 7,000 lines in Southern papers.

Bloomington-Weiler are advertising the Allentown Fair, using 10-inch space three times, in Eastern papers.

George Batten Company is sending out 6-inch 6-time orders for the U. S. Cartridge Company in a number of Eastern papers.

Bloomington-Weiler are placing orders for 24-inch copy nine times, in Eastern papers, account of the Pennsylvania State Brewers' Association.

The Dorland Agency is placing orders for 150-line 4-column space, for account of the Bank of England, in Eastern newspapers.

The George Batten Company is placing orders for 8-inch d. c. copy ten times, for the Penn Metal Company, in various Eastern newspapers.

## Veteran Celebrates Birthday

James Norwall, a veteran reporter of Yonkers, still retains his interest in the profession even though he has retired many years. On Tuesday, August 15, he celebrated his eighty-third birthday, and as has been his custom for years past, he sent a watermelon to the editorial room of every newspaper in Yonkers, with his compliments.

## Intertype Moves Into New Offices

As a result of its steadily increasing business and the added demands imposed upon its factory facilities thereby, the Intertype Corporation has found it necessary to move its general offices to commodious quarters on the eighth and ninth floors of the new Terminal Building, 50 Court Street, Brooklyn, N. Y., on which a five-year lease has been taken. Here will be found the president's, treasurer's, and secretary's offices, and the credit, publicity, purchasing, service, and accounting departments. The offices were formerly located on the first floor of the company's factory building at the foot of Montague Street. The space in the factory thus left vacant will be utilized by an enlargement of the assembling department, which has of late been overcrowded because of the increased sales of standardized Intertype machines. The company's extensive printing department also has been moved from the factory building to a convenient location near the general offices.

## KEEPS TAB ON POLITICIANS

## Providence (R. I.) Journal Has Rules Governing Political Ads.

To protect itself against unscrupulous politicians who may desire to use its columns from time to time, the Providence (R. I.) Journal has inaugurated a rule relating to the publication of political advertising. In a notice to its mechanical department, W. G. Roelker, the advertising manager, has issued orders to employees pertaining to the printing of such advertising matter.

The new rules call for the signing of advertising matter of a political nature by an individual or by an established organization of political bearing which has a recognized standing in the State.

The following are the rules:

(1) No personal attacks whatever are permitted.

(2) Every advertisement must be signed by an individual or by an established organization. For example: An advertisement may be signed "Democratic State Central Committee," or by an individual, viz.: "John Jones."

(3) Advertisements must not appear unsigned or signed "The Committee," "The President," etc.

(4) All advertisements must appear under the classification "Political Advertising." These words must appear over each column of a display advertisement and at the top of all readers.

## GOOD ROADS DAYS IN ALABAMA

## Mr. Rountree's Efforts for Their Celebration Meet with Popular Approval.

Alabama has just celebrated Good Roads Days, August 14 and 15. The whole State has been aroused by the press in celebrating these days, which are quite popular with the masses. This movement was started by J. A. Rountree, publisher and editor of the Dixie Manufacturer, one of the leading industrial journals of the South, also the editor of the United States Good Roads Bulletin. Mr. Rountree commenced to advocate Good Roads Days six years ago, and the people of Alabama enthusiastically took to his suggestion five years ago and observed these days, and have continued the custom ever since.

The Alabama Legislature passed an act legalizing these days and fixing them as permanent days in the calendar of holidays at its annual session in 1915. The Governor of the State is required to issue a proclamation annually calling upon the people to observe the same. A movement is on foot to get the people in every State in the Union to observe Good Roads Days.

## Schenectady Citizen's Troubles

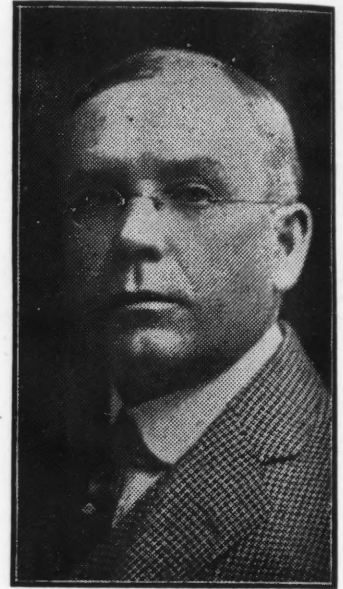
Dr. Charles P. Steinmetz has brought proceedings to foreclose a \$1,000 mortgage on the plant of the Schenectady (N. Y.) Citizen, a Socialist organ. The Citizen was founded by Dr. George R. Lunn, but passed into the hands of a stock company. Dr. Steinmetz is a stockholder, and Mrs. Lunn owns 33 per cent of the stock. Thomas Mott Osborne is also a stockholder. At a recent meeting of the board of directors Dr. Lunn and his faction lost control of the newspaper, and the editorial policy is now directed by radical Socialists.

## Advertising a Water Supply

The Elephant Butte, N. M., Water Users' Association has raised a fund to be used in advertising the Mesilla Valley, and display advertising space is being engaged in New Mexico's and other daily newspapers, and other advertising mediums of proven worth.

## WINNIPEG PUBLISHER RETIRES

Charles A. Abraham, for some years president and business manager of the Winnipeg Daily Telegram, is retiring September 1. He is one of the best known newspaper men in Canada, with a large circle of acquaintances in the



CHARLES A. ABRAHAM.

States. Mr. Abraham was publisher of several small dailies in Ontario and finally advertising manager of the Toronto Daily Star. He came 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.

M. E. Nichols, now managing director of the Montreal Mail and News, who was president and managing editor of the Telegram, prior to 1913, referred recently to Mr. Abraham as "one of the most efficient advertising managers in the Canadian newspaper business. The great expansion in the Telegram's earnings I attribute largely to Mr. Abraham's energy and initiative. Moreover, he is a highly capable, all-around man in the business office, with a broad grasp of the fundamentals of newspaper enterprise."

Mr. Abraham has no definite plans for the future, but will take a couple of months' well-earned vacation.

## An Ad Cartoonist's Views

Burr Giffen, advertising cartoonist for the Fisk Tire Company, and also for several other auto accessory manufacturers, is one of the strongest advocates for newspaper and periodical advertising, having come to the conclusion that it is the most valuable result producer. There are three essentials in advertising, Mr. Giffen believes: First is the advertising space; second, a clean makeup, not crowded with reading material, but bearing out the essentials in the merits of the article or project advertised; and third, the most important, a truthful statement of facts. He pointed out that the Fisk Tire Company eight years ago spent only \$5,000 during twelve months for advertising, while the record for the past year registered to more than \$500,000.



AD FIELD PERSONALS

Ralph E. Dillard, recently automobile advertising manager for the St. Louis Post-Dispatch, is now advertising manager for the Packard Motor Car Company for the St. Louis District.

L. R. Putnam, of Fayetteville, Ark., in a recent address before the Southeast Missouri Retail Lumber Dealers' Association, at Cape Girardeau, gave advice in favor of local newspapers rather than national magazines for lumber advertising.

Branch Rickey, vice-president of the St. Louis Browns Baseball Club, addressed the Advertising Club of St. Louis this week on the advertising value of a winning baseball club to a city.

David R. Williams, service manager of the St. Louis Globe-Democrat and third vice-president of the Advertising Club of St. Louis, has been appointed advisor of the employment bureau of the Junior Advertising Club of St. Louis. The employment bureau will be established immediately to secure employment for members of the junior club who are seeking positions in the advertising field.

P. P. Willis, formerly an Indianapolis newspaper man and later engaged in automobile publicity work, has been elected general manager of the Thompson-Carroll Advertising Company, of Cleveland.

Paul Hutchinson, secretary of the Advertising Men's Club of St. Louis, has joined the staff of the Collier Advertising Company, of that city. As secretary of the Advertising Club, Hutchinson had much to do with landing the 1917 convention of the Associated Advertising Clubs of the World for St. Louis.

M. H. Brady, formerly with Steam Shovel & Dredger Journal, Chicago, has been appointed Eastern representative of the Crawford Publishing Company, Chicago, publisher of Mill Supplies and the Engineering Directory, with offices in the Park Row Building.

C. D. How has been appointed Western manager of the W. F. Long Company, publishers' representatives. His office will be in Chicago.

Nicholas Alexander Pfetschinger, of the New York Herald advertising staff, has been made advertising manager of the Herald Fashion Supplement.

