

THE EDITOR & PUBLISHER

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

\$3 a Year

NEW YORK, SATURDAY, AUGUST 11, 1917

10 Cents a Copy

The Average Daily (week days only)

Paid Circulation of

The Chicago Tribune.

For the month of July

was

376,986

This is the largest two cent circulation
in America, Morning or Evening

Drafted for the MAINTENANCE of the *WORLD*

We must supply ships and food, men and money, munitions, ordinance, clothes, *EVERYTHING* the *WORLD* needs.

The South takes up its part in the great work with grave confidence and cheerful determination.

Already ships are building in every southern shipyard.

There are to be army cantonments, aviation fields, training camps, military depots and munition factories from the head-waters of the Potomac to the Delta of the Mississippi.

Great nitrate plants are coming into being.

Nowhere are there business slackers.

Even the soil must work overtime; this year two, three, sometimes four crops from the same ground!

Never before was there SUCH NEWS!

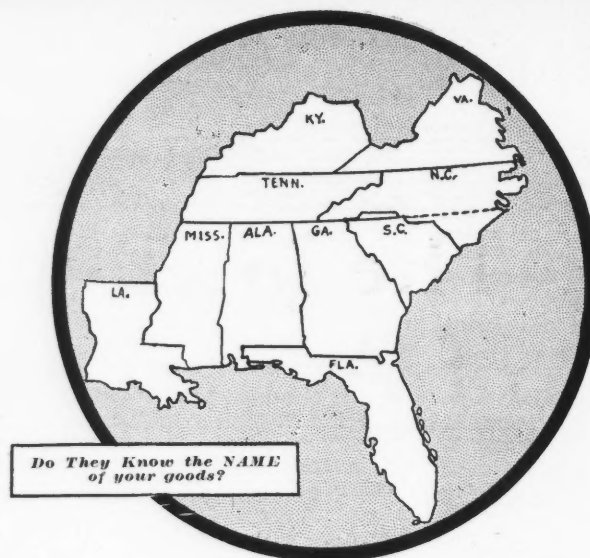
Everybody reads the advertisements to get posted on the good things of life, for everybody is working and everybody has money.

They pick and they choose; and they order by name.

Do they know the name of your goods?

Tell them by advertising in their home papers **WHAT** you have and **HOW** to order it.

Remember, they are buying by the name and the printed word of the **GOODS**.



Papers Welcomed in Southern Households

	ALABAMA.	Net Paid Circulation	2,500 lines	10,000 lines
Birmingham Ledger (E)		33,259	.06	.06
Birmingham Age-Herald (M)		17,000	.07	.05
Birmingham News (S)		28,000	.08	.06
Birmingham News (E)		41,000	.07	.07
Birmingham News (S)		46,000	.08	.08
Mobile Register (M)		15,351	.04	.04
Mobile Register (S)		20,258	.05	.05
Mobile News-Item (E)		9,500	.03	.03
Montgomery Advertiser (M)		18,213	.05	.04
Montgomery Advertiser (S)		20,783	.06	.05
KENTUCKY.				
Louisville Courier-Journal (M)		26,294	.10	.07
Louisville Courier-Journal (S)		49,058	.12	.09
Louisville Times (E)		43,805	.10	.08
Louisville Herald (M)		49,073	.07	.07
Louisville Herald (S)		42,860	.07	.07
Lexington Herald (M)		8,239	.0179	.0179
Lexington Herald (S)		8,239	.0179	.0179
TENNESSEE.				
Chattanooga News (E)		13,951	.03	.03
Chattanooga Times (M)		25,815	.06	.06
Chattanooga Times (S)				
Memphis News-Schmitt (E)		45,000	.11	.10
Memphis Commercial Appeal (M)		63,981	.12	.10
Memphis Commercial Appeal (S)		102,081	.14	.12
Nashville Tennessean & American (M)		36,665	.05	.05
Nashville Tennessean & American (S)		39,129	.06	.06
Nashville Banner (E)		50,557	.07	.07
Knoxville Sentinel (E)		19,036	.05	.04
NORTH CAROLINA.				
Asheville Times (E)		6,176	.015	.015
Charlotte Observer (M)		13,696	.035	.025
Charlotte Observer (S)		17,826	.065	.035
Greensboro (M)		10,988	.03	.025
Daily News (S)		14,645	.03	.025
SOUTH CAROLINA.				
Columbia Record (E)		11,325	.025	.025
Columbia Record (S)		9,216	.025	.025
Columbia State (M)		18,581	.05	.04
Greenville Piedmont (E)		4,769	.0143	.0143
GEORGIA.				
Atlanta Georgian (E)		46,122	.08	.07
Atlanta Sunday American (S)		85,027	.12	.10
Columbus Ledger (E)		7,425	.0215	.0178
Augusta Chronic. (M&S)		8,000	.035	.025
Macon Telegraph (M)		19,719	.04	.04
Macon Telegraph (S)		19,719	.04	.04
Augusta Herald (E)		12,049	.03	.03
Augusta Herald (S)		12,049	.03	.03
Savannah News (M & S)		14,037	.04	.03
FLORIDA.				
Pensacola News (E)		4,628	.0139	.0139
Pensacola Journal (M)		5,309	.0172	.0172
Pensacola Journal (S)		5,309	.0172	.0172
Jacksonville Times-Union (M & S)		24,508	.055	.055
Jacksonville Metropolis (E)		18,185	.04	.04
LOUISIANA.				
New Orleans Item (E)		55,043	.10	.10
New Orleans Item (S)		68,875	.12	.12
New Orleans Times-Picayune (M)		55,336	.10	.10
New Orleans Times-Picayune (S)		68,299	.12	.12
New Orleans Daily States (E)		37,462	.08	.06
New Orleans Daily States (S)		36,569	.08	.06
VIRGINIA.				
Richmond News Leader (E)		39,401	.08	.06
Newport News Press-Times-Herald (M&E)		10,355	.025	.025
Newport News Daily Press (S)		6,993		
Norfolk Virginian Pilot (M)		25,691	.05	.05
Norfolk Virginian Pilot (S)		33,016	.06	.06

The kind that are read at home!



"The Intellectual Aristocrat of American Publications."

That is what a prominent educator calls "THE NATION," and his enthusiastic tribute is typical of many which the editors of this independent and thoughtful weekly are constantly receiving.

To provide the mentally alert with that food for thought which is as much a necessity for them as bodily food is for the athlete, is the function of "THE NATION," the weekly journal of information and suggestion.

In politics, statecraft, science, economics, sociology, education, literature, art,

The Nation

is not only an authority, but it presents the facts and its own interpretation of them in such a way that its readers look forward to its weekly arrival as a genuine pleasure and an event of importance. What "THE NATION" is going to say is awaited with considerable interest in homes of culture, in more than 1700 towns and cities in America.

In order to make "THE NATION" better known and to extend the circle of its readers, its publishers will be very glad to send free sample copies to those interested. Write for a copy and subscription terms if you think you and "THE NATION" have similar tastes and ideals.

The Nation

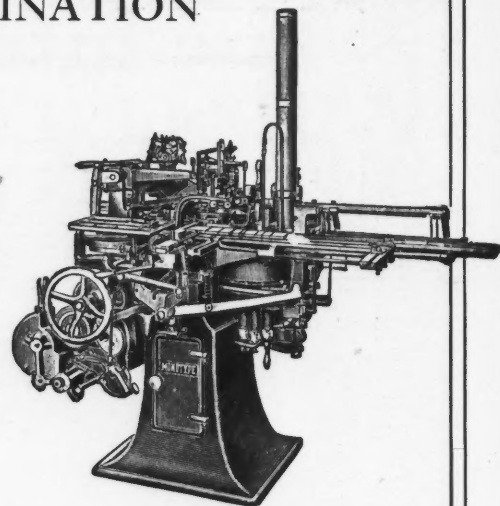
20 Vesey Street  New York City

Why Not Adopt the Easy Way?

ECONOMY, EFFICIENCY, ELIMINATION



Economy of Cost
Efficiency of Results
Elimination of Lost Time



FOLLOW THE
Entrance of the Monotype
Into the Ad Room

The Foremen of the Composing Rooms are the Men Who Must Make Good; Hear What They Say:

"The Monotype Non-Distribution System makes it possible for the compositor, under more likable conditions, to devote 97 per cent of his time to constructive work, while only 3 per cent is spent in distribution—certainly a most beneficial change."—J. E. MARTIN, Superintendent *New York Sun*.

"I fail to see how any progressive newspaper can afford to run a plant without this latest aid to the printer any more than it could afford to install case-type in place of composing machines for news composition."—HENRY D. ASHBY, Superintendent *Cleveland Plain Dealer*.

"I believe the Monotype has done and will continue to do more for the efficiency of newspaper composing rooms than any machine now in existence in the printing business."—MILEY S. MONTAGUE, Foreman *New Haven Union*.

"No time is lost in distribution or hunting for sorts, and our make-up men clean out dead pages in a fraction of the time formerly required. With our own complete type foundry we publish the *Star* each day with a brand new dress."—F. L. STEENROD, Foreman *St. Louis Star*.

"Recently we issued a 120-page edition without any appreciable call on our supply of type—never lost a minute for picking sorts. I consider that this alone should recommend the Monotype to every newspaper publisher in the land."—T. E. BILLINGS, Foreman *Macon Telegraph*.

"The use of the Monotype Type-and Rule-Caster spells efficiency and economy at every turn in production; there is no waste of time or lost labor."—HENRY J. THEIS, Foreman *Telegraph-Herald*, Dubuque, Ia.

"What we are doing is to can or preserve idle time by converting it into tools for the hand compositor. When we have copy all day we simply open a few cans instead of putting on extras or working overtime."—J. H. S. KELLER, Superintendent *Times-Dispatch*, Richmond, Va.

"In our opinion, the Monotype is one of the greatest time and labor saving machines on the market, and under no circumstances could we be induced to go back to the old way of distribution and the continual picking, pulling and searching for sorts, leads, slugs and rules."—R. E. L. BROWN, Superintendent *Daily Oklahoman*, Oklahoma City, Okla.

"There is no waste time in distribution, no sorting of leads or slugs, no unsightly mounds of brass or galleys of pi; but all is productive."—JAMES STIRLING, Superintendent *Pittsburgh Post-Sun*.

"I am a great believer in the Monotype; especially the Non-Distribution System. It is a great time and labor saver for the printer and money maker for the office."—C. E. KING, Foreman *Arkansas Gazette*, Little Rock, Ark.

"In three months' time we produced 10,000 inches of ads in excess of the preceding year with the same number of men. We hardly believe it would have been possible to do this without the Monotype System."—CLIFFORD EMMONS FALES, Superintendent *Evening Gazette*, Worcester, Mass.

"We find the Monotype Non-Distribution System makes the composing room a constant producer, where formerly we used much valuable time for distribution. The Monotype with its Non-Distribution System is certainly a time saver and a success."—ARTHUR HEATH, Foreman *Cincinnati Enquirer*.

"I consider the Monotype a labor saver, time saver and all-round utility as a newspaper equipment—a crowning achievement in the matter of producing a daily newspaper."—ARTHUR COOPER, Foreman *Quebec Daily Telegraph*.

"We are operating Monotype Non-Distribution successfully in our composing room, and the time does not seem far off when every newspaper in the country will stop distributing, because Monotype Non-Distribution is so obviously practical, efficient and economical."—J. C. SHEPPARD, *Knickerbocker Press*, Albany, N. Y.

"I do not see how we could get along without the Monotype Non-Distribution System. It is a mighty good thing for any newspaper plant, no matter how large or how small it is."—J. P. McCULLOUGH, *Harrisburgh Telegraph*, Harrisburg, Pa.

"We produce the greatest volume in a given time with continuous typesetting, and no stoppages at any time to distribute or reclaim material."—W. V. COWGILL, Superintendent *Cleveland Leader and News*.

"A feature of the system as important as Non-Distribution is the increased efficiency of the compositors, resulting from abundant material—efficiency which, when necessary, makes time 100 per cent productive."—W. C. AKERS, *Sioux City Tribune*.

"The newspaper foreman is the fellow who must keep down costs in the composing room. We have found the Monotype Non-Distribution System solves the problem of costs."—W. S. HANCOCK, *Flint Daily Journal*, Flint, Mich.

WHY NOT GET IN LINE WITH THE PROGRESSIVES?

Lanston Monotype Machine Co., Philadelphia

NEW YORK

BOSTON

CHICAGO

TORONTO

THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, AUGUST 11, 1917

No. 9

PLANNED GIGANTIC EXPLOITATION OF NEWSPAPERS IN FLOATING LIBERTY BONDS

Same Forces That Put Over Initial Issue Have Been Summoned to Deliver Newspapers Again—Unless Publishers Forestall Present Plans There Will be a Repetition of the Wasteful and Undemocratic Methods of Advertising and Selling—
Expert Advertising Men Declare an Appropriation for Successful Campaign Need Not Exceed \$3,000,000.

BY MARLEN PEW.

UPON reliable authority THE EDITOR AND PUBLISHER is in a position to warn newspaper publishers that the frame is set for a public exploitation, both in advertising and selling, of the second section of the Liberty Loan bond issue, amounting to \$3,000,000,000, during the months of November and December, on exactly the same hysterical, wasteful, undemocratic, philanthropic, and press-agent lines that were employed in floating the first \$2,000,000,000 issue.

Practically the same individuals, expert advertising men and prominent bankers, who managed the initial flotation, have already been unofficially designated to take up the work where they left off in June, each to serve for honor only.

These men are called upon to "deliver" the newspapers, the bond-selling forces, the large-unit advertisers, the advertising financial houses, and all of the other forces that worked blindly but gallantly in the early summer and registered the triumphal success of over-subscription of a billion dollars.

PUBLISHERS MUST ACT NOW.

If this programme, which is denounced by many thoughtful, men who completely endorse THE EDITOR AND PUBLISHER's editorial protests, is not carried through in November and December it will be because newspaper publishers and independent banking interests shall have been successful in an organized protest to the administration and to Congress, which to be effective should be immediate.

Within two weeks, unless headed off, there will be an announcement of the Government's plans for the second flotation, and this will be so directly a moral commandeering of newspaper and bond-selling service as to leave any hesitating or financially incapable member in the invidious position of a slacker, to all intents and purposes.

The observations of THE EDITOR AND PUBLISHER of this paradoxical situation, particularly during the past week, have been anything but agreeable. While officially recognizing advertising as a commodity and while praising the newspapers for their service in the first loan, there runs through the discussion

PUBLISHERS ARE URGED TO WRITE TO THEIR REPRESENTATIVE IN CONGRESS AND TO SEC. McADOO

THE EDITOR AND PUBLISHER suggests that publishers of newspapers should at once write letters to their representatives in the Congress, and to Secretary McAdoo, protesting against a repetition, in the offering of the next issue of Liberty Loan Bonds, of the policy of blundering which was followed in the first sale. The following points are suggested for emphasis:

(1.) It is now proposed to increase the interest rate on the next issue of three billions of dollars' worth of bonds to 4 per cent. This would, automatically, increase the rate on the two billions of bonds already sold, imposing upon the Government an additional interest obligation amounting to \$25,000,000 per year. It is confidently believed that, by expending somewhat less than three millions of dollars for advertising the next bond issue, the offering may be sold at the 3½ per cent. interest rate, thus saving to the Government this enormous increased interest charge and at the same time conserving and enhancing the credit and prestige of the nation.

(2.) Great amounts of advertising space will be required in marketing the new bond issue, whatever the interest rate may be; and it is unjust and unfair to ask the newspapers to donate this space—WHICH IS A COMMODITY, A MANUFACTURED PRODUCT WITH DEFINITE PRODUCING COST. To appeal to newspapers on the ground of patriotism is no more fair than would be a similar appeal to all others who manufacture products needed by the Government. If it is proper for the Government to pay for munitions, for arms, for clothing, and equipment for its soldiers, for fuel for its ships, for materials with which to build cantonments, or for foodstuffs, than it is proper for the Government to pay for the commodity of advertising.

(3.) That many publishers are willing, even at great sacrifices, to donate advertising space to the Government, or that merchants and bankers may be induced to pay for advertising space in which to offer the bonds, does not justify the Government in relying upon this policy for the flotation of the next issue of its war securities. That such donations assured the success of the first bond offering does not argue for the soundness or for the justice of the policy, nor does it mean that reliance may be placed upon such methods in the future.

(4.) An appropriation by the Congress for advertising would be quite as much in the nation's interest as an appropriation for any other product or commodity necessary for the successful prosecution of the war. Such an appropriation would place the sale of these bonds on a business basis, assuring the success of the offering and saving the proposed enormous increases in interest obligations.

of the new bond flotation a cynical note which smacks of press exploitation, and perfectly expresses the press-agent philosophy.

Under the circumstances and auspices it is difficult to reconcile the talk of "war profits" in relation to newspapers, or the persistent suggestion that the bond issue is of such "news value" that no newspaper may decline to give up both its news and advertising columns to its exploitation. A common statement heard at Washington is that newspapers have been fostered through Government subsidy in the form of cheap

postal rates with the intention of making use of them in war times, without compensation.

There is only thinly disguised consideration at Washington of the various recommendations and measures looking to the mounting of the second flotation upon democratic and business principles. The plain assumption is that the newspapers can be "delivered" and why bother further. A regret that is heard is that advertising plans have not been formulated in time to take advantage of commandeered space in the magazines, now making up for fall delivery.

Thus, while ignoring standard methods of selling \$3,000,000,000 bonds on their security value, the week has brought forth a serious discussion of the proposition that the interest rate on the whole Liberty Loan issue, five billion dollars, be increased from 3½ to 4 per cent., as an extra buying inducement and presumably insurance against a failure of the flotation.

THE EDITOR AND PUBLISHER has this week consulted some of the best advertising talent in New York on the subject of the possible success of a three-billion flotation, through standard advertising and selling methods, with an appropriation of not to exceed \$3,000,000 and just compensation for salesmanship, and of nine prominent men, each accustomed to national advertising and selling campaigns, not one hesitated an instant in declaring that the Government, on business lines, might easily dispose of the three-billion issue, on the appropriation suggested by THE EDITOR AND PUBLISHER, while many believed the advertising might be accomplished for much less.

Frank Seaman's estimate was a possible \$1,500,000 or less.

If the interest rate is increased ½ of 1 per cent. on the second instalment of the Liberty Loan it will automatically be increased on the first two-billion instalment, thus to prevent serious depreciation of the bonds which the public believes worth face value, and also to keep faith.

Thus, the nation's official financiers are seen discussing the practical advisability of increasing the interest rate, which means a Government expenditure of \$25,000,000 per year during the life of the bonds, while ignoring a method of selling which would cost probably much less than \$3,000,000.

It is not known how much of the \$7,000,000 appropriated for the Liberty Loan was spent in the first campaign, though unofficial estimates range printing the bonds, making cuts, office to \$3,000,000. The expenditure was for Liberty Loan flotation and Secretary McAdoo's expenses and other costs which could not be obtained in the realm of charity. However, a possible \$3,000,000, perhaps more, remains in the national Treasury

WHILE OFFICIAL WASHINGTON DISCUSSES HUGE EXPENDITURE FOR HIGHER BOND INTEREST RATE, EXPERT ADVERTISING MEN SHOW HOW BONDS MAY BE SOLD FOR \$3,000,000 OR LESS

Adoo may possibly be open to suggestions.

CUMMINS BILL REVEALS GOVERNMENT'S ATTITUDE.

A spotlight falls upon the attitude of the Government, rather official philosophy in relation to the advertising commodity, through a bill introduced in the Senate this week by Mr. Cummins, of Iowa, which provided for a "bureau of publicity in the Department of Commerce, to secure greater publicity for information intended for the general public and coming from the various departments of the Government; to advise and counsel with all private interests regarding foreign advertising; and to cooperate with organized advertising interests of the nation in promoting and in securing legislation to compel adherence to honesty and reliability in the advertising of all firms and individuals throughout the nation."

The director of this bureau is to draw \$6,000 per annum.

Cabinet members are to form the conference board.

The bureau shall prepare and direct all advertising of the Federal war and Navy Departments intended to secure recruits, or for other purposes; shall direct all advertising by the Interior Department regarding public lands and the same for the Agricultural Department, for the dissemination of desirable information, shall "prepare and place all advertising or publicity desired by the Secretary of the Treasury for the disposal of United States bonds or for other purposes," and likewise for any other Federal department.

It is further provided that the cost of preparing and directing all advertising and publicity matter shall be paid by the Bureau of Publicity, but the departments ordering the advertising shall pay for the same.

The bill provides that the Bureau shall accumulate all of the information regarding advertising and this shall be available for private individuals, without cost, employ experts in advertising who may give free public counsel; and shall suggest means of promoting through "advertising or publicity campaigns" foreign prestige for American institutions and finally, that the Bureau shall cooperate "with all organized advertising interests in promoting and in securing legislation to compel honesty and reliability in both domestic and foreign advertising of all firms, individuals and institutions, employ counsel," etc.

No apparent heed is paid to the official report delivered last week, by William H. Rankin, vice-chairman of the national advertising advisory board, declaring unequivocally that one of the first things the Government should do to facilitate the marketing of the three billion bond issue would be to set aside "an advertising appropriation of \$5,000,000 to \$10,000,000."

Mr. Rankin declared he and his associate members of the national board stood ready to give Secretary McAdoo any assistance necessary to help "sell" Congress and President Wilson on the idea that this amount should be appropriated for the purpose, as a matter of efficient governmental policy.

COUNTRY PRESS PROTESTS.

While large city newspapers appear

ADVERTISING EXPERTS FRANKLY CONDEMN ADVERTISING METHODS USED

"I believe this volunteering of advertising is wrong, and in a business sense immoral."—FRANK JAMES RASCOVAR.

"If the bread and butter of editors must be taken to pay the way, then let the President of the United States, his Cabinet, and the members of Congress forego their wages."—COURTLAND SMITH.

"The situation calls for competent administration and it is high time that Washington awoke to the underlying perils, as well as to the surface irregularities."—JOSEPH A. HANFF.

"From practical advertising considerations nothing prevents the Government from appropriating a sufficient sum of money to advertise the bonds. THE EDITOR AND PUBLISHER'S estimate of \$3,000,000 for advertising is very liberal. Properly administered half that sum should purchase the space."—FRANK SEAMAN.

quiescent, a wave of disapproval is sweeping the country press and hundreds of country editors, taxed and whipped by paper extortion almost to the limit of endurance, are writing to their Congressmen and Senators in opposition to a second Liberty Loan assault upon their resources.

The country editors complain that while many city newspapers received compensation, through the charity of large-unit advertisers and patriotic-impelled societies for much of the space that ran for the first Liberty Loan, the country press realized practically nothing and, to avoid criticism for inactivity or through patriotic impulses of the publishers themselves, they expended their resources much more lavishly than their financial positions warranted. They say they cannot repeat the operation.

M. W. Hanley, manager of the Pequa Press of Stoughton, Mass., in letters to his Congressman and Senators, voiced the common complaint of the country editors when he wrote: "The Government is sending a lot of advertising which it expects us to print free of charge. This advertising costs us money to set and also space in the paper, which is our bread and butter. It would not think of sending this to the large city dailies unless it sent it in the nature of paid advertising. . . . If we were to give all this space away we would have to give up publishing. We therefore ask you to use your influence to put through an advertising appropriation for advertising the Government's wants."

The Federal Reserve banks and the "super-bankers" of New York are set, of course, for a duplication of the first loan selling plan, they to do most of the administering while lesser individuals and institutions do the inconspicuous foot-work, but there is serious discontent among independent and small banking houses who wore the heels off their hoots in the first campaign and were compelled to appropriate both service and money which they feel they cannot give up again, in justice to their executive trust.

The American Bankers' Association, No. 5 Nassau Street, numbering in its membership many independent and country banks, is planning an organized effort to induce the Government to put the next Liberty Loan issue on a sensible business basis, obviating the embarrassments of the first campaign. They may be willing to sell the bonds

without compensation, but they bolt at advertising the issue. There is to be a meeting to-day for a discussion of this matter. The dominant banking interests, of course, are opposing this movement.

Although the American Bankers' Association disapproved the methods employed in the first issue it came into the campaign and rendered great service. It made an appropriation for advertising and sent out to its membership a noteworthy advertising campaign to be paid for, if run, by the local banks. It is said that much more than a million dollars was so spent locally and through this method a heavy subscription was obtained.

BANKS MAY NOT PARTICIPATE.

The present disposition of the bankers to decline to participate a second time, on the original method, is the statement of Arthur D. Walton, of the association, who told a representative of THE EDITOR AND PUBLISHER that he viewed the methods of the first flotation as not only unfair and undemocratic, but decidedly inefficient and "the ugliest part of the indictment is the count concerning waste—the lack of organization and system inviting duplication and cross-purpose effort, the whole enterprise costing those who paid for it millions of dollars in excess of what a comprehensive, coordinated, scientific advertising and selling campaign should have cost."

Mr. Walton said emphatically that it was an imposition upon bankers, advertisers and publishers to compel them subscribe on the ground of patriotism, to methods which violated their sense of efficient business methods.

CANNOT SEE "ADVERTISING DIFFICULTIES."

The report of the New York Liberty Loan Committee admitted the sound principle of paid advertising but stopped short with the statement that there were "difficulties" in the way to prevent it. Search has been made for those difficulties. Of numerous men interviewed none could see any practical advertising difficulty, if the Government would get to business principle.

By many on all sides the belief was expressed that the difficulties the committee had in mind were "political."

The general tenor of these reports was that men in high official position cannot obtain advertising appropriations through Congress because of the possi-

ble building, through it, of political machinery via the newspaper route; that none would feel safe in Washington if Congress should have an opportunity to distribute \$3,000,000 "pork" to publishers; that if Congress were to smell this meat it would take a hand in the distribution and the money would go where the best post-offices are, standard advertising efficiency flying to the winds.

Such are the stories ad nauseam of the "difficulties" in the way of business administration.

The other side of the story is the sensible opinion given by men high in the advertising profession, each one as familiar with successful national advertising campaigns as the average statesman at Washington appears ignorant of the whole process of selling and advertising.

VIEWS OF FRANK SEAMAN.

Frank Seaman said: "On a sensible, business basis there is no reason why the Government cannot sell its three billion war bonds to the American people. For the life of me, I cannot understand why the Government should place this loan through the usual channels of securities flotation. To maintain its dignity as well as conserve the principles of democracy, wherein all men contribute on an equal plane to the support of the Government and receive common benefits, the Government should pay its way—in this bond sale also as well as in every other war enterprise.

"There should be an appropriation for advertising and those who sell the bonds should be fairly compensated for their work.

"I see nothing to prevent the Government, so far as practical advertising considerations are concerned, from appropriating a sufficient sum of money for this purpose. THE EDITOR AND PUBLISHER'S estimate of \$3,000,000 for advertising is very liberal. Properly administered, half of that sum should purchase the space to sell that bond issue and perhaps this estimate is liberal. A vast amount of standard advertising space may be purchased for \$1,500,000—really it is a stupendous sum in advertising. In our commercial campaigns, when we are thinking in terms of double-trucks in the largest newspapers of all the great cities, the appropriations do not run into six figures.

"The whole difficulty seems to lie in the fact that this matter is not brought down to the terms of every-day commerce. And it should be, for various reasons, not the least of which is the certainty of a successful sale.

"I am frank to say that the copy methods that were used in the first Liberty Loan were not effective or in good form, to my way of thinking. The whole scheme seemed to be based upon a frantic appeal to patriotism. We were asked to buy Liberty Bonds as a sort of philanthropy. Some of the copy was downright offensive. I have in mind particularly a billboard display which showed Uncle Sam pointing his finger into the face of a citizen and demanding to know whether he had complied with his duty as a citizen and implying that every man who had not bought a Liberty

PRESS AGENT PHILOSOPHY EXPLOITED IN QUEER ADVERTISING BILL PRESENTED BY SENATOR CUMMINS—PROVIDES FOR A "BUREAU OF PUBLICITY" WHICH SHALL ENGAGE IN ADVERTISING

Bond was under the just censure of Uncle Sam. To me that was in mighty bad taste, for it imputed discredit to thousands of men who were having a battle to provide their families with the necessities of life and were not provided with the means of buying bonds or even making bank deposits, and such men must have been humiliated in spirit or angered.

"Not only that, but advertising experience teaches us that the way to approach the average man is by means of intellectual conviction, rather than by bludgeon methods. Men are often more promptly moved by suggestion than by direct appeal. I am reminded of a gentleman of large means and intense business life of whom complaint was made that he did little for charity. A worthy cause presented itself, and some of the good brothers proposed to see this man and make one final, desperate effort to open his heart and safe. It was then proposed that, rather than appeal to him to be generous, and thus offend him, he be taken into the charity for what he knew rather than what he could give. His interest was elicited, he went to work on the problem, he solved it, and he gave nearly a half million dollars in one check to make his plans practical. Men prefer to be appealed to in that manner; finger-pointing methods react upon the owner of the finger, if other men feel as I do.

LIBERTY BONDS GOOD BUY.

"Now, there is plenty to commend these Liberty Bonds on ordinary securities merit. They are a good 'buy' for men of surplus wealth. They are well secured. They pay 3½ per cent. and are tax exempt, the latter a great advantage in these days. They are worth 8½ per cent., extraordinary for Government-secured bonds, to a man whose convertible property is to be taxed at 5 per cent.

"These bonds are so offered that they may easily be obtained by people of limited means on a savings plan. That is excellent.

"I do not see any reason why they cannot be sold on their merits.

"As for an advertising appropriation it should be made exactly as appropriations are made by the Government for any other commodity consumed. There is no excuse for singling out publishers and securities salesmen for gratuitous service. It is discriminatory. Publishers are not seeking war profits. They are carrying burdens incident to the war that are extremely heavy. See what magnificent service the newspapers have rendered recently in notification service on the selective draft. See the enormous expense publishers have eagerly contracted to give high-class news service to the public. They are willing to give of their news facilities and their news space generously to aid the bond sale. It has its news value. But when it comes to display advertising, which points the way to direct sales of bonds, we are in the realm of commerce, dealing with an established commodity, and it is unfair to demand it, even in the name of patriotism or philanthropy.

"I believe that a number of the newspapers made a serious mistake in the first Liberty Loan campaign by canvassing for philanthropic donations to

RIGHT OF FRANK DISCUSSION OF FINANCIAL ADMINISTRATION OF BOND ISSUE

"We have gone into this war with a spirit of religious fervor. Individually we feel that there is no sacrifice too great for us to make—our property, lives, blood of our children.

