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DEPARTMENT OF JUSTICE NOT TO BE HAMPERED

Publishers Who Have Agreed to Plan to Have Federal Trade Commission Fix Price for News Print Assured by Attorney Heney that Government's Investigation of Criminal Responsibility of Manufacturers Will Continue—Prediction Made that Paper Makers' Organization Will Dissolve—Many Publishers Sign Agreement.

(Special to THE EDITOR AND PUBLISHER.)
WASHINGTON, D. C., March 2.—After passing a resolution declaring that there should be no suspension of the Federal investigation of the news print manufacturers, who have been charged with entering into a combination in restraint of trade, the publishers accepted the suggestion of the Federal Trade Commission and will permit that body to fix the price of print paper from March 1 to September 1.

This, it is thought, will carry with it the dissolution of the manufacturers' association. It is thought that the new price will be \$2.50—not to exceed \$2.60—a hundred pounds.

The papermakers, who tried repeatedly to cause dissension among the publishers, are now, it is said quarrelling among themselves. What looked like a perfect organization less than a month ago has been wrecked against the wall of public protest. All the arguments formerly advanced by the manufacturers have been engulfed by the unanimous stand of the publishers, who conceded not one inch in their determination to restore a free competitive market. The paper makers' ranks are rift with dissension, and they are quarrelling among themselves it is said. Conditions among them to-day are such that their organization is threatened with dissolution by reason of internal differences. The identical condition which they attempted to force on the publishers has overtaken them.

Counting the mills owned by newspapers, such as the New York World and the Chicago Tribune, and Pacific Coast plants, and the mills that were not members of the News Print Manufacturers' Association, with those papermakers who have agreed, in the face of the Federal grand jury investigation, to permit the Federal Trade Commission to fix the price, something like 1,212,000 tons of news print, or more than half of the production of the continent, will be represented in the agreement to let the Commission fix prices. It is the confident expectation that other mills will fall into line, and that within thirty days there will be such a tumbling in the price of news print as has not been witnessed in some time past.

SOME PUBLISHERS IN DOUBT.

There are publishers, however, who do not believe that the effect will be permanent. They profess to see in the

consent of the manufacturers a plan to gain time. Generally speaking, however is that they have adopted the proper course.

On the other hand, it is stated that the manufacturers will not again be permitted to form any combination that will allow them to get together on any kind of an understanding. It is stated that a plan has been worked out to prevent this. One method is the determination to go ahead with the grand jury proceedings.

Assurances have been received that sufficient machines will be placed on news print to take care of the normal demand, and that there will be no further shortage of paper, or a return to the auction market that has existed for nearly one year past.

MAY SET A MAXIMUM PRICE.

It is probable that the Commission will set a maximum price, above which the price of paper will not go, and below which some manufacturers will doubtless give quotations to their customers.

As to the manner in which prices will be worked out, nothing is said. It may be that a sliding scale will be adopted for each mill, based entirely on its cost of production.

PRICES THAT MAY BE SET.

The price set may be in the vicinity of \$2.60 at the mill—possibly as low as \$2.50, maybe lower. It is possible that there will be a sliding scale, based on the costs of production of the different mills.

Within ninety days it is expected that the sulphite market will be back to normal, due to the fact that there has been an enormous increase in the production of that important primary material. American capital, attracted by the high prices at which sulphite has been selling—in some cases for as much as \$130 a ton—has developed that branch of the industry to the point where it will be possible for the United States to export that material to other countries, divorcing America from necessity of purchasing in foreign lands.

PUBLISHERS AGREE TO STAND TOGETHER.

Prior to the meeting of the publishers with the Federal Trade Commission Monday morning, a conference was held at the New Willard Hotel, at which the action of the course of the Paper Committee of the American Newspaper Publishers Association was endorsed, and at which it was determined to stand by

restoration of a free and competitive market for news print.

Following the morning conference with the Commission, which was held behind closed doors at the Raleigh Hotel, and at which Francis J. Heney, counsel for the Commission, spoke and outlined the plan, a second meeting of the publishers was held, and adopted the following resolution, to be presented to the Commission at the afternoon gathering, as follows:

FEDERAL INVESTIGATION TO CONTINUE.

"It is the sense of those assembled that whatever may be the outcome of these pending conferences there should, in the judgment of this meeting, be no suspension or interruption of the investigation into the causes leading to the conditions now existing in the news print paper trade now proceeding through the agency of the Department of Justice."

There was no intention on the part of the Department of Justice of stopping its investigation, Mr. Heney declared to the publishers, after the resolution had been read; and, following discussion and the asking and answering of questions, the following resolution was adopted:

APPROVED THE COMMISSION'S PLAN.

"It is the sense of this meeting that the suggestion made by the Federal Trade Commission relative to a method of adjusting prices meets with the approval of those present."

This resolution was adopted unanimously, by a rising vote, after which the following resolution, introduced by M. F. Hanson, of the Philadelphia Record, was passed:

WILL CURTAIL CONSUMPTION.

"Resolved that the newspaper publishers present at this meeting agree to use less news print paper in 1917 than they used in 1916, with the thought in mind that this will create a surplus which will insure a supply to all newspapers, particularly the smaller papers, who have difficulty in securing an adequate supply; and we recommend to all newspaper publishers that they do likewise in our common interest."

No plan of arbitration would be taken up, it was stated, unless the publishers agreed to cooperate to reduce their tonnage requirements, if necessary, to carry the plan through. In order to accomplish this, those present were asked, the sentiment among the publish-

ers to reply to a number of questions submitted by the Commission, and to sign an agreement. The form of agreement submitted by the Commission, and to which nearly all present attached their signatures, follows.

AGREEMENT PRESENTED TO PUBLISHERS.