Duncan S. Blaikie has been elected a director of R. C. Smith & Son, Limited, advertising agents, Toronto, and has joined the staff of the company. Mr. Blaikie comes from Montreal, where he was connected with the Direct Advertising Agency, and prior to that with the Herald Press. He is a man of experience in the advertising field, and will be an acquisition to the Smith Agency.

W. F. Schmich, advertising manager of the Baltimore Sun, announces the appointment of George D. Katz, as manager of the classified advertising department of the Sun. For the past

two years Mr. Schmich has been supervising the classified as well as display advertising of the Sun, but the growth of that newspaper's business made the appointment of an assistant necessary. Mr. Katz has been on the advertising staff of the Sun for several years.

Karl Acton, for a number of years in the advertising department of Marshall Field & Co., has joined the Chicago staff of O'Mara & Ormsbee.

O. H. Adams Joins Kelley Agency

Otis H. Adams, well known to advertising men in the East and the West, has joined the organization of the Martin V. Kelley Company, with headquarters at the New York office, 171 Madison Avenue. Mr. Adams was art manager of the National Cash Register Company at Dayton, O., later becoming advertising manager of the Elmore division of the General Motors Company at Detroit, Mich. He was advertising manager of the Buffalo Electric Vehicle Company, and for the past two years has been at the head of the special service department of the Class Journal Company of New York city.

Waiting to Go to the Border

The Atlanta newspapers are taking great interest in the possibility of Georgia troops going to the Mexican border. The troops are still in the mobilization camp at Macon, awaiting orders. Britt Craig, of the Atlanta Constitution; Ward Green, of the Atlanta Journal, and Dudley Glass, of the Atlanta Georgian, will accompany the Georgia troops to the border as correspondents for the three papers.

Independent Editor Drummond

Everyone who admires independence on the part of the editor of a newspaper will appreciate this article from the Marion County (Mo.) Herald: "Mrs. M. P. Drummond took her car out for her first drive unattended by a chauffeur. After being out about an hour and a quarter, Mrs. Drummond decided to leave the car at the garage on Main Street. In approaching the garage entrance she lost her head and instead of stopping or turning out into the street, ran into the jitney that was standing in the street. The owner of the jitney jumped aside and avoided injury, but his daughter was struck and severely injured. Drivers of automobiles should be required by law to carry a license showing that they have been given a test and found competent. The penalty should be imprisonment." The "independent" part of this story lies in the fact that Mrs. M. P. Drummond is the wife of M. P. Drummond, owner of the Herald.

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

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

|  |   |
|--|---|
| <b>ALABAMA.</b><br>NEWS ..... Birmingham<br>Average circulation for March, Daily 29,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.   | <b>NEW JERSEY.</b><br>JOURNAL ..... Elizabeth<br>PRESS-CHRONICLE ..... Paterson<br>COURIER-NEWS ..... Plainfield  |
| <b>CALIFORNIA.</b><br>EXAMINER ..... Los Angeles<br>A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.<br>MERCURY-HERALD ..... San Jose<br>Post Office Statement 11,434. Member of A.B.C.<br>THE PROGRESS ..... Pomona                        | <b>NEW YORK.</b><br>COURIER & ENQUIRER ..... Buffalo<br>IL PROGRESSO ITALO-AMERICAN.. New York<br>DAY ..... New York<br>The National Jewish Daily that no general advertiser should overlook. |
| <b>GEORGIA.</b><br>JOURNAL (Cir. 57,531) ..... Atlanta<br>CHRONICLE ..... Augusta  | <b>NEBRASKA.</b><br>TRIBUNE ..... Hastings<br>Circulation A. B. C. report, 7,100. Full leased wire report United Press.   |
| <b>ILLINOIS.</b><br>HERALD-NEWS (Circulation 15,190)..... Joliet<br>STAR (Circulation 21,589)..... Peoria  | <b>OHIO.</b><br>VINDICATOR ..... Youngstown   |
| <b>IOWA.</b><br>REGISTER & LEADER ..... Des Moines<br>EVENING TRIBUNE ..... Des Moines<br>Essential to covering Des Moines and vicinity.<br>SUCCESSFUL FARMING ..... Des Moines<br>More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. | <b>PENNSYLVANIA.</b><br>TIMES ..... Erie<br>DAILY DEMOCRAT..... Johnstown<br>TIMES-LEADER ..... Wilkes-Barre  |
| <b>KENTUCKY.</b><br>MASONIC HOME JOURNAL..... Louisville, Ky.<br>(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.   | <b>TENNESSEE.</b><br>BANNER ..... Nashville   |
| <b>LOUISIANA.</b><br>TIMES-PICAYUNE ..... New Orleans  | <b>TEXAS.</b><br>CHRONICLE ..... Houston<br>The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.   |
| <b>MICHIGAN.</b><br>PATRIOT (No Monday Issue) ..... Jackson<br>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.  | <b>UTAH.</b><br>HERALD-REPUBLICAN ..... Salt Lake City  |
| <b>MINNESOTA.</b><br>TRIBUNE, Morning and Evening... Minneapolis   | <b>VIRGINIA.</b><br>DAILY NEWS-RECORD ..... Harrisonburg<br>In the famous Valley of Va. only paper in the richest Agricultural County in United States.                                       |
| <b>MISSOURI.</b><br>POST-DISPATCH ..... St. Louis<br>Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916:<br>Sunday average ..... 375,428<br>Daily average ..... 217,228  | <b>WASHINGTON.</b><br>POST-INTELLIGENCER ..... Seattle  |
| <b>MONTANA.</b><br>MINER ..... Butte<br>Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.  | <b>CANADA.</b><br>ONTARIO<br>FREE PRESS ..... London  |
| <b>NORTH CAROLINA.</b><br>SENTINEL ..... Winston-Salem<br>October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.  |   |
| <b>ROLL OF HONOR</b>   |   |
| The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.   |   |
| <b>ILLINOIS.</b><br>SKANDINAVEN ..... Chicago  | <b>NEBRASKA.</b><br>FREIE PRESSE (Cir. 128,384) ..... Lincoln   |
|  | <b>NEW YORK.</b><br>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

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

# Circulation News, Views, and Observations

## TO GET FIVE THOUSAND SUBS IN THIRTY DAYS

**Experienced Circulation Manager Tells How it Can be Done—Details of Proposed Plan—Doesn't Believe in Popular Voting Contests—Would Interest the Boys and Girls.**

By H. H. PRIS,  
Circulation Manager, El Paso (Tex.) Herald

To obtain an increase of five thousand subscribers within one month's time is a mighty hard problem to solve, especially so when you consider that our entire field is covered thoroughly the year around. But if it was up to me to secure an increase of five thousand copies within thirty days, I believe I could make good. I would not only try one idea, but every idea that I could think of, and work them all to get results.

First, I would offer a club of several magazines with the Daily Herald at a remarkably low price, this plan to be worked only in the very small towns throughout the Southwest. This offer would not be good in our regular territory or in the city of El Paso. We would certainly not offer the Herald in connection with this club at less than the regular price. On the contrary, we would ask for an increase over the regular rate, but the proposition would be so big that every one would want it.

I would offer bonuses and prizes to all of our dealers in all of our territory for new subscriptions. I would not give the regular commission, but I would make it more interesting by offering to give them a certain commission and a certain amount of money in addition, if they would obtain a certain number of subscriptions.

### BONUSES TO DEALER.

I would interest hundreds of boys and girls in all parts of our territory in obtaining subscriptions, and I would offer some very good prizes. These boys and girls would not work on any game of chance. There would be no voting nor graft; on the contrary, it would be a strictly business proposition, but the offer would be so good that we would have no trouble in getting the boys and girls interested.

Positively, under no consideration, would I consider putting on a so-called "popular voting contest." Such things have ruined the reputation of many newspapers throughout the country, as well as the reputation of many young women. In my estimation, the "voting contest" is the worst graft ever attempted in America. Newspapers that will stoop so low as to secure subscriptions through voting contests certainly should be suspended, and I do hope that laws will soon be passed to stop this "pea and shell" game.

### INDUCEMENT TO CARRIERS

In El Paso, in order to get a big increase in circulation, I would offer special inducements to all of our carriers, and I would give this work my special attention and keep after the boys continually. I would have a meeting about every other night, and would talk to them personally in order to entice them. I would also offer prizes to girls and boys in the city outside of our organization to secure subscriptions. The prizes would be offered for securing a certain number of subscriptions, and the propositions would be so big that the boys and girls would "go wild" over them.