"Hence it becomes a halting and delicate matter even to discuss financial administration.

"However unpopular a frank discussion of financial administration to this war may be to those who are acting under patriotic impulses which amount to religious enthusiasm, THE EDITOR AND PUBLISHER feels well within bounds of propriety to speak its mind on the subject which relates to its field of interest. And we may state here, in full sincerity, that the financial profits that may accrue to newspapers from Government advertising would be subordinate to the service they may render."—Editorial in THE EDITOR AND PUBLISHER, August 4, 1917.

be applied to Liberty Loan advertising in their own mediums. To me that seemed unprincipled. Some newspapers could not afford to give their space, so they sent out solicitors to sell the space to general advertisers or individuals who might be moved to charity.

"All such undignified and reckless business would be obviated were the Government to take the matter in hand in business fashion, and I may add that if the Government wishes to be confident of a successful second flotation the part of wisdom is to get to a business basis, both with advertising and selling."

OSCAR H. BLACKMAN ENDORSES PROTEST.

Oscar H. Blackman, of Blackman-Ross Company, said: "The protest of THE EDITOR AND PUBLISHER against a duplication of the Liberty Loan advertising and selling campaign has my complete endorsement. The matter is so clear in principle that discussion of it seems superfluous. The first loan flotation was a success more in spite of any Government direction than by token of it. To the everlasting glory of the country, the loan was oversubscribed through the sheer force of the ability and determination of men who, hampered as they were by elements which should have been in their favor, declined to permit the great cause to fail.

"I have the greatest admiration for these men, particularly Mr. Harn. They were confronted by circumstances which would have tipped the equilibrium of less staunch material and sent weaker men home in disgust.

"England and Canada, just across our border, have given us a clear demonstration of the sensible and logical methods to pursue. Why must we go through the tortures of experimentation, encountering possibilities of failure which would be tragic?

"There is no practical difficulty in the way of a commercial transaction for the Government, if the Government will accept business methods. The disorganization, the ineffectiveness, the waste of material and effort in some places, and the lack of them in others—all of the mistakes and shortcomings which were sure to arise from the methods of the first campaign will reoccur in the second if the scheme of selling and advertising is to be the same. And I believe there is very serious doubt if the issue will float again as it did in the early summer. Conversely, if the business is organized and operated by the Govern-

ment as a business transaction, I see no reason why \$3,000,000,000 bonds cannot be sold to the American people.

"If we must donate space, perhaps it would be better to use it to tell the Government how to sell the bond issue, rather than to repeat the helter-skelter, illogical, misconceived Liberty Loan advertising of May and June, which was not only discreditable to modern advertising methods, despite the lofty or use and sublime end, but a proceeding out of keeping with the dignity of the Government."

MR. RASCOVAR ADDS PROTEST.

Frank James Rascovar, president of Albert Frank & Co., said: "The first Liberty Bond campaign is over, the tumult has died, and we who united to make it successful have a chance to review methods, analyze results, and prepare for the next Victory Loan campaign, already being discussed.

"The Liberty Loan ended in a smashing big success. But I am firmly convinced that the issue was piloted to a successful outcome, not because of the way it was handled, but in spite of it. Not even official indecision, dilatoriness, and circumlocution can nullify the united will of the American people when once they are aroused.

"What did arouse the people? As soon as it was known that the Government contemplated a loan, the best brains of the financial district—men who had floated gigantic international loans—went to Washington unofficially and volunteered their advice and services to any extent and in any manner the Government might find advantageous.

"They were told rather tartly that their services were not needed. As I remember the newspaper headings of the time, the Treasury did not wish the 'taint of Wall Street' associated with the Liberty Loan. I do not claim that Mr. McAdoo used these words, but they were characteristic of his what-on-earth-do-you-want-to-bother-me-for attitude.

WASHINGTON TRIED TO HANDLE PUBLICITY.

"Then Washington tried to handle the publicity itself. They did it in the fashion now become familiar as a result of Mr. Creel's ministrations, but at that time unfamiliar to the American public. This was a system of daily dispatches which completely nullified each other. Mondays, Wednesdays, and Fridays the loan was over-subscribed. Tuesdays, Thursdays, and Saturdays it was a dismal failure.

"The man in the street, who is not

half as gullible as he is supposed to be, began to be suspicious. To lapse into the vernacular, he thought the Government was 'kidding' him, and relapsed into apathy.

"Finally alarmed, the Administration shouted for help, for volunteers, for advice—for anything to guide it out of the labyrinth of its own blunders. And the despised Wall Street stepped into the gap, practically suspended its own business, and got the publicity campaign started in time.

"The rest is a matter of common knowledge—how everybody from Vanderbilt to the youngest office boy volunteered their services, how financial firms volunteered space, and financial advertising agencies volunteered their services.

"Now I believe all this volunteering is wrong—and in a business sense immoral. It was necessary to save a failing cause. And for purely patriotic reasons it had to be done. But what of the future? What of the Victory Loan issue already announced?

"Are we to muddle through again? Are we, as a nation, to become charity patients, begging for volunteer aid at the eleventh hour from the financial and advertising world?

"And why pick on these professions? Why out of all the businesses in the United States should financiers, publishers, and advertising agents, with all their subsidiary trades—the commercial artists, writers, printing trades, and so on—be expected to give their stock in trade to a Government amply able to pay for the same—and, as a matter of fact, so paying in all other trades?

SAYS ADVERTISING IS A COMMODITY.

"The Government has not asked for gratuitous supplies of woollen cloth, of leather, of copper, pig iron, chemicals, of automobiles, tentage slugging—in fact of any commodity needed to carry on the war. Service is as much the stock in trade of the advertising agent, and space is as much the stock in trade of the publisher, as are his bars of pig iron to the steel manufacturer.

"That is one point about which I feel personally. It is one of my objections to the volunteer method in which the Liberty Loan campaign was conducted.

"My main objection is more fundamental, is more intimately connected with the whole basic idea of the loan.

"Here we had a big national advertising problem—the biggest since the discovery of advertising. It automatically would seem to demand the best, most experienced, most intelligent, most economical handling. It should have been carefully coordinated, under one capable head, into whose hands all executive control should have been placed. The Government should have had the right to expect and demand the very highest standard of service.

"All of this would have been possible if a paid advertising campaign had been undertaken. You cannot criticize volunteers as you would paid employees. Had the Government been in the position of a big paying advertiser it could have selected a capable organization,

(Concluded on page 23)

CUMMINS BILL PROVIDES FOR BUREAU OF PUBLICITY IN DEPARTMENT OF COMMERCE

Called Publicity Bureau, Although Really a Bureau of Advertising—Included Among Duties Is Preparation and Placing of All Advertising Desired By Secretary of Treasury for the Sale of United States Bonds.

SENATOR CUMMINS, of Iowa, has introduced a bill in the Senate providing for a "Bureau of Publicity in the Department of Commerce," which, among other duties, "shall prepare and place all advertising or publicity desired by the Secretary of the Treasury for the disposal of United States bonds or other purposes." The bill provides also:

"That the cost of preparing and directing all advertising or publicity matter required to be done by the Bureau of Publicity shall be borne by this Bureau of Publicity and paid for out of the appropriations made for its general maintenance expenses; but the cost of placing such advertising or publicity aside from its preparation and direction shall be borne in all cases by the department or bureau of the Government for which it is placed."

HAVE CHARGE OF ADVERTISING.

Senator Cummins proposes that the Bureau of Publicity have charge of all the advertising of the Federal Government. It shall be the duty of the Bureau to secure greater publicity for information intended for the general public and coming from various departments of the Government; to advise and counsel with all private interests regarding foreign advertising; and to cooperate with organized advertising interests of the nation in promoting and in securing legislation to compel adherence to honesty and reliability in the advertising of all firms and individuals throughout the nation.

The complete text of the bill (S. 2736) follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, that there be, and is hereby, created a Bureau of Publicity in the Department of Commerce.

"Sec. 2. That a director of suitable knowledge and experience in the business or profession of advertising be appointed by the President to administer the affairs of the Bureau of Publicity under the general direction of the Secretary of Commerce. The compensation for the Director of the Bureau of Publicity shall be \$6,000 per annum.

CONFERENCE BOARD CREATED.

"Sec. 3. That for the proper and efficient utilization of the Bureau of Publicity a Publicity Conference Board is hereby created, consisting of the Secretary of Commerce, the Secretary of State, the Secretary of War, the Secretary of the Navy, the Postmaster-General, the Secretary of the Interior, the Secretary of Agriculture, the Secretary of the Treasury, the Secretary of Labor, and the Attorney-General, all acting ex-officio. It shall be the duty of the Publicity Conference Board to meet as often as quarterly and as much oftener as they desire, at which meetings the Director of the Bureau of Publicity shall be given such instructions, information, and suggestions as the various departments wish to have receive the benefits of the Bureau of Publicity. The board shall organize as it sees fit for the transaction of business and a quorum shall consist of half the members.

"Sec. 4. That the Director of the Bureau of Publicity shall appoint, under the



Photograph by Cusick.

ROBERT E. HUGHES.

Newly Elected General Business Manager of the Louisville Courier-Journal and the Louisville Times.

Mr. Hughes may be fairly characterized as one of "Marse Henry's boys." He is a chum of Bruce Haldeman and a dear friend of Gen. W. B. Haldeman. He is a big man in avoirdupois, in brains, in kindly spirit, in human sympathies. One may confidently predict that Mr. Hughes's election to his new position assures the Courier-Journal and the Times a future of genuine prosperity. Mr. Hughes is just the man to bring together the conflicting elements, to eliminate the causes for dissension, and produce a closely coordinated and harmonious organization capable of big things. THE EDITOR AND PUBLISHER wishes him every success.

rules of the Civil Service Commission, such assistants, and other employees as he may deem necessary and the Publicity Conference Board may approve of. The compensations for the persons so appointed shall be such as the Publicity Conference Board may authorize.

"Sec. 5. That there is hereby appropriated for the purpose of defraying all expenses for the maintenance of the Bureau of Publicity, including the payment of salaries herein authorized, out of any money in the Treasury of the United States not otherwise appropriated, such funds as shall be reported necessary and be approved of by the Director of the Bureau of Publicity and the Publicity Conference Board. A detailed statement of all expenses under this act and of all receipts hereunder

TONS OF NEWS PRINT CAN BE SAVED IF NEWSPAPERS WILL SUSPEND LABOR DAY

Publishers of New York Afternoon Newspapers Propose to Suspend on Fall Holiday—Paper Committee of A. N. P. A. Hopes That Example Set by Publishers of New York Dailies Will be Followed by Publishers Elsewhere.

PUBLISHERS of the afternoon newspapers of New York city are endeavoring to reach an agreement to suspend Labor Day, September 3, with a view of saving news print. It is known that all of the publishers have practically agreed to suspend on the one day with the exception of the Evening Telegram. It is known also that there is little likelihood that the Telegram will swing into line.

The suspension of the afternoon newspapers of New York on a single day means a saving of between 250 and 300 tons of news print.

The paper committee of the American Newspaper Publishers' Association hopes that the action of the publishers of New York city afternoon newspapers—being confident that the newspapers will suspend—will be an example to newspaper publishers in all parts of the country and that on the one day a big saving of news print will be made.

Emil M. Scholz, publisher of the New York Evening Post, and a member of the executive paper committee of the A. N. P. A., said this week to THE EDITOR AND PUBLISHER, that there are plenty of good reasons why the newspapers should suspend Labor Day.

"The revenue from circulation on the one day is not large enough to pay for the news print consumed," said Mr. Scholz.

"The slump in circulation on the day reduces the average of the month. That's a second reason.

"It will mean a big saving in news print. That's a third.

"Finally, the volume of advertising carried on Labor Day is always below normal. Advertisers arrange to spend so much per year and the suspension on one day will not result in any loss to the newspapers. That's a fourth reason."

New York city afternoon newspapers, with the exception of the Evening Telegram, suspended July Fourth.

It is estimated that the afternoon and morning newspapers of the country consume about 6,000 tons of news print a day. The afternoon newspapers consume about one half of that amount. If the afternoon newspapers of the larger cities agree to suspend on Labor Day an appreciable amount of news print will be saved.

Open Washington Headquarters

The legislative committee of the Southern Newspaper Publishers' Association, consisting of Major E. B. Stahlman, Nashville (Tenn.) Banner; Col. L. J. Worthan, Forth Worth (Tex.) Star-Telegram, and Col. R. J. Ewing, of the New Orleans Daily States, have opened Washington, D. C., headquarters at the New Willard Hotel.

Present N. E. A. Resolutions

WASHINGTON, August 6.—The National Editorial Association has had presented to Congress its resolutions protesting against a special newspaper tax, favoring the zone system of second-class postal rates, and urging Federal control of the print-paper industry.

shall be submitted to Congress at the beginning of each regular session.

"Sec. 6. That the Bureau of Publicity herein created—

DUTIES OF BUREAU.

"(a) Shall prepare and direct all advertising of the Federal War and Navy Departments intended to secure recruits for the army and navy, or for other purposes.

"(b) Shall prepare and direct all advertising desired by the Department of Interior for the disposal of land, announcement of public-land openings, requests for bids on public supplies, and such other advertising or publicity as may be desired by the Department of the Interior.

"(c) Shall prepare and direct all ad-

(Concluded on page 24)

\$2,700,000 FOR ADVERTISING WILL SELL THREE BILLIONS' WORTH OF LIBERTY LOAN BONDS

William C. Freeman Presents to Secretary McAdoo Some Convincing Facts and Figures Concerning the Necessity and Cost of Adequately Advertising the Next Great Issue of Liberty Bonds.

Written for THE EDITOR AND PUBLISHER

By WILLIAM C. FREEMAN.

HAS William G. McAdoo, Secretary of the Treasury, the moral right to ask a second time for the free contribution of advertising space from merchants, financial institutions, publications, poster, street-car, and outdoor sign organizations, in order to make successful the next sale of Liberty Bonds which is scheduled to start in the month of October?

Is the Government of the United States so poor that it cannot afford to do business on the same basis that the business men of the country do it, and have done it so successfully that they have accumulated for the United States of America the greatest wealth of any country in the world.

Business organizations, big and little, have been materially assisted in the development of the wealth of America by the aid of advertising, which is the most economical method yet devised for the successful promotion of business.

The Government has the finest kind of setting for an advertising campaign, for two reasons; first, because the people believe in their Government, and, second, because they know their Government will make good on any promises it makes to them. It is never any trouble, if frank, intelligent advertising is employed, to induce people to support a worthy enterprise.

Only recently a group of men known to be reliable, progressive, and enterprising, announced in one advertisement—printed in a few New York newspapers, and in all of the Philadelphia and Pittsburgh newspapers—the sale of preferred stock in a new enterprise. These men did not rely upon their reputation to sell the stock. They said nothing whatever about themselves in the announcement they made, but they did go into the fullest details about their enterprise, making very clear every part of their plan.

The result was that one advertisement, costing \$5,400, brought them immediately over \$2,000,000 from people who were glad to invest their money in an enterprise backed by such men.

It cost only \$.0027, or 27-100ths of a cent, to get back a dollar. Two million dollars is 1-1500th of \$3,000,000,000. I wonder if Mr. McAdoo thinks that the Government, which ought to be stronger than any group of private individuals, would have any difficulty in selling \$3,000,000,000 of Liberty Bonds at very much less cost per dollar.

While the private financial enterprise realized \$2,000,000 at the smallest advertising cost on record, I believe that the Government can sell \$3,000,000,000 of Liberty Bonds at one-third of this cost; in other words, instead of costing the Government 27-100th of a cent, it will not cost more than 9-100th of a cent, which would mean investing \$2,700,000 to get back \$3,000,000,000.

I think any financially sound advertising agency in the country would have no difficulty in getting assistance to underwrite a proposition to sell \$3,000,000,000 of United States Government Bonds, bearing interest at 3½ per cent. and free from taxation, at a cost of \$2,700,000. I think also that the people backing the newspapers, farm papers, weeklies, magazines, billboards, street cars, electric signs, etc., would be glad to unite in underwriting the proposition.

I wonder if Mr. McAdoo appreciates that an advertising campaign costing \$2,700,000 represents an expenditure of only .027 cents for each of the 100,000,000 inhabitants of the United States.

It represents the cost of sending a letter—one letter only—to every inhabitant in the United States.

But \$2,700,000 invested in an advertising campaign would give Mr. McAdoo an opportunity to use the equivalent of three pages in every publication in the country; that is, in all of the daily newspapers, all of the farm papers, all of the great weeklies, all of the magazines, and at the same time allow for a very generous outlay in street cars, electric signs, billboards, etc. Just think of getting all of this at the price of sending one letter to every inhabitant in the United States.

Three pages of advertising printed in eighteen New York daily newspapers made it possible for the Red Cross War Fund Committee to realize a donation of \$40,000,000 from the people of New York and vicinity. This large sum of money could not have been raised in any other way.

There is a difference, however, between an appeal made to the people for

a sound investment of their savings and an appeal for charity. The American heart is all right and responds generously to an appeal for charity, but it responds more generously to an appeal for a safe investment for its funds.

It is stated with great positiveness by men who ought to know what they are talking about, that the Secretary of the Treasury intends to raise \$3,000,000,000 in the same manner as before—relying upon the generosity of the business interests and the publications of the country to donate space.

Mr. Secretary, this is not fair.

Men engaged in the publishing business are producing a product which is more costly in proportion to its net results than any other product in the world. They operate on a smaller margin of net profit. It is not fair to ask them to use white paper, which, as you know, costs them a higher price than ever before, and give up their space to exploit the Government's needs without being paid for their service.

The Government does not ask the manufacturer of munitions, or of clothing, or of shoes, etc., to donate their products. It knows better than to do it. It knows perfectly well that these manufacturers could not, and would not, thus donate their products.

Why, then, expect the publications to donate their space? Should the publisher be expected to have a greater degree of patriotism than the manufacturer of some other product?

The trouble with the United States Government is that it doesn't appreciate the value of paid publicity. It has been getting so much of it for nothing, and getting it so freely, that it probably believes that it does not need to invest money in advertising like any other enterprise does.

It is all wrong.

The members of the Congress of the United States do not understand, apparently, how economical advertising is. They are all of the time talking about advertising being a tax upon the people. One man who made the biggest howl about advertising made a speech, claiming that *Outing*, for instance, gets \$3,000 a page for its space, when, as a matter of fact, the price for a page in that publication is \$300.

This is only a sample of the information Senators and Congressmen have on the subject of advertising. Some of them who read the great daily newspapers no doubt say that they cannot understand how it is possible for big merchants to use pages in the different newspapers. If they figure the cost of a page in *Outing* at \$3,000, I suppose they would estimate the cost of a page in the *Chicago Tribune* or the *Philadelphia Bulletin* or the *New York Times* at about \$15,000.

Mr. Secretary of the Treasury, you have got a big job on your hands. Your need of money is very great, according to the figures you have presented to the Congress of the United States. You ought to be permitted to tell your story through paid publicity to the people of the United States, on whom you have got to depend for this money. Why don't you go to it?

Why don't you make it the same kind of a business proposition that you yourself managed so successfully when you brought into being the tube under the Hudson River? You recall, of course, how advertising aided you in this enterprise. You know its value. You know how successfully it may be employed in helping you raise the money for the prosecution of the war.

Mr. Secretary, keep these figures in mind. It will cost not more than 90 cents to sell \$1,000 of Liberty Bonds; not more than \$9 to sell \$10,000 of them; not more than \$90 to sell \$100,000 of them; not more than \$900 to sell \$1,000,000 of them; not more than \$2,700,000 to sell three thousand million dollars' worth of them.

Mr. McAdoo, the publishers and all other owners of advertising mediums—also the business interests of the country—expect you to sell the next issue of Liberty Bonds through paid publicity. The people pay for everything anyway, and they expect their Government to keep them informed on all business matters. They know that employing advertising is the surest and most economical way to keep them posted.

You will have no difficulty in securing the best talent in America to write and to illustrate the advertisements for you. There will be no charge for this service.

Your Chief, President Wilson, would be willing, no doubt, to write the first-page advertisement—and wouldn't it be a corker?

You could get wonderful copy from scores of great writers and wonderful illustrations from famous artists.

You have the setting for a great advertising campaign which will produce the desired result quickly and at less cost than anything ever before tried.

An investment of 90 cents in advertising to get a return of \$1,000 was never heard of before in the history of business.

And say, Mr. McAdoo, why don't you urge the Government to advertise all of the time about everything that is done in Washington?

WAR REVENUE BILL IS REPORTED TO SENATE

Provides for Increase in Second Class Mail Rates and for an Annual Tax on Publishers' Net Incomes in Excess of \$4,000—Zone System Clause Eliminated.

WASHINGTON, August 6.—The Revenue bill carrying the special war taxes on newspaper interests, has been reported to the Senate. It provides:

(1.) An additional rate of one-fourth of one cent per pound upon second-class mail matter.

(2.) An additional annual tax upon the net income from the publication of any newspaper, magazine, periodical, or publication entitled to be entered as second-class mail matter, whether so entered or not, of five per cent. of such net income in excess of \$4,000.

The Senate Finance Committee, in its report, recommended that the application of the zone system proposed in the House bill on second-class matter be stricken from the bill.

ASK TO DISMISS FORD SUIT

Chicago Tribune Attorneys Will Raise Question of Jurisdiction.

A motion will be made to-day in the Wayne County Circuit Court, Detroit, by attorneys for the Chicago Tribune, to dismiss the suit brought against it, the Solomon News Company, and two of the news company's employes, by Henry Ford. The defendants will claim that the case does not properly come within the Wayne County Court's jurisdiction, inasmuch as the names of the news company and its employes were added to the complaint merely to secure Michigan jurisdiction.

The defence avers that these added defendants are in no sense "reasonably guilty" of committing any grievance charged in the bill of complaint and that they have not been agents of the Chicago Tribune in any sense requisite to give Wayne County Court's jurisdiction over them in connection with the suit.

Honor State Printer

An official testimonial of appreciation was given to Joseph T. Mannix in St. Paul recently, upon his retirement from the office of State Printer of Minnesota after ten years of service. Most of the State officers took part in the ceremony, which was led by Julius A. Schmahl, Secretary of State. Mr. Schmahl presented Mr. Mannix with a travelling bag purchased with money obtained from a large number of small subscriptions.

New Paper Appears

The first issue of the Argenta (Ark.) Daily Times, a new afternoon paper in Argenta, across the Arkansas River from Little Rock, appeared recently. It is eight pages, six columns, and carried about thirty columns of advertising. The Times Publishing Company is the publisher and John Pruniski, formerly a reporter on the Arkansas Gazette, is the editor.

Publish Annual Numbers

The New York Evening Post yesterday published an annual apartment-house guide as a supplement to the regular edition. Labor Day outing annual number will be published August 29, and an oil industry supplement, August 31.

NEWSPAPER MAKERS AT WORK



MELVILLE E. STONE.

MELVILLE E. STONE, general manager of the Associated Press, is one of the world's foremost newspaper makers. He is known wherever newspapers are published. His methods, ideals, and plans have been followed successfully by publishers in all sections of the world. One hears a great deal to-day about the purity of news, the cleaning up of advertising columns, the same kind of treatment to all patrons of the paper, and kindred subjects. Melville E. Stone was doing those things away back in the 70's. He made the world a Christmas present of a newspaper founded on those principles, December 25, 1875. He hewed straight to the line in the first issue of the Chicago Daily News. The ideals on which that newspaper was established have not been changed, and upon them the present great property has been founded, for they were principles that would endure.

Mr. Stone learned the business thoroughly. He commenced as a reporter, in 1864. From 1871 to 1874 he was editor, in turn, of several Chicago dailies. Then, with a partner, he established the Daily News. Later he purchased his partner's interest and sold it to Victor F. Lawson. He disposed of his entire interest in the papers to Mr. Lawson in 1888.

Mr. Stone was inspired by high ideals when he started the Daily News. Back in the 70's he was blazing the trail for the present-day workers. He had a code of ethics then which newspapers are beginning to adopt now. News which has but recently been barred from many newspapers found no place in his publication in 1875. Mr. Stone believed then, as he does now, that it is the duty of a newspaper to give the news, without bias, regardless of whom it hits. He believed then that a newspaper is dedicated to the public, and that it serves the public best when it treats all alike.

Twenty-four years ago he became general manager of the Associated Press, bringing to that organization the same policy that he had followed in his newspapers in the gathering of news. He collected the news, of the world and dispatched it over the wires in such a manner that, while the members of the organization are made up of newspapers of all shades of politics, any one of them could print it, because it was prepared accurately and was confined to the facts. When Mr. Stone took charge of the Associated Press, the leased-wire system barely reached the Missouri River—one only touched as far west as Denver. Since then he has thrown a network of wires from coast to coast, from the Canadian border to the Mexican frontier, and in addition to this the country is interlaced with news circuits over which shorter reports go, day and night, to smaller publications. More than one thousand papers take the Associated Press report to-day.

In each grand division of the globe the Associated Press maintains an office, and in nearly every capital there is a correspondent, ever watchful, always alert. These men, stationed in all portions of the world, are the eyes of the organization that watch night and day for news of interest to the Associated Press and its clients.

Mr. Stone is one of those men who is always equal to an emergency. It makes no difference where the news breaks; Mr. Stone's plans have been so carefully prepared in advance that he can bring to the nearest wire the greatest number of facts in the shortest possible time. From the time news "breaks" until the papers go to press, the correspondent is handicapped by having a steadily decreasing number of minutes in which to get his account into the main office. It makes no difference whether it is an earthquake in Sicily, a disaster in Martinique, a revolution in China, or the development of an offensive in some out-of-the-way sector of the hundreds of miles that constitute the European battle-fronts, he is always prepared to handle the news. Just as a military commander rushes reinforcements to certain points, so Mr. Stone can send aid from one section to another. Always there is a man to get the news.

Some idea of his influence on the organization is shown by the manner in which the correspondents and operators went about their work during the last Presidential election. In all the Associated Press offices of the country men refused to go home. It was their duty to get the news. Operators manned the wires night and day. Correspondents remained at work as long as there was a precinct unheard from. This continued until the returns were in—until the result was no longer in doubt. It is a sample of the persistency with which the organization works, a spirit that is imparted to it by Melville E. Stone.

ORDERS POUR INTO NEW PUBLISHERS' PAPER CO.

Newspaper Publishers Everywhere Welcome News That A. N. P. A. Has Arranged to Take Over Entire News Print Output of the Northcliffe Mills in Newfoundland.

While the Publishers' Paper Company, Inc., organized recently by the American Newspaper Publishers' Association, is busy at work completing the details of the new organization, arranging to open a new office in the New York World Building, and making final decisions as to the personnel of the staff of the new corporation, orders for print paper continue to pour in.

The large number of orders received and the increasing number of inquiries coming into the office of the paper committee indicates well enough the keen interest of the publishers of the United States in the announcement that the A. N. P. A. has arranged to take over the entire news print output of the Northcliffe mills in Newfoundland.

The personnel of the staff of the new company is still in the making, but will be announced in the near future.

The paper committee of the A. N. P. A. reported this week that a large cargo of paper is being shipped from Canada to Australia and picking up on the way 1,000 tons of Newfoundland paper. This was arranged under the auspices of the Australian Government.

The paper committee reports also that it is not difficult to get cargo space on food ships sailing from New York to England for news print. Further than this, the Australian Government, in spite of all the shortage of shipping tonnage and war contingencies has allowed the Anglo-Newfoundland Development Company, to keep one of their ships for shipping paper all the time to England.

The paper committee says that the production for August will be very short of normal. A number of mills are shut down for drought, labor troubles, and repairs; a number of others are arbitrarily closed due to help stimulate the market. This is cutting production down enormously, with a view of stiffening up the market for fall contracts. As this is a slack time with publishers, the Paper Committee urges every publisher to keep to a minimum to meet this reduction, to maintain at least the present market of paper for the fall.

The new tonnage now being brought in by the Paper Committee will have considerable effect, and the reduction of exports will also be of great benefit. Now is the time to think about 1918 contracts, and hold down consumption to make it easy for next year.

Announcement of the taking over of the Northcliffe mill by the Paper Committee has started a flood of propaganda against publishers of more than usual volume and bitterness in manufacturers' trade papers. Publishers are accused of almost everything under the sun. Imaginary interviews are published and absurd statements made. It seems that manufacturers feel that publishers of this country have not even the right to go out and buy paper where they wish to without consulting them. A broadcast campaign of slander is now started against the press for their effort to relieve a little bit their own situation by straightforward business methods.

Would Join S. N. P. A.

The Jackson (Miss.) Daily News has filed application for membership in the Southern Newspaper Publishers' Association.



Hold Ohio in Your Hand

TO GET anything of value, you must stretch out your hand. There is much valuable business waiting for the outstretched hand among Ohio's 1,138,165 families, who last year had to their credit in the Savings Banks, the enormous sum of

\$64,789,961.25

By reaching out through these Newspapers you can hold Ohio in your hand, which is one of the most valuable States in the Middle West for National Advertisers. Success in advertising doesn't happen, it's a result of reaching out, analyzing, testing and holding on till you get results.

It is being proved every day that these Ohio Newspapers are winners.

They create demand, increase demand and sustain it in proportion to the enterprise of the advertiser.

They will do the same for you!

Keep your hand ever ready and grab your opportunity!

You'll find it in Ohio! Today is propitious!