I would also offer to all of our special commission solicitors throughout the Southwest a good bonus for obtaining a certain number of subscriptions. In connection with this work I would also use one or two very good, high-class magazines, but instead of cutting the regular subscription rate, I would increase the subscription price in order not to lose any money on the magazine proposition.

I would put on several extra solicitors to cover our million square miles of territory thoroughly during these thirty days. I would also put on extra solicitors who would go out into the towns and interest young ladies in securing subscriptions. They would receive a commission, a trip, or some other prize for obtaining a certain number of paid-in-advance subscriptions. Should any of them fail to obtain the required number, they could take their choice of any other smaller prize, according to the number of subscriptions obtained.

I positively would not offer to sell the Herald at a reduced rate, nor would I offer the Herald for a cut price for a certain length of time, because I know positively that if we once went into the cut-rate business, we would have a hard time trying to get out of it, and it would be necessary to continue selling the Herald at a special rate for all time to come.

If you furnish the people with a mighty good newspaper, it is an easy matter to sell it at the regular subscription rate, and there is no need of cutting the price. Of course, some papers have gone into this "bargain day" cut-rate proposition in order to get a big volume of business, and they either did not consider the cost or they were after circulation in order to get more advertisements or an increased rate for advertisements. It is probable that this method has been successful with a number of newspapers throughout the United States, but I do not care for it.

There are many other propositions which would be put into effect in order to get the 5,000 increase within thirty days, but the above ideas are the principal ones—the ones that would bring us the biggest increase.

### Newsboy Charged with Murder

At Hugo, Okla., Hoyt Erwin, a thirteen-year-old newsboy, is held on a charge of murder growing out of the killing of Gus Chandler, aged twenty-one, a milkman of Hugo. Erwin declares Chandler grabbed a paper from his hands and kicked and cursed him on the morning of the killing. The newsboy says he then drew his knife and warned Chandler to stay away, but that the milkman lunged at him, and the knife penetrated a vital spot, causing Chandler's death.

### Would Stop Sale of Night Extras

ATLANTA, August 14.—The Ordinance Committee of the City Council has under consideration this week an ordinance introduced at its last session by Alderman Charles H. Kelley to prohibit the sale of newspapers, extras or regular editions, on the streets of Atlanta after six o'clock in the evening. The Alderman's particular objection is to extras sometimes sold late at night by newsboys. The ordinance carries a fine of \$200 or thirty days in the city stockade for violation.

## WORKING FOR TWO-CENT PIECE

### St. Louis Bankers Back Newsboys in Fight for New Coin.

St. LOUIS, August 15.—St. Louis newsboys are more active this week than last in their plan to ask for the resumption of the coinage of 2-cent pieces, following the advance in the price of morning newspapers here to two cents. They are being encouraged by St. Louis bankers in their efforts to induce Congressmen to bring the matter before Congress. President Walker Hill, of the Mechanics' American National Bank, and President John G. Lonsdale, of the National Bank of Commerce, both believe the advent of the 2-cent coin might prove a benefit. Hill said: "If a large number of the papers over the country are going to raise their prices to two cents, it will be a good thing to have a coin to pay for them. The average copper cent seems to be in more general use for that purpose than for any other, and it would mean just that much more convenience to have coins that could be handed out without requiring change or counting out two at a time. It would not make any difference to the bankers, as the additional coin would not cause any inconvenience that I can see."

### St. Louis Newsboy's Rise

One of the youngest candidates for political honors, who won in the recent primary election here in St. Louis is A. Samuel Bender, a former newsboy, who was nominated for State Representative in the Third District, just after he had passed his twenty-second birthday. As "Sammy" Bender, a former Globe-Democrat newsboy, he long has been known around the corners of Fourth and Olive Streets, where, until a year ago, he sold papers. He also maintained a news stand in the Riatta Building, but his chief proceeds were made by active "hustling" and selling papers himself. Even while studying law at the St. Louis Law School, a department of Washington University, he sold papers. His present campaign, just ended, was started by his former helper, Willie Molasky, who has amassed considerable money at the business, and who acted as his campaign manager. Bender's plurality was 810. He is now an attorney, with offices in the Merchants Laclede Building.

### Cash for City's Old Paper

In New York this week the stringency of the paper famine was illustrated by the prices paid at a sale of old paper ordered by David Ferguson, Supervisor of the City Record. One lot was knocked down at \$2.60 a hundred pounds. Another lot brought \$1.65 a hundred pounds. In normal times sales of such paper brings from twenty to fifty cents a hundred pounds.

### City Square Named for Paper

The St. Louis Star has been honored by the St. Louis Board of Aldermen in an ordinance passed July 7, which changed the name of the street facing the Star Building from 12th Street to "Star Square." Mayor Kiel vetoed the bill when it came up to him. The measure then went back to the Board of Aldermen, and on regular ballot, taken July 27, was passed over the Mayor's veto by a vote of 21 to 7, and "Star Square" is now legally recognized.

## BILL WILL AFFECT PAPERS

### Child Labor Bill Involves Rights of Vital Interest to Publishers.

WASHINGTON, August 15.—The Child Labor bill, which has just passed both Houses of Congress, prohibits the interstate shipment of the products of child labor, in other words, no goods in which the labor of children has been employed in its making can be sent from one State to another.

This is considered by many to be the most salutary piece of legislation yet to be passed by Congress, and should it stand the acid test of being approved by the Supreme Court as constitutional, it may lead to the passage of important legislation of vital interest of publishers; viz, a national false advertising law, a law prohibiting the interstate shipment of newspapers containing liquor advertisements, or a general anti-coupon law, which would prohibit the interstate shipment of any article containing a prize coupon, or a law to prohibit the interstate shipment of newspapers containing racing news. These and other laws of equal importance to publishers of newspapers are possible should the Child Labor act be approved by the United States Supreme Court as being Constitutional.

It is claimed by those who opposed the passage of the Child Labor bill that such legislation was an invasion of States' rights, and necessarily unconstitutional. Many States already have laws prohibiting child labor, and nineteen States have statutes prohibiting false advertising. Therefore, should the Child Labor bill be declared Constitutional, other bills believed to be an invasion of States' rights can also be enacted.

### More Mailing Machines for Times

Growth in mail circulation has forced the New York Times to revert to the old Dick system of hand mail on a portion of their short-time business for the summer. They are now handling about two-thirds of their mail on the Cox mailers, their actual operating time being from one hour and thirty to one hour and forty minutes. To care for present and future business they have contracted with the Cox Multi-Mailer Company for two additional machines to be installed in the mail-room and two additional embossing machines for the metal-plate department. When these machines are installed the Times will have the most complete machine-mailing department of any newspaper in the country.

### Reporters' Midnight Hike

Three Philadelphia Inquirer reporters, Marshall Bainbridge, jr., Max Helms, and Henry Bellville, start out on a walking trip every midnight, taking a car to some suburban district and then footing it for miles until they come to a convenient hay-mow or mossy bank, where they stretch themselves for sleep. They select their destination at the last moment, and it is usually near some stream or lake where they can take a matutinal swim. Breakfast is secured at the nearest farmhouse, and by early afternoon the three are back in town ready to take up their assignments, and fresh as daisies.

Every day we meet those famous characters, Despair and Hope. Poor, old Despair looks no better than he did the day we first saw him.

## NEWSPAPER ACTIVITIES IN MANY CITIES

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

"A 'Coatless Campaign' was inaugurated by the Pittsburgh Chronicle-Telegraph during the recent hot spell. The paper was so successful in securing the coöperation of the leading hotels and professional men of the city that it is planning a far-reaching cry of "Coatless Men for Hot Days" for 1917.

The Syracuse Journal scooped the town on Friday last by issuing an extra which carried a United Press dispatch from Paraguay, announcing that Charles Mott, a Syracuse defaulter, had waived extradition and would return home.

One of the biggest floral and agricultural exhibits ever seen in Cleveland, O., will be held August 31 and September 1, at Old City Hall, when the products of the gardens of contestants in the fourth annual Plain Dealer Vacant Lot and Home Garden Contest will be displayed. More than \$275 in cash prizes have been donated by this newspaper to the leading thirty-five contestants. These prizes range from \$25 to \$1. In addition, a leading real estate firm has donated three building lots as first prizes. The prizes will be awarded by landscape gardeners and local authorities on agriculture acting as judges. The exhibit will be free to the public. The entire contest this year has been managed by J. W. Love, of the Plain Dealer staff.

A window display contest among grocers will be conducted in September by the service department of the St. Paul Dispatch and Pioneer Press. Ten cash prizes aggregating \$50 will be offered by the newspapers for the best displays of advertised goods by any grocer. The object is to interest the dealers in the value and quality represented in advertising merchandise. No medium for the advertising is specified, and the displays may consist of goods nationally advertised. The contest is to be open to grocers not only in St. Paul, but throughout the Northwest, and it is expected that it will awaken considerable interest among both the grocers and their employees.

The St. Louis Globe-Democrat is issuing a neat little envelope stuffer, calling it its "special monthly edition," the excellent purpose of which is to advertise St. Louis and the 1917 Advertising Convention, and incidentally itself. It goes out by the thousands in all the mail of that paper, and in all the envelopes of the St. Louis Publicity and Conventions Bureau, whose manager, Charles F. Hatfield, has requested a thousand each month. Other civic organizations and big businesses are filing requisitions for this little booster novelty, which has made a pronounced hit under the editorship of David R. Williams, formerly of the Chappelow Advertising Agency and a vice-president of the Advertising Club of St. Louis, who has charge of the service and promotion department of the paper. The little folder is a miniature of the Globe-Democrat.

Strong argument by the Cleveland (O.) Press for arbitration in a strike of the milk-wagon drivers of that city has resulted in a quick settlement of the controversy, the settlement being agreeable to the firms and men involved. The Press made its claim on the ground that

milk is a necessity that the people must have, although its need to the babies and sick people is paramount. All the Cleveland newspapers took advantage of the strike to obtain half-page advertisements which stated the companies' stand in the matter.

The St. Louis Republic has just finished a popular contest for the naming of the new South Side municipal swimming pool. A cash prize was offered. It is also through with a successful "Ben Franklin Quiz," which represented a series of pictographs. Thousands of readers participated, and it was a week before the results were known by the judges. The Republic's third annual swimming school for boys at the Central Branch Y. M. C. A. resulted in 416 lads learning how to swim. That paper is now conducting a twenty-five-most-popular-girls contest, in which more than \$1,000 are offered as prizes.

The Ohio horse-shoe pitching tournament is in progress in eighty-eight counties of Ohio. This stunt was started by the Cleveland Press last year, Ross Tenney, sporting editor directing the affair, with the coöperation of sporting editors of the Columbus Citizen, the Toledo News-Bee, the Cincinnati Post, and the Akron Press. Several hundred persons competed in this inter-city championship contest. To-day more than 10,000 entrants are pitching horse shoes at county fairs, farmers' picnics, and at individual city and town meets. Winners of these contests will meet in the finals at the Columbus State fair, August 28, to decide the champion of the State. Silver cups and medals will go to the eighty-eight winners, and \$250 in cash and medals will be distributed among the leaders in the Columbus finals.

The St. Louis Star is holding an amateur photographers' contest. Those prints that are exceptionally good are used in the paper's daily pictorial page and are paid for. Each picture accepted is also eligible for a prize in the contest.

The Durant (Okla.) Daily Democrat this week is conducting a free cooking school for its women readers under the direction of Mrs. Bertha Wilcox. Already the Democrat has reaped a rich reward in advertising from grocery men and house-furnishing dealers of Durant.

The St. Louis Post-Dispatch has been busy with its annual pure milk and free ice fund for poor children. It has been assisted by hundreds of children, who sell refreshments or plan benefits, the proceeds from which go towards the good cause.

The St. Louis Times held a straw voting contest prior to the recent primary election, which caused much interest among its voting readers, as well as some profit to the business office.

"A Romance of Providence," a moving picture, will soon be staged in Providence, R. I., under the auspices of the Evening Tribune. The Tribune is giving it considerable publicity and is running a contest to choose a leading man, leading woman, and the child for the baby part. The entire cast will be made up of Providence people and the Tribune has induced Col. Wendelschaefer, manager of the Providence Opera

House, to present the film. It is expected that Mayor Joseph H. Gainer will play an important part.

## NEW PUBLICATIONS

ORANGE, Cal.—Taylor & Lovell, publishers of Orange Semi-Weekly Post, will start publication of the Orange Post on October 15. The Semi-Weekly Post will be discontinued and a first-class weekly edition issued, instead, in conjunction with the new daily. Only one daily paper is published at that point at present.

LA HUBRA, Cal.—The La Hubra Star is the name of a new comer. It is published by A. V. Douglass.

LAFAYETTE, Ind.—The Lafayette Journal, Henry W. Marshall publisher, has begun the publication of an evening edition. The success of the Lafayette Journal as a morning newspaper has long been established, and it was decided to put an evening edition in the field. The Journal will receive the full leased wire telegraph news of the International News Service. The I. N. S. now has six day clients in Indiana which receive full leased wire reports. The evening edition, which was welcomed by Lafayette with proffers of more advertising than could be conveniently accommodated, will endeavor to confine itself to twelve pages daily except upon extraordinary occasions. There are two separate staffs in both the editorial and mechanical departments.

LITTLE ROCK, Ark.—The first issue of the Little Rock Trade Record made its appearance August 9. It is published by A. W. Parke and Clio Harper, who are editors and publishers of the Pulkaskian, and is devoted to the interests of local jobbers and manufacturers.

## NEW INCORPORATIONS

NEW YORK CITY—Telegraph News Service, Inc.; capital stock, \$15,000; newspaper owners and proprietors; directors, Fred Boekemann, Charles S. Harrison, and Russell H. Osgoodby, all of New York city.

NEW YORK CITY—Twenty-First Century Press, Inc.; capital stock, \$10,000; carry on syndicate newspaper or magazine business; directors, Stanley W. Jones, Marion A. Raftery, and John H. Ehrhardt, all of New York city.

BROOKLYN—Windsor Curtain Co., Inc.; capital stock, \$10,000; advertising; directors, Abraham Ambush, Samuel Spitz, Abraham Silverman, all of New York city.

NEW YORK CITY—United Newspapers Association, Inc.; capital stock, \$125,000; publishers, printers, and dealers in newspapers; directors, George P. Breckenridge, Clarence Kimball, John H. Miller, all of New York city.

NEW YORK CITY—Bruno's Weekly; general publishers, general printers; capital stock, \$25,000; directors, Charles Edison, Guido Bruno, Walter L. Eckert.

ST. PAUL, Minn.—South St. Paul Daily Reporter Company; capital stock, \$45,000; publish a live stock newspaper; incorporators, E. L. Ogilvie, J. H. Blanford, and E. D. Edgell, all of St. Paul.

## Business Publishers Adopt Constitution

At a special meeting held at 239 West 39th Street, Tuesday afternoon, by the New York Business Publishers' Association, Inc., the proposed new constitution was discussed and adopted. Fred A. Dibble was elected a director of the Association. The annual meeting will be held on the fourth Monday in October.

## CIRCULATION HOLDERS

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

Frank Bohn, Ph.D., Organizer of the Brotherhood of Metal Workers.  
Patrick Gallagher, Founder and Former Editor, The Philippine Free Press.  
Raphael Georges Levy, Professor, Ecole des Sciences Politiques, Paris; Author "The Real America."  
Helen Esther Marsh, President of the Montclair Housewives' League.  
Robert J. McKenty, Warden of the Eastern Penitentiary of Pennsylvania.  
Svetozar Todoroff, Author of "The War of the Nations," "Russia's Struggle for an Outlet."

Write or wire for rates

NATIONAL EDITORIAL SERVICE, Inc.  
225 Fifth Avenue, New York

## Hints for the MOTORISTS

Don't fail to see proofs

## The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

## Women's Features

Ask for samples of the following:

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

## The Evening Mail Syndicate

203 Broadway 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

## WHY NOT USE A SUPPLEMENT MEXICAN MAP FOR SUNDAY CIRCULATION BUILDING ? ?

Can supply you an excellent map in three colors size 11½ x 16 inches, with your imprint on the map and Complete Chronology on the back. Price—5,000 at \$7.25 per thousand—10,000 at \$6.00 per thousand.

CAN MAKE IMMEDIATE DELIVERY!

Write The Pioneer Map Man

S. BLAKE WILLSDEN

1606 Heyworth Bldg.

Chicago.

## Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.  
New London, Conn.

# USE UNITED PRESS

FOR  
Afternoon Papers

General Offices, World Bldg., New York

Every reader of  
**DETROIT SATURDAY NIGHT**  
is a prospect. No waste circulation.

G. LOGAN PAYNE CO.  
New York Chicago Boston Detroit

**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

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

## 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.

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.