	Net paid	2,500	10,000
	Circulation.	lines.	lines.
Akron Beacon-Journal (E)	29,360	.04	.04
Akron Times (E)	18,375	.03	.025
Cincinnati Com.-Tribune . . (M)	60,723	.11	.09
Cincinnati Com.-Tribune . . (S)	26,339	.14	.12
Cincinnati Enquirer, 5c. (M&S)	55,076	.14	.12
Cleveland News (E)	*138,887	.18	.16
Cleveland Leader (M)	*99,154	.15	.13
Combination . (News & Leader)	*238,041	.27	.23
Cleveland News (E)	*138,887	.18	.16
Cleveland Leader (S)	*152,979	.17	.15
Combination . (News & Leader)	*291,866	.30	.26
Cleveland Plain Dealer . . . (M)	138,023	.18	.18
Cleveland Plain Dealer . . . (S)	192,891	.22	.22
Columbus Dispatch (E)	75,402	.11	.10
Columbus Dispatch (S)	71,119	.11	.10
Columbus (O.) State-Journal (M)	52,033	.09	.08
Columbus (O.) State-Journal (S)	35,000	.09	.08
Dayton News (E)	*35,857	.055	.055
Dayton News (S)	*22,531	.035	.035
Lima News (E)	9,322	.02	.0172
Marion Daily Star (E)	7,728	.0129	.0129
Newark American-Tribune . (E)	6,287	.0085	.0085
Piqua Daily Call (E)	4,012	.0072	.0072
Portsmouth Daily Times . . (E)	9,411	.015	.015
Sandusky Register (M)	4,301	.0093	.0093
Springfield News (E&S)	*12,752	.025	.025
Steuensville Gazette (E)	3,620	.0143	.0071
Toledo Blade (E)	51,971	.12	.10
Youngstown Telegram . . . (E)	†16,002	.035	.035
Youngstown Vindicator . . . (E)	†15,386	.035	.035
Youngstown Vindicator . . . (S)	†14,402	.03	.03
Zanesville Signal (E)	11,452	.02	.02

*Publishers' Statement—Sworn net paid.
†A. B. C. statement (last audited).
Other ratings Government statement April, 1917.

CHICAGO TRIBUNE MAKES HIT WITH ARMY EDITION

Four-Page Miniature Reproduction of Tribune, Published in Paris for American Troops, Meets with Real Welcome from Soldiers and Sailors in France.

The Army Edition of the Chicago Tribune, the first issue of which came off the presses on July 4, and which is being published daily in Paris, is now firmly established and has become popular not only with the American troops, for whom it is primarily intended, but also with American residents of the French capital, who are said to look on it as they would upon a letter from home.

The thought of publishing an army edition in France was born in the minds of the management directly after the announcement of the United States Government that this country was to be represented by a large army on the western front. Its idea was to supply the American boys in the trenches with a "newsy" little paper containing brief items of interest from the United States, and this idea is being carried out to the letter. Should any profits accrue from the publication, they will be turned over to some fund for the benefit of soldiers and sailors.

The little newspaper, copies of which have recently arrived in this country, at present contains four pages and is brim full of "news from home." The latest important happenings are cabled nightly to Paris from the home offices of the Chicago Tribune, and in addition the paper contains most of the features of the Tribune, forwarded to Paris by mail. Each day the "Sammies" may enjoy B. L. T.'s Line-o'-Type or Two, McCutcheon's, Orr's, and Sydney Smith's cartoons, and have a hearty laugh with Ring Lardner's "In the Wake of the News."

The Paris office of the paper is at 3 Rue Royale. Joseph B. Pierson, for years with the Tribune's new staff in Chicago, is in charge of the publication. The paper is now in regular daily circulation among the American soldiers in their camp behind the fighting lines, and any one who wishes to purchase a subscription to give to some individual soldier can do so by paying the necessary amount at the Chicago office of the Tribune. The daily price of the paper is two cents or ten centimes, the monthly subscription is 50 cents or 2.50 francs, or \$6 a year.

TORONTO PAPERS RAISE PRICE

Believed Action Will Be Followed by Newspapers in Nearby Territory.

After many months of unsuccessful negotiations, the six Toronto (Ont., Canada) dailies at length came to an agreement to raise their price from one to two cents per copy, the change becoming effective August 1. This increase will have an important influence in the newspaper publishing field throughout eastern Canada.

Hitherto many papers published in smaller cities have been prevented through the competition of the Toronto dailies from raising their subscription rates. Now it is expected that a general increase will follow all through the country. The morning papers quote a new rate of \$5 a year for Toronto and Hamilton and \$4 a year elsewhere in Canada and in the United States and Great Britain. The evening papers will sell at 45 cents a month in Toronto and 40 cents a month outside Toronto.

50 FRANC PRIZE for name which Judges select for U.S. soldiers

The Chicago Tribune

ARMY EDITION

THE WORLD'S GREATEST NEWSPAPER

PARIS, JULY 1, 1917

PRICE 2 CENTS OR 10 CENTIMES

GERMAN LEADER ENDS LIFE IN U.S.; HUNTED AS SPY

New York resident cuts wrist and hurls himself from window.

NEW YORK, July 6.—Richard Adam Timmerscheid, German subject naturalized an American in 1914, and time director of the Deutsche Gesellschaft in Berlin, and suspected of being chief of the German spy system in the United States, ended his life today by hurling himself from his tenth floor apartment after cutting his wrist with a razor. The authorities have seized all his papers.

The Chicago Tribune Cable WASHINGTON, July 6.—President Wilson, aroused by the submarine attack on American transports carrying the van guard of our armies to France, has served notice on the combined secret service agencies of the government that the German spy system in the United States must be uprooted at once before the next American army sails.

Secretary Daniels informed the president this morning that the Berlin government beyond any doubt had knowledge of the departure of General Pershing's division. Thus they were able to intercept the transports with a large militia of submarines.

Secretary Daniels is convinced from the evidence in his possession that the informant was conveyed to Berlin in the guise of a cable message to a commercial house in a neutral European country. The presence of a German spy in the navy department is not conclusively indicated by the evidence.

There are a number of Germans under the surveillance of the Secret Service branches of the government, who suspect them of being secret agents of the German government.

An arrest of the guilty spy is expected within the next week.

Interment of suspected Germans for the remainder of the war now is a strong possibility.

No one except Secretary Daniels and Admiral Williams S. Benson of the government had possession of the secret of the route to be followed, except the commanders of the boats themselves, and they did not know until they had opened their sealed orders far at sea. Therefore it is not believed that any one in the government service is responsible for the information reaching the Germans.

The government also just has received a report by careful investigators showing that there is not in Mexico a wireless plant powerful enough to talk with Germany or even to relay the information to any South American country.

Secretary Daniels believes the information was sent to Spain by way of Lisbon over the Portuguese cable.

Many American Ambulance Men Arrive In France

Since America's entry in the war the American Field Service at 21 Rue Basse-lour reports a vast increase in enlistments. There are twenty-three Ford ambulance sections now in service. Fifty sections of men are driving French ambulances, and nine transport sections are engaged in carrying munitions one hundred and thirty men arrived in France on the S. S. Chicago, and another hundred and fifty came over on the Du-hambau. All the men were equipped with United States uniforms.

TIME TO GET RIGHT



AMERICAN FIELD SERVICE WINS VALOR CROSSES

Section 13 get medals and section 14 men are cited.

Section 13 of the American Field Service has been cited for exceptional valor and courage in the field and the following men received the Croix de Guerre: Browne Caudel, John Grierson, Benjamin Butler, Wynkoop Robinson, Thomas Cassidy, James Thompson. General Gouraud who was present at presentation of the medals said that the American Field Service had exercised the greatest influence in changing the American opinion since the war began. General Mangin has cited section fourteen of the American Field Service for the Croix de Guerre. The unit is composed of volunteers from Lehigh Standard University and since their arrival at the front have been a constant example of courage, great devotion and heroism according to General Mangin's report. The section did distinguished work at Verdun and the heights of Morville. In spite of the heavy bombardment they pushed on the front battle line in order to insure quick transportation of the wounded. Alton H. Mohr is the commander. The unit arrived in France last February.

Powell Preston, who has been with the service for two years and a half, has been cited for bravery for the second time. He is serving in Salonica at present. Donald Kiley, formerly with THE TRIBUNE staff in Chicago, has reported for active duty with the American Field Service. Robert Redfield, Jr., with S. S. 1165 has been on leave from the ambulance section with which he connected. He will return to his post Sunday.

SHOW THIS to the Policeman or Cabby In Paris

And he will direct you to the Y.M.C.A. clubhouse at 31, AVENUE MONTAIGNE

Where American is spoken, American papers are read, and American home conditions prevail.

Veillez S. V. P. diriger ou conduire cette personne à cette adresse.

NO STOVEPIPE HAT FOR LOUIS W. HILL AS BELGIANS' HOST

Personal friend of King Albert wears soft hat to welcome war commission

The Chicago Tribune Cable ST. PAUL, July 5.—Louis W. Hill, son of the late James J. Hill, builder of the Great Northern railway, does not believe in top hats and frock coats. He is a personal friend of King Albert of Belgium, and when told that he must don formal regalia to be one of the reception committee to welcome the Belgian mission to St. Paul, he said he would not serve. Later, however, Mr. Hill purchased eight tall top hats and presented them to members of the police department who had been detailed to guard the mission. The policemen donned the headgear for a brief moment and then smuggled the stovepipes into places of safety. There was a rumour that they were being buried in the ground with several policemen started down the street to their rendezvous. Today the members of the committee donned formal attire when the Belgian mission arrived. But Mr. Hill wore his customary soft hat.

MAN IN GARDEN BINDS AND SHOTS GIRL TO DEATH

Detroit lunatic sought by posses who threaten to lynch him

The Chicago Tribune Cable DETROIT July 5.—Two little girls were picking flowers in a sylvan garden on the outskirts of Detroit this afternoon when a man snatched them, bound them together and shot them with a revolver which he drew from his pocket.

THE DEAD HOPE IRBNE ALEXANDER, 13 Years old THE WOUNDED Elizabeth Stivers, 10 years old, may live.

Both girls were attacked after they had been shot. The slaying occurred in a thicket near a picnic ground occupied for the day by deaf mutes on a holiday.

It is believed the slayer had been trying to win for women in the picnic party. Citizens of Detroit and Highland Park formed a posse took up the trail of the assassin. The lawmen resting in the vicinity armed themselves with shot guns and revolvers and swore vengeance on the slayer who probably will be lynched, if captured.

It is believed to be the same man who has been terrorizing women in Highland Park, a suburb of Detroit, for two months.

CO-EDS TO WORK IN DU PONT PLANT IN WISCONSIN

CHICAGO July 6.—A group of college women is to go to work within a short time in a Du Pont munitions plant in Wisconsin and if the experiment proves successful many more will take the place of men who are called to the colors, according to Miss Helen Bennett, manager of the Chicago collegiate bureau of occupations.

A notable change is going on in offices where women have never before held responsible positions, said Miss Bennett.

There is one large wholesale house in Chicago that is planning to place women in charge of a number of its departments something this concern never did before. The change now going on is especially noticeable among wholesale houses, for retailers have employed women for some years in good positions.

Haggoon Y.M.C.A., Speaker First of popular series

Normand Haggoon, former editor of Paper and Collier's weeklies, talked tonight at the Y.M.C.A., 31, avenue Montaigne, on the "War Situation." He inaugurated the first of a series of entertainments and educational series the association has planned for the American contingent in France.

Pella, Iowa Town, Sets Record on Liberty Loan

WASHINGTON, July 1.—The town of Pella, Mahaska county Iowa, is predominantly inhabited by Americans of either Hollandish birth or descent. The census gives it 3,001 inhabitants. Pella has over subscribed its allotment by more than \$25,000, the total subscriptions so far amounting to \$123,000, and still coming in.

MINIATURE FACSIMILE OF PAGE ONE OF THE JULY 7 ISSUE OF THE PARIS EDITION OF THE CHICAGO TRIBUNE, PUBLISHED FOR AMERICAN SOLDIERS AND SAILORS IN FRANCE.

Hold Staff Dinners Resolutions Presented to Senate Advertising Built City
With a view to greater accuracy and better work in every department through free discussion of all problems, the St. Paul Dispatch-Pioneer Press has started a series of fortnightly staff dinners in the tea rooms of the Dispatch Printing Company. The dinners for the advertising and editorial departments will be held separately. A. J. McFaul, director of advertising, presided at the first advertising dinner, and the first dinner for the editorial department was in charge of M. R. Galt, managing editor.
WASHINGTON, D. C., August 10.—Senator McKellar, of Tennessee, has presented to the Senate, as a memorial, resolutions adopted by the Southern Newspaper Publishers' Association at the recent convention held at Asheville, N. C. The resolutions protested against the proposed tax on the net revenues of newspapers and urged Federal Government control of the print paper industry.
The bore tires you—the pest irritates you.
Advertising, systematic and persistent advertising, was given credit for the remarkable growth of Dallas, Tex., as a jobbing market by L. H. Lewis in a recent address before the Dallas Advertising League on "Cooperative Advertising and Market Building." Mr. Lewis is vice-president of the Dallas Trade League and has been a moving force in bringing about the policy of cooperative advertising that has made the remarkable growth of Dallas as a market centre possible.

In New York *It's the* WORLD

First in the First City

UP—*with the Thermometer!*

During the month of July, 1917, just ended, the New York World was the only newspaper in the great metropolis to publish more than one million lines of paid advertising.

(According to the figures of the New York Evening Post.)

First in volume of advertising for July with a total of 1,041,054 agate lines. Also,

First in volume of advertising for the year 1917—January 1st to July 31st inclusive—with a total of 7,905,715 agate lines, a gain of 696,207 agate lines over the same period last year.

First in the First City

It's the WORLD In New York

SEEK NEW MEMBERS FOR A. A. C. W. DEPARTMENTAL

William G. Roelker, Secretary-Treasurer of Newspaper Departmental, Asks Newspaper Advertising Men to Join Department—Many New Plans in the Making.

William G. Roelker, advertising manager of the Providence Journal and secretary-treasurer of the Daily Newspaper Departmental of the Associated Advertising Clubs of the World, has sent a letter to hundreds of advertising men in the United States, appealing to them to become members of the departmental. Mr. Roelker's letter follows:

"The newspaper department of the Associated Advertising Clubs of the World will, during the coming year, perfect plans of cooperation among its members that will be of decided benefit to newspaper advertising as a whole and to advertising in the papers composing its membership in particular. We also expect to stimulate a correspondence between the newspapers composing this department that will be helpful not only in solving our several problems, but will give us all the benefit of the successes as well as the mistakes of our fellow-members.

"All of this will be looking towards a meeting at San Francisco next June which will be better than that held at any previous convention.

"We will have as speakers and leaders in discussion advertisers and advertising agents who have had practical experience in using newspaper space and whose talks will be of enough interest to warrant the attendance at the convention of every progressive publisher, business or advertising manager in the country.

"To carry on all this work requires funds, and we will be successful only in proportion as our membership grows during the year.

"The dues for this association are \$10 per year, payable in advance.

"The proceedings of the newspaper departmental at the St. Louis convention in June of this year have been published in book form. We are not sending this generally to newspapers, but if you are interested in knowing any more of the work, we will be glad to send you a copy.

"We trust you will feel disposed to help in this movement, and that you will advise us by return mail of your desire to become a member and help in the further advance of newspaper advertising."

MAY PUBLISH OWNERS' NAMES

Canada May Have Law Requiring Papers to Give Names of Stockholders

Canadian newspapers may be compelled by law to disclose the names of all those who own or control their stock or have a voice in the determination of their policy. Lieut.-Col. J. A. Currie, M. P., himself a former newspaper man, has threatened to introduce an amendment to the statutes governing the publication of newspapers, having this in view. He believes that at the present time of crisis in national affairs the public should be apprised of the influences that are at work through the columns of the press.

Newspaper Men Play Golf

The Newspaper Golf Club and the City Hall Reporters' Association of New York were given a golf tournament at the opening of the new links at Forest Park on Tuesday.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN THE COPY CHASER CATCHES UP WITH A CALAMITY

THE advertising solicitor knows something about little tragedies in a newspaper office. The fellow who follows the lines of least resistance is sometimes likely to run up against something that he magnifies into a tragedy of the first magnitude. Imagine the young solicitor who, after

looking over the paper, discovers that it does not carry liquor advertising, and, therefore, it should be a lead-pipe cinch to make a record. He goes out, connects with a contract that you read about, and blithely prattles back into the office, his head in the air, feeling like a two-year-old, hands the advertising manager a half-page layout for a whiskey house, and strikes a pose of a man waiting for a bombardment of bouquets. Instead, the storm breaks. The advertising manager bawls him out before the other copy chasers for bringing that kind of stuff into a paper that excludes non-intoxicating liquor advertising from its columns! You can't beat it! It's impossible! A close-up of the advertising solicitor would register expressions that come only when the whole world turns black. John F. Knott, cartoonist of the Dallas (Tex.) News, has caught the correct idea, above.



JOHN F. KNOTT.

Mr. Knott reached the cartoonist's table through the door of an architect's office. Drawing plans for buildings convinced him that he knew how to make funny pictures. He verified this idea by sending want ad cartoons to the Chicago Daily Record, which were accepted. He thought it would, therefore, be easy to get on the Record staff. He went to Chicago to talk it over with the managing editor, only to find that he had the wrong dope. Then he called on F. Holmes, Chicago's pioneer illustrator, and put up to him the question as to which paper would be most likely to require a man of his talents. He was advised to call on all. Knott made the rounds of every paper in the city several times, and got a job—as draughtsman in an architect's office. Then he attended Holmes Night School of Illustration, after which he moved to Texas, where he made studies in still life of farm implements and harness for catalogues. That was in 1901. Three years later he went on the Dallas News, making illustrations, retouching, and doing commercial work. He quit newspaper work in 1910, and went to Munich—he had decided to become a painter—and studied at the Royal Academy. After eighteen months he returned to the Dallas News, intending to remain six months, and has been there ever since, producing pictures every day that makes all Texas laugh. It took a good many years, but he has demonstrated that he was correct as to his ability to make cartoons when he first started out. Not only that, but he can paint a dandy portrait.

Mr. Knott, unlike many cartoonists, does not play golf. His cartoons appear in the Dallas News, Galveston News, Dallas Semi-Weekly Farm News, Galveston Semi-Weekly Farm News, and the Dallas Evening Journal.

N. C. PARKE ASSIGNED TO FRONT WITH TROOPS

Former Manager of Chicago Office of International News Service to Serve as Accredited War Correspondent with Gen. Pershing's Forces in France.

Newton C. Parke, former manager of the Chicago office of the International News Service, and until recently in the New York office, sailed to-day for France, where he will serve as accredited war correspondent with Gen. Pershing's forces, for the International News Service.

Mr. Parke will remain a few days in the Paris office of the I. N. S., and then will proceed to the American base in France. He will relieve Daniel Dillon, who has been acting for the I. N. S. Mr. Dillon will be attached to the Paris office for the time being.

VON WIEGAND HERE.

Karl H. von Wiegand, staff correspondent of the I. N. S., has just returned from the Scandinavian countries. He was the last American newspaper man to leave Berlin and is contributing for I. N. S. clients some articles on the situation in the Scandinavian countries and the German Empire.

C. F. Bertelli, I. N. S. manager in France, has just arrived in New York. He will be here a short time and will then return to his post abroad.

"I can see the end of the war only when every man, corporation, and industry in America forgets self-interest and financial gain," declared Mr. Bertelli to THE EDITOR AND PUBLISHER this week. "The present movement of 'business as usual' is one of the gravest mistakes America could make. The people utterly are failing to realize that America is in the war, and the idea of continuing business as usual leads us in the direction of the mistakes of England in her first year in the war."

SAYS AMERICA WILL WIN.

"America will win the war, perhaps in two years, but right now she must begin to get in it, and get in it up to the neck. I firmly believe that the entire population of the United States should immediately be put on rations and I think Hoover is the man to handle the food situation."

In Mr. Bertelli's opinion, the German nation is stronger now than at the beginning of the war because of the constant and systematic cultivation of every foot of ground and the efficient utilization of every pound of material. Other than a sudden military reversal, the one way for the entrance of peace, he says, is by the establishment of a representative constitutional government in Germany.

NEW DAILY NEWSPAPER

Grand Forks, N. D., to Have Paper Supported by Non-Partisan League.

Grand Forks is soon to have a new daily paper, the Grand Forks American. The company has been incorporated with capital stock of \$100,000. The incorporators and stockholders are members of the Non-Partisan League. The paper will espouse the League's cause, although not officially connected with the League.

The officers of the company are: J. A. Hagen, Deering, president; A. G. Sorlie, Grand Forks, secretary-treasurer; H. A. Bronson, Assistant Attorney-General, Grand Forks; O. H. Olson, New Rockford, and Nels Grovem, Park River, directors.

HERE'S SOMETHING TO GLADDEN YOUR HEART

This Story Is Altogether Too Good to Spoil by Telling It All in a Head— This Is a Cordial Invitation to Read Something About a Splendid Act by a Big-Hearted Man.

Recently Frank Seaman, head of the great advertising house which bears his name, did some private figuring on the increased-cost-of-living problem.

He discovered that the necessities of life were costing the average salaried man or woman upwards of 35 per cent. more this year than last.

This figure applies to the financial condition and hence the state of happiness and contentment of every one of our employees," said Mr. Seaman to his expert accountants. "I feel that we should do something to relieve the unnatural and unfair pressure of the employees of Frank Seaman, Inc., and I want figures which will indicate, on the basis of time of service and just requirements, what this company should appropriate to square the losses our employees have sustained through increased cost of living."

The accountants took the problem and worked out a bonus appropriation for each of the nearly two hundred employees. The total amounted to \$60,000.

Mr. Seaman, whose just and generous treatment of his employees has long made him beloved of them all, had previously arranged a theatre party for them, and as they gathered at the end of a day's work to be his guests at a Broadway show, they were called to his office for a little intimate talk regarding mutual welfare.

"I have been doing some figuring on the matter of the welfare of the men and women who render each day such valuable, faithful, and honorable service in this agency," said Mr. Seaman, "and I find that you are the victims of an injustice which we propose to rectify. Everything that you buy to-day costs you much more than it did a year ago. The purchasing power of your earnings has decreased perhaps 35 per cent. To some this must mean a very serious setback. Of course, no one is suffering, but I know that you are not able to save as much money now as in the past. To me this seems unfair, and I feel that we should square matters as best we can.

"Therefore we have appropriated the sum of \$60,000 which has been divided among the employees of Frank Seaman, Inc., on the basis of length of service and other considerations, and before we go to this show to-night I wish you would each call at the cashier's window and receive a check which is waiting there for you."

This was the substance of the notification of this remarkable welfare contribution, as THE EDITOR AND PUBLISHER learns the facts.

The delighted and justly appreciative employees found checks awaiting them ranging from \$300 or \$400 to several thousands of dollars granted to salaried men long in the establishment. Stenographers received such amounts as \$500. A bootblack received \$375.

Mr. Seaman confirmed the \$60,000 gift in an interview with THE EDITOR AND PUBLISHER, and said: "It seemed the obviously just thing to do. The economic pressure upon salaried men and women to-day is a terrific hardship to many—much more of a tragedy than many people imagine. Yet; due to high prices, many corporations are making profits such as they never dreamed of in the past. The burden of the load

falls upon salaried people, who have no means of recouping the losses sustained through increased costs of living. We fully value the services of the men and women who give their lives to the successful operation of this business, and as we are able to do it we unhesitatingly have proceeded to act on our conviction that it is our part to help carry the burden of loss that our employees have sustained through economic circumstances beyond their control."

Editors to Meet

The Livingston (N. Y.) County Press Association will hold its annual meeting August 24, at Conesus Lake, N. Y.

WOULD STOP NEWSPAPER ADS

C. P. A. Opposes Bill Limiting Legal Ads to Government Newspapers

Officers of the Canadian Press Association are making a fight to prevent the adoption of an amendment to the Federal Companies' act, making a single insertion of the letters patent incorporating a company in the Canada Gazette, sufficient to legalize the transaction. Under the act as it stands, there must be two insertions of the notice in the Gazette and four insertions in a newspaper published in the city or county in which the head office or chief agency of the company is located.

Manager Imrie, of the C. P. A., recently appeared before the Senate Committee on Banking and Commerce, which was considering the amendments to the act, and urged that the clause be retained requiring publication in a local newspaper. He argued that the general public had a right to know what powers were given to a company by the Government; that there is a certain suspicion regarding the granting of wide powers to corporations, which is allayed by publicity, and that publication of the notice in the Canada Gazette alone did not provide sufficient publicity.

That the men in command of the New York Department Stores are wide awake, is shown by the advertising records for the six months ending July 1. The Brooklyn Standard Union carried 1,389,398 lines of "Dry Goods" advertising during this period. Only one paper carried more, that one being the Evening Journal, with a total of 1,491,603 lines. The Standard Union carried over 90% of the Evening Journal's total.

When keen business men spend the bulk of their money in papers such as these, there certainly is a reason.

"LIVE AND DIE GAME AND TRUE" WAS THE LAST INJUNCTION OF GENERAL OTIS

In Remarkable Letter to Mr. and Mrs. Harry Chandler, the Late Editor of the Los Angeles Times, Put on Record His Creed of Ideals in Newspaper Making and Urged Their Perpetuation by His Successors.

THREE YEARS before his death Gen. Harrison Gray Otis transferred his controlling interest in the Los Angeles Times to Mr. and Mrs. Harry Chandler, his son-in-law and daughter, who had long been his chief lieutenants in the conduct of that great newspaper.

In making this transfer Gen. Otis wrote a letter of counsel and direction to Mr. and Mrs. Chandler, in which he outlined for them his views as to the future conduct of the paper, and put on record his ideals in newspaper-making. The letter is voluminous, and the task of condensing it to space limitations is a difficult one.

It is dated November 12, 1914, and has just now been made public. Gen. Otis explains his purpose in transferring control of the Times to members of his own family—that the policies and ideals upon which the paper had been conducted by him should be perpetuated.

He enjoins upon Mr. and Mrs. Chandler the duty of carrying personal responsibility for the future course of the paper in both editorial and business policies—that the "tone, temper, character, and stability of the journal may continue to make it respected and influential." They are urged to "preserve and protect with steadfastness the record, traditions, and achievements of the Times, and continue its fixed and leading policies and methods; uphold its aims, purposes, and aspirations in all large and essential particulars, and perpetuate unimpaired its independent and unfettered course."

Gen. Otis continues:

"Constantly, consistently, and loyally uphold and defend the Constitution and the Flag, the Congress and the courts, the executive power within its prescribed and lawful limitations, and cherish the Army and the Navy, those bulwarks and strong arms of the Government.

"Stand undeviatingly for Liberty under Law, for industrial and all other forms of republican freedom, and for sound government as the surest safeguard of the nation, the State, the city, and the home. Bravely face in their defence, whenever the need comes, the frenzied mob and the proscription madness of the hour.

HIS CODE OF ETHICS.

"Stand for honor, honesty, and order in the State, the nation, and the home, and for that private and public morality which are essential to the perpetuity of sound, human government. While courageously supporting these virtuous principles, at the same time oppose with all your might their opposites and whatever tends to the demoralization of human society or jeopardizes the safety of the land or the rights and liberties of its citizens. Antagonize unceasingly all allied private or semi-private industrial combines which would unlawfully wrest from the free-born American citizen his guaranteed constitutional right to industrial, personal, or political freedom, and make him the slave of an arrogant and monopolistic trade despotism. Scourge as with a whip of scorpions dishonesty, pretense, hypocrisy, scoundrelism, treason to truth and the country and every form of evil that threatens with destruction the home, the community, or the country, and at the same time encouraging every sound tendency and condition in human society that makes for its preservation, stability and endurance on high and right lines.

"Stand for sound, rational, and tested business methods and policies in the management of the Times newspaper, as well as in the conduct of commercial and public business, in order that this journal and all honest people may 'live long and prosper,' grow in grace, and be happy. Hold up the hands and cheer the hearts of the lowly and deserving, no matter how humble they may be; but do not before the aggressions of unjust power, and live and die game and true.

"Encourage all free, independent, and honest labor, no matter how humble, so it be honestly conducted; at the same time not hesitating to support and defend powerful financial, commercial, and industrial alliances, provided that they, too, operate honestly and legitimately, when organized to accomplish mighty and worthy tasks too formidable to be undertaken by single individuals; for true it is that it is not the size of the operation, but the integrity with which it is conducted, that determines its legitimacy. Always bear in mind the demonstrated truth that it is, after all, the same, brave, level-headed, self-restrained, right-hearted, honest men and women of the land upon whom rests, and will always rest, the responsibility for holding the family, society, business, government, and the country together.

Gen. Otis urges that the Times shall always stand sponsor, advocate, and defender of his beloved Los Angeles and of California and the Pacific Coast. He discusses in a general way the news policies of the paper, concluding with this affectionate admonition:

HIS PARTING INJUNCTION.

"Finally: Bearing in mind that Truth is the greatest thing in all the world, and Duty the first concern of good men and women, I enjoin the foregoing precepts, principles, and practices upon you in the future conduct of the Los Angeles Times, because of my affections for you and for it. I enjoin you both to guard well your precious health, as well as the sacred trust now by me committed to your trusted and trustful hands and hearts.

"With good aims and generous purposes toward all concerned in this pregnant transaction, with unfeigned regards and my living blessing, to be followed, let us hope, by a blissful reunion in the mysterious Beyond, coupled with undying associations and imperishable recollections of our mutual campaigns upon earth."

Mr. and Mrs. Chandler, in making public Gen. Otis's letter, and in publicly assuming the trust imposed, say:

"Insofar as human power and limitations will permit, the Times will be conducted in harmony with the indomitable spirit, high ideals, and well-considered injunctions of its great architect and builder, Harrison Gray Otis. The Times will continue to be THE TIMES—the Times of Gen. Otis, the Times that he made."

ADD NEW WIRE SERVICE

Birmingham News Sets Pace in South by Getting Big Telegraph Service.

The Birmingham News recently announced that it had closed contracts which will give to the readers of the Daily News the full leased-wire report of the Associated Press and the International News Service and the complete London Times cable service to the Philadelphia Public Ledger. The Sunday News will receive the full leased-wire report of the United Press, the International News, the complete cable service of the New York Times, and the complete London Times cable service to the Philadelphia Ledger.

Spanish Censorship Resumed

Cable dispatches from Madrid received in this country Friday contained the information that Premier Date has announced that the Spanish Government was obliged to reestablish the censorship, due to impassioned comments by the Germanophile press on the subject of the disabled German submarine, which was interned following its arrival at Corunna several days ago.

AD MEN ENTERTAIN CHILDREN

Chicago Advertising Association Plays Host to "Off-the-Street-Club."

The fourteenth annual benefit for the "Off-the-Street-Club," an organization for poor boys and girls supported by the advertising men of Chicago, was held last Saturday under the auspices of the Chicago Advertising Association, at the White Sox Baseball Park.

S. DeWitt Clough, president of the Advertising Association, and Frank H. Thomas, president of the "Off-the-Street-Club," superintended the outing. Charles H. Stoddard, western director of Munssey's magazine, had charge of the programmes, while O. J. McClure, and Arnold Joerns, advertising men, had charge of publicity. John A. Tenney, secretary of the association, looked after sports together with John Williams, Guy C. Pierce, Mel Hart, Ray Maxwell, and Malcolm Hart, who led the publishers' representatives team, and Paul E. Faust, L. R. Wasey, W. H. Rankin, B. F. Sawin, W. L. Whitten, Jack Hurst, and Lloyd Maxwell, who backed the advertising agents.

N. E. A. THANKS S. N. P. A.

Thankful for Resolution Urging Federal Control of Print Paper Industry.

Geo. E. Hosmer, chairman of the legislative committee of the National Editorial Association, in a recent letter to W. C. Johnson, secretary-treasurer of the Southern Newspaper Publishers' Association, expresses the gratitude of the N. E. A. to the S. N. P. A. for resolutions adopted by the latter organization at its recent annual convention urging Federal Government control of the print paper industry.

Mr. Hosmer writes also that every member of the N. E. A. has been asked to write members of Congress urging "that action be taken along the lines recommended by the Federal Trade Commission." The N. E. A. is also asking all of the State associations and their individual members to write to members of Congress.

NEWSPAPER FOR SOLDIERS

Army Y. M. C. A. to Edit Weekly Newspapers for Men in Military Camps.

To provide American soldiers in American camps with news from home, the Army Y. M. C. A. intends to publish simultaneously in every camp each week a small newspaper. This will have patent insides and will contain matter set up and printed at some central point and distributed to the local printing establishments in each of the camps. The local items will be collected and published at each camp, on the outside pages.

John Stewart Bryan, publisher of the Richmond (Va.) News Leader and treasurer of the American Newspaper Publishers' Association, is one of the big newspaper men of the country who is giving his time and energy to the Y. M. C. A. in providing means to publish these camp newspapers.

Publish Draft Supplement

At the time of the selective draft lottery in Washington, the St. Louis Post-Dispatch printed a thirty-two page section containing the serial number and the exact draft number of each man in St. Louis and St. Louis County. Geo. M. Burbach, advertising manager of the Post-Dispatch, says that the supplements were so accurate and complete that they were used by the examining boards in almost every ward.

RICHARD H. LEE WILL JOIN STAFF OF TRIBUNE

Special Counsel for Vigilance Committee of A. A. C. W. to Co-operate with Samuel Hopkins Adams in New York Tribune's Campaign for Truth in Advertising.

Richard H. Lee, special counsel of the vigilance committee of the Associated Advertising Clubs of the World, will join the staff of the New York Tribune September 1. He will have charge of the Tribune's campaign for truth in advertising, co-operating with Samuel Hopkins Adams.

Mr. Lee is a practicing attorney of Cleveland, who has won nation-wide attention by his work in investigating the



RICHARD H. LEE.

practices of A. C. Bidwell, of the International Automobile League, the stock-jobbing activities of the Emerson Motors Company, the deceptive advertising of the International India Rubber Company, and similar concerns of unsavory reputation. His latest work has been on cases of the Ford Tractor Company, whose leading spirits are now under indictment, and the Ebert-Duryea Farm Tractor Company, which reorganized and eliminated the original easy-conscience promoters upon the issuance of a report by Mr. Lee.

Mr. Lee has taken a place in American business as one of the most constructive and thorough investigators of dishonest practices in the country. In dealing with questionable advertising, he has relied upon faithful publicity as his corrective agent. He has gone directly to sources of advertising wrongs, and has dealt entirely with fundamentals.

With Mr. Lee's coming, the Tribune will continue in an even broader field and more vigorously than ever its campaign for truth in advertising.

GIVE EMPLOYEES EXTRA SALARY

Washington Star Family Rewarded with Additional Month's Pay.

Washington Star employees were recently given an extra month's salary because of the high cost of living. Frank B. Noyes, president, addressed this message to the "members of the Star family":

"While, because of the abnormal cost of paper and the heavy taxation due to the war, the Star will not enjoy its usual prosperity this year; still the company cannot be unmindful of the heavy increases in living expenses of those engaged in the work of producing the paper, and the executive committee has, therefore, directed that an additional pay-roll be disbursed on August 1."

MANY NEWSPAPER MEN LOSE LIVES AT FRONT

Five Hundred Newspaper Men from the United Kingdom Have Lost Their Lives in the War—Memorial Exercises Conducted Recently at St. Bride's Church, London.

(Special to THE EDITOR AND PUBLISHER.)

LONDON, July 28.—How heavily death has dealt with London newspaper men during the war was indicated to-day by the list of those who have made the great sacrifice, given out at the memorial exercises conducted by the Bishop of London at St. Bride's Church, Fleet Street, in the heart of the city's busy newspaper activity, and the official worshipping place of the Press Club.

The service was also for press workers from the country who have given their lives for home and country in the great struggle, there being no less than five hundred on the list for the United Kingdom. The Bishop of London paid an eloquent tribute to these brave men who, with characteristic promptness and adaptability, threw their strength into the fray. There was a beautiful service of music, the choir and famous singers being supplemented by the band of the Irish Guards.

The staffs of every newspaper in London, as well as those of the big provincial papers, have felt the brunt of the war in the loss of members, while there is a large list of editors and well-known writers, whose sons, many not themselves engaged in the calling, have been taken in the struggle. J. L. Garvin, the brilliant editor of the Observer, whose only son was killed in France just as he was coming of age a year ago, has only just been able sufficiently to master his grief to go on an official

visit of observation to the western front. Lincoln Springfield, the editor, and Mr. Van Praagh, the chairman, of London Opinion, both lost their elder sons in action on the western front on Easter Monday. Mr. Springfield has just been notified that his youngest son has fallen in action. A third son is home wounded.

Montagu Arthur Finch Cotton, editor of the Weekly Dispatch, a brilliant member of his calling, was killed while leading his men as captain in the City of London Rifles. F. H. Keeling, assistant editor of The New Statesman as company sergeant-major, D. C. L. I., was killed in action January 18, 1916. P. W. McGrath, of the Daily News staff, died of wounds at the Bardanelles as a member of the Royal Naval Division. Neville Smith, the Punch artist, was killed in January, 1916, as a captain in the Durham Light Infantry. Edward Davy Pain, member of the Evening Standard and New York World staffs, was one of the most remarkable newspaper men in point of capacity and attainment giving all in the war.

Save Newspapers for Soldiers

The Van Noy Interstate Company, operating railroad news and hotel service, through their general superintendent, H. C. Koehler, is writing publishers suggesting that in their newspapers they print a suggestion that travellers on trains save their newspapers and throw them to soldiers guarding bridges, viaducts, and tunnels.

Newspaper Enlarges Quarters

The Sioux Falls (S. D.) Daily Argus-Leader has contracted to have another story added to its present building, and has also ordered a new 24-page Goss-Acme press.

ONLY TRUTHFUL COPY CAN WIN CONFIDENCE

Secretary of National Vigilance Committee of A. A. C. W. Raps Comparative Prices in Talk Before Indianapolis Ad Club—Honesty Cannot be Comparative, He Says.

George M. Husser, recently appointed secretary of the national vigilance committee of the Associated Advertising Clubs of the World, recently addressed the Indianapolis Advertisers' Club on the subject of the work of his department. He said a city, its people, and its newspapers are benefited by it.

The function of such bureaus is to promote confidence in advertising among consumers, and to point out to merchants methods by which they can make their advertising confidence-producing, he said, declaring that comparative prices should be abolished, as one step.

"Advertising will never reach its maximum power and prestige in any line until comparative price quotations are eliminated in the retail field," he said. "Honesty is never comparative. It is absolute.

"Recent figures show twenty big department and women's stores have discontinued comparative price and comparative value advertising. It is significant that the list is being added to largely in cities with bureau activity. Its efforts in this regard are quiet and friendly."

Specifically, the speaker said, the retail stores are benefited in three ways, and, of course, the stores' customers gain proportionate advantages. One benefit is that better business bureau operation guards against harmful practices within the store. Salespeople

sometimes are careless in their statements, and, while the effect is directly exerted on the buying public, the store executives are not in position to stop the abuse instantly.

Another advantage to which he referred was the bureau's activity in stopping unfair competition, such as "auctions" and "fire sales" of fly-by-night character, unscrupulous peddlers, dishonest rug merchants, cheap jewelry auctions, instalment furniture peddlers, who collect advance payments and fail to deliver the goods, fraudulent photograph solicitors, and book and magazine salesmen. This unfair competition takes money from local merchants and either deprives the buyer of the merchandise he expected to receive, or provides him with shoddy bargains.

As a third element of value in better business bureau work, the speaker emphasized the propaganda work that local bureaus carry on, such as advertising in local newspapers, sending out mail reports and letters to the buying public—all in the thought of building greater public confidence in advertising and in warning the consumer against conditions which would affect him adversely.

Georgia Publishers Fight Bill

The Georgia newspaper publishers are much disturbed over the introduction of a bill in the General Assembly to so lower the rates on legal advertising that the incomes of the smaller papers will be seriously reduced. Franc Mammum, editor of the Swainsboro (Ga.) Forest Blade and an official of the Georgia Weekly Press Association, has organized a committee to fight the bill.

No man is fitted for the firing line if he looks back.

THE EVENING EXPRESS and the **MORNING** and **SUNDAY TRIBUNE**, of Los Angeles, Cal., each put into effect on August 1, 1917, a flat rate of 9 cents per line—and, at the same time, established a combined flat rate of 15 cents per line. The Evening Express and the Morning and Sunday Tribune also put into effect, on August 1, 1917, a subscription price of 13 cents a week which secures for the subscriber the Evening Express six days a week—the Morning Tribune six days a week—and the Sunday Tribune one day a week—13 for 13.

The circulation of the Evening Express, before the new price went into effect, was in excess of 60,000 net paid. The circulation of the Morning and Sunday Tribune, before the new price went into effect, averaged in excess of 55,000 net paid.

The circulation now being audited by the A.B.C. will confirm the average net paid circulation figures as stated above.

At the new price of 13c a week for 13 papers, the circulation of the Morning and Evening and Sunday editions will no doubt increase very substantially and quickly.

This was the experience of the Kansas City Star and the Baltimore Sun when each of these newspapers adopted the price of 13c a week.

In these times, when evening and morning newspapers are in great demand, there is reason to believe that the circulation of the Evening Express and the Morning and Sunday Tribune will increase in greater proportion than did either the Kansas City Star or the Baltimore Sun, when they first adopted the price of 13c a week.

The price of 13c a week for 13 papers a week, means considerable difference to newspaper readers in Los Angeles; and they will no doubt take advantage of this popular price for newspapers as good as are the Evening Express and the Morning and Sunday Tribune.

Subscribers to the Tribune now paying 45c a month, will be able to include the Evening Express by paying 5c a month more.

Subscribers to the Evening Express and Sunday Tribune now paying 45c a month, will be able to include the Morning Tribune by paying 5c a month more.

Subscribers to the Evening Express alone, now paying 30c a month, will be able to include the Morning and Sunday Tribune for 20c a month more.

In other words, these newspapers will be delivered to subscribers on a weekly basis for 13c, or they will be delivered on a monthly basis for 50c.

General Advertisers Like The Flat Rate

The best informed advertising agencies and advertisers, regard the flat rate of 9c a line, adopted by each the Evening Express and the Morning and Sunday Tribune, as a very fair rate indeed for newspapers having respectively in excess of 60,000 and 55,000 net paid circulation—and they say that a combined flat rate of 15c a line for a combined circulation in excess of 115,000 is unusually fair.

The Evening Express and the Morning and Sunday Tribune wish now, as always, to give general advertisers exceptional opportunity to cultivate the Los Angeles market, which is one of the richest and most responsive in the whole country.

The statement has often been made that those newspapers in a community which carry the greatest volume of department and dry-goods store advertising, are the most valuable mediums for the general advertiser to employ.

The Evening Express carries considerably more of this class of advertising than the two other evening newspapers combined. The Morning Tribune, whose circulation is largely confined to the city proper and its suburbs, carries more of this class of advertising than the two other morning newspapers combined.

On the basis of these statements, the Evening Express and the Morning and Sunday Tribune, must be considered as among "The Very Best Buys" in the newspaper field.

NATIONAL REPRESENTATIVES

WM. J. MORTON CO.
Fifth Avenue Building, New York

BARANGER-WEAVER COMPANY
Merchants Exchange Bldg., San Francisco

WM. J. MORTON CO.
Tribune Building, Chicago

DRAFT SUMMONS MANY MORE NEWSPAPER MEN

St. Louis Newspapers Furnish Many Men From All Departments to Different Branches of Military Service—Newspaper Men in Other Cities Continue to Enlist.

Among the employes of St. Louis newspapers affected by the draft were thirteen men on the staff of the Globe-Democrat. Among the reporters are Henry L. Edmunds, and Richard C. Kroeger. An officer of the same paper and four members of the staff have been summoned to be examined for the second Officers' Reserve Corps, including William C. Houser, treasurer of the Globe Printing Co., J. Hixon Kinsella, reporter, and Chris L. Murray, assistant Sunday editor. Thomas W. Butler, jr., reporter, has joined the First Regiment of Illinois Field Artillery, Chicago.

Joseph Stack, formerly of the St. Louis Republic's editorial staff, has gone to Toronto, Canada, to train with the Royal British Flying Corps.

Among those enrolled in the First Regiment, Missouri Home Guards, is Captain Harry G. Wells, chief editorial writer on the St. Louis Star.

Richard H. Gardner, night editor in St. Louis of the Associated Press, has received word to hold himself in readiness for call to the aviation section.

The following list includes nearly all the newspaper men of St. Louis, who are now serving, or are waiting calls to the colors:

FROM THE GLOBE-DEMOCRAT.

Globe-Democrat—Fred G. Condict, navy; Charles G. Gontor, navy; Jack M. Schwartz, Army Hospital Corps; Richard L. Stokes, Officers' Reserve Corps; James J. Mayes, formerly of the Globe-Democrat, major in the army; J. Hixon Kinsella, Officers' Reserve Corps; Harry Falk, Marine Corps; Ferd Busk, Marine Corps; James E. Darst, Officers' Reserve Corps; W. C. Houser, Officers' Reserve Corps; Edward B. Waterworth, Marine Corps; Howard Matteson, Officers' Reserve Corps; Dent McSkimming, navy.

Post-Dispatch—William Stack, Washington University Hospital Unit; W. J. O'Connor, Officers' Reserve Corps; Charles B. Parmer, Officers' Reserve Corps; Douglas Williams, Officers' Reserve Corps.

Star—Edward Haars, Officers' Reserve Corps; E. M. Lewis, Officers' Reserve Corps; Ralph Mooney, Officers' Reserve Corps.

Republic—Payne H. Ratner, Officers' Reserve Corps; John C. Madden, Officers' Reserve Corps; Wilbur W. Wood, Officers' Reserve Corps; Raymond P. Soat, formerly of the Republic, Officers' Reserve Corps; James V. Linck, Officers' Reserve Corps; Joseph F. Stack, Officers' Reserve Corps; George Dock, jr., French Army; A. W. King, Officers' Reserve Corps.

Times—Harry E. La Mertha, navy. Associated Press—Richard Gardner, Aviation Section.

AD CLUB FORMS COMPANY.

The Advertising Club of St. Louis has organized a complete company from among its members which has joined the First Regiment of the Missouri Home Guards.

P. L. Watson, editor and owner of the Kirkwood (Mo.) Courier, published weekly in one of the suburbs of St. Louis, has gone to war. Meanwhile, he has been trying to dispose of his plant, but failing in this, he has turned

ed the management over to W. E. Rutledge of that town.

Denver newspapers have sent seven men to the army service, and several more are preparing to answer the call. Those who have joined the colors are: Lee Carberry and Harry Andrews of the Post; Jack Barrows and Richard Scott of the Express, and Harry McCabe and Hicks Coney of the Times. George E. Williams and Ray Morgan of the copy desk of the Post are candidates for the Officers' Reserve Camp at Fort Snelling.

NEWSPAPERS HARD HIT.

The two daily papers of Anderson, Ind., have been hard hit by the war. J. W. Brophy, telegraph editor; H. R. Potter, city editor; Murvel Walker, advertising solicitor; H. L. Baker, circulation manager; Leon Louiso, reporter, and Charles J. Weer, advertising manager, have enlisted. George Crittenger, managing editor; Byron Louiso, reporter, and several other men from the Bulletin also have entered the service.

Among the men in the officers' training camp at Fort Benjamin Harrison, Ind., who have been selected for aviation service are C. R. Spaan, formerly of the Indianapolis News and E. G. Coulter, a former Huntington, W. Va., newspaper man. They have gone to the Government aviation school at Columbus, O.

Three of the graduates of this year of the school of journalism of the University of Missouri are already in France. Two, Ira B. Hyde, jr., of Princeton, Mo., and Benjamin G. Kline, of Savannah Mo. are drivers of transports and John A. Murray, of Meadowville, Nova Scotia, is in an infantry company of the Canadian Expeditionary troops.

Kent Watson has resigned as night editor for the Associated Press at Dallas and has enlisted in Battery "D" field artillery, known as "The Scoopers' Troop" because it is made up of more newspaper men than any other Texas company. He will write camp life stories for the Dallas Times Herald and the Beaumont (Tex.) Enterprise.

JOURNALISM TEACHER DRAFTED.

Norman J. Radder, who was drawn in the first draft list at Madison, Wis., was to have taken a position as teacher of journalism and director of the press service at the University of Kansas. Mr. Radder, whose home is at Sheboygan Falls, Wis., graduated from the journalistic course at the University of Wisconsin, in June, and was appointed to his teaching position immediately after graduation. He sent in his resignation as soon as his name appeared early on the draft list.

Reese Thomas Amis, former city editor of the Columbia (Tenn.) Herald, has received a commission as captain and adjutant of the First Tennessee Field Artillery.

A. F. Dunphy has resigned as telegraph editor of the Bozeman (Mont.) Chronicle, to apply for enlistment in the Officers' Reserve Corps.

Clyde Walters, founder and editor of the Nashville (Kan.) Journal, has announced that he will sell his newspaper and will enlist about September 1.

Forty-seven employes of the Kansas City Star have enlisted and twenty-four were called by the first draft.

Ted Dixon, jr., city editor of the Savannah (Ga.) Press is a private in the Savannah Volunteer Guards, Georgia Coast Artillery Corps, a unit which recently was mustered into the Federal service.

Tom Arnold, City Hall reporter for the Dallas (Tex.) Evening Journal for more than a year, was recently a guest of honor at a banquet tendered by Dallas newspaper men and city officials. The occasion was a farewell dinner to Mr. Arnold, who has enlisted in the First Texas Field Artillery, and is now in camp at Fort Worth.

W. G. O'Neal, of Huntsville, Ala., who recently went to Little Rock, Ark., to take the telegraph desk on the Arkansas Gazette, has taken a position at Camp Pike, the Twelfth Army Division cantonment.

Harold D. Dowling, until recently a member of the editorial staff of the Tacoma (Wash.) Tribune, has enlisted in the Engineers' Corps, and is now at American Lake, Wash.

Ed. Kneass, a member of the Stanford University Ambulance Corps, formerly on the San Francisco Chronicle sports staff, is now in Paris.

Claire A. Ritter, formerly State editor on the Arkansas Gazette, Little Rock, who has made application to enter the Officers' Training Camp at Leon Springs, Tex., has been ordered to report August 5 to a Kansas battery at Lawrence, Kan.

Roscoe Fawcett, sports editor of the Portland Oregonian, will soon join the Officers' Reserve Camp at San Francisco.

HOW TO HANDLE OLD MATS

Macon (Ga.) Telegraph Stereotyper Reports Results of Year's Experiments.

According to a stereotyper of the Macon (Ga.) Daily Telegraph, who for the past year has been making experiments with old mats, the most satisfactory plan is as follows:

"Soak in water 3 or 4 hours, strip reds and tissue from blotter, spread out blotters on apron on steam tables to dry and use when dry same as new blotters, pasting newspapers on in place of red rags, use two or three tissues, as suits your case best; best results obtained by laying over for 20 hours for seasoning or making your mats tonight for to-morrow night's use. If mats are hard to strip, just wet blanket and let stand for several days or a week; you will find will strip easily, using old blotters save time in pasting so many newspapers."

Railroads to Advertise

H. F. Houghton, general agent of the Big Four Railroad; Joseph F. Hall, general passenger agent of the Lake Erie & Western, and J. Hampton Gaumgartner, of the Baltimore & Ohio Southwestern, have been appointed members of the executive committee of the Indiana committee on information for the railroads, and plans are under way to conduct a newspaper-advertising campaign of education to keep the public informed on what the railroads are doing to meet the war emergencies.

Start National Campaign

The People's Council, 2 West 13th Street, New York, has started a nationwide advertising campaign for members and funds in New York. The campaign will soon reach out into every State. Newspapers will be used principally.

Window-Display Week

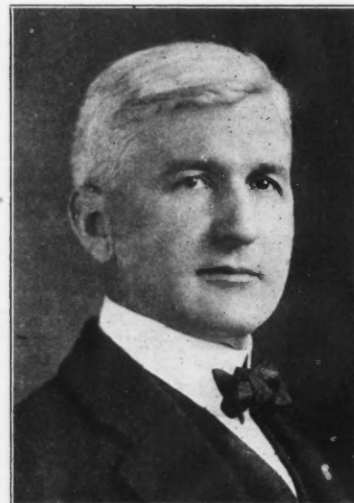
The window-display week, planned by the Bureau of Advertising of the American Newspaper Publishers' Association, will be held this year October 8 to 13.

A sharp retort makes an enemy—a kind word a friend.

PUBLICITY PLANS FOR BOND ISSUE INCOMPLETE

Oscar A. Price, Newly Appointed Publicity Director for Next Liberty Loan, Says Campaign of Newspaper Publicity of the Loan is Still in the Making.

In response to a request for a statement as to what will be expected of the newspapers in floating the next Liberty Loan, Oscar A. Price, newly appointed director of publicity for the loan, succeeding Robert W. Woolley, resigned, informed THE EDITOR AND PUBLISHER that "plans have not been completed for newspaper publicity of the next Liberty Loan."



Copyright by Harris & Ewing.

OSCAR A. PRICE.

Mr. Price, who was appointed director of publicity by Secretary McAdoo, is an auditor in the Department of the Interior. He will retain his position as auditor, inasmuch as his new position carries with it no remuneration.

Mr. Price is from West Virginia. He is a former newspaper man, and is still interested as an investor in a newspaper property in his home State.

It is believed that the next issue of Liberty Bonds will be made October 1.

Publisher Appointed to Senate

Smeaton White, president of the Montreal Gazette, has been appointed to the Dominion Senate for the Inkerman Division of Quebec. Mr. White has been connected with the Gazette throughout his whole business career, starting as manager under his father, the late Richard White, whom he succeeded in the presidency.

Advises Hearst Not to Accept

In an editorial in last Saturday's Washington Times, Arthur Brisbane advised William Randolph Hearst that being mayor of a city is "no business" for a real newspaper man. Mr. Brisbane offers his counsel on the premise that the Democrats and independents in New York want Mr. Hearst to accept the nomination for the Mayoralty.

Masses Again Tied Up

Judge Hough, of the United States Circuit Court of Appeals, this week extended his stay so as to continue to exclude the August number of the New York Socialist magazine, The Masses, from the mails until the question of its alleged seditious anti-conscription nature can be decided by a full bench of the court.

OFFERS ADVICE ABOUT AUSTRALIA ADVERTISING

Government Official Tells of Advertising Conditions in Australia—Melbourne Ad Club Endeavoring to Standardize Practices — Guaranteed Circulation System Making but Slow Progress.

Phillip B. Kennedy, commercial attaché at Melbourne, Australia, writing in the commercial reports of the bureau of foreign and domestic commerce, gives some valuable hints on conducting an advertising campaign in Australia for goods made elsewhere.

"One of the largest advertising agencies in the United States recently sent a representative to Australia to arrange a local advertising campaign on behalf of an article nationally advertised in the United States," writes Mr. Kennedy. "The special representative was forwarded 268 advertising plates which had been successfully used in the United States, all but three or four of which had to be scrapped. Although these plates fit American magazines and newspapers, they were of no use in Australia. The substantial loss suffered was increased by the duty charge, which on electrotypes or stereotypes is \$0.48 per block of 12 square inches or under, with \$0.04 additional for each square inch over 12. The best practice is to send drawings from which plates can be made locally.

"The custom has not yet been adopted in Australia of giving advertising agencies a standard rate of discount, and a certain amount of bargaining must be done by American advertising agencies desiring to make direct arrangements with Australian mediums. Moreover, some satisfactory method of payment must be devised if one would meet with a favorable response. The Melbourne Ad Club, affiliated with the Associated Advertising Clubs of the World, is endeavoring to standardize practices, but is making only slow progress against traditional methods. A leading metropolitan daily recently urged the press to advocate a system of guaranteed circulation, similar to that in use in the United States, but received little, if any, encouragement. The only assurance which can now be had as to circulation is the unsupported word of the publication."

Journalism Students Graduate

Four students, Aristides Monteiro, of San Paulo, Brazil; William H. Wheeler, of Fort Dodge, Ia.; Henry F. Tempel, of Paducah, Ky., and Virgil S. Beck, of Texarkana, Tex., completed the requirements for the degree of bachelor of journalism at the University of Missouri School of Journalism during the summer session.

Over Half Million Lines Gain

In seven months of 1917 The New York Times published 7,011,799 lines of advertising, a gain of 555,690 lines over the corresponding period of 1916, a gain of 1,704,802 lines over the corresponding period of 1915, and, deducting help and situation wanted advertising, a greater volume than any other New York newspaper.

The average net paid daily and Sunday circulation of The New York Times, exceeding one-third of a million copies, represents in one grouping the largest number of intelligent, discriminating, and responsive readers ever assembled by a newspaper.

AGAINST ZONE SYSTEM

Successful Farming Protests Against Proposed Change for Second Class Mail.

The attitude of the farm press toward the proposed revision of the second-class postal rates providing for the zone system, is pointed out in a statement issued recently by Successful Farming of Des Moines, Ia.

"The post office makes money at the present second-class rates on the first five zones, if they pay the railroads no more than the express companies do," begins the statement. "The post office makes much money on the first three zones, in which the large bulk of most publications circulate. The post office viewed on a purely money-making basis may lose money on the extremely long haul, but the per cent. of the total volume carried for the long distance is very small."

The statement points out that second-class mail is made up by towns in the publications' mailing-room. The methods used in handling first- and second-class mail are contrasted. The statement continues to show that the adoption of the zone system will result in a big loss in reducing the volume of second-class mail by "losing the first-class which the second-class produces."

"There are very grave possibilities that the Government, instead of increasing revenue by increasing second-class rates, will actually bring about conditions which curtail its revenues," is one of the statements contained in the communication.

THE MAGAZINE FIELD.

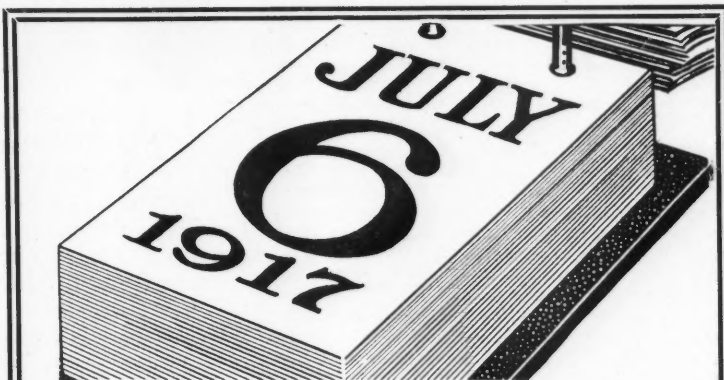
Harold A. Holmes has acquired an interest in the People's Popular Monthly, and has been elected a director in the company.

William G. Palmer was recently elected second vice-president of the Canton Magazine Company, publishers of To-day's Housewife, New York. His appointment as business manager has just been announced. Mr. Palmer has been with the publishers of To-day's Housewife for two years. Previous to that he was with the Butterick Publishing Co.

W. A. Glenn, former New York State representative of Harper's Bazar, has gone with House and Garden.

Texas Editors to Meet

The Northwest Texas Press Association will meet at Seymour, Tex., Thursday and Friday of the coming week. The annual meeting of the Texas Editorial Association will be held at Palacios, Tex., December 3-6.

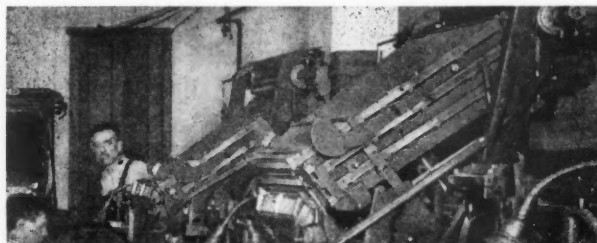


**The Day
The Hudson Dispatch
Changed to Multiple
Magazine Linotypes**

What the Publisher Says:

We figure that our Linotype efficiency is greatly increased by the change to Multiple Magazine machines. The service made possible for straight matter, ad work and heads is even greater than your salesman represented. The time saved in making changes quickly, without removing magazines from the machines, adds greatly to their efficiency. I am convinced of the pretty well established fact that the Linotype way is the *best* way.

*T. F. MARTIN, Publisher
Hudson (Hoboken) Dispatch*



Illustrating two of Hudson Dispatch's Model 8 (Three Magazine) Linotypes for setting straight matter, heads and ads, without removing magazines from machines.

"The Linotype Line" illustrates and describes all Linotype Models. Write for your copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS
TORONTO, Canadian Linotype, Ltd.

EDITORIAL

MR. FREEMAN TO MR. McADOO.

WILLIAM C. FREEMAN has responded to a request from THE EDITOR AND PUBLISHER to present THE CASE OF ADVERTISING to Secretary McAdoo—and his brief, printed elsewhere in this issue, is an unanswerable presentation of the need of the Government and of the sure efficacy of advertising in answering that need.

Mr. Freeman estimates the cost to the Government, for an advertising campaign which would assure the sale of the three billions of bonds soon to be offered, at \$2,700,000. He does not base this estimate upon the rule of guess. It is the well-considered estimate of one of the shrewdest advertising men in America. Mr. Freeman had charge of the placing of the Red Cross ads in the New York newspapers. He wrote the first one. His estimate of the cost of 54 pages was within the appropriation. His work in that campaign amazed some of the big business men associated with him in that campaign, as they had thought of advertising in terms of vagueness—as a hit-or-miss proposition.