**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

## 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 Wisconsin

That 232 students have studied journalism at the University of Wisconsin during the present year is shown by statistics just compiled. Of this number 145 were enrolled during the regular academic year that closed in June, and 87 in the summer session which closed August 4.

Of the 145 studying journalism during the year, 120 were entered in the four-year course in journalism and 25 were students in agriculture, commerce, engineering, and other colleges who desired training in newspaper and magazine work.

In the classes in journalism this summer there are 110 enrolled, but as several students are taking more than one of the courses in journalism, the actual number of students is 87. This is the largest summer session registration since journalism courses were first given during the summer four years ago.

### University of Nebraska

The Omaha (Neb.) Evening World-Herald is giving warm editorial support to the movement to establish a school of journalism in the University of Nebraska. Taking past performances as a criterion for future action, the World-Herald says: "Professor Fogg who has classes in the University in news-writing and one or two other phases of newspaper work, is doing splendidly, it is reported, with the limited facilities and support afforded him. He has done so well, indeed, that he has inspired the students and many citizens with the desire for a college of journalism, adequately equipped and supported." The World-Herald thinks that such a college would insure better newspapers to Nebraska, and thus make it a better State. Prof. M. M. Fogg had six years of practical experience in newspaper work in the East. At Brown University he worked as instructor in the rhetoric department under Hammond Lamont, afterward managing editor of the New York Evening Post and editor of the Nation. Fogg got into the newspaper game as reporter and special writer for the New York Evening Post, the Sun, and the Boston Transcript, and as correspondent for the Associated Press and the Washington Star.

### Chair in Journalism for Cologne

According to a cable dispatch from Berlin to the New York Times, published in that newspaper on August 12, the municipality of Cologne has just decided to introduce in its two high schools a course of lectures on the newspaper business and journalism. Connected with this innovation will be a seminary in which to educate the youth to think methodically and to give them an opportunity for scientific practice. Preparatory measures for the creation of the new chair are being taken immediately, but the courses will hardly open until after the war. Cologne is the first city of Germany to create a chair for journalism.

The more interest a man takes in his business, the more "interest" he's likely to take out.

### Students Saw Times Made

Led by Professor James Melvin Lee, of New York University, twenty-five men and women students of the summer school of that institution made a thorough inspection of the New York Times Annex last Tuesday night. They were accompanied by Professor Hugh Mercer Blain, director of the Department of Journalism of the Louisiana State University, who is now lecturing at New York University. Many of the summer school students are studying journalism in order to give the professional touch to the journals of the schools at which they teach. They are from all over the country.

### EARLIEST PRINTING SHOWN

Display at New York Public Library is Full of Interest.

Not only printers, but every one interested in the history of book-making, will find instructive pleasure in an exhibit now in the New York Public Library.

Specimens of man's efforts to preserve the written word, from the baked clay tablets of Babylon down through all stages of development until the printing press came into common use, are on display, now, replacing the Shakespeare exhibition, which was viewed by more than 66,000 persons.

Hebrew scrolls, manuscripts on palm leaves and on papyrus, Persian illuminated manuscripts, beautiful specimens of the illuminated manuscripts of the monks of the Middle Ages engrossed, a Carolingian manuscript more than 1,000 years old—these are a few of the exhibits which antedate the printing press.

Then come the "block books," and after them some of the first volumes printed from movable types—by Gutenberg, Caxton, and others. The greatest first editions of the Bible in English also are included.

Included in the exhibition also is a collection of rare Americana, including Columbus letters, the works of Champlain and Hennepin and Le Clercq, also the first tracts issued concerning Maryland, Pennsylvania, and other colonies. The original manuscript of Washington's Farewell Address and the Declaration of Independence in Thomas Jefferson's handwriting are shown in a section devoted to the early national history.

Some of the most interesting portions of the Shakespeare exhibition have been kept on view, together with a remarkable collection of manuscripts by English and American authors.

### Washington Star's New Presses

WASHINGTON, August 16.—Dismantling of the three sextuple presses on which millions of copies of the Evening Star have been printed during the past ten years began a few days ago to make room for the three giant octuple presses which are to take their places. The new presses will, by issuing a single-run product of thirty-two pages, avoid the necessity for printing a "supplement" when the daily issues of the Star consist of more than twenty-four pages, except on Saturdays and Sundays.

### Might Be Right—In Time

In our account of the Wintermann-Hull wedding in last week's issue our reporter intended to state that "after a brief wedding trip the newly married couple would make their home at the old Manse," but through a typographical error which escaped the proofreader and which we regret exceedingly, "Old Manse" was made to read "Old Man's."—Weedsport (N. Y.) Sentinel.

### A NEW POETESS IN GEORGIA

The "Colyum" Conductor of the Macon Telegraph Discovers Sally Waffles.

J. D. Spencer, who conducts a "colyum" in the Macon (Ga.) Telegraph, thinks that he has found a noteworthy new poetess in Sally Waffles, who, he avers, sent him the subjoined communication. The "pome" is so noteworthy from every angle of consideration that the literary experts have been stirred to a lively discussion of its genuineness—or, rather, of the genuineness of its authoress. They admit the existence of Sally Lunn, but they refuse to swallow Sally Waffles; and so they accuse Mr. Spencer of trying to hoax the public.

Be that as it may be, the thing is a treat. We pass on to our readers the momentous question of its authorship. Here is the gem in its pristine effulgence:

Macon, Bibb Co., July 22, 1916.

Dere Mr. Spencer:

I reads yore colum with much intrus. Do you like poultry. I enclos a Pome on my Pas Cow an the Muel. Yures,

SALLIE WAFFLES.  
R.F.D.

P. S.

If you prints this.—I will send you wun on Mr. Dorsey—He sure is GRAN.

JANIE.

Janie war a good Cow,  
She had a brindel Caif  
He friskt his ill self about.  
An made me laff and laff,  
Janie war a good Cow,  
Her tail felt soft as silk,  
An every morn at 3 o'clock,  
I strokt it when I'd milk.

Janie war a good Cow,  
The lamp blowd out wun Marn—  
Twant Jane I mikt, the tail war the Muel.  
I lit in the loft of the Barn,  
SALLIE WAFFLES.

R. F. D., Macon, Ga.

### Editors Invited to Meet Merchants

Letters are being sent out by R. Henry Lake, chairman of the publicity committee of the Cotton States Merchants' Association, inviting Southern editors to attend the Merchants' Convention in Memphis, Tenn., on August 22, 23, and 24. It is planned to hold several sessions for the special benefit of the newspaper men. Out of the meetings, Mr. Lake says, may grow a cotton States press association. Hundreds of Southern editors, especially in the small towns, are associated closely in their daily work with the merchants, and their problems often are mutual. It is planned to bring them into closer cooperation at the Merchants' Convention to show the editors how the association is seeking to increase the efficiency of merchandizing.

### Worden Wood's Mishaps

Worden Wood, the marine artist who went to the Mexican border with the mounted scouts of the Fifth Massachusetts Regiment, and was engaged as special sketch artist for the Boston Post, stopped the kick of an army mule, according to reports from El Paso and has been a week in the field hospital. All sorts of ill-luck has befallen Wood since his advent into the National Guard. He had not been on the border twenty-four hours when he was thrown from a broncho and laid up several days. The following week he was made a target for Mexican bandits and his hat was shot off.

### Il Progresso Raiders Indicted

The twelve anarchists arrested for raiding the offices of Il Progresso, a New York Italian newspaper, on July 29, have been indicted on charges of inciting to riot.

## SOLVING AD PROBLEMS OF PUBLIC SERVICE

**How an Experienced Newspaper Editor Helped Indianapolis Corporations to Get in Right with Their Patrons—Cultivating Good Will Essential to Success—Some Ideas Worth Adopting.**

That there is a field among public service corporations for the specialist who can combine a trained reporter's news sense with that of the advertising counsellor's merchandising ability has been demonstrated by Robert A. Butler, former city editor of the Indianapolis News.

As an occupant of the city editor's chair, Mr. Butler saw clearly how the public service corporations of Indianapolis were miffing every assistance that, properly accepted, would have sped them far on the way to public favor, and from recognition of this defect to the development of a constructive reform that would meet the condition was quick work. Recently he resigned from the News, and in a short time had contracts to act as publicity and advertising counsellor for the Indianapolis Traction and Terminal Company, the Indianapolis Water Company, and the Indianapolis Light & Heat Company.