Mr. Freeman takes into consideration the factors of appeal which the bonds possess, and he believes that advertising will coordinate, emphasize, and GET OVER TO THE PEOPLE these factors—and SELL THE BONDS.

Business men know that they cannot rely upon wide public interest in a commodity, upon wide discussion of it in a general way, to sell that commodity. They know that ADVERTISING is the selling factor—that through advertising alone may the proposition be "rounded up" and "boiled down"—reduced to a selling argument, carrying the immediate impulse to "sign on the dotted line."

It is now being intimated, in Washington dispatches, that the next issue of bonds will bear 4 per cent. interest, instead of 3½ per cent. This would automatically increase the interest rate on the two billions of bonds already sold to the 4 per cent. basis. It would saddle upon the Government an enormous additional interest obligation—and a wholly unnecessary one. IF THE NEW ISSUE OF BONDS SHALL BE ADEQUATELY ADVERTISED, THE INTEREST RATE NEED NOT BE INCREASED AT ALL.

The difference between three and a half and four per cent. on five million amounts to \$25,000,000. The proposal to increase the interest rate to 4 per cent. is, therefore, a proposal to add twenty-five million dollars each year to the Government's interest payments on these bonds. If the Government should be able to save this sum each year, simply through spending a little less than three millions of dollars for advertising—and it is the belief of experts that this can be accomplished—what possible justification remains for adhering to the policy of blundering which has so far been followed?

SPECIAL TAXES FOR NEWSPAPERS

IF THE CONGRESS should enact a law against murder, arson, or larceny, making the law apply only to publishers, nobody would consider for a moment that such a law could be construed as constitutional.

Yet the Senate Finance Committee proposes that a tax on profits, above \$4,000 per year, shall be levied, APPLYING SOLELY TO PUBLISHERS. The profits of other lines of business—except excessive war-time profits—are exempt. The publisher whose net profits are ten thousand a year will pay taxes on six thousand—but the grocer whose profits are equal to the publisher's will pay no special tax.

Of course, such legislation is discriminatory, and has never, in the past, been upheld by our courts. Why should the Senate Finance Committee single out ONE LINE OF BUSINESS FOR PUNITIVE TAXATION?

The inference is that if a publisher earns a profit above \$4,000 a year, he is a "profiteer," and must divide his spoils; while the merchant, earning similar profits, is entitled to enjoy them without interference.

The Senate Finance Committee also proposes a flat increase in second-class postage rates of a quarter of a cent a pound. The committee has rejected the zone-rate plan, which affords the only fair and equitable method of readjusting postal charges—taxing the publisher who utilizes the long-haul with the cost of the long-haul to the Government.

The Revenue bill is to be rushed to early passage.

THOU has most traitorously corrupted the youth of the realm . . . hast caused printing to be used, and, contrary to the king, his crown and dignity, thou hast built a paper mill.—Shakespeare.

It is to be expected that, in conference, these absurdities will be eliminated, and that there shall be an end to the purpose to penalize newspapers—a purpose which has been steadily held by some of our representatives in the Congress, and which has not reflected credit upon either their intelligence or their patriotism.

A GREAT PATRIOTIC SERVICE

THE Chicago Tribune, "the World's Greatest Newspaper," always does things in an adequate way. If the thing is big, the Tribune handles it in a big way. This has just been demonstrated in the Tribune's feat of patriotic enterprise in publishing an "Army Edition" in Paris, for the entertainment of our soldiers on foreign soil.

This Paris edition of the Tribune is a real newspaper, high-lighting the heartening news of the hour and pervaded with a spirit of good cheer and American optimism in the face of a great task. The soldier who reads this little newspaper will feel that he is merely at arm's length from home—that whatever happens "back there" will be brought to him in jig-time and told in terms with which he is familiar.

It is a great service to the nation which the Chicago Tribune is rendering in this publication for the nation's soldiers abroad. No other American newspaper has attempted it. The glory belongs to the Tribune alone. The task is big—the expense great. But these considerations have not daunted the great American newspaper. It was somebody's task—and so the Tribune made it its own.

The Army Edition of the Tribune will exert an incalculable influence upon the morale of the American fighters. It will keep them keyed-up, banish half the homesickness, and will play no small part in helping the American forces to tip the scales of battle in favor of the world's assailed democracy.

AN ECONOMIC ROMANCE

OF course, it couldn't be done. The mere suggestion that the output of the Northcliffe news print mills in Newfoundland could be secured for American publishers, thus bringing into a controlled market an additional supply sufficient to relieve the strain of the "shortage" materially, was pure moonshine. It was a dream. The product of the Northcliffe mills was too small to count. There were no ships to be had. It was all a little side-show for the entertainment of the credulous.

Thus reasoned the news print manufacturers—but they overlooked a few considerations, both economic and personal.

To restore a competitive market you must have a supply of a product equal to the demand—or greater. With a demand for nine tons of news print and a supply of ten tons available, the matter of price begins to adjust itself. With a ten-ton demand and a nine-ton supply, the seller alone determines the price. The American manufacturers, according to the reports of the Federal Trade Commis-

sion, have so manipulated production that it has lagged behind demand. The advent into the market of any considerable additional tonnage would be sure to play havoc with a market so controlled. The Northcliffe tonnage may not be sufficient to restore a fully competitive market—but it is the fore runner of other additional tonnage, and will pave the way for a normal supply and a normal market. It may not immediately restore reasonable prices—Congress should give to the Federal Trade Commission authority to do that. But the Northcliffe paper will afford needed relief—and material savings to small publishers.

The news print manufacturers have regarded the prospect of real activities on the part of publishers in finding new supplies of paper as a grim joke. They overlooked the fact that the type of men who compose the Paper Committee of the A. N. P. A. are not accustomed to starting things which they cannot finish. They appraised but lightly the practical vision and the executive capacity of such men as Frank P. Glass, Emil Scholz, Elbert H. Baker, Lincoln B. Palmer, and A. G. McIntyre. They did not figure on Roy Howard at all, nor upon the fact that Lord Northcliffe is a man who constantly does the unexpected thing.

It is gratifying to us that through the columns of THE EDITOR AND PUBLISHER the news of the success of this economic adventure was first given to the publishers of America—and that the news was so vital as to be carried on the wires of the big press associations, released to them by this journal.

"FOR A DEPARTMENT OF ADVERTISING"

SENATOR CUMMINS has introduced a bill creating a "Bureau of Publicity in the Department of Commerce." The bill would provide an organization, under the direction of a trained advertising man, working in conjunction with an advisory board of Cabinet members, whose purpose would be to systematically advertise the Government's activities—to assist in recruiting, to sell war bonds, to advertise Government lands, etc.

Senator Cummins is not an advertising man, and it is not surprising that he has chosen an unfortunate designation for this proposed bureau. It should be a bureau of ADVERTISING, not of "Publicity." The word "publicity" does not, necessarily mean advertising, of the straightforward kind. It often means the sort of advertising which masquerades as news matter. It is the thing in which the press agent deals.

The Government does not need a press agent—but the Government does need an advertising director. The Government does not need a Solicitor of Free Space, a "Secretary of Donations," but does need a man who knows how to buy and use advertising space in the nation's interests. The use of the word "publicity" confuses the purpose of the proposed bureau. Otherwise, Senator Cummins's bill is admirable, and contemplates a forward step of tremendous importance to the country.

In its issue of April 21, 1917, THE EDITOR AND PUBLISHER printed an editorial, "FOR A DEPARTMENT OF ADVERTISING," in which the suggestion was made of the urgent need of such a bureau as is now proposed, and the suggestion was made that this United States Department of Advertising be made a bureau of the Department of Commerce, as Senator Cummins now proposes. In all respects, except in that of its definitive title, the bureau provided for in the Cummins bill corresponds in functions and purpose with that suggested in this journal in the editorial mentioned.

The Cummins bill should have immediate consideration. With a few modifications the proposal is admirable, and distinctively in the public interest. Through such a bureau the Government will be able to do its advertising in a systematic, economical and EFFECTIVE way—paying for it and making it pay.

ROWE STEWART, of the Philadelphia Record, recalls our attention to a typographical error in last week's issue of THE EDITOR AND PUBLISHER, through which it was made to appear that the Record's showing of automobile advertising for the first six months of 1917 was 121,445 lines, instead of 221,445 lines. The error was unfortunate and the correction is gladly made.

August 11, 1917.

Volume 50, No. 9.

THE EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York

James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer and publisher; W. D. Showalter, managing editor; Carl H. Getz, news; Marlen E. Pew, features; Geo. P. Leffler, assistant treasurer and business manager; J. W. Ferguson, advertising manager; H. R. Drummond, promotion; E. Gans, circulation.

10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian 50c.

Copyrighted 1917 by The Editor and Publisher Co. Entered in the New York Post Office as second class matter.

PERSONALS

NEW YORK—Jason Rogers, publisher of the Globe, and Benjamin T. Butterworth, advertising manager of the Times, have been appointed members of the public affairs committee of the Rotary Club, of New York.

Ural N. Hoffman, instructor in journalism at Leland Stanford Junior University, Cal., was a visitor to New York this week. He is now enroute to the Pacific Coast.

Carr C. Van Anda, managing editor of the Times, is spending a month's vacation on a motor trip.

John Corbin is now dramatic critic of the Times.

Harry H. Bernstein, general assignment reporter on the Evening Sun, is in the United States Naval Reserves.

Lawrence H. Warbasse, who covered Police Headquarters for the Evening Mail, has enlisted in the Aviation Corps.

Frank Tausen, head clerk of the city department of the Evening Sun, is on an American battleship at sea.

David Morrissey, formerly a copy reader on the Globe, has gone to the press staff of the Fox Film Corporation.

Dr. Hamilton Smith, son of George M. Smith, managing editor of the Evening Sun, is a first lieutenant in the Army Medical Corps.

Wilbur W. Williams, make-up editor on the Evening Mail, is spending a two weeks' vacation on an automobile trip through New Hampshire.

John H. Tennant, managing editor of the Evening World, began his vacation Monday and will motor to Maine with Mrs. Tennant.

James P. Sinnot, conductor of the "Skipper" column on the sporting page of the Evening Mail, has been kept from his work for three weeks because of a nervous breakdown.

Roger Riis, son of the famous Jacob A. Riis, and general assignment reporter on the Evening Sun, is in the United States Naval Reserves.

David R. Carson, of the Globe, is on a special assignment at Washington in connection with the Food Control bill.

Edward Morse, general assignment reporter on the Evening Sun, is with the United States navy in foreign waters.

William J. Filtercraft, head of the Globe copy desk, is taking his vacation on the two-masted fishing schooner Elizabeth C. Howard, bound for Labrador.

Quincy Mills, editorial writer on the Evening Sun, is training for a captain's commission in the Officers' Training Camp at Plattsburgh.

Humphrey C. Tiffany, ship news reporter on the Globe, is in the Second Field Artillery in New York.

Fred Oliver, who covered Criminal Courts Building for the Evening Sun, is in the Second New York Field Artillery, stationed temporarily at Madison Barracks, on Lake Ontario.

Harold J. Kilne, who was formerly staff correspondent for the Globe at the Plattsburgh Training Camp and with the troops on the Mexican border, is a chief petty officer in the Naval Reserves, now ordered to foreign service.

Horatio Glen, rewrite man in the city department of the Evening Sun, is in the Ninth Post Defence Command.

T. E. Niles, former managing editor of the Tribune, is now on the copy desk of the Globe.

C. P. Jones, formerly a New Orleans reporter, is now doing general assignment work for the Sun.

W. P. Beazell, general assignment reporter on the World, is taking a two

TRAVEL, in the younger sort, is a part of education; in the elder, a part of experience.
—Bacon.

weeks' vacation, and will soon occupy a new home in Forest Hills, Long Island.

James Robbins, ship-news reporter on the World, is taking a three weeks' vacation.

Herbert Bayard Swope, city editor of the World has gone to Saratoga Springs for a month's vacation. John H. Gavin, assistant city editor, will occupy Mr. Swope's desk during his absence.

Lewis Stiles Gannett, of the World, is on indefinite leave of absence, having joined a French reconstruction unit, which will engage in rebuilding some of the destroyed parts of France.

Frank I. Cobb, chief editorial writer on the World, is the father of a baby boy born Sunday.

OTHER CITIES.—Stephane Lauzanne, French representative to the United States, and former editor of the Paris *Matin*, is visiting Bishop James Henry Darlington, at Newport, R. I.

John M. Imrie, manager of the Canadian Press Association, left Toronto on Wednesday for the Timagami Lakes, in northern Ontario, where he will spend a month in a camping and canoeing trip.

C. L. Hope is now telegraph editor of the *Amarillo* (Tex.) *Daily News*.

C. N. Van Pelt, former editor of the *Tarkio* (Mo.) *Avalanche*, is now editor and manager of the *Savannah* (Ga.) *Democrat*.

Robert Reed has succeeded Noah Halfhill as city editor of the *El Dorado* (Kan.) *Republican*.

Henry J. Allen, editor of the *Wichita* (Kan.) *Eagle*, has been named by the National Red Cross as a member of a special commission to go to France, and will sail soon.

Ralph A. Hull, until recently with the *Ohio State Journal*, Columbus, is now with the *Associated Press* in Chicago.

Bryan Harper, reporter on the *Little Rock* (Ark.) *Democrat*, has received an appointment by Senator W. F. Kirby to the United States Military Academy at West Point.

George Wheeler Hinman, former publisher of the *Chicago Inter-Ocean*, resigned recently as president of Marietta College, Marietta, O.

E. M. Burt, city editor of the *Kansas City Times*, is making a cross-country trip by auto with his family, and is visiting in Sacramento, Cal.

George Green, of San Jose, Cal., has taken editorial charge of the *Roseville* (Cal.) *Tribune*, to relieve H. M. Hadfield, who suffered a breakdown in health.

J. A. Chase, managing editor of the *Omaha Bee*, is at Lake Tahoe, Cal., on a month's vacation.

Lew E. Worster, publisher of the *Montpelier* (Ind.) *Evening Herald*, has been reelected a member of the city School Board.

O. W. Brown, of the *Lynn* (Mass.) *Evening News*, was appointed this week publicity man for a charity dog show to be held at Canobie Lake, N. H., on Labor Day.

Sam Davis, veteran Nevada newspaper man, who suffered a stroke of apoplexy at San José, Cal., recently, has been removed to a sanitarium in Berkeley, Cal., and is slowly recovering his health. He will return to his home at Carson City, Nev., as soon as he is able to stand the trip.

Sam Y. Gordon, publisher of the *Browns Valley* (Minn.) *Inter-Lake Tribune*, has succeeded Joseph T. Manix as *Minnesota State Printer*.

Oscar A. Shepard, city editor of the *Lewistown* (Me.) *Journal*, is on a vacation trip to Boston and New York.

John P. McConville, formerly a reporter on the *Portland* (Me.) *Express-Advertiser* and *Sunday Telegram*, is now publicity man in the Boston office of the *Paramount Pictures Corporation*.

S. A. Stone, managing editor of the *Salem* (Ore.) *Statesman*, returned to his desk early in August after spending his vacation in Pendleton, Ore. Don J. Upjohn sat in for Stone during the latter's absence.

E. E. Brodie, publisher of the *Oregon City* (Ore.) *Enterprise*, with his wife, spent his vacation on the Hood River, Ore., ranch of F. X. Arnes, director of the *New York People's Symphony Orchestra*.

George Turnbull, of the faculty of the *School of Journalism* of the University of Oregon, is spending his vacation at Seattle.

Waiter F. Dumser, editor and manager of the *Reading* (Pa.) *News-Times* and *Telegram*, recently received word from Washington of his appointment by Secretary of Labor Wilson, as director of Publicity of the United States Public Service Reserve.

H. C. Turner has resigned as editor of the *Montgomery* (Mo.) *Times*.

William G. Naylor, formerly connected with *Puck*, *New York*, this week took charge of the *Hannibal* (Mo.) morning *Journal*, whose editor, Col. John A. Knott, recently committed suicide.

WASHINGTON—Charles H. McCann, of the *United Press*; W. E. Hall, of the *Associated Press*, and Floyd H. Montgomery, of the *St. Louis Republic* bureau, have been ordered to appear to take the medical examination for the draft.

Barker R. Anderson, Washington correspondent of the *Greensboro* (N. C.) *News* and *High Point Enterprise*, has been elected a member of the *Southern Newspaper Publishers' Association*.

Oliver P. Newman, chairman of the Board of Commissioners of the District of Columbia, and a former newspaper man, is now in the Officers' Reserve Corps. Articles by him on "Service in the New Army" are appearing in the *Washington Times*.

PROVIDENCE, R. I.—S. Ashley Gibson, city editor of the *Journal*, and William M. Strong, of the city staff are enjoying vacations. A. W. Talbot is acting day city editor during the absence of Mr. Gibson.

James T. Davidson is acting news editor of the *Journal* during the absence of George W. Carpenter.

SEATTLE—Frederic Coleman, well-known American newspaper man and author, who was with Gen. French during the early campaigns of the war, was a recent visitor at the *Seattle Press Club*.

H. L. Renick, of the Chicago office of the *Associated Press*, who has been assigned to Petrograd, spent several days in Seattle before leaving for the Far East.

Luther A. Huston, sporting editor of the *Times*, is taking in the chief resorts of the State on his vacation.

Richard Hayes, reporter on the *Times*, was recently called to Aberdeen, Wash., by the death of his mother.

D. C. Jenkins, newspaperman, of Vancouver, B. C., is spending his vacation in Seattle.

Major Stanley Washburn, well known war correspondent, who accompanied the American mission to Russia back to the United States as military attaché, mingled with newspapermen during his brief stay in Seattle.

On the eve of the beginning of his vacation, Ben P. Martin, chief artist on the *Times*, was notified of the death of his wife in Spokane, Wash.

Mark L. Haas, former student in the journalism department of the University of Washington, is now a member of the *Times'* staff.

Thomas Hunt, Federal reporter on the *Post-Intelligencer*, is on his vacation.

John J. Underworld, *Seattle* newspaper man, and magazine writer, has left for a three months' tour of Alaska.

Visitors to New York:
M. P. Linn, *St. Louis Republic*.
Rowe Stewart, *Philadelphia Record*.

The Albany Knickerbocker Press has contracted for The Haskin Letter for one year.

PERSONALS

BOSTON.—C. B. Carberry, managing editor of the Post, has returned from his vacation, just in time to meet the hustle and bustle of printing the draft examination and exemption lists.

John A. Moley, local representative for Underwood & Underwood, was one of those rejected by the draft exemption board in his district.

James Carroll, formerly of the Pawtucket Times is doing vacation work at the local offices of the Associated Press.

Clifford Blackman, assistant night editor, of the Associated Press, has returned to his duties after a vacation at Brant Rock.

Jimmy Callahan, formerly a staff photographer for the Journal, is now with the Post.

Frank Fay, the Post's veteran district man, is enjoying his annual vacation at his cottage at Hull. In his absence Raymond Grady, formerly early morning editor, is covering his district.

T. Frank Joyce, night city editor of the Associated Press, has been transferred to the same position on the day side.

PITTSBURGH.—Mary Ethel McAuley, who went to Germany, two years ago, for the Dispatch, and has kept up a regular correspondence until America entered the war, has returned to Pittsburgh and is writing her experiences in a series of articles for the Sunday Dispatch.

Mrs. Dorothy O'Reilly, daughter of Mrs. Lillian Russell Moore, is teaching French to the National Guardsmen quartered at Pittsburgh.

Ella E. Kerber, for one year with the New Castle (Pa.) Herald and recently a reporter on the Pittsburgh Dispatch, has joined the United States navy recruiting force.

Iva N. Rowley, club editor of the Gazette-Times, is spending her vacation at Gettysburg, Pa.

Frank Kirkpatrick, city editor of the Post, is at Geneva-on-the-Lake.

Col. Charles A. Rook, president-editor of the Dispatch, is at Hyannisport, Mass., for the month of August.

DETROIT.—Robert L. McCammon, who has been on the copy desk of the Free Press, has resigned to accept a similar position on the Chicago Examiner. Lewis F. Benton, who recently left the Free Press, has also gone to the Examiner, as rewrite man.

John A. Myers, one of the Free Press military reporters, has gone to Grayling, Mich., with the Thirty-first Infantry, and will later accompany the Guardsmen to Waco, Tex.

George Nolan, financial editor of the Journal, has applied for admission to the Second Officers' Reserve Camp.

James Swinehart, of the News local staff, has returned from Chicago, where he went to get material for the News on Chicago's method of conducting the municipal beaches.

Myron W. Gillette, who recently came to the Free Press from the Times to do general assignments has been given the Federal beat.

Miss Helen Bower, of the Free Press, is covering the Michigan registration of women for war work.

CHICAGO.—William A. Carley, managing editor of the American, is spending his vacation in California.

A. B. Grant, formerly a reporter for various Spanish newspapers in South America, has joined the staff of the American.

Joe Swirling, of the reportorial staff

of the Tribune, has recently returned from his vacation.

Frederick Kuh, a reporter for the Herald, is the only man in the editorial room of his paper who will be drafted. He is the only registered man called who has no one dependent upon him and who has passed the physical examination.

Keith Jones, formerly a reporter for the Herald, and George C. Dorsey, formerly of the Tribune, are among the graduates from the Government School of Military Aeronautics at the University of Illinois.

Gerald Kiley, formerly a reporter for the Tribune, who recently joined the American Field Ambulance Service abroad, has applied for admission to the French aviation service as a machine-gun operator. He was for several weeks circulation manager at the front for the army edition of the Tribune, published in Paris.

Ronald Miller, for several years one of the feature writers on the Rocky Mountain News in Denver, is now with the American.

MILWAUKEE.—Ben Steinel, sporting editor on the Evening Wisconsin, is back from a week's vacation, during which he visited northern Wisconsin points of interest by automobile.

J. J. Colby, formerly of the Free Press staff, who joined the naval reserve, has been ordered to Ishpeming, Mich., to take charge of the sub-station there.

A. Pieper, commercial editor of the Evening Wisconsin, is back at his desk after a week's outing at game-fish streams of northern Wisconsin.

L. T. Quinn, formerly on the police run for the Sentinel, is now on the Evening Wisconsin.

ST. LOUIS.—Elmer C. Donnell, cartoonist for the Globe-Democrat, himself a captain in the Missouri Home Guards, recently drew the accepted emblem for the official badge of the First Regiment, Home Guards of Missouri.

Richard Bieger, a cartoonist on the Globe-Democrat, recently designed a navy recruiting poster, which has been accepted by the officials of the Navy League.

Charles Kunkel, veteran musical writer, has severed his connection with the Globe-Democrat, as editor of its musical page.

ST. PAUL.—Carl Stuart, of the Des Moines (Ia.) Daily News, and wife, have been visiting friends in St. Paul and Minneapolis. Mrs. Stuart, formerly Miss Jean Anderson, and her husband, before going to Des Moines, were on the editorial staff of the Minneapolis Tribune.

Two members of the Daily News staff have returned from their vacations. George Walker, writer on business topics, was at Vegas, Minn., and M. B. Vaughn, of the city copy desk, was in South Dakota.

DENVER.—Col. Robert C. Dill, financial editor of the Post, has returned, after two weeks' vacation in the East.

Lute Johnson, author of several plays, one of which Walker Whiteside is preparing to present, has returned from a

trip to New York, and is back on his desk at the Post.

A. G. Birch has succeeded F. C. Kasdorf as city editor of the Post. Mr. Kasdorf goes to the State desk, and O. A. Morris succeeds Mr. Birch as assistant city editor.

L. E. Claypool, formerly of Kansas City papers, has returned to the Rocky Mountain News, after a few months on Chicago papers.

De Los Walker of the Express, Dana Burkhalter of the Times and Lloyd L. Hamilton of the Rocky Mountain News are among the Denver men who are expected to receive commissions in the new army.

Stephen J. Breen, formerly news editor of the Pueblo (Colo.) Star-Journal, has joined the copy desk of the Times.

Frank M. Mangan and Carl T. Felker of the Rocky Mountain News have joined the aviation service of the regular army and have gone to San Antonio, Tex., for training.

Col. John I. Irby, formerly of Denver and Richmond, Va., newspapers, has been appointed collector of the port of San Francisco. Colonel Irby graduated from newspaper to political life while in Denver and has been on the Pacific coast for several years.

DALLAS.—Russel Sims, former telegraph editor on the Morning News, has enlisted in the Nineteenth Infantry band.

Frank A. Briggs, assistant managing editor of the Morning News, has returned from a two weeks' vacation in the mountains of New Mexico.

Silliman Evans and William S. Henson, Morning News reporters, have enlisted in the Headquarters Company, first Field Artillery, Texas National Guard.

J. E. King, assistant night editor of the Morning News, has returned from a two weeks' motor trip with his family through the Texas Panhandle.

G. C. French, formerly with the Galveston (Tex.) News, has returned to newspaper work, and is now assistant city editor of the Dallas Morning News.

SAN FRANCISCO.—Mrs. W. S. Green, editor and publisher of the Colusa (Cal.) Sun, is a visitor here. The Colusa Sun is the newspaper which can boast of having Bret Harte, Mark Twain, and Bill Nye on its staff at one time. Mrs. Green is one of the best-known newspaper women in the West.

Francis Cliff, of the Examiner staff, has been detailed to spend the next two weeks at Camp Fremont, Menlo Park, Cal., as special correspondent.

Bessie Beatty, of the Bulletin, who left here two months ago to go to Rus-

sia to write about the conditions under the new revolutionary régime, has arrived safely in Petrograd.

Annie Wilde, special writer on the Chronicle staff, has been confined to her home by illness for several weeks past.

Rufus Steele, a newspaper man who has won fame as a scenario writer, is spending the summer in Berkeley, Cal. He is a frequent visitor at the office of the Chronicle, of which he was Sunday editor for several years.

Edward W. Parker, who has been a member of the Chronicle's staff of reporters since July, 1906, has given up newspaper work to engage in the practice of the law.

PORTLAND, Ore.—Leone Cass Baer, of the Oregonian, is spending her vacation at Billings, Mont.

Paul Ryan, the Oregonian's veteran police reporter, is back at his desk after a week spent with his relatives at Pullman, Wash.

"Tige" Reynolds, Oregonian cartoonist, and Marshall N. Dana, of the Journal, returned the first of the week from a successful fishing trip. Clark Williams, of the Oregonian, was another Portland newspaper man to come back with a good string after a trip with line and pole.

H. E. Thomas, city editor of the Oregonian, returned recently from his vacation. During his absence, Walter May, assistant city editor, sat in on the city editor's desk, and Clark Williams was assistant city editor.

Clarence W. Tebault, formerly employed at Albany, Ore., and Puyallup, Wash., has joined the local staff of the Journal.

Henry M. Hanzen, Salem correspondent of the Telegram, has been appointed secretary to United States Senator Charles L. McNary.

Charles P. Ford, Oregonian copyreader, has deserted the pencil for a musket. He is with the Oregon guardsmen.

Thomas W. Gerber, western business representative of the United Press Associations, left Portland, Ore., with his

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

INTERTYPE

"The BETTER Machine"

Model A, \$2100 Model B, \$2600 Model C, \$3000
Single Magazine Two Magazines Three Magazines

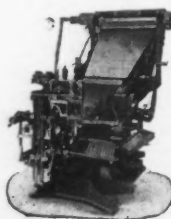
SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA

About April 1st we refused an order from a publisher who was ready to buy an Intertype, because his foreman was not convinced that we had "the better machine."

This surprised the foreman so much that he thoroughly investigated our claims for the Intertype—and to-day an Intertype is running in this plant, backed by the foreman's unqualified endorsement.

Send for literature about Intertype improvements and simplifications.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.



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

wife Monday for northwest coast resorts. He will be back at work week after next.

C. S. Jackson, publisher of the Journal, is home again after several weeks spent in the East.

Philip Jackson, son of C. S. Jackson, publisher of the Journal, is working in the business office of his father's paper.

TO EXPLOIT NEWSPAPERS IN SELLING U. S. BONDS

(Continued from page 7)

placed the whole matter in their hands and seen all details carried out efficiently and in the best spirit of modern business.

"As it was it had to trust to a scrap organization, huge waste, misdirected effort, and the intrusion of all sorts of personal equations which never should have come to the surface at all.

"While the motives of the volunteers in the Liberty Loan campaign (remember, I, myself, was one), were generally above reproach, there were individuals whose main purpose seem to be in booming their own interests rather than expediting the loan.

"All this atmosphere of inefficiency, of waste, of bickering, of self-aggrandizement, is humiliating, undignified, and unworthy of a great Government.

"We must get down to facts in this matter, just as we have in organizing our army. That, thank God, has been put on a sensible basis.

"It is my earnest hope that the next loan campaign will be equally intelligently handled as has the military situation—put on a practical common-sense efficient working basis, treated as any other business problem is treated.

METHODS USED UNWORTHY OF GOVERNMENT

"The method of handling the Liberty Loan campaign was unworthy of the dignity of a great Government. It was wasteful. It was slow, cumbersome, and, in proportion to the amount of energy expended, inefficient.

"Are we to repeat the same mistake?

SPEAKS FOR COUNTRY PRESS.

Speaking for the country press, Courtland Smith, president of the American Press Association, said: "The country newspapers have had the worst of it, and it is all so wrong, so unprincipled, and so cruelly unjust that the editors of the small city and town papers are writing letters to Congressmen and Senators which mean business, and Washington will presently come to understand that.

"The Administration is not going to be permitted to commandeer the very existence of our newspapers. If this war is a huge charity enterprise, then let it become common among all classes of men and institutions. If the bread and butter of editors must be taken to pay the way, then let the President of the United States, his Cabinet, and the members of Congress forego their wages. But shall they, the servants of the people, sit in state and live in comfort, while newspaper publishers languish for the necessities of life?

"This is the situation, precisely. And it can be defeated if the newspaper publishers of the country, large and small, attack it as they should—unitedly, commonly, each man thinking of the welfare of his brother publisher as he does for himself."

Joseph A. Hanff, of Hanff-Metzger, said: "There is a serious question about the success of this second-loan flotation, in my mind. The Government appears oblivious to the danger. The gross in-

comes of the people of the United States amounts to \$35,000,000,000 and we are talking in terms of fourteen or seventeen billions for war appropriations. If the Government is to obtain any such amount, without causing most serious economic disturbances, it shall have to proceed along well-advised lines. The after-effects of the \$2,000,000,000 loan are already being felt by banking and commercial interests.

"The whole proceeding should be removed from the atmosphere of politics, and the issue negotiated through men in the banking and advertising field who know their business.

"The public needs to be educated on the meaning of this bond issue. If we are going to have our incomes appropriated we must form new standards of living. A thrift campaign of advertising is essential to the welfare of the nation, right now.

"I know that the bankers are deeply feeling the need of a correct handling of the second Liberty Loan. They do not want a repetition of the ridiculous proceeding of the early summer. They protest against taking part in such a wasteful, disorganized, and really perilous proceeding.

"The situation calls for competent administration and it is high time that Washington awoke to the underlying perils, as well as to the surface irregularities."

Frederick B. Squire, of the H. E. Lesan Agency, speaking personally, subscribed entirely to the idea of a pay-as-you-go bond-selling and advertising campaign, but stipulated that the Government might well ask that publishers give space on a cost basis. He thought that no profit should be made on materials going into the war cause.

Collin Armstrong, reiterating his statement published in THE EDITOR AND PUBLISHER for July 14, said that the Government should advertise Liberty Bonds on a commercial basis, that there was no reason why publishers should donate space, and advising that on the second issue time enough be given to work out a well-balanced campaign on an absolute business basis.

George Batten was the one large advertising agency man seen who took the reverse opinion. He expressed the belief that the Liberty Loan issue was a matter of such tremendous public importance that the newspapers should give it all the publicity necessary to a successful flotation, regarding the matter as "news." He expressed the belief that the Government had long shown special favor to newspapers, such as in postal rates, with the original intention of making use of them in war time.

Various others, who declined to be quoted for individual reasons, endorsed the principle of Government advertising and expressed the opinion that the three billion loan might be made successful on an appropriation of \$3,000,000 or less.

"K. C. B." in Los Angeles

Kenneth C. Beaton, the ace of the Hearst papers, who is generally known as "K. C. B.", and who spices the lives of multitudes of people every day with his quaint humor, is now in Los Angeles, localizing himself for the Los Angeles Examiner. To celebrate his arrival in the new field, Otheman Stevens, of the Examiner, interviewed K. C. B. and printed his picture. The interview consisted of phrases of from three to five words each—all in the K. C. B. manner.

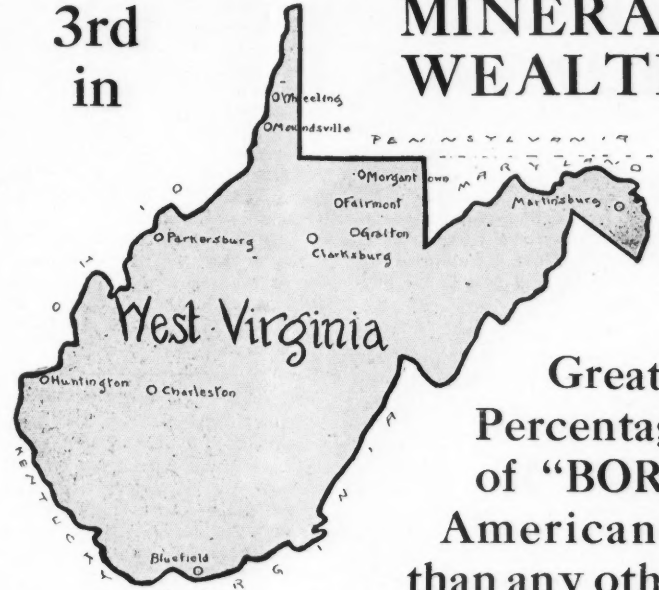
One hundred per cent. is possible only on paper—but that does not prevent one from trying to attain it.

WEST VIRGINIA

40th in Area, 28th in Population

3rd in

MINERAL WEALTH



Greater Percentage of "BORN Americans" than any other State.

(95 Per Cent Whites).

By comparatively small expenditures you become a BIG advertiser in West Virginia, because its natural boundaries make it a MARKET BY ITSELF.

DISTRIBUTION is chiefly by these eleven trade centers, which are newspaper headquarters for all the rich hinterlands that produce BESIDES minerals of great value, corn, wheat, buckwheat, hay, fodder, tobacco and fruit.

Manufacturers are prosperous, and there is vast unused water power, and excellent transportation.

THE GOVERNMENT IS TO BUILD AN \$11,000,000 ARMOR PLANT AND ALSO A \$2,100,000 PROJECTILE PLANT IN THIS "BUSY" STATE.

	Circulation	Rate for 5,000 lines
BLUEFIELD		
Telegraph	4,224	.01428
CHARLESTON		
Gazette	8,000	.0143
Gazette	9,200	.0143
Mail	6,700	.015
CLARKSBURG		
Exponent	6,045	.015
Telegram	6,219	.0186
Telegram	5,656	.0186
FAIRMONT		
Times	4,150	.015
West Virginian	4,837	.0143
GRAFTON		
Sentinel	1,925	.0107
HUNTINGTON		
Advertiser	7,983	.015
Herald-Dispatch	6,867	.015
MARTINSBURG		
Journal	2,949	.00893
MORGANTOWN		
Post-Chronicle	1,300	.005
MOUNDSVILLE		
Echo	2,246	.007
Journal	1,654	.007
PARKERSBURG		
News	4,450	.0125
News	5,300	.015
Sentinel	5,051	.0115
WHEELING		
Intelligencer	13,200	.0225
News	15,500	.03
News	18,500	.04

GOVERNMENT BUREAU OF PUBLICITY PROPOSED

(Continued from page 8)

vertising or publicity desired by the Department of Agriculture for the dissemination of information as to bulletins and various data which the said department may wish to have brought to the attention of the general public or part thereof.

"(d) Shall prepare and place all advertising or publicity desired by the Secretary of the Treasury for the disposal of United States bonds or other purposes.

"(e) Shall prepare and place such advertising or publicity as may be required by any other department of the Federal Government which wishes to have service, information, or publications brought to the attention of the general public or any part of the general public.

HOW MAINTAINED.

"Sec. 7. That the cost of preparing and directing all advertising or publicity matter required to be done by the Bureau of Publicity shall be borne by this Bureau of Publicity and paid for out of the appropriations made for its general maintenance expenses; but the cost of placing such advertising or publicity aside from its preparation and direction shall be borne in all cases by the department or bureau of the Government for which it is placed.

"Sec. 8. That the Bureau of Publicity—

"(a) Shall collect and keep on file adequate information and data relative to the leading publications and other advertising media in all foreign countries, their rates for advertising service and space, rules and regulations, and any other information that may be of value to American commercial interests to promote trade in said foreign countries, all this information and data to be kept available for reference for private individuals, institutions, and firms at all times free of charge, except where the furnishing of such information and data involves considerable expense, as in the case of costly printed matter or books, in which latter case a reasonable charge may be made, the said charges to be regulated at the discretion of the Director of the Bureau of Publicity.

"(b) It shall be the duty of the Bureau of Publicity to have in its employ assistants who have acquired expert knowledge of advertising in foreign countries, and it shall be the duty of the expert assistants to give counsel free of charge at any time concerning these matters to private firms and individuals who desire to promote their trade or service in foreign countries.

"Sec. 9. That the Bureau of Publicity shall employ such advertising or publicity as may promise to be most efficient to disseminate in the United States valuable information and data supplied by American consuls in foreign countries as to opportunities existing in those countries for the promotion of American commercial or other interests. A special appropriation shall be estimated and requested for this purpose by the Director of the Bureau of Publicity and included in the general appropriation allowed annually by Congress for the administration of the bureau, and subject to the approval of the Publicity Conference Board.

CONDUCT ADVERTISING CAMPAIGNS.

"Sec. 10. That, subject to the approval and direction of the Publicity Conference Board, the Bureau of Publicity shall study means for and suggest and conduct advertising or publicity campaigns in various foreign countries

to promote prestige and public favor in said various foreign countries for American colleges, institutions, merchandise, and service of all kinds which it is desired to promote abroad. A special appropriation shall be estimated and requested for this purpose by the Director of the Bureau of Publicity and be included in the general annual appropriation allowed by Congress for the work of the bureau and subject to the approval of the Publicity Conference Board.

"Sec. 11. That the Bureau of Publicity shall cooperate with all organized advertising interests in promoting and in securing legislation to compel honesty and reliability in both the domestic and foreign advertising of all firms, individuals, and institutions, and is authorized to employ counsel or experts in the furtherance of this work, subject to the approval of the Publicity Conference Board.

"Sec. 12. That this act shall take effect from and after its passage."

Religious Press Elections

Philip E. Howard, of the Sunday School Times, Philadelphia, is the new chairman of the religious press department of the Associated Advertising Clubs. Other officers are John W. Clinger, Christian Endeavor World, Boston, secretary-treasurer, and Mr. Howard, Walter J. McIndoe, of the Continent, and John J. O'Keefe, of Truth Magazine, members of the national commission.

To Teach Journalism

Miss Rose Henderson has been appointed instructor in journalism at Mills College, woman's college, near Oakland, Cal. She will be editor of publications and chairman of publicity.

The man who quits at the first rebuff is down and out.

Attacks American Correspondents

Declaring that the essential and most favorable facts of Russian political life have been replaced in the American press reports by sensational, pro-German information, A. J. Sack, of the Russian Information Bureau, New York, this week severely criticised American newspaper men in Russia. Mr. Sack supported Elihu Root's statement that political conditions in Russia were grossly distorted, and that in reality Russia is as quiet as the United States. The misrepresentations, Mr. Sack said, were due to the press correspondents' desire to report sensational news and the lack of a proper sense of their responsibility.

Returns from Australia

Charles G. Ross, professor of journalism in the University of Missouri, who for the past year, while on furlough, served as sub-editor of the Melbourne (Australia) Evening Herald, returned this week, landing at Vancouver. Professor Ross was accompanied by his wife and children. He will resume his work in the University of Missouri in September.

Newcastle Paper Upheld

The case of Abram Schuffman, of Muncie, Ind., against the Newcastle Courier, in which the plaintiff asked \$15,000 damages for the printing of an alleged libellous article about rugs sold by Schuffman, was decided by Judge Ellis, of the Superior Court, in favor of the defendant.

Socialist Editor Leaves Party

Chester M. Wright, former editor of the New York Call, the Socialist daily newspaper, is the latest Socialist to resign from the party because of the stand it has taken recently on the war. Mr. Wright is now with the Newspaper Enterprise Association, Cleveland.

NEW AD MANAGER NAMED

B. L. Ridley Appointed Advertising Manager of Houston Chronicle.

B. L. Ridley, formerly of New Orleans and Birmingham, has been appointed advertising manager of the Houston (Tex.) Chronicle. Mr. Ridley served as advertising manager of the New Orleans Daily States for a number of years, and prior to that was advertising manager of the Birmingham News and also the Nashville (Tenn.) American.

J. L. Parker, for two years manager of automobile advertising for the Houston Post, is now occupying the same position on the Houston Chronicle.

Another Soldier Paper

The Missouri Guard, a semi-monthly periodical, planned to stimulate interest in the National Guard and to form a link between the boys in the field and the folks at home, has made its appearance, edited by St. Louis men now in the military service. It is issued in six-column newspaper style, and besides personal news, contains articles on military affairs with illustrations.

Walt Mason Takes Vacation

Walt Mason, some time of Emporia, Kan., inventor of the rippling rhyme income, is enjoying part of the summer at Estes Park, Colo. He is accompanied by his family and typewriter, the latter several times lately having been used to exploit the grandeur that has unfolded itself for Walt's gaze in the Colorado Rockies.

Enlarge Review Plant

The Peterborough (Ontario, Canada) Review recently purchased the plant of the now defunct Peterborough Morning Times. The equipment will be used to enlarge the Review plant.

News Print Economy or Waste of the New York Newspapers July, 1917, Compared with July, 1916. (In Pages)

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

Total Pages Printed		Gain or Loss.	Total Vol. of Advertis'g. Advertising		Gain or Loss.	Total Reading		Reading Gain or Loss.	
1917.	1916.		1917.	1916.		1917.	1916.		
Morning Papers									
American	882	882	280 3/4	301 1/2	20 3/4 loss	601 1/4	580 1/2	20 3/4 gain	
Herald	866	964	213 1/4	222	8 3/4 loss	652 3/4	742	89 1/4 loss	
Sun	582	650	112 3/4	124 3/4	12 loss	469 1/4	525 1/4	56 loss	
Times	834	886	369 1/2	334 1/2	35 gain	464 1/2	551 1/4	87 loss	
Tribune	610	668	123	127 1/4	4 1/4 loss	487	540 3/4	53 3/4 loss	
World	890	878	349 1/2	397 1/4	42 1/4 gain	450 1/2	480 3/4	30 1/4 loss	
Staats-Zeitung	502	544	114 1/4	136	21 3/4 loss	387 3/4	408	20 3/4 loss	
	5,166	5,472	306 loss	1,653	1,643 1/2	9 3/4 gain	3,513	3,828 3/4	315 1/4 loss
Evening Papers									
Journal	420	414	161	158 1/2	2 1/2 gain	259	255 1/2	3 1/2 gain	
Mail	346	340	118 3/4	137 3/4	19 loss	227 1/4	202 1/4	25 gain	
Post	440	476	94 1/2	99	4 1/2 loss	345 1/2	377	31 1/2 loss	
Sun	342	364	137	147	10 loss	205	217	12 loss	
Telegram	532	544	230 3/4	220 1/2	10 1/4 gain	301 1/4	323 1/2	22 1/4 loss	
World	334	332	117 3/4	99 3/4	18 gain	216 1/4	232 1/4	16 loss	
Globe	312	388	134 1/4	160	25 3/4 loss	177 3/4	228	50 1/4 loss	
	2,726	2,858	132 loss	994	1,022 1/2	28 1/2 loss	1,732	1,835 1/2	103 1/2 loss
Brooklyn Papers									
Eagle	824	892	274 1/4	297 3/4	23 3/4 loss	549 3/4	594 1/4	44 1/2 loss	
Standard Union	334	390	169 1/2	176 1/2	7 loss	164 1/2	213 1/2	49 loss	
	1,158	1,282	124 loss	443 3/4	474 1/4	30 1/2 loss	714 1/4	807 3/4	93 1/2 loss
Summary									
Total Pages Printed			Total Volume Advertising			Total Pages Reading			
1917.	1916.		1917.	1916.		1917.	1916.		
Morning	5,166	5,472	1,653	1,643 1/2	9 3/4 loss	3,513	3,828 3/4	315 1/4 loss	
Evening	2,726	2,858	994	1,022 1/2	28 1/2 loss	1,732	1,835 1/2	103 1/2 loss	
Brooklyn	1,158	1,282	443 3/4	474 1/4	30 1/2 loss	714 1/4	807 3/4	93 1/2 loss	
	9,050	9,612	3,090 3/4	3,140	49 3/4 loss	5,959 1/4	6,472	512 1/2 loss	

THE TRADE PRESS

Lester Tallman, advertising manager of the Jewelers' Circular, was a Providence visitor last week.

George A. Wardlaw, formerly with the American Institute of Electrical Engineering and editor of the Electrical Record, has succeeded Paul B. Findley, as editor of the Electrical Age, New York.

Rubber Age, published by the Gardner, Moffat Company, New York, has been elected to membership in the Associated Business Paper, Inc.

D. H. Hauenstein, until recently with the Periodical Publishing Co., Chicago, has been added to the advertising staff of the National Grocer, Chicago.

George H. Griffith, of the Hardware Age, secretary-treasurer of the New York Business Publishers' Association, returned Wednesday from Chicago where he was called because of the death of his father-in-law.

The next annual convention of the Associated Business Papers, Inc., will be held in Chicago, October 11, 12, and 13. The convention programme has not been completed but a general convention committee has been appointed consisting of: A. C. Pearson (chairman) Practical Engineer, Chicago; E. R. Shaw, Practical Engineer, Chicago; R. V. Wright, Simmons-Boardman Publishing Company, New York.

Myers L. Feiser has been transferred from the home office of the Penton Publishing Co., Cleveland, to Washington, and is now in charge of the company's Washington bureau. He succeeds L. W. Moffett, who has been transferred to the Pittsburgh office of the company, which publishes trade papers, including the Daily Iron Trade and the Iron Trade Review.

Kimball's Dairy Farmer, the Milk-Trade Journal, the Egg Reporter, and several other farm papers enjoying large circulation, will soon have their editorial and advertising departments in Columbus, O. These journals are now published at Waterloo, Ia.

W. B. Curtis, publisher of the Advertising News, is in Maine with his family enjoying his annual vacation.

Good Eating is the name of a new monthly magazine recently started by Geoffrey Du Prend, in Chicago. The magazine goes to restaurants and lunch rooms.

Robert U. Neal, son of Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., New York is in France serving as a United States marine.

The Fuller Real Estate Exchange, of Wichita, beginning September 1, will publish a monthly magazine to be known as the Wichita Realty Bulletin.

The Price Current, a Wichita Kan., trade paper, has been sold by Willis H. Purdy to Dale A. Resing and Judge Grover Pierpont. Mr. Resing, for ten years with the Wichita Eagle, becomes general business and editorial manager of the paper.

James B. Carrington, who is to be the new editor of Architecture, a professional and technical journal published by Scribner, has been an associate editor of Scribner's Magazine for some years.

The Gulf Coast Lumberman, published at Houston, Tex., has issued a booklet urging the retail lumber dealers to advertise more extensively.

The Farmers' Review, of Chicago, has issued, through its department of community development and trade better-

ment, a booklet called "A Power in Illinois and How to Use It." The publication explains the work of the Farmers' Review in influencing the farmers of Illinois to buy nationally advertised goods from their local retailer.

Phelps Publishing Company announce that forms for each issue of Farm and Home, the national monthly magazine of rural life, will close in their Springfield, Mass., office on the 15th of the

month preceding instead of the 20th of the month.

Thomas A. Barrett, treasurer of the Orange Judd Co., publishers, is spending a month's vacation with his family on a farm near Layton, N. J.

To Advertise Whale Meat

The San Francisco Chamber of Commerce will soon launch an advertising campaign showing the value of whale meat as food.

Halstead Resigns

W. L. Halstead, general manager of the Minneapolis Tribune, has resigned. His plans for the future are not announced. Mr. Halstead, before joining the Tribune, had been assistant to Sir Hugh Graham (now Baron Graham), publisher of the Montreal Star, and had previously served as general manager of the Atlanta Constitution.

The Editor and Publisher

Suite 1117, World Building, 63 Park Row

New York City

The trade paper of brains, brevity, breeziness and business.

The trade paper of facts, force, firmness and fight.

The trade paper of pep, personality, purpose and punch.

The only trade paper devoted exclusively to newspapers that is a member of The Audit Bureau of Circulations.

Editorially

THE EDITOR AND PUBLISHER fought the big national magazine advertising campaign which was tried out by the National Commercial Gas Association, and thereby turned thousands of dollars worth of gas advertising back to daily newspapers, where it rightfully belonged.

THE EDITOR AND PUBLISHER fought the big national magazine advertising campaign of the Society for Electrical Development on the grounds that it was legitimately a newspaper proposition—and that money has gone to newspapers, where it belonged.

THE EDITOR AND PUBLISHER fought the coupon and trading stamp, which had long masqueraded as "advertising," and the contentions of this journal as to the economic fallacies on which these devices are based were upheld in the Supreme Court decision in the test of the Washington anti-trading stamp law, early in 1916. This decision cleared the tracks for legislation by other States, now in progress. The result of this campaign has meant millions of dollars diverted to real advertising.

THE EDITOR AND PUBLISHER sounded the first notes of warning to publishers when the news print crisis loomed ahead, and has fought the battle for the restoration of a competitive market without ceasing. THE EDITOR AND PUBLISHER was the first to urge that the Congress give to the Federal Trade Commission authority to fix reasonable prices and to supervise and control manufacture and distribution of paper as a war measure—and this policy now has the support of an overwhelming majority of publishers in America, and an excellent prospect of adoption by Congress.

THE EDITOR AND PUBLISHER has urged the adoption of the two-cent price for penny newspapers, and has been influential in having that policy adopted in hundreds of cities—even in such large cities as Philadelphia, Chicago, Pittsburgh, Buffalo, and others.

THE EDITOR AND PUBLISHER has fought unceasingly to have newspaper advertising space recognized by the Government as a commodity, and is now waging a campaign for adequate paid advertising of the war bond issues.

THE EDITOR AND PUBLISHER has fought space-grafters relentlessly; is fighting constantly against old traditions through which magazines and other advertising media have long been able to secure an undue share of national advertising appropriations, at the expense of the newspapers.

THE EDITOR AND PUBLISHER IS ON GUARD at all times FOR THE NEWSPAPERS, urging constructive policies in all departments, throwing the light on all forward-moves made in the greatest of all industries.

THE EDITOR AND PUBLISHER fought the battle for a free press is strenuously opposing the censorship provisions in the Espionage bill, and rallied editors and publishers to the fight so effectually that the proposition was defeated.

In Business

During the year 1912 THE EDITOR AND PUBLISHER carried advertising for 147 newspapers.

During the first seven months of the year 1917 THE EDITOR AND PUBLISHER has carried advertising for 475 newspapers, an increase of 328 newspapers.

During the year 1913 the gross revenue of THE EDITOR AND PUBLISHER increased 23% over 1912.

During the year 1915 the gross revenue of THE EDITOR AND PUBLISHER increased 48% over 1914.

During the year 1916 the gross revenue of THE EDITOR AND PUBLISHER increased 33 1/3% over 1915.

During the first seven months of 1917 the gross revenue of THE EDITOR AND PUBLISHER has increased 18% over the corresponding period of 1916.

This shows steady growth. It proves value, because such growth cannot be made unless it is earned by merit.

Your message to advertisers, Mr. Newspaperman, when it goes in THE EDITOR AND PUBLISHER does *not* go against the magazine, the bill board, the street car, the direct by mail advertising scheme or any other form of publicity except newspapers. And, too, your message, your proposition is backed up editorially and every other way. It gets home.

In 1912 when the present management took charge the subscription was \$1 per year. This was raised to \$2 and the paid circulation was doubled.

On March 1st, 1917, the subscription price was increased to \$3 and there has been a steady increase in circulation.

TOWN REFUSES TO ALLOW NEWSPAPER TO SUSPEND

Town Board of Macon, Mo., Goes on Record Officially as Believing that No Live Community Can Get Along Without a Newspaper—Business Men Promise to Support Editor.

The town board of Elmer, Mo., has officially gone on record as believing that no live community can get along without a newspaper. The action was made all the more important because the meeting was attended by all the business men of the town, and they heartily endorsed the action of the Board. The result was, in effect, as follows:

"A newspaper is an essential enterprise to the development of any public-spirited community, and we hereby pledge our hearty good-will and support to Editor H. L. Osborne if he will continue the publication of the Journal."

According to the last census, Elmer, which is on the Santa Fé Railroad in northern Macon County, had a population of only 512, but any citizen there can prove to you in five minutes that the town's population had doubled that since the last census.

The incident which brought about the official declaration of a newspaper's necessity was this:

EDITOR DECIDES TO QUIT.

Print paper had climbed up to \$6 and \$7 a hundred, with a tendency to maintain its upward march to the sky, when Editor H. L. Osborne, of the Journal, threw down his pencil, leaned back from his desk, and yawned.

"Guess I'd better quit while the quitting is good," he mused. "My brain gems are costing too much for a back-ground."

Osborne wasn't seriously worried. He knew where he could get a job. So he penned an obituary for his paper, fixed the blame on the high price of print paper and material, and got ready to evacuate.

There was consternation in Elmer when the final edition of the Journal came out.

"What!" cried Hemmet Dale, a leading merchant. "No newspaper at Elmer? What'll people think of us? Why, every cross-roads town in the county has a paper. And shall Elmer, the liveliest of 'em all, lay down? Not while the world stands!"

MERCHANTS GET TOGETHER.

Hemmet went around town, sounding the tocsin for a meeting at the Town Hall. The merchants attended unanimously. Squire J. C. Patterson, for twenty years the justice of Walnut Creek Township, was elected chairman. Editor Osborne was haled up on the carpet.

"What do you mean, sir?" demanded Chairman Patterson; "have you cold feet?"

Osborne pointed out the operating problems, print paper sailing up like a house afire, ink and material ditto, devil demanding an increase of salary, butter 40 cents a pound, eggs worth their weight in gold, and so on.

"Well, why the mischief didn't you say so?" reproached Hemmet Dale. "Is it money you need?"

The editor was compelled to admit

that it was the lack of that sliver of war which had made it impossible for him to meet old H. C. of L. on equal terms.

"If that's all," declared Hemmet much relieved; "it will soon be fixed. We'll raise a pot to start the Journal going again, and then come round and get our advertisements—we'll all go in. But you mustn't quit on us that way any more. Why, Bucklin and Macon and La Plata, and all those small-fry towns, will think we're slackers!"

In these days of intense activity on the farm, about the safest job going is publishing a journal in one of the small towns. The business men can't afford to let their paper quit, because if they do they know that the next town, which has a paper, will get the business.

The small town merchant is feeling the stimulating effect of increased agricultural activity and larger crops. This summer he has done a record business. The main connection between himself and the farmer has been the weekly paper.

USUAL SUMMER SLUMP.

During most years the editor expects a slump in business during July and August. This year Missouri weekly papers are putting in the summer months getting new subscribers. Nearly every publication office has a man out on the road, attending picnics, stock sales, and public gatherings of all kinds. A good man at one of these places can bring in anywhere from twenty-five to fifty new subscribers.

Of course, the advertising is a little shy and continues to be so until about the first of September, but plans are being made during the summer months for a new kind of advertising that will begin to materialize during the fall. That is stock and farm advertising. This year unusually good crop pictures can be obtained because the fields of wheat and oats and corn show up well, and the pasture lands are more attractive because of the thick grass and dense foliage. When there is plenty of feed in the land the cows and other stock are sleek and fat, and the farmer is proud to have them illustrated in the story of his estate.

Another thing that is going to help the farm advertising this year is the appeal to patriotism. The farmer does not object to having it known that he has done his level best to make his land produce what it should for the national crisis. The photographs taken this year, and illustrated in the home paper, will be a monument to his industry and his patriotism.

This interesting class of work is being pursued energetically by many country newspapers, and it is meeting with encouragement by the farmers everywhere.

Suit Formally Ended

Pinis was written on the court records of the Bruce Haldeman suit in Louisville Monday when counsel for Mr. Haldeman made a formal motion in the Jefferson Circuit Court for dismissal without prejudice. The order was allowed and entered.

The bully, like the practical joker, cannot take his own medicine.

NEW FOREST FOR PAPER SHORTAGE IN 20 YEARS

End of Raw Forest Materials in Sight in Two Decades, Unless Reforestation Is Adopted Under Scientific Principles, to Assure Future Demand of Publishers.

If news print consumption is to continue on the present basis and the present rate of increase, it is estimated that the available supply of wood in the United States will be consumed within ten or twenty years, unless some plan is devised either to repulp the old printed newspapers or by a method of reforestation, or both.

Reforestation is put forward by the Government as the best means of assuring to the newspapers a sufficient supply of news print for the future. W. B. Greeley, Assistant Forester at Washington, states that the Pacific Northwest and Alaska promises much for the future.

ALASKA CAN GIVE \$35 PAPER.

It might be, he says, that the forests of Alaska would prove to be the most valuable asset of that Territory. It is possible, he thinks, to manufacture paper there, bring it through the canal, and lay it down at Atlantic seaboard points for from \$35 to \$40 a ton. At the present time the bulk of the paper of the United States is produced in the northeastern section, and, as in the case of the lumber industry, threatens to go to the forests still to be cut in the Rocky Mountain section and in the Northwest, as well as Alaska. The solution of the problem, he says, is in cheap power and raw material, close to large centres of population, and in this respect it was necessary to reforest the cut-over lands, which, at best, are of low value, and suitable for practically nothing else. Reforestation, he said, would maintain a constant supply of wood pulp for the mills, sufficient for all time to come, to keep the newspapers of the Eastern States supplied. There are ten or twelve Western conifers well suited to

the manufacture of paper, he stated, and it seemed reasonable that part of the future supply would come from the West.

There is no reason, he says, why Alaskan and Pacific Coast paper should not become active competitors in the Eastern markets in the future.

PAPER RESOURCES OF ALASKA.

There are 140 million cords of good paper-making woods, with numerous water-powers in Alaska. These resources are directly available to manufacturing plants on tidewater. Alaska in many respects, he said, resembles Norway, which is now the leading paper-making country of the world.

LANDS GOING TO WASTE.

The lakes States, Mr. Greeley states, contain 27,000,000 acres of cut-over lands available for reforestation, while the Northeastern States contain 38,000,000 acres of logged-off lands, large proportions of which are restocking poorly or not at all. It is the intelligent use of these areas, now practically waste, that will assure a permanent and constant future supply of wood for the making of news print. Forest lands, he said, should be in the nature of public utilities. A number of States, like Pennsylvania and Minnesota, have made starts to reforest under expert direction. Any plan of reforestation means that the taxation of private forest lands which are kept in such condition as to discharge their public obligations must be adjusted on an equitable basis, probably on the principle of a harvest tax, payable when wood products are cut, in lieu of the current property tax.

The main point he makes is that no time should be lost in taking steps to reforest the lands, for the day is not far distant when a problem much more serious than that which has confronted the publishers now will have to be met, when it will be a question, not of getting paper at a lower price, but of getting it at any price, for the stocks from which it is being made are being exhausted at a rate that brings the end of the supply in sight.

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

No campaigns conducted in cities having a population of less than 200,000.

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times-Dispatch Building, Richmond; 506-8 Equitable, Baltimore; 319-20-21 Keith & Perry Building, Kansas City; Lumber Exchange Building, Chicago.

HIGH LIGHTS ON THE FOREIGN SITUATION

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

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor

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

15 School Street, Boston, Mass.

NEW YORK CIRCULATORS TO ORGANIZE AUG. 22

Circulation Managers of New York State Dailies Manifest Real Interest in Proposed New York Circulation Managers' Association—To Meet at Schenectady.

Circulation managers of New York State daily newspapers will meet at Schenectady August 22 to organize the New York Circulation Managers' Association.