### CASE OF THE LIGHT & HEAT CO.

The Indianapolis Light & Heat Company, of the three being served, is the only company that has a competitor, and, as a result, it has long had advertising men on its staff. The attitude of the other companies has been the usual monopoly attitude of—"We have all the business, why should we advertise." Instead of forming public opinion for itself, it allowed public opinion to be formed by the kickers and the politicians who chose to ride into public favor by attacks upon it.

Persistent misrepresentations before the public, due largely to policies of secrecy concerning management, were so obvious that they saw they must tell the public their aims and ask the public to listen to their side of the case before formulating judgment.

### TRACTION COMPANY'S NEED.

The traction line had been so indifferent to publicity given it in the newspapers, that the newspapers had fallen into the habit of accepting as truth any story told concerning it without going to the trouble of investigating. Ex parte statements regarding the traction company were the rule, rather than the exception. The problem as presented to the company was first to stop misrepresentations by checking up each story printed concerning it and asking the newspapers to present the company's versions of each incident that led to an attack upon it. A few instances of this kind were sufficient to impress the newspapers with the fact that they were not giving the company the "square deal" to which it was entitled. In the meanwhile, plans were being laid for publicity campaigns designed to give patrons a better knowledge of what was being done for their benefit.

The water company's problem was one of an administrative nature. It was found that a large number of its rules and regulations were being offensively presented to the public without naming a reason for their existence. Blank forms that reached the patrons were revised and made more explanatory. A system of transferring water service by telephone orders was devised to save patrons the necessity of a personal call at the water company's office in order to obtain water. The sign system of the office was toned down with a view to making it more explanatory and less mandatory. For example, a window sign that read "PAY HERE" was discarded for one reading: "This Window Open for Collections."

In accepting these revised plans for better service to the patron, or service with less annoyance, the water

company found that it could eliminate a considerable amount of bookkeeping and some loss from an imperfect system of rebating customers who had paid for service in advance and desired it discontinued. The changes pay for themselves and the better relationship created by the greater accommodation is pure gain.

The problem of the light company was to find an acceptable and novel means of advertising itself that would be distinctive from those in use by its competitor. The office of this company is located in the famous "Circle," in the centre of which is the Soldiers' & Sailors' Monument, a structure erected by the State, at a cost of \$600,000, and generally regarded as the best-known monument in the Middle West.

### SUCCESS OF A NIGHT SIGN.

It was suggested that this monument be flood-lighted as a gift to the State. Engineers found that the work could be done from the top of the light company's building, and announcement was made of the plan. Local newspapers editorially expressed the thanks of the community, and the company was advertised as an institution that has at heart the best interests of the city it serves.

The advertising propaganda of these three companies as now mapped out is devoted entirely to cultivating the good will of their patrons. In no instance has a direct selling plan been included, and no such plan is contemplated. The companies are seeking to adhere strictly to the truth in their statements.

As their campaigns for good progress they expect to make use of advertising space in newspapers, booklets, street-car advertising, and, in short, every other medium through which their patrons may be impressed with the fact that the interests of the customer is the interest of the public service company.

### German Press Accused

The German press as a whole are accused by the Arbeiter-Zeitung, of Vienna, in its issue of July 18, of trying their best to conceal the occasional defeats and failures admitted by the German official reports. In proof of his contention the writer in the Austrian Socialist paper asserts that, on the day in which the Germans admitted the loss of Contalmaison on the west front, the Berlin Lokalanzeiger, the Vossische Zeitung, and the Tägliche Rundschau ran big headlines about the "heavy French losses," the "defeat of the Russians," etc., without even mentioning Contalmaison. This is typical of what has been done throughout the war.

# Wanted

## ASSISTANT TO MECHANICAL SUPERINTENDENT

of leading New York publication. Must understand labor, printing, and paper; be tactful and energetic and stand strict investigation. A splendid opportunity for unusually able young man. Give references, age, and state salary now earned. All communications will be treated confidentially if so requested. Box K, 3019, care Editor and Publisher.

## HELP WANTED

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

EDITOR for a daily newspaper in a city of 100,000. Must be a man capable of writing on political as well as general subjects, and with ability to direct the entire editorial and news departments. All communications will be held in strict confidence. Address Box K 3003, Editor and Publisher.

## FOR SALE

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

A NEWSPAPER SERVICE netting owner \$2,000 a year can be bought for \$2,500 cash; business can be tripled. Inquirers must show bank proof of ability to purchase. Address K. 3012, care Editor and Publisher.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

## BUSINESS OPPORTUNITIES

Advertisements under this classification, twenty-five cents a line, each insertion. Count six words to the line.

ONE, TWO, OR THREE MEN having experience in the country newspaper field and \$10,000 in cash can purchase a profitable semi-weekly paper and publishing business in good Illinois city of over 2,000. Address K. 3013, care Editor and Publisher.

## SITUATIONS WANTED

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

ASSISTANT ADVERTISING MANAGER—Young man, 20 years, four years' Agency experience, would like position as assistant to advertising manager. Capable and conscientious. Will travel if necessary. Address K 3000, care Editor & 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 3005, care Editor and Publisher.

CIRCULATION MANAGER.—Circulation Manager at present with Southern paper of 15,000 daily and 20,000 Sunday. Circulation wishes to make change. Age 35, married, best of references. Salary no object. Member I. C. M. A. Address K 3009, care Editor and Publisher.

CARTOONIST—A live, original cartoonist and expert photographer is open to proposition from entering paper willing to pay modest salary for real pictures. West preferred. Address ARTPORT, care Editor and Publisher.

CASHIER, BOOKKEEPER, experienced in general knowledge inside working of a newspaper office desires position where energy, push, and integrity are appreciated. References. Address A. G., care Editor and Publisher.

CARTOONIST with the punch. Ready for a permanent engagement September 1st. First-class references, clippings, and all other information on request. Political cartoonist with national reputation. Ten years' experience on large Western dailies. High-grade pen portraits and sketch-work a specialty. New special comic series strip worked out ready to start in connection with regular work. Address K, 3018, care Editor and Publisher.

CAPABLE NEWSPAPER MAN wants to connect as circulation manager of large city daily or take charge business end of small city paper. Temperate and reliable; satisfactory references. Thorough experience all phases business office. Interview solicited. Address K. 3011, care Editor and Publisher.

ADVERTISING AGENCY ASSISTANT—Three years' experience in advertising work; stenographer, bookkeeping, placing orders, billing, supervision of checking etc. Capable, accurate, and conscientious. Close attention to details. Excellent reference from present employer. Moderate salary. Address K. 3014, care Editor and Publisher.

ASSISTANT MANAGING EDITOR—Now employed, desires berth on metropolitan or semi-metropolitan daily, in any editorial desk capacity. Specialty in lay-out engineering, head-writing, editorial features, and telegraph. Over ten years all departments. Have occupied executive editorial positions on some of the leading dailies of the country. Am 25, married. Positively no booze or tobacco. Exceptional references. Am big man and desire real opportunity. Prefer Middle West or East. Specimens of make-up, heads, and features. Apply K. 3015, care Editor and Publisher.

CARTOONIST and general all-around newspaper artist at liberty. Samples, references, and other information on request. Address K. 3016, care Editor and Publisher.

Controlling interest only daily newspaper property in city of 9,000 can be bought for \$10,000. Property on a profitable basis. Equipment includes 2 linotypes. \$6,000 cash required; balance can be deferred. Annual volume of business over \$25,000. Proposition O. B.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

Controlling interest in SOUTHERN EVENING DAILY earning net nearly 20% upon the amount required to buy control is offered for \$10,000, part cash; balance easy payments. Buyer to take present owner's place as manager at substantial salary.

## HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.

Times Bldg., New York

# No. 919x

\$20,000 cash, balance of \$15,000 deferred, buys well known evening daily in Illinois, doing approximately \$45,000 annual business and netting owner for time and investment \$7,000 to \$10,000; equipment inventories \$34,000. This is a property of high standing.

## H. F. HENRICHS

Newspaper Properties,  
LITCHFIELD, ILL.

## PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, 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 a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St.; Chas. H. May, Mgr., 'Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121.

The Editor and Publisher page contains 672 advertisement lines, 168 on four. Columns are 13 lines wide and twelve inches deep.

Advertising Rate is 25c. ad agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line; and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; 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. Trenis, 511 Fourteenth Street, N. W., Riggs Building, News Stand. Chicago—Powers' Book Store, 87 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—B. J. Bidwell Co., 742 Market.

# Hemstreet's

## PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York

We can increase your business—  
you want it increased.