J. M. Annenberg, circulation manager of the Schenectady Union-Star, who has taken the initiative in trying to get the circulation men of the State to organize, has been assured of the hearty cooperation of the following circulation men:

James McKernan, New York World; M. J. Burke, Brooklyn Eagle; W. M. Henry, New York American; Sam Booth, New York Globe; William Hoffman, New York Staats-Zeitung; Charles H. Congdon, Watertown Times; C. E. Blewer, Binghamton Press; F. McDuff, Albany Times-Union; Alfred Cockerill, Utica Press; W. C. Hixson, Syracuse Post-Standard; G. B. Williams, Geneva Times; M. D. Treble, Buffalo Times; R. D. Decker, Albany Knickerbocker Press; N. W. Cowherd, Niagara Falls Journal; R. Brown, Poughkeepsie Star; A. J. Gerber, Syracuse Journal; Robert A. Miner, Utica Observer; L. M. Kruschke, Rochester Herald; E. F. McIntyre, Syracuse Herald; E. W. Van Dusen, Schenectady Gazette. The manager of the Kingston Freeman and the general manager of the Elmira Advertiser have also informed Mr. Annenberg that they could be counted on for their support.

Mr. Annenberg is now at work arranging details for the Schenectady meeting.

Carriers Enjoy Picnic

A throng of fully 500 newsboys and carriers of the Milwaukee Evening Wisconsin were guests of that paper at an outing at Pabst Park, Milwaukee, last week. Despite the extreme heat, the young paper merchants entered into a big programme with great enthusiasm. The parents of the carriers also were guests of the Wisconsin.

Carriers Have Magazine

"Courant Events" is the title of a new publication issued monthly by the circulation department of the Hartford (Conn.) Courant in the interests of the Courant carriers. The publication is filled with good things for the carriers, and is of interest to any circulation man.

Newsboys Have Outing

The twelfth annual Omaha newsboys' picnic was held recently at Lakeview Park, Carter Lake, Neb. The boys had a rattling good time, and almost enough to eat.

OF INTEREST TO CIRCULATORS

Frank Wadsworth, formerly of Columbus, Ga., is now circulation manager of the Albany (Ga.) Herald.

Harold Brown, Hopkins, Mo., carrier for the Des Moines (Ia.) Register, runs an ad in the Hopkins newspaper every now and then telling the people about the service he gives and what a good paper the Register really is.

C. F. Stoute, circulation manager of the Plainfield (N. J.) and chairman of the membership committee of the I. C. M. A., who has been ill with typhoid fever, is able to sit up and is improving rapidly.

Newsboys Hold Picnic

The San Francisco Newsboys' Association held its annual outdoor carnival last Sunday at Lovchen Garden, Colma, Cal. A strenuous programme was followed and the boys were kept busy from early in the morning and until the call was made to get ready to go home.

Newsboys to Have Band

Members of the Providence Journal Newsboys' and Carriers' Association are organizing a brass band of twenty-six pieces.

Circulator to Marry

Announcement has been made of the engagement of Paul W. Stiles, circulation manager of the Middletown (O.) Journal, and Miss Lurena Baughn, of Xenia, O.

Newspaper for Soldiers

The Daily Palo Alto (Cal.) Times is going to provide a daily newspaper to Camp Fremont, Cal., where 25,000 soldiers are stationed.

Explain Handling of Big Story

"How Chicago First Learned Who Was Drafted" is the title of a sixteen-page illustrated booklet recently issued by the Chicago Evening American, explaining how the American handled the story of the selective draft.

Communication

THE EDITOR AND PUBLISHER: We have printed for some years the Long Island Globe, a weekly newspaper, owned by John H. Denneley, of Manhasset, Long Island.

Mr. Denneley is a member of the Sixty-ninth Regiment and has been called to the colors. He has asked us to carry on his newspaper during his absence. Can you recommend any advertising agencies where we might be able to get some foreign business? The Globe has an actual circulation of 900 in the second richest town in New York State—North Hempstead.

We would thank you for any assistance you can render.

Very truly yours,

L. S. CASE.

109 Main Street, Flushing, N. Y.

Lack of consideration is the cause of untold misery.

WAR INCREASES USE OF TYPESETTING MACHINES

Shortage of Labor, Due to Selective Draft, Causes Smaller Newspapers to Install Machinery, and Larger Dailies and Printers to Substitute Newer Models for the Old.

One result of the war has been an increase in the purchase of labor-saving machinery on the part of newspapers and printers. This is particularly true in the case of typesetting machines, the orders for which are pouring in to the factories in a steady volume. Not only are small newspapers that have not in the past made use of the typesetting machines installing these labor-savers, but those that have one or more are changing them to models of wider range.

Machines of one magazine that set only one or two faces of type are being changed for the double, triple, and four-deck type, and these in turn are giving way to those of the same kind, plus the auxiliary or side-magazine feature, making it possible to handle a greater number of faces at one time. The additional magazine on the side lends greater versatility, for it enables the operator to produce heads at the same time he is setting his straight matter, as well as to compose advertising matter, without changing magazines.

The Selective Draft law has made inroads on the labor of practically every printing office in the United States, and there is a consequent shortage of labor, which has naturally suggested a greater variety of labor-saving devices. The factories producing the slug-cast-

ing machines are constantly increasing their output to meet the demand.

LARGE OUTPUT OF NEW MACHINES.

The Mergenthaler Linotype Company has approximately 33,000 machines in use. Of this amount, probably 20,000 are in the United States, and the number is being added to at the rate of about 200 monthly. This company has in use something like 100 Ludlow Typograph machines, on which display advertising is composed, and is putting out probably fifteen new machines of this type every thirty days.

The Intertype Corporation has something like 2,000 machines in use, and is adding to the number probably seventy each month.

Hardly a newspaper of any size today composes display headings by hand—the work is done on the typesetting machines. The amount of advertising matter composed by machinery increases daily, while job offices are using them in greater number than ever before, up to 60-point composition, the range of work they handle showing wider use. The ingenuity of the printer, coupled with the cooperation of the manufacturers, makes it possible to produce type and rules, borders and slugs in endless amounts.

The use of laboring-saving machinery does not stop with the installation of more or new models of typesetting machines, but extends into the field of slug- and rule-cutting and trimming devices, reducing the hand-work to the minimum, making it possible to produce a better product in less time and for a corresponding reduction in price.

Most people who want to fill a thinking part are not fitted for the job.

Production in Louisiana Is Increasing the State's Wealth

The Times-Picayune Leads All Other Mediums in New Orleans Producing for Advertisers

Approximately one-half of all the sulphur in the world is produced in Louisiana, and this state is the largest producer of rice and cane sugar in America. With one exception Louisiana is the largest manufacturer of lumber in the world. It has the largest salt deposits in the world, and its chief city, New Orleans, is the largest manufacturing city in the South. Louisiana is about sixth in the production of oil and gas in the United States. Its crops alone this year will amount to \$170,000,000. Many mills, factories, and the navy yard are working overtime. Banks of the state never had such a volume of money on deposit. Retail stores had the best July business they ever knew.

The Times-Picayune

"Greatest Newspaper South"

Business conditions are further reflected in the advertising columns of The Times-Picayune—the largest volume any New Orleans medium ever knew. For the first seven months of 1917 it amounted to 4,329,592 lines—922,884 lines more than its nearest competitor and 1,351,143 lines more than its next nearest, and this without advertisements of liquor, beer and alcoholic beverages in The Times-Picayune. Every month gave an increase over last year.

The Times-Picayune produces, hence its advertising patronage

Besides prestige with the people The Times-Picayune has a larger circulation adjacent to the stores of New Orleans than any other medium—82 per cent of its entire circulation being city and suburban. The Audit Bureau of Circulations has just issued its report on The Times-Picayune. Get a copy, analyze it and see for yourself.

The report shows that The Times-Picayune makes truthful statements to the Bureau, and does not try to mislead its advertisers

*Foreign Representatives: Cone, Lorenzen & Woodman
New York, Chicago, Atlanta, Detroit, Kansas City*

(Member Audit Bureau of Circulations)

**A TOP NOTCH FEATURE
The Humor of Human Nature
In Our Sunday Page**

SKETCHES FROM LIFE

By HARRY J. WESTERMAN

Makes An Instant Appeal

Write for samples and prices

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

PEACH GROWERS PLAN NATIONAL AD CAMPAIGN

California Peach Growers, Inc., Arrange to Spend \$50,000 in Advertising Blue Ribbon Peaches—Other Tips for the Advertising Manager—New Copy Going Out.

(Special to THE EDITOR AND PUBLISHER.)

FRESNO, Cal., August 9.—The California Peach Growers, Inc., will spend \$50,000 this fall in a national campaign to advertise Blue Ribbon brand peaches. Contract for the handling of the advertising has been made with E. A. Berg, of Fresno.

STREET & FINNEY, Inc., 171 Madison Avenue, New York, has obtained the account of A. C. Penn, Inc., and will handle the advertising of the Penn Safety Razor and the Wallace Lamp.

THE CHAMBERS AGENCY, INC., 614-616 Maison Blanche Building, New Orleans, is now handling the advertising of the Dunbar Molasses & Syrup Co.

THE H. K. McCANN COMPANY, 61 Broadway, New York, early in the fall will place the business of Borden's Condensed Milk Company, 108 Hudson Street, New York, makers of condensed and liquid milks and food products.

THE J. W. MORGAN ADVERTISING AGENCY, 44 East 23d Street, New York, will handle the national advertising and Gardiner, Atkinson & Welis, 150 Madison Avenue, New York, the local advertising, of the Emerson Phonograph Company, Inc., 3 West 35th Street, New York. A campaign is being arranged to advertise Emerson records.

FRANK PRESBBREY COMPANY, INC., 456 Fourth Avenue, New York, will handle the farm tractor account of the Chase Motor Truck Company, Syracuse, N. Y.

N. W. AYER & SON, Philadelphia, handles the advertising of the Speco Manufacturing Company, 1777 Broadway, New York, makers of Spark Plug Energizer.

THE FEDERAL ADVERTISING AGENCY, INC., 6 East 39th Street, New York, handles the advertising of the Roman Meal Company, Toronto, Canada, manufacturers of breakfast food and laxative grain cereal product.

LOUIS V. URMY, 41 Park Row, New York, handles the advertising of Earl & Wilson, Troy, N. Y., makers of "E. & W." collars and shirts.

SUES LOUISVILLE HERALD

Candidate for Mayor of Louisville Files \$300,000 Libel Suit.

The Louisville Herald, John C. Shafer, of Chicago, editor and publisher, was Wednesday made defendant in a suit in which Sheriff Charles J. Cronan, the Democratic nominee for Mayor, asks \$300,000 as damages, alleging libel. Three particular editorials which appeared in the past two weeks in connection with the primary campaign are objected to by the winner of the Democratic race. The Herald is the only Republican daily in Louisville. Merrit O'Neal, of O'Neal & O'Neal, is counsel for the plaintiff, who is now sheriff of Jefferson County and quite likely, if the election goes as usual, to be elected Mayor.

In the petition the several editorials complained of are quoted at length.

Conkle Sees Big City

E. T. Conkle, news manager of the Chicago office of the United Press, was a New York visitor this week.

6,000 WRITERS WORK ON NEW YORK PAPERS

With Free Lances, Not Regularly Employed, the Number Will Probably Reach 7,000—List Includes Editors, Reporters, Desk Men, and Copy-Readers—Some Interesting Details.

More than 6,000 are employed on the editorial staff of New York newspapers. When the space men and free lances are taken into consideration, the figures may be swelled to 7,000—possibly 7,500. Only approximate figures can be given, at best.

There are about 1,200 newspapers, magazines, and periodicals of all kinds printed in Greater New York, which comprises five counties. The city is made up of an amalgamation of towns that grew into each other, and stretches from Yonkers on the north to Staten Island, and from Staten Island to Rockaway, on Long Island. In order to get the correct number, the publications of Brooklyn, Rockaway, Flushing, Coney Island, and numerous other points must be added, for they are all in New York city.

NEARLY ONE HUNDRED DAILIES.

There are something like ninety daily newspapers printed here. Sixteen of them are devoted to general news of the day, the others to particular lines of endeavor. There are daily newspapers that give the news of commercial affairs almost to the exclusion of anything else, of finance, women's wear, metals, and what not. There are many newspapers of general intelligence printed in foreign languages. The larger number are published in Manhattan proper, but some are printed twenty and twenty-five miles from the City Hall—yet still in New York. The men and women who earn their living as editors, reporters, copy readers, and writers on the papers vary. On some daily newspapers as many as fifty are employed regularly, with a number of special writers who get space rates, in addition. Some of the smaller newspapers will run down to ten—some will go to twenty-five. It may be estimated that dailies printed in English and devoted to general news employ on an average of fifty each. It may run more, when one takes into consideration the free lances and space men who contribute to their columns. The others are estimated at fifteen each, which is believed to be conservative.

SMALL ARMY ON THE WEEKLIES.

The number employed on the weeklies and semi-weeklies is estimated at five each. Some of them employ dozens and some only one. New York is the great centre for the publication of class, trade, and technical papers of all kinds. These publications, which deal with a particular class, industry or interest, are national in their scope, and employ rather more men than is the case in other sections. Nearly all the men on the weeklies were recruited from the daily newspapers.

The monthly and semi-monthlies are credited with two each. Some get along with one, a number have three or four, and still more rely on the efforts of outsiders, who live in New York, to assist in the filling of the columns. There are something like forty fiction magazines in the city. Some of them employ large staffs of copy readers. In several cases a number of publications are owned by the same company, and the stories for all are read by a common staff. Some of them are small, and get along with three men in the editorial department—an editor and two readers. The magazines have been credited with five each.

WHAT THE FIGURES SHOW.

On that basis the figures showing the number of newspaper people employed in New York city may be tabulated as follows:

Daily newspapers	1,910
Weeklies and semi-weeklies	3,075
Monthlies and semi-monthlies ..	840
Magazines of fiction	200
Quarterlies	35
Correspondents for outside papers	200
Total	6,260

It may be said that the magazine editors are not newspaper men, but most of them were before they went into that field. It may probably be urged that fiction copy readers are not, and have not been, identified with active newspaper work, which is doubtless true, but the chances are, if the number who have not been actively engaged in newspaper work, or recruited out of the newspaper offices be eliminated, there would probably be left only 100 to cast out of the above total. To the total, however, must be added the free lances generally, the newspaper men who have quit active work and who are specializing, either in certain fields or who write fiction exclusively. It would be difficult to estimate their number. There are hundreds of them. That the total number of newspaper men actively engaged in New York city reaches 7,000 is probable. It may be that the number will reach 7,500.

AN ARMY OF WRITERS.

That the number who make a living writing in New York is much greater may be realized when it is stated that thousands of stories are received daily. This includes all classes, mostly fiction and moving-picture scenarios, the major portion from those who have never engaged in newspaper work of any kind. Some man comes to New York to set the world on fire. He sells a story to a magazine and leaves town. Others remain and gain fame, and still others stiek and gain nothing. It is sad, but not confirmed, that if one adds to the list of those who are actively employed in newspaper work in New York, the list of those who sell or try to sell products in this market, the number will reach 20,000. They live in all sections of the country, their stories coming in (and going back) by mail. Carl H. Getz, secretary of the American Association of Teachers of Journalism, estimates that the number of men actively engaged in writing for newspapers in the United States is 35,000.

AS SHERMAN SAID.

"Where's Mahoney?" howled the City Editor.

"Gor for a week's drill at Fort Hamilton," explained the Assistant C. E.

"Well—send Dobson here, I want him to go on a big story."

"Dobson is held in reserve in the Steenth Regiment Armory."

"He is, hey? Well tell Jones I want him."

"This is Jones's practice week with the Naval Militia."

"For Heaven's sake, how do they expect me to get out a paper? Assign Miss Smithers to the Hemlock-Spruce wedding."

"She won't be back for a week, as she is sewing pajamas at Red Cross Headquarters."

"Well—I'll be —. Fill up the rag with flimsy—and let it go at that—war is certainly Hell."

TO UNCLE SAM.

Bottle the U's
But Not the News.

The A. B. C. Short Line Ad

Last week's EDITOR AND PUBLISHER carried a four-and-one-half page advertisement headed the A. B. C. Short Line. This was not intended to occupy over four pages, but the cooperation was so whole hearted that it was necessary to over-run the space allotted.

It is regrettable that there was a figure dropped in the circulation report of the New Haven (Conn.) Times-Leader, making it 6,296 instead of 16,296.

The Oklahoma City (Okla.) Times order was received too late to be included. They report a circulation of 29,651 daily. The Times is the afternoon edition of the Oklahoman, with a circulation daily of 42,530 and Sunday 49,418.

But it was a great advertisement and is bound to do a great work for some time to come.

German Editor Arrested

Fritz Bergmier, president and business manager of the St. Paul Daily Volkszeitung, German newspaper, was arrested Thursday for alleged violation of the President's alien enemy proclamation of April 6. Federal officials charge that the Volkszeitung has contained many aspersions on the war policies and measures of the United States as well as reflections on General Pershing.

It is not so much what you say as the way you say it.

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

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

New Orleans States

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

36,670 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

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

AD FIELD PERSONALS

JOHN CONDON, until recently automobile editor of the Tacoma (Wash.) Ledger, has opened up a general advertising agency in Tacoma.

E. A. SUTPHIN now has charge of the national advertising department of the New York Tribune, succeeding W. G. Woodward.

FRANK JAMES RASCOVAR, of the Albert Frank & Co., Advertising, New York, has been appointed by Edgar J. Marston, of the New York County Chapter of the American Red Cross, as chairman of the executive committee to represent the advertising agents of the city in the projected Day's Pay Red Cross Campaign shortly to be launched in New York.

JACQUES H. HERTS and WILLIAM V. SCHWARTING, both of the order department of the Albert Frank & Co., Advertising, New York, have enlisted. Mr. Herts is in the Twenty-fourth Company and Mr. Schwarting in the Twentieth Company of the Ninth Coast Artillery of the New York National Guard.

EDGAR G. CRISWELL, for almost three years executive manager of the Quoin Club, which is now the advertising division of the Periodical Publishers' Association, has resigned to return to his former connection with the advertising department of Doubleday, Page & Co., in their New York office. He will take up his work there August 20. In the meantime, he is on vacation.

P. S. TYLER, president of the Deute-Tyler Company, of Portland, Ore., is in Chicago looking after the interests of two of his clients, the Nogliare Auto Lens Company, of Portland, and the Pheasant Fruit Juice Company, of Salem, Ore.

R. H. CORNELL, advertising manager and part owner of the Fort Worth (Tex.) Record, recently addressed the Dallas Sales Managers' Association on the subject, "How Advertising Can Reduce the Manufacturer's Selling Cost and Increase the Salesman's Individual Profits."

ROY S. MARSH, director of publicity for the Elgia Motor Car Company, left Chicago recently for a 12,000-mile motor trip. He will visit San Francisco, Miami, Fla., and New York before his return.

T. H. CROUSEY, who has been on the advertising staff of the New York Times for nearly eight years, is now employed in the advertising department of the New York Herald.

LEWIS B. ELY, well-known St. Louis newspaper man, has become a member of the D'Arcy Advertising Company, St. Louis.

A. J. KOBLER, advertising manager of the New York Globe for seven years, will join the Hearst organization, New York, early in the fall.

FRANK Y. ANDERSON, who has been in newspaper work in St. Louis since 1903, has been appointed manager of the publicity work of the Rubel-Brown Advertising Agency, St. Louis.

CONE, LORENZEN & WOODMAN are the foreign advertising representatives of the Decatur (Ill.) Review.

HARRY A. CASEY has been appointed advertising manager of Hearst's Atlanta Georgian and Sunday American. He succeeds Joel Chandler Harris, jr., who has been appointed advertising director. Mr. Casey was formerly with the Los Angeles Examiner, and has been connected with the local display advertising department of the Atlanta Georgian for more than a year.

WENDELL P. COLTON, of the Wendell P. Colton Advertising Agency, New York, will return to-day from Washington, where he was called for a conference with Herbert C. Hoover.

Ad Club Opens New Hotel

The Aurora (Ill.) Admen's Club recently opened the new Hotel Aurora with a banquet. Talks were made by John H. Clayton, of the Clayton Service Co., of Chicago; Col. J. K. Groom, manager of national advertising for the Aurora Beacon-News, and E. P. Hoerr, of the Aurora Millwork Co.

To Study Advertising in South America

For its forthcoming investigation of the advertising methods in vogue in Latin America, the Bureau of Foreign and Domestic Commerce, Department of Commerce, has chosen as its agent J. W. Sanger, a practical advertising investigator, counsel, and writer of New York.

German Paper Suspends

The Philadelphia Sonntags Journal, one of the oldest German newspapers in the city, has suspended and William Regensberger, its editor has left Philadelphia without giving notice of his destination. The reason for suspension was the heavy loss in business since the outbreak of the war.

Paper from Cotton Stalks

Twenty-eight Dallas, Tex., business men have formed a \$30,000 corporation to build a plant for the manufacture of paper and pulp from cotton stalks. It is planned to increase the stock to \$250,000 as soon as the charter has been granted and to build a paper mill in Dallas.

Dallas Times-Herald Wins Prize

The Dallas (Tex.) Times-Herald received first prize in the advertising contest held recently during the Buy-It-Made-in-Texas Week, in which newspaper and advertising men all over the State were entered. The prize-winning article was written by Herman Philipson, advertising manager of the Times-Herald.

To Start Paper in Russia

The National Russian Brotherhood, which began two a days' session in Harrisburg, Pa., Tuesday, will establish a newspaper in Russia. Paul Dzvonyozk of Mayfield, Pa., and Peter Hutalaff, of New York will have charge of the publication whose aim will be "to tell the Russians more of world democracy."

"The Asylum for Him"

Under the caption, "The Asylum for Him," the Newville (Pa.) New Star, says: "The country newspaper man is about the only great producer who is not sharing in the war-made prosperity. Everything he buys has gone up, and he still sells his paper at the same old price and takes a chance at that." The paper received this letter: "Please send a few copies of the paper containing the obituary of my aunt. Also publish the inclosed clipping of the marriage of my niece, who lives in Lewistown. And I wish you would mention me in your local columns, if it doesn't cost anything, that I have two bull calves for sale. As my subscription is out, please stop the paper, as times are too hard to waste money on newspapers."

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA	MONTANA
NEWSBirmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINERButte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINERLos Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNALElizabeth
MERCURY-HERALDSan Jose Post Office Statement11,434 Member of A. B. C.	PRESS CHRONICLEPaterson
GEORGIA	NEW YORK
BANNERAthens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRERBuffalo
JOURNAL (Cir. 55,428)Atlanta	IL PROGRESSO ITALO-AMERICANO — New York.
ILLINOIS	DAYNew York The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 15,190).....Joliet	OHIO
IOWA	VINDICATORYoungstown
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	PENNSYLVANIA
SUCCESSFUL FARMINGDes Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMESErie
KENTUCKY	DAILY DEMOCRATJohnstown
MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TIMES-LEADERWilkes-Barre
LOUISIANA	TENNESSEE
TIMES-PICAYUNENew Orleans	BANNERNashville
MICHIGAN	TEXAS
PATRIOT (No Monday Issue)Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	CHRONICLEHouston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MINNESOTA	UTAH
TRIBUNE, Morning and Evening...Minneapolis	HERALD-REPUBLICANSalt Lake City
MISSOURI	VIRGINIA
POST-DISPATCHSt. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average362,858 Daily and Sunday195,985	DAILY NEWS-RECORDHarrisburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
ROLL OF HONOR	WASHINGTON
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	POST-INTELLIGENCERSeattle
ILLINOIS	NEBRASKA
SKANDINAVENChicago	FREIE PRESSE (Cir. 128,384).....Lincoln
NEW YORK	NEW YORK
BOULETTINO DELLA SERA.....New York	

NO BILLBOARDS IN RESIDENCE SECTIONS

How Newspapers of Los Angeles, Enlisting Aid of Civic Societies, Regulated Size of Outdoor Display Signs and Swept Them From Residential Districts.

The fight in Los Angeles to regulate the billboard interests, to restrict their size, and to eliminate them from the resident sections, was won by defeating the Councilmen who favored them in the recent city election. The fight was carried on by the newspapers, which enlisted the aid of various civic associations in the campaign.

The contest of the people with the billboard interests in Los Angeles has lasted for ten years. The early fights were nullified by decisions of the California Supreme Court, which held against the right to regulate business of a damaging nature by the rule of frontage consent. Three or four years ago Los Angeles adopted an ordinance for stricter regulation, but it had no real effect in eliminating the billboards from the residence sections of the city, though it did help to bring about regulations minimizing the dangers and menace to public health and safety.

In view of the decisions of the California courts and the status of the Chicago case, no attempt was made to enact more stringent legislation until the Illinois Supreme Court upheld the contention of the people in that city. The City Attorney of Los Angeles prepared an ordinance similar to that of Chicago, but action was postponed until the United States Supreme Court sustained the Chicago ordinance.

PEOPLE RETIRE COUNCILMEN.

Then the newspapers of Los Angeles, backed by the civic organizations and the people of the city, took up the real fight, which was carried into the city election, and which brought about victory by the defeat of five members of the City Council who had been friendly to the billboard interests. The city election was, in fact, in the nature of a referendum on the billboard question, in which the five men were voted out of public life.

The defeat of these men was accomplished in spite of the most strenuous fight ever carried on through billboard publicity in Los Angeles. The city was plastered with advertising appealing for votes for the men in the Council who were opposed to the civic societies. It is estimated that between three and five miles of billboards were utilized to advocate their reelection, and the total expenses of the campaign financed by the outdoor advertising men are estimated at approximately \$100,000.

ORDINANCE RESTRICTING BILLBOARDS.

The fight opened in April, when the City Attorney called attention to the decision of the United States Supreme Court in the Chicago case, stating that he was prepared to draft an ordinance wholly excluding billboards more than twelve feet square in area from the residence sections of the city, and he advised the City Council that such an ordinance might be sustained under the Court's decision that the consent provision is a privilege which the city may grant, but need not. The Chicago decision in brief was that, "Billboards may be absolutely prohibited in residence sections."

The billboard men were determined to make a hard fight, and began by inducing the council to refer the matter to a so-called "Civic Committee," which, from an interested and solely

commercial point of view, might be expected to favor the billboards, and business men known to favor billboards. The first mistake of the billboard men took place when a number of "uninvited" civic organizations and women's clubs were admitted to the civic committee.

THE BILLBOARD ORDINANCE.

Finally a report was brought in advising the council to enact an ordinance which designated all of the actual business districts in the centre of the city as business zones in which billboards should remain under present regulations. To this zone the committee added forty-three radiating streets, extending into the country for miles through the residence districts, where the billboards might remain unmolested. This middle business zone included a frontage of 208 miles, and the forty-three streets added 120 miles (on both sides) more, open to the signs.

While the report was not unanimously adopted, it was accepted by the City Council. This ordinance was favored by five of the nine members of the Council, five of whom were candidates for reelection, and was opposed by two who were up for reelection. The Cornell ordinance, introduced by one of the men who did not endorse the billboard interests, favored the business zone, but eliminated the forty-three streets in the residence section of the city and provided that wherever, outside of the central business zone, there might be certain blocks to be known as "semi-business" zones. Otherwise, the Cornell ordinance provided that no billboard of greater size than twelve square feet—not twelve feet square, may be erected, and that they must be at least fifteen feet apart and not closer than fifty feet to any residence.

The billboard men then centered their fight in favor of the re-election of the candidates for Councilmen who opposed the billboards, through the labor organizations, some 120, which passed resolutions objecting to legislation against the outdoor signs. The members of the Council who stood for reelection, and who favored the boards, were told that they could rely on 35,000 votes from the labor unions. Two members of the Council attacked the newspapers, declaring that the real campaign was whether the Council should "take orders from the millionaire newspaper publishers or from the people."

Then the Council decided to postpone all action on any ordinance until after the city election, June 21.

The avalanche started on the morning of election day. The five members of the Council who stood against the newspapers and the civic associations were relegated to private life by being snowed under.

With the new Council against them, the billboard men agreed at the last moment to accept and abide by an ordinance substantially the same as the

Cornell measure, but with the "consent clause" affecting the semi-business district eliminated.

The ordinance eliminating billboards from the residence district was adopted by the new Council by a vote of 5 to 4.

SOME INDICATIONS OF NEWSPAPERS IN HEAVEN

Scriptural References to Well-Known Titles Furnish Food for Thought as to the Possibility of Publications in the Realms of Bliss—But Not All Will Be Eternal.

By ADAM C. HAESSELBARTH.

Doubtless the average hard-working individual can conceive of no better sort of a heaven than one in which all reminders of his toil on earth will be absent.

Some of them may reach that sort of eternal bliss, but such, alas, cannot be the future of newspaper men. The Scriptures seem to give assurance that some well-known newspaper titles, at least, exist above the clouds or wherever heaven is.

If St. John's vision was prophetic, the Suns can be counted out, for he tells us "and the city had no need of the Sun." But the Stars will last, for Daniel, a well-accredited prophet, says good folk "shall shine as the Stars, forever and ever." And do we not read of the World without end and of harkening to the Herald angels sing?

And surely St. Peter always has the latest Ledger, Register, and Chronicle, with an Index. And there must be Messengers and Couriers, and Banners and Beacons and Standards and Americans and Sentinels. And Light and Truth are sure to be there with large circulations. And may we not expect Enterprise and News and Press all around us, assuming that we get there? And the Outlook, of course, must be simply

great. And will not Life be wherever we turn? And will we not naturally look for a New Era?

Certainly there will be many Catholics and Baptists and Lutheran Young People and Presbyterians and Churchmen and other denominational representatives, with a great Christian Advocate influencing the religious life of the celestial community. Of Reflectors there will be countless millions, and the same may be said of Spectators, Statesmen, Men, Women, Voices, Witnesses, Watchmen, and others. Zion's Landmark will likewise be on every hand, and there will always be something to do. Visitors and Teachers are doubtless in the Social Circle of the House Beautiful, and so the Graphic picture might be enlarged. But why continue? In that natural home of the Golden Age and Musical Advance newspapers, like the saints, will prove the survival of the fittest.

Want A. B. C. Membership

The Philadelphia Press, San Bernardino (Cal.) Index, and the Ottawa (Ont., Canada) Le Droit have applied for membership in the Audit Bureau of Circulations.

For Better Business in Baltimore Concentrate in THE BALTIMORE NEWS

Net Daily Circulation, July, 1917, **91,250**
Gain over same period, 1916, **15,388**

Handsome printed folder, describing Baltimore in its new era of prosperity, fresh from the press sent anyone interested on request—an interesting piece of business literature for busy advertisers.