You have thought of press clip-  
pings yourself. But let us tell you  
how press 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 Street Tel. 6922-4 Broadway

### 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 New-  
foundland 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.

### ATTRACTIVE OFFER FOR QUICK SALE

### Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

Ten-page press prints from type a 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.

## 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 person-  
ages and the leading Banks, Trust Com-  
panies and Corporations.

### Romeike Clippings

are an indispensable adjunct to every busi-  
ness. If you have never used them, write  
for information and terms to-day.

HENRY ROMEIKE, INC.,  
106-110 Seventh Ave. New York City

### "TODY" HAMILTON DEAD

Famous Circus Press Agent Expires at  
the Age of Seventy, in Baltimore.

Richard F. Hamilton, known the world  
over as the greatest of press agents,  
died at his home in Baltimore, on Wed-  
nesday, in his seventieth year. To news-  
paper men he was "Tody," an affec-  
tionate nick-name bestowed upon him  
by his associates thirty-five years ago  
when he first became identified with the



RICHARD F. HAMILTON.

Barnum & Bailey Circus. The an-  
nouncement of his death will be re-  
ceived everywhere with sincere sorrow,  
for he had many friends in every Ameri-  
can city.

"Tody" came from a family of news-  
paper men. His grandfather and father  
were writers, and at the age of  
twelve he was in the game, turning out  
"help wanted" advertisements. Few  
persons read his products in those days,  
but later on in life, when he became the  
keeper of the adjectives for the Bar-  
num & Bailey Circus, millions of per-  
sons fell under the charm of his pow-  
ers. He was the man who dashed off  
the circus programmes, posters, adver-  
tisements, and all reading matter for  
the big show. The marvels of alliteration  
that smote softly upon the ear and  
sank their way into the minds of the  
ticket-buying populace have become so  
famous that they have come pretty  
near being fireside words.

When the Barnum & Bailey show  
went abroad his works were translat-  
ed into many languages of the Contin-  
ent. He was extremely versatile and  
prolific in ideas to secure free publicity  
for the circus. His stories couldn't be  
ignored by the editors, they were so  
novel and interesting.

His first press agency work was done  
for W. C. Coup, when he had an aqua-  
rium where the Herald Square Theatre  
formerly stood. He joined the Barnum &  
Bailey Circus in 1881, and remained  
with it until Mr. Bailey's death, a num-  
ber of years ago.

During his long career Mr. Hamilton  
engaged in many enterprises. He pub-  
lished magazines and newspapers, he  
was an inventor, and one time was in  
the brokerage business. He once made  
\$500,000 in real estate, but lost it all  
in speculation.

His New York friends gave a dinner  
in his honor at the Waldorf in March,  
1907, at which Charles E. Hughes, then  
Governor, was the principal speaker.  
Mr. Hamilton was press agent at Luna  
Park, Coney Island, last year.

### FUNERAL OF FRED. H. MAINS

Reporter for "The Editor and Publisher"  
Buried in the Catskills.

The funeral of Frederick H. Mains,  
formerly city editor of the Yonkers  
Daily News, and for more than a year  
on the staff of THE EDITOR AND  
PUBLISHER, was held last Monday af-  
ternoon from the residence of his broth-  
er-in-law, William F. Tierney, in King-  
ston, N. Y. Mr. Mains died on Friday  
last, after several weeks' illness.

The services were in charge of the Rev.  
Dr. R. C. Dodds, of Kingston, who read  
the funeral service at the house. The  
committal at the grave in Woodstock  
Cemetery was in charge of a delega-  
tion from Kingston Lodge No. 10, F. & A. M.,  
assisted by a delegation of four mem-  
bers from Fernbrook Lodge No. 898, of  
Yonkers, of which Mr. Mains was a  
member. Ward B. Everett, master of  
Kingston Lodge, was in general charge,  
the committal services and address be-  
ing given by Past District Deputy  
Grand Master Augustus H. VanBuren,  
of Kingston Lodge. The oration was a  
beautiful one, delivered under most im-  
pressive surroundings the cemetery be-  
ing situated at the foot of a series of  
high mountains in the prettiest section  
of the Catskills.

### Editors Would Go to Congress

B. E. Pinkerton, editor of the Mon-  
mouth (Ill.) Atlas, and L. K. Cleaveland,  
of Moline, Ill., both members of the Tri-  
City Press Club, are rival candidates  
for the Republican nomination for Rep-  
resentative in Congress from the Four-  
teenth District of Illinois, to be decided  
at the State-wide primary, September  
13. Clyde H. Tavenner, incumbent, a  
former newspaper man, is the only  
Democratic candidate.

### OBITUARY NOTES

JAMES W. REILLY, assistant to Nor-  
man E. Mack, publisher of the Buffalo  
(N. Y.) Times, died from a stroke of  
apoplexy on August 8. He was born in  
Derby, Conn., forty-two years ago and  
began his newspaper work on the Derby  
Transcript. He went to Buffalo in 1901  
and joined the staff of the Courier, for  
which paper he reported the last speech  
of President McKinley the day before  
his assassination. For several years  
Mr. Reilly was city editor of the Buffalo  
Enquirer, and in 1907 he went to the  
Buffalo Times. He served as assistant  
to Norman E. Mack while Mr. Mack was  
chairman of the Democratic National  
Committee.

CHARLES T. KLEIN, who had been con-  
nected with the advertising department  
of the New York Staats-Zeitung for  
many years, died on August 13 in the  
German Hospital after a long illness.  
He was born in Germany sixty-five  
years ago, and came to New York in  
1870. He became connected with the  
advertising firm of Tobias Brothers in  
1875, remaining until he went to the  
Staats-Zeitung, a few years later.

W. J. MITCHELL, editor and proprie-  
tor of the Clinton (Ont.) News-Record  
for twenty years, died quite unexpect-  
edly in the Victoria Hospital, London,  
Ont., on Monday. He was being treat-  
ed for throat trouble. A man of retir-  
ing character, he was little known  
among his newspapers confrères,  
though his paper was recognized as  
one of the best-edited in Ontario.

JOHN VALANCE GEORGE, aged sixty-  
seven, brother of the late Henry George,  
and for a time manager of the latter's  
noted single-tax newspaper, the Stand-

ard, died in New York city on August  
15. Before coming East, thirty years  
ago, he was for twelve years on the  
staff of the California Post.

RALPH D. WILLIAMS, aged forty-eight,  
former managing editor of the Cleve-  
land (O.) Plain Dealer, and more re-  
cently editor of the Marine Review,  
died on August 14 at Rumsey Park,  
O. He was considered a leading au-  
thority on Great Lakes traffic business.  
While managing editor of the Plain  
Dealer, Mr. Williams conceived the  
plan of grouping all public buildings of  
the city around the Public Square. His  
ideas on this subject are being worked  
out.

MRS. W. A. CALLAWAY, prominent as a  
writer, social welfare worker, and club-  
woman of Dallas, Tex., died there a  
few days ago. Mrs. Callaway had been  
a member of the staff of the Dallas  
Morning News for the last twenty-five  
years, and her writings, under the pen  
name of Mrs. Pauline Periwinkle, re-  
ceived much favorable comment. Be-  
fore going to Texas, she edited the Bat-  
tle Creek Health Journal and was later  
connected with the Toledo (O.) Com-  
mercial.

CHRISTOPHER FAGAN, for thirty-three  
years an employee in the pressroom of  
the New York World, died at his home  
in New York on August 13 of liver and  
kidney trouble.

WILLIAM ROBSON, owner and editor of  
the Indianapolis Trade Journal, died at  
his home in Indianapolis on August 6.  
Before entering the newspaper field, Mr.  
Robson was for many years connected  
with the I. D. & W. and other railroads,  
and for a time was in the employ of the  
Indianapolis Gas Company.

MISS CLARA ELIZABETH LORD, of  
Charleston, near Bangor, Me., an Ameri-  
can artist and newspaper writer, who  
lived alone on the fourth floor of No.  
218 Boulevard Raspall, Paris, died after  
a fall from a window of her apartment  
on August 14, according to a cable dis-  
patch to the New York World. She was  
about to return to America. She was  
fully dressed, her luggage was packed,  
and she had a ticket for a steamer which  
was to leave Liverpool on Wednesday  
last. It is supposed her death was acci-  
dental.

### Chicago Publisher Dies in New York

Charles Ffrench, owner and publisher  
of the Musical Leader, Chicago, died at  
the Polyclinic Hospital, Thursday, fol-  
lowing the amputation of his right leg  
last Monday. He was thrown last  
Saturday under a Sixth Avenue car  
which started as he turned to assist  
his wife and daughter down the step.  
Mr. Ffrench was prominent in the musi-  
cal and literary world, was president of  
the Irish Federation of Chicago, a mem-  
ber of the Board of Education and of the  
Press Club and a member of the Lotos  
Club of New York. He was born in  
Dublin, Ireland, fifty-five years ago.

### Will Catalogue N. Y.'s Apple Orchards

In connection with his campaign to  
obtain a market for New York State  
products, and particularly for New York  
apples, Commissioner John J. Dillon, of  
the Department of Foods and Markets,  
is undertaking to compile a catalogue  
of the commercial apple orchards of  
the State, which will be used to adver-  
tise them. Blanks have been prepared  
upon which producers will furnish the  
information necessary to the catalogue,  
covering the location of the orchard and  
shipping station from which apples are  
forwarded, varieties, and quantities  
raised, and also providing for a report  
on the pears grown.

# This Advertisement Appeared in The New York Evening Post

## To Britons Overseas.

### ABRIDGED PROSPECTUS EXCHEQUER BONDS

Per Acts 29 Vict. c. 25, 32 Vict. c. 6, and 6 & 7 Edw. 7, c. 24.  
Bearing interest from the date of purchase at 4 1/2 per cent. per annum, payable half-yearly on the 5th April and the 5th October.  
Repayable at Par on—1. 5th October, 1919.  
2. 5th October, 1921.

Price of issue fixed by His Majesty's Treasury at £100 per cent.

THE GOVERNOR and COMPANY of the BANK OF ENGLAND are authorized by the Lords Commissioners of His Majesty's Treasury to receive on the 2nd June, 1916, and thereafter until further notice, applications for Exchequer Bonds as above.

The Principal and Interest of the Bonds are chargeable on the Consolidated Fund of the United Kingdom.  
The Bonds will be issued in denominations of £100, £200, £500, £1,000 and £5,000, and will bear interest at 4 1/2 per cent. per annum, payable half-yearly by coupon, the first coupon on each Bond representing interest from the date upon which payment for the Bond is made until the next succeeding day on which a half-yearly payment of interest is due.

In the event of future loans (other than issues made abroad or issues of Exchequer Bonds, Treasury Bills, or similar short-dated securities) being raised by His Majesty's Government for the purpose of carrying on the War, Bonds of this issue will be accepted, together with all other Coupons, as the equivalent of cash to the amount of their face value for the purpose of subscription to any such loan. Interest accrued to the date of the surrender of a Bond will be paid in cash.

The interest payable from time to time in respect of Bonds of this issue will be exempt from British Income Tax, present or future, if it is shown in the manner directed by the Treasury that the Bonds are in the beneficial ownership of a person who is not ordinarily resident in the United Kingdom of Great Britain and Ireland.

Bonds of this issue and the interest payable from time to time in respect thereof are exempt from all British taxation, present or future, if it is shown in like manner that they are in the beneficial ownership of a person who is neither domiciled nor ordinarily resident in the United Kingdom.

Where a Bond belongs to such a holder, the relative Coupons will be paid without deduction for Income Tax or other taxes, if accompanied by a declaration of ownership in such form as may be required by the Treasury.

Every application must specify whether the Bonds applied for are to be repayable on the 5th October, 1919, or on the 5th October, 1921. Two Forms of Application must be used where Bonds of each maturity are required.

Bonds of this issue (if the first Coupon, which will be for interest in respect of a broken period, may be lodged for registration in the books of the Bank of England on payment of a fee of one shilling per Bond. Applicants who intend to register their holdings forthwith should notify the fact on the Form of Application in which case they will not be required to take delivery of the actual Bonds or to pay the fee for Registration.

Bonds may be registered in either of the following forms, viz.—

1. Registered 5% Exchequer Bonds, 1919 or 1921, Transferable by the Bank Transfer Books.
2. Registered 5% Exchequer Bonds, 1919 or 1921, Transferable by Deed.

Dividends on Registered Bonds will be paid without deduction of Income Tax in all cases.  
Holdings of Registered Bonds, which will be transferable in any sums which are multiples of £5, may be re-converted at any time in whole or in part (in multiples of £100) into Bonds to Bearer with Coupons attached, such re-conversion being effected by means of a transfer executed under the provisions ordinarily applying to the transfer of Government Stocks.

In case of registration the first Coupon, for interest in respect of the broken period, will be detached before Bonds are registered. Such Coupon may, however, be left in the custody of the Bank, in which case a check for the amount of the interest payable will be forwarded when due to the holder, or, in the case of a joint holding, to the first holder, in whose name the Bonds are originally registered. Subsequent dividends on registered holdings will be paid by warrants which will be transmitted by post.

### Why Britons Overseas should lend their money to their Country.

1. Because it is every Briton's duty and privilege to do so whether he is at home or abroad.
2. Because you will be helping your country to win the War.
3. Because it is the one way in which you can fight. If you cannot fight for your country you can make your money fight for you.
4. Because it is a sound investment.

If you invest in 5% Exchequer Bonds your money will be absolutely safe. Capital and interest alike are charged on the Consolidated Fund of the United Kingdom.

If the investor in Exchequer Bonds is resident abroad no British Income Tax whatever is payable. The holder is guaranteed repayment in full on October 5th, 1919, or October 5th, 1921, according to the series which he selects, and these Bonds will be accepted as cash at par in subscribing for a new War Loan.

Bankers will advance money on the security of Exchequer Bonds. Trustees can hold Exchequer Bonds if registered.

The Bonds will be issued in denominations of £100, £200, £500, £1,000 and £5,000 according to the wishes of the purchaser.

Further application forms can be obtained from any British Consul.

#### USE THIS FORM.

### 5% EXCHEQUER BONDS

Bearing interest at 4 1/2 per cent. per annum, payable half-yearly. Repayable at Par on the 5th October, 1919, or the 5th Oct., 1921.

#### PRICE OF ISSUE—£100 PER CENT.

TO THE GOVERNOR AND COMPANY OF THE BANK OF ENGLAND, LONDON, ENGLAND.

In terms of the Prospectus dated the 27th May, 1916, I/we hereby apply for (a) £.....

SAY..... pounds, of the above-mentioned Bonds repayable on the 5th October..... (Insert here either "1919" or "1921.")

The sum of (b) £..... being the amount of the required payment (namely £100 for every £100 of Bonds applied for), is enclosed herewith.

Enter on this Clause if (c) Bonds to Bearer are required.  (to be inserted in register id) as "Transferable in the Bank Transfer Books" the Bonds allotted in respect of this application are required.  "Transferable by Deed."

PLEASE WRITE DISTINCTLY Signature.....  
Name in full.....  
Address.....

Date..... 191.....

- 1a) Applications must be for not less than £100, and must be for multiples of £100.
- 1b) In order to avoid delay and consequent loss of interest, all remittances should be payable in sterling in London. Applications may be forwarded through a Banker or Broker as well as direct to the Bank of England. If application is made direct to the Bank of England, drafts should be drawn in favour of the "Bank of England."
- 1c) Applicants who desire to have Bonds forwarded by post must themselves effect any insurance that may be desired.
- 1d) Where the intention is to register Bonds, the necessary form of Request for Registration will be forwarded by post for signature by the Applicant.

It occupied a quarter - page and was a concrete demonstration of the international standing of *The Evening Post* because the selection was made by the British Government with a view of its high character and repute as a representative American newspaper.

Various Governments have made their announcements in *The Evening Post* advertising columns. *The*

*Evening Post* prints many advertisements exclusively. It exercises scrupulous care in the acceptance of advertising.

# The New York Evening Post

More Than a Newspaper—A National Institution

Founded as a Daily Newspaper in 1801

# THE OLDEST

and yet the most live daily newspaper in the United States.

## The New York Globe

Founded in 1793 by Noah Webster, the Globe stands as the Oldest established evening newspaper

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To-day the Globe enjoys a net paid daily circulation of over

**200,000 a Day**

the largest in its memorable career of over 123 years

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To-day the Globe enjoys a larger volume of advertising from New York's leading shops than any other daily newspaper and shows a gain of over

**1,500,000 lines in Advertising**

over the previous year, likewise a record in its lifetime of over 123 years

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Over 200,000  
a Day

**The New York Globe**

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Member  
A. B. C.

CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.  
Special Representatives

NEW YORK  
Brunswick Bldg.