Special Representatives


DAN A. CARROLL
Tribune Building, NEW YORK
J. E. LUTZ
First Nat'l Bank Bldg., CHICAGO

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

Says the
NEWS-TRIBUNE
of Duluth
"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."
Central Press Ass'n
New York Cleveland

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

 **Vacation Time**
is the time when you have to put out a more live, interesting paper if you want to hold and build circulation.
NEA helps do both.
THE NEWSPAPER ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

 **DOMINATES**
its field in purchasing ability per family and yet at lowest advertising cost per thousand.
"TO-DAY'S HOUSEWIFE"
GEORGE A. McCLELLAN
General Manager
New York

The True News
—FIRST—
Always—Accurately
International News Service
World Bldg., New York

COMPARATIVE PRICE ADVERTISING PROVED UNNECESSARY BY PROGRESSIVE MERCHANTS

Vigilance Committee of A. A. C. W. Reckons This Method of Advertising as the Greatest Evil of Retail Work—It Is Unnecessary as Well as Misleading in Ever-increasing Instances—Not Even Good Business.

By M. R. DRUMMOND.

THE old question of the ethical right for any merchant to use comparative prices in advertising was brought up before the meeting of the Associated Advertising Clubs of the World at St. Louis, and, of course, was brought up unfavorably.

According to the Vigilance Committee, one of the best things they have done during the past year has been the elimination of comparative prices from retail advertising in various places throughout the country.

There are, however, men who defend the use of comparative prices, provided the comparisons are honest. As a general rule, such men swear, by all that is good and holy, that when they use comparative prices they use them honestly, and they are equally frank in saying that, when comparative prices are used by other advertisers they are crooked, dishonest, and used with a deliberate hope of cheating and defrauding the people who are foolish enough to believe in them.

NOW BEING DROPPED.

It is a peculiar thing, however, and is well to note in passing, that the three best stores in the three largest cities do not use comparative prices in their advertising.

This may be a coincidence, or it may be evidence of superiority, but it is a fact.

In New York, the first city in the country, Altman's is conceded to be the best department store. It is said that Altman's gets a greater response per agate line from advertising than any other New York store. And Altman's advertising carries no comparative prices.

In Chicago, the second city, Marshall Field & Co. is not only the largest and finest store, but it is the greatest store in the United States, if not in the world, and comparative prices are unknown in Marshall Field & Co.'s advertising.

In Philadelphia, the third city, Wanamaker's is far and away the biggest and best store, and no comparative prices are used at any time.

Dropping down a peg, to St. Louis, Stix, Baer & Fuller have dropped comparative-price advertising, and theirs is the second largest store in the city.

NOT ALWAYS DISHONEST.

It is, however, unjust, yes, and untruthful, to say that the use of comparative prices is dishonest advertising—although, as a general rule, it is.

There are instances where they are used in all honesty, sincerity, and truthfulness.

In such instances, however, the sound merchandising policy back of them may be questioned.

PRICE-JUGGLING DEFENDED.

For instance, Philip Le Boutellier, of Best & Co., New York city, justifies comparative prices in this manner:

When sales are not satisfactory in a certain department they take some well-known item, generally a staple, carried regularly in stock, and reduce the price for a day, or, perhaps a week, until the sales sheets are satisfactory, when the regular price is restored. That is perfectly honest.

It is, however, a frank admission on the part of Best & Co. that their "regular" prices are high enough to stand occasional reductions or fluctuations and still, in the aggregate, yield plenty of profit. It is deliberate price-juggling, and has a tendency to make customers doubt the fairness of "regular prices."

One of the biggest and best advertising managers in New York, when asked to talk on the subject of comparative prices, and justify their use, frankly stated that he uses them because his boss demands it, and that he knows, absolutely, that it is wrong—but the boss does business that way, and "that's all there are of it."

He, however, justified their use in his case by stating, emphatically, that they are truthful—saying that it is the policy of the house to have "Monday prices" and other day prices.

This, it would seem, would have a tendency to teach customers to stay away from the store on all days except Monday. Of course that is not the case, and that is explained by saying that there is only a certain per cent. of the readers of this advertising that believe the comparative price statements, and the balance of the week's business is transacted with the skeptics who pay more for goods than do the readers of the ads.

These instances, however, are gathered from the so-called "high-class" stores.

GOOD FOR CHEAP STORES.

It is frequently argued that "ethics" are all right for high-class trade, but they would prove a losing proposition for cheap business.

As evidence of the effectiveness of non-comparative-price advertising for cheap stores, witness the result of non-comparative-price advertising as it has been practiced for the past two years by Bloomingdale Bros.' store, on Third Avenue and 59th Street, New York city.

Bloomingdale's is a store of job-lots and seconds, principally. It has always been known as a cheap store, handling cheap goods in a cheap way. As for comparative prices—well, they were the chief stock in trade until Samuel Hopkins Adams wrote rather freely about the bald faced misrepresentation he found there.

OBJECTED TO BY BUYERS.

Then came the revolution. And it was some revolution, too. Comparative prices were eliminated entirely. The advertising department was given emphatic orders, and was made a real department. The order of things was reversed. Buyers were deprived of their power to "order" the advertising man to do this and that, but were forced to show the advertising office a few things.

This was, of course, far from satisfactory to the buyers. The advertising office took nothing for granted, and the ads were merchandised, not alone for "value," but for everything else, style, quality, quantity, and desirability.

It was revolutionary. It meant the calling of seconds by their real names. It meant shooting straight.

And it is a funny thing that it meant increased business. It meant reduced expense. It meant better merchandising.

The second year of this system showed an increase of business of one million dollars, and a reduction of the per cent. cost of advertising to two and eight-tenths per cent., while, before the non-comparative-price advertising went into effect it had never been below four per cent.

GOOD FOR ALL CLASSES.

If Altman's, Marshall, Field & Co., Wanamaker, Philadelphia, naming high-class stores, can follow this sys-

tem and keep ahead of the procession, not only in the volume of sales, but in the standing in the community as high-class stores; if Bloomingdale's can grow with the East Side trade by following this system, why is it that the comparative-price, price-juggling system is defensible?

It is, in the eyes of many an outsider, merely the makeshift of the lazy man, as Benjamin Schlessinger, of the Emporium, San Francisco, so aptly puts it.

By the way, the Emporium, of San Francisco, the largest store in the city, has not used a comparative price for ten years, and the business has grown faster and to greater proportions than any business on the Pacific Coast.

One advertising manager, who uses comparative prices in some of his copy and eliminates it elsewhere, says that he follows this course merely to avoid fighting with buyers. Some of the buyers, he says, having been raised on the comparative-price basis, insist on having them, while others, more enlightened, or, perhaps more intelligent naturally, do not care for them, and so, to keep peace in the family, he gives each buyer what he or she wants, which, by the way, is a pretty easy way of getting out from under.

The Times-Dispatch
Richmond, Virginia

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

Story, Brooks & Finley
Special Representatives
200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

R. J. BIDWELL CO.
Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher
742 Market Street
SAN FRANCISCO

TAKE IT TO

POWERS

OPEN 24 HOURS
OUT OF 24

THE FASTEST ENGRAVERS ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

The Pittsburg Dispatch

Is the daily buying guide in thousands of thrifty households.

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

PHILADELPHIA
America's Greatest Industrial City.

The PRESS
Philadelphia's Great Industrial Paper.

Foreign Representatives
GILMAN & NICOLL
1103 World Building NEW YORK 1030 Tribune Building CHICAGO

(June Circulation 81,035)
"ASK THE LOCAL ADVERTISER"
The St. Paul Daily News

leads its field in advertising and in circulation with more readers than any other St. Paul paper ever had. In six months of 1917 it showed a gain of 134,358 lines.

"For More Business Than Usual"
C. D. BERTOLET
Boyce Building, Chicago
A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Ave., New York

The Evening Mail
New York

Last year GAINED
178,965 lines

of
Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

The Pittsburg Post

ONLY
Democratic Paper In
Pittsburgh.



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

HOW W. P. SIMMS GOT STARTED

Oon Marquis Tells Why War Correspondent Got Into Game.

According to Don Marquis, the brilliant columnist of the New York Evening Sun, W. P. Simms, the war correspondent broke into the newspaper game in this unorthodox way:

William Phillip Simms, whose dispatches from the battle fronts have appeared daily in the Evening Sun for nearly three years, is not only a corking good reporter but also a poet and an artist. And at one time he was the most genial debt collector in a Southern city. In fact, he collected his way into the newspaper business.

Simms used to appear every afternoon about four o'clock in a certain newspaper office with a bunch of bills and dun the city editor. After an hour's pleasant chat the city editor would borrow another quarter of him, and Phil would pass on to the next debtor. Whether they all got money out of Phil we don't know; but it is a fact that he was the easiest collector that ever existed.

One day after this had been going on for a couple of years the city editor—suddenly and unexpectedly flush—surprised Phil by paying him the debt.

"I hate to do this, Phil," he said sentimentally. "It puts an end to our little visits."

"I hate to take it, Mr. So-and-so," said Phil. "I never expected it."

"The old place won't be the same without you sticking around," said the city editor.

"I don't like to quit it either," said Phil, with a sigh. "But maybe you'll get into debt again some time, Mr. So-and-so."

"Perhaps," said the city editor. "At any rate, I'll try. But it isn't always so easy." But as they were dejectedly bidding each other goodbye the city editor had a bright idea. "Phil," he said, "would you like to be a reporter?"

"No, sir," said Phil. "I've noticed that they're always broke." And he started out. Half way to the door he turned and said, with a flush of emotion. "I've spent so many pleasant hours here that I can't leave the old place like this! Go ahead! Make me a reporter!"

And now look at him!

MISCELLANEOUS

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

BOOST YOUR SUBSCRIPTION LIST.—Use original subscription-getting campaigns, prepared by circulation expert and adapted especially to your publication. No contests. Subscriptions come on merits and "stick." Write George E. Bucknam, Box 2792, Boston, Mass.

TRADE AT HOME SERVICE.—Complete matter for ten weeks' campaign, including ten full page arguments, reading and editorial matter, full instructions how to put it on. Copyright matter. Price \$10 sent on ten days' approval. Geo. W. MacDonnell Adv. Mgr., The Telegram, Long Beach, Cal.

SITUATIONS WANTED

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

CIRCULATION MANAGER.—Live circulation manager of Evening daily of 13,000 desires to make change. Age 33. Ten years in present place. Recently went through 50% raise in price of paper and got by with flying colors. Good references given. Address U-3355, care Editor and Publisher.

NEWSPAPER MAN.—Live newspaper man, editor of daily in city of 25,000 desires to make change for better. Thorough knowledge of newspaper game with eight years of experience. Not a "has been" but—young man giving satisfaction in present position, who seeks a better opportunity. Address U-3353, care Editor and Publisher.

EDITOR.—Experienced daily newspaper man wants situation as editor, editorial writer or telegraph editor on Republican paper in Central or Western states. Write U-3354, care Editor and Publisher.

CIRCULATION MANAGER.—Live circulation manager of Evening daily of 1,300 desires to make change. Age 33. Ten years in present place. Recently went through 50% raise in price of paper and got by with flying colors. Good references given. Address U-3355, care Editor and Publisher.

CIRCULATION MANAGER.—Now permanently employed desire change. No boozier. Best of references. Not subject to draft. Has worked on small paper and became familiar with all departments. Address U-3351, care Editor and Publisher.

CIRCULATION MANAGER. with years of experience, and can furnish the best of references, at present employed, have good reason for wishing to make change. Not subject to draft. Address U., 3357, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER.—Man of character, integrity, ambition, and enthusiasm, 37 years old, desires to change present connections. Has been very successful; saved money; made friends, and is representative in every particular. Has reached limit present position permits. Good executive; hard, intensive worker. Never fail to get results. Would consider Business Management, Advertising Management, or responsible position in Advertising Department, but opportunities for future must be very promising. The newspaper searching for a man of my calibre can be convinced. Address U., 3359, care Editor and Publisher.

NEWSPAPER PRESSMAN.—Thoroughly competent, who has made a special study of press room conditions, the handling of paper cost and waste, seeks employment—15 years a press room foreman, has business and executive ability, can assume charge of a plant and produce results. Exceptional references. An familiar with the low down construction and the high speed straight line presses. Experienced color man. Address T. 3345, care The Editor and Publisher.

ADVERTISING SOLICITOR and manager capable of producing new business, desires to locate with publisher on paper in town of 25,000 to 100,000 population. Prefer working on a commission basis, or small salary and commission. Address U-3359, care The Editor and Publisher.

CIRCULATION MANAGER wants place as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. An employed, but desire a change at once. Age 32, references. Address U-3361, care The Editor and Publisher.

REPORTER AND FEATURE WRITER.—Capable, young woman reporter and feature writer, experienced in all branches of editorial work, is ready to connect up with a job in a regular city. Can furnish excellent references from editors of several metropolitan dailies, and better still, can make good on the job. Address U-3358, care The Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER.—Live wire, energetic, ambitious and man of character, married, age 28, desires to make change by September 1st. Employed at present but has gone as far as possible for some time in present position. Highest references from past and present employers. More than 12 years' experience in business and advertising departments. At present assistant advertising manager daily in city, hundred thousand. Good copy man, convincing salesman who holds and makes friends for himself and paper. I can deliver the goods, what have you to offer? Nothing less than fifty dollars week considered. Address U-3362, care The Editor and Publisher.

FOR SALE

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

BONA FIDE OFFER.—Actually for sale for immediate shipment. Several Models, Linotype and Intertype Machines; Recess, Head Letter and Regular Molds; Liners, Space Bands, Blades, etc. Can save you money on purchases of any New Linotype or Intertype. Address U. 3364, care The Editor and Publisher.

\$5,000 will purchase well equipped job printing and weekly newspaper plant with well established newspaper. Lucrative business. Principals only. Rockaway Life, Far Rockaway, N. Y.

16-PAGE POTTER PRESS. in good running order, in use by Daily Argus Leader, over 10,000 circulation including stereotype outfit, also 12 turtles and 12 chases. Delivery about December first, following installation larger press. A big bargain. Write The Argus-Leader Co., Sioux Falls, S. Dak.

FOUR HOE MATRIX ROLLING MACHINES

Equipped for motor drive and in good condition

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

PUBLISHERS' NOTICE

The Editor and Publisher maintains a corps of paid correspondents in the following cities:

Albany, N. Y.—Thos. C. Stowell, 136 Washington Avenue.

Atlanta, Ga.—Miss Nell Freeman, the Constitution.

Boston—Roy Atkinson, the Post.

Bridgeport, Conn.—Warren W. Lewis, the Herald.

Buffalo—A. H. Kirchhofer, the News.

Brooklyn—Tom W. Jackson, 919 Foster Ave.

Chicago—C. B. Cory, Jr., Inland Storekeeper, People's Gas Building.

Cincinnati—Roger Steffan, the Post.

Columbus, O.—R. H. Jones, the Citizen.

Cleveland—W. H. Zelt, 764 Hippodrome Annex.

Dallas, Tex.—J. E. King, 262 South Wintetka Avenue.

Denver, Col.—Meredith Davis, Rocky Mountain News.

Des Moines—Roy A. Jarnagin, the Capital.

Detroit—Fred R. Barkley, 146 Charlotte Ave.

Indianapolis—Ellis Searles, the News.

Jacksonville, Fla.—Walter R. Early, 42 West Adams Street.

Little Rock, Ark.—W. H. Adams, Arkansas Gazette.

London—Valentine Wallace, 3-7 Southampton Street, Strand.

Los Angeles—Fred Gilroy, the Times.

Louisville—Aubrey Cossar, Starks Building.

Memphis—Arthur J. Forbes, Commercial Appeal.

Milwaukee—U. G. Cox, 423 22d Street.

Montreal—J. C. Ross, Board of Trade Building.

Minneapolis—T. A. Borlight, the Tribune.

New Orleans—Henry I. Hazleton, 903 Hibernia Bank Building.

New York—Joe A. Jackson, the World.

Omaha—A. E. Long, the Bee.

Philadelphia—Miss Curtiss Wager-Smith, 3207 Baring Street.

Pittsburgh—C. C. Latus, the Dispatch.

Providence—Wm. M. Strong, the Journal.

Portland, Ore.—F. W. McKechnie, United Press, Oregon Journal Building.

San Francisco—Geo. R. DeVore, 1915 Green Street.

Seattle—Roy Alden, the Times.

St. Paul—John Talmun, 599 Laurel Avenue.

St. Louis—C. M. Baskett, P. O. Box 856.

Savannah, Ga.—J. P. Watkins, Dixie News Bureau.

Spokane, Wash.—Ralph E. Dyar, Spokesman Review.

Toronto—W. A. Craik, 52 Foxbar Road.

Washington, D. C.—E. A. Halsey, 402 Wardman's Court, East.

Other correspondents will be added from time to time.

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 15 picas wide and twelve inches deep.

Advertising rate is 30c. an agate line, \$125 a page, \$80 a half page and \$45 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, Help Wanted and Miscellaneous, twenty cents a line; Business Opportunity, thirty 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, \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manling'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. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Rert E. Trenks, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street

Detroit—Solomon News Co., 69 Larned St., W

San Francisco—R. J. Bidwell Co., 742 Market.

80% only evening daily of a very attractive city of 15,000 can be bought for \$18,000. Equipment claimed to be worth \$20,000. Business has netted owner \$3,500 to \$8,000 a year from a gross of approximately \$24,000. No debts. Proposition P. H.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

Over 30% Profit

Only daily in prosperous and popular Florida town, gaining annually 25% in population. Business in fine shape and making over 30% on investment. \$10,000 cash will swing deal. Quick action advised. Proposition 971x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg., Springfield, Mass.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

Hemstreet's PRESS CLIPPINGS

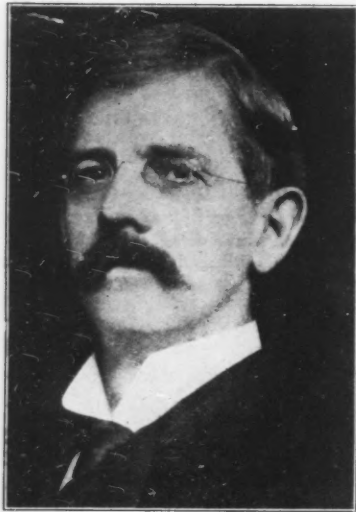
Tenth Avenue At 45th Street
New York

**PITTSBURGH DISPATCH
DRAMATIC CRITIC DIES**

James E. Leslie, Authority on the Drama, Dies at Home in Pittsburgh—Was One of the Best-Known Critics of the Stage—Served Dispatch for Seventeen Years.

James Edward Leslie, dramatic critic and assistant Sunday editor of the Pittsburgh Dispatch, died Monday at his home in Pittsburgh.

Mr. Leslie was born in Mercer Pa., in 1854. He began newspaper work at the age of eighteen and continued in that work up to the day of his death. His



JAMES EDWARD LESLIE.

newspaper career began at Wampum, Pa., where he started a newspaper during the oil boom days in Pennsylvania. Later he went to New Castle, Pa., and from there to Youngstown, O. From Youngstown he went to McKeesport, Pa., and from there to Boston.

When Mr. Leslie became Sunday editor of the Pittsburgh Dispatch, he was placed in charge, also, of dramatics. At once he attracted attention with his dramatic criticisms. His department became better and better known until his late years, when he was regarded in the East as one of the most profound students of the drama and one of the most sympathetic and yet vigorous critics of the stage.

Mr. Leslie was with the Dispatch for seventeen years. For two and one-half years he was Sunday editor of the Pittsburgh Gazette.

OBITUARY NOTES

DANTE BARTON, vice-chairman of the Industrial Relations Committee and for fifteen years leading editorial writer on the Kansas City Star, died Sunday at his home in New York.

ROBERT E. RAY, until recently editor and publisher of the Attica (Ind.) Daily Tribune, died recently in Attica.

JACOB LEWIS, veteran Topeka, Kan., newspaper man, died recently at his home in Topeka.

GEORGE HENRY BAST, for four years a member of the business staff of the Brooklyn Eagle, died recently at his home in Brooklyn.

HAMILTON MUSK, secretary of Thomas A. Edison, Inc., and formerly with the business department of the American Press Association, died recently at his home in West Orange, N. J., at the age of forty.

ROY V. JOHNSON, former city editor of the Dayton (O.) Herald, and at one time in the employ of the Chicago Inter-Ocean, died recently in Chicago.

DR. SIMEON GILBERT, for twenty years editor of the Chicago Advance, and for four years western editor of the Boston Congregationalist, died recently at his home in Chicago. He was born in Pittsford, Vt., and was eighty-four years old.

BERT HOWDESELL, former editor of the Ketchikan (Alaska) Miner and the Skagway Alaskan, died recently in Juneau, Alaska.

ERASTUS H. CUBBISON, editor and publisher of the Emlenton (Pa.) News, died recently at his home after a short illness, aged fifty-four years.

WEDDING BELLS

Robert Shand, sporting editor of the Oakland (Cal.) Enquirer, was married recently in Oakland to Miss Alpha Phipps.

Announcement has been made of the engagement of George Henry Oakes, of the Hayward (Cal.) Journal, to Miss Pauline Pennybaker, of Albany, Ore.

B. O. McAnney, for two years associate professor of journalism at the University of Maine and during the summer engaged in publicity work for the American Red Cross in Washington, D. C., was married recently in New York to Miss Esther Haswell, of Orono, Me.

Edgar L. Maines, of the Rockford (Ill.) Register-Gazette, and Miss Jennie Stewart, of Columbus, Kan., were married recently at Rockford.

KANSAS EDITORS GO ABROAD

William Allen White and Henry J. Allen to Visit French Battlefields.

William Allen White, editor of the Emporia (Kan.) Gazette, and Henry J. Allen, editor of the Wichita (Kan.) Beacon, members of a special commission appointed by the War Council of the American Red Cross to conduct a survey looking toward the reconstruction of the devastated territory of France, are to sail for a European port within a few days.

The purpose of the survey, Mr. White explains, will be not only to see in what ways the recently collected \$100,000,000 Red Cross fund is being spent, but to map out the work and organization of a reconstruction and social service commission to be sent later. This commission will supply farming implements to those whose property was destroyed or confiscated by the Germans, will supervise social service work among the impoverished families and aid them to again become self-supporting.

But probably most important of all will be the work of the survey com-

mission when it returns to the United States. While abroad the members will form a good idea as to what funds will be necessary for carrying on the future work and they will make tours of the country, speaking and writing in behalf of future funds that may be raised. Mr. White will confine his services to writing articles informing the public as to just how every dollar contributed is being spent and why future demands will be made.

"The commission that will follow us to France will undertake a work even more vast than that of the hospital and nursing service of the Red Cross," said Mr. White, in an interview for the New York Tribune. "It will add to the other good works that the Red Cross is doing that of social surgery and economic reconstruction.

"This branch of the work will increase as the war goes on. My private opinion is that the war will last at least four years longer. I believe it will take that long to drive the Germans back across their frontier."

EDITOR'S HOME DYNAMITED

Lord Athelstan, Owner of Montreal Star, Target of Anti-Conscriptionists.

MONTREAL, August 9.—Threats against the life of Lord Athelstan (Hugh Graham), owner of the Montreal Daily Star and a strong advocate of compulsory military service, culminated in an attempt at four o'clock this morning to assassinate him, Lady Athelstan, and their daughter, the Hon. Alice Graham, as they slept at their country house at Cartierville. A huge charge of dynamite was exploded under their sleeping quarters.

None of the family or of the eight servants in the house was hurt, due to the fact that the house was built of stone. Experts declare that if the house had not been of unusually solid construction it would have collapsed, causing serious injury or death to all the occupants. Yet though the destructive force was expended in a lateral direction, it was sufficient to shatter the rooms on the ground floor, fill them with wreckage, and hurl debris a distance of 200 feet.

There is very little evidence for the police to work on. They have found a carter who saw a party of six driving along the Cartierville road in a touring car at 3:30 A. M. Wheel marks

show that the car was driven up to the big iron gates. The chain to the gates was broken, and thus the assassins forced their way into the grounds, planted their dynamite between a veranda post and the wall, and then escaped. One of the plotters dropped his cap, and this may help in their detection.

TAUNTS ASSOCIATED PRESS

Former Senator Works, of California, Says "Money Kings" Control News.

John D. Works, of Los Angeles, former United States Senator, told the Conference for Democracy and Terms of Peace, meeting in San Francisco, on Thursday, that the proceedings of the gathering would not get much space in the newspapers. He said:

"Do you suppose the Associated Press is going to carry anything to the newspapers it represents of what you and I are doing here to-day? No. Now, why?"

"Not particularly because the Associated Press does not want to send out the news. Probably it does, but if the Associated Press were to take any such position as that—that it would send out free criticisms on the war and legislation that brought it about—against the will of the money kings of New York, who have been more instrumental than any other influence in bringing on this war, the Associated Press would go out of business.

"Why, those interests that permeate every part of this country, centering in the great State of New York, can destroy any newspaper that does not do what they want it to do, even here in San Francisco."

THE PATRI-OT-O-WHIRL
The Newest and Best Automobile
Accessory
Join in the Patriotic Spirit of
Liberty and
WHIRL YOUR COLORS
The Patri-Ot-O-Whirl is rain-proof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or wind-shield of the automobile. It revolves with great velocity and makes a very striking appearance.
PUBLISHERS:
Here's the Biggest Winner Ever Offered!
Can also be used on boats, bicycles, and motorcycles. Retail Price \$1.00. Write to-day for special price on quantity orders.
S. BLAKE WILLSDEN
Premiums and Advertising Specialties
29 E. Madison St. Chicago

The New Orleans Item
Largest afternoon Circulation in the entire South
(April A. B. C. Net Paid Statement)
Sunday 68,875
Daily 55,041

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
60-62 Warren St., New York City
Established a Quarter of a Century

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

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

QUALITY CIRCULATION BUILDER
National Editorial Service, Inc.,
225 Fifth Ave., New York.

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
87 WEST 39TH ST., NEW YORK

FULL CONCENTRATION

IN New England it is possible to concentrate your advertising strength completely in a given geographical territory. Every dollar spent is put to work where you can figure the results.

Let us illustrate by contrast. In using the newspapers of other communities, your fire is scattered in overlapping circulation. Where will you draw the line of effective publicity? How far will you extend your sales effort in co-operation with the advertising? And beyond this line—when you draw it—much of your ammunition is still widely strewn.

But New England newspapers circulate only in New England. They cover this territory thoroughly, but there they stop. There is no scattering, no waste. You can plan your sales campaign accordingly.

This is one of the reasons why New England is the logical territory for try-out campaigns and concentrated advertising. Many such campaigns have been successfully carried through in the last two years.

New England is a rich market for virtually every trade—marked commodity. Newspapers are universally read. The people are responsive to advertising. They are accustomed to asking for things “by name.”

Put your copy where it will be 100 per cent efficient.

Advertise in New England Daily Newspapers

MASSACHUSETTS.				RHODE ISLAND.				CONNECTICUT.			
Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines		Net Paid Circulation	2,500 lines	10,000 lines	
Boston American (E)	380,291	.40	.40	Springfield Republican (S)	18,116	.065	.04	Hartington Free Press (M)	10,184	.025	.0179
Boston Globe (ME)	256,829	.30	.30	Springfield Union (MES)	31,511	.08	.06	Population, 361,205.			
Boston Herald-Traveler (ME)	196,794	.28	.28	Worcester Gazette (E)	26,816	.06	.045				
Boston Journal (M)	58,921	.16	.125	Mass. totals, Population, 3,605,522.	2,621,571	3.4083	3.2257				
Boston Post (M)	478,970	.45	.45					Bridgeport Post-Telegram (ME)	31,451	.075	.055
Boston Record (S)	344,303	.35	.35	Providence Bulletin (E)	51,662	.10	.10	Dunbury News (E)	6,205	.0118	.0118
Boston Transcript (E)	41,961	.12	.12	Providence Journal (M'S)	25,355	.075	.09	Hartford Courant (MS)	19,261	.06	.04
Full River Herald (E)	7,960	.02	.02	Providence Tribune (E)	23,473	.06	.05	Hartford Times (E)	27,413	.06	.06
Fitchburg Sentinel (E)	5,107	.0215	.0172	Woonsocket Call-Reporter (E)	11,542	.0428	.0285	Meriden Journal (E)	4,897	.025	.0143
Lynn Item (E)	13,227	.054	.0357	Rhode Island totals, Population, 591,215.	112,032	.2778	.2535	New Haven Times-Lender (E)	17,529	.045	.035
Lowell Courier-Citizen (ME)	16,409	.035	.035					New London Day (E)	9,078	.0285	.02
New Bedford Standard & Mercury (ME)	21,631	.04	.04					New London Telegraph (M)	3,750	.0086	.0071
Pittsfield Eagle (E)	12,502	.0228	.0178					Norwich Bulletin (M)	9,286	.04	.02
Salem News (E)	18,935	.03	.03					Connecticut totals, Population, 1,114,756.	128,663	.3539	.2632
Springfield Republican (M)	15,055										
Springfield News (E)	21,703	.09	.06	MAINE.							
				Portland Express (E)	22,462	.06	.045				
				Population, 762,787.							

This advertisement written by Paul L. Lewis

New York Advertising Situation

During the month of July, 1917, the amount of space used in the New York daily newspapers by these sixteen leading stores

B. Altman & Co.	Gimbel Bros.	R. H. Macy & Co.
Arnold, Constable & Co.	J. B. Greenhut Co.	Oppenheim-Collins
Best & Co.	G. A. Hearn & Co.	Stewart & Co.
Bloomingdale Bros.	Lord & Taylor	Franklin Simon
Bonwitt, Teller & Co.	McCreery & Co.	Stern Bros.
	John Wanamaker	

was as follows:

Evening Newspapers:

Globe	-	148,640	Journal	-	90,868
World	-	131,178	Telegram	-	65,213
Sun	-	131,032	Post	-	42,370
Mail	-	120,483			

Morning Newspapers (six days a week):

Times	-	45,712	American	-	15,884
Herald	-	27,815	Tribune	-	10,149
World	-	16,600	Sun	-	9,316

Sunday Newspapers:

Times	-	112,974	American	-	52,927
World	-	98,889	Tribune	-	33,228
Herald	-	67,820	Sun	-	16,474

The Globe leads all evening, morning and Sunday newspapers in New York in business most dependent for results from women.

200,000 Circulation - - - - - Member A. B. C.

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