The following are the questions and form of agreement, which the publishers signed: Name of representative; name of publication; where published; name of company supplying paper; tons specified in present contract; period covered by the contract; price specified in present contract; tons of paper on hand March 1; have you eliminated returns; have you eliminated wastes?

Form of Agreement:

With the understanding that the price in my contract made with the _____ company for the purchase of standard news print paper be reduced at least to _____ per 100 pounds f. o. b. mill for the period March 1 to September 1, 1917, I hereby agree to release each month up to _____ per cent. of the tonnage contracted for, the paper thus released to be used in the manner to be determined by the Commission to help publishers without contracts, and I further agree that I will not purchase any paper in addition to that already contracted for without the consent of the Commission.

(Signed) _____

AGREE TO 5 PER CENT. REDUCTION.

Some publishers signed the above agreement in blank, leaving to the Commission the matter of filling in the reductions they would make in the purchase of news print during the next six months. Most of those who signed agreed to make a reduction of 5 per cent.

A number present, either because they doubted the efficiency of the plan, or wishing to think the matter over, withheld their signatures. It was stated that, if the Commission agrees to put the plan of price-fixing into operation—and there is every reason to believe that it will—that publishers who decline to sign would not be enabled to participate in the reduction in price. An opportunity is to be given to newspaper men who were not present to attach their signatures to the agreement, it is said.

COMMISSION WILL MAKE DISTRIBUTION.

In the event of necessity, due to shortage of supply, if need be, the Commission, it is understood, will undertake to distribute to smaller publishers who are without contract paper from the 5 per cent. which the signers agree to relinquish. It is understood also that publishers who sign the agreement the committee in its demand for the

will not go into the open market to make purchases, in order to prevent the possibility of the creation of auction prices, such as have existed for nearly one year. Above the agreement signed by publishers, the following questions appeared, which they were asked to answer:

INFORMATION ASKED.

1. Have you eliminated "returns"?
2. Could you, by rigid economy, get along on less paper than you have arranged for in 1917?
3. Could you stand a 5 per cent. reduction?
4. What is the highest price you are paying for paper? To what percentage of your supply does it apply?
5. What is the lowest price you have? For what part of your paper?
6. What, in your judgment, would be a fair price for news print, considering increased costs and uncertainty?
7. Would such a price, if made by the International and a few others, break the market?
8. Would you be willing not to go on the open market for paper?
9. What price would sheet news stand?
10. What, in your judgment, is the best arrangement to make for the protection of small high-cost mills?

These questions and the replies to them constitute, with the agreement, the attitude the publishers will adopt in the purchase of their news print supply for the next six months, at the end of which time it is declared, that a free competitive market will have been restored, and conditions will be such that the manufacturers will not attempt to again create a condition which has existed, and a shortage which publishers have constantly claimed was artificial, with consequent extortionate prices.

HENEY ADDRESSES THE PUBLISHERS.

When the Commission assembled at the Raleigh Hotel Monday morning, Francis J. Heney, special counsel, outlined the proposal of the manufacturers. He reviewed the situation briefly, told of the difficulties confronting the Commission and the efforts it had been making to bring about a settlement, fair alike to publishers and manufacturers. He declared that the plans contemplated will prevent the paper makers from again bringing about the same condition. The method of arbitration would make it possible to secure a reduction in price, and afford immediate relief to the larger publishers, and at the same time assure to the smaller newspapers of the country an adequate supply of white paper at a reasonable price. It would, at the same time, he said, remove the speculative element which has been such a factor in the open market conditions the past several months. During the six months' period when the prices which the Commission will set shall prevail, it will be possible to bring about a condition that will restore the free and competitive market that has existed in the past, and at the same time make it impossible for manufacturers to bring about any combination in the future that smacks of price fixing or the creation of an artificial shortage. It has been said that there was a shortage. He believed that it would be shown that there had been no shortage. It was not expected that members who signed the agreement would be asked to reduce or relinquish any part of their paper. Manufacturers had agreed to place a sufficient number of machines at work to insure a supply, and to take care of the American newspapers. Some machines might be taken off for other grades, but others more suited would be substituted, and the work of manufacture speeded up.

"There is no danger of the manufacturers doing this thing over again," he declared. "If after the expiration of the six months' period, they should at-

tempt to do this again, and other prosecution is not pushed, I will come back here and prosecute them myself, if they fail to live up to their agreement," Mr. Heney said.

INVESTIGATING THE SHORTAGE.

Questions put to Mr. Heney brought out the information that the charge that manufacturers had limited production is being considered by the Department of Justice as one phase of the criminal investigation in progress before the New York Federal grand jury.

There was no danger whatever, as a result of the investigation that was being conducted, that manufacturers would ever attempt to create the same condition again, he said.

At the afternoon meeting, Mr. Glass, chairman of the Paper Committee of the American Newspaper Publishers Association stated that it was the sense of the publishers that the suggestion of the Commission to adjust prices be approved.

DEPENDS ON LARGER PUBLISHERS.

The Commission has not yet concluded that it will set the price, Mr. Heney said. It all depended on the attitude of the larger publishers. If they agreed to the plan outlined to them by the Commission, they would obtain an immediate benefit in price and the small publishers of the country would be relieved of any embarrassment so far as a supply of paper sufficient for their needs is concerned. There may be some free tonnage available. If the Commission should set a higher price than that named in the contracts publishers now have, he said, it will not apply. If they set a lower price, the publishers will get the benefit of it.

ADVOCATES CURTAILING CONSUMPTION.

Senator Hitchcock said it was necessary to consider the factors in the present situation. It is necessary for the Commission to know whether one factor will only affect the price, and this concerned the larger publishers. The other factor was the manner in which small publishers are affected at the present time. It has been with them not so much a matter of price, but whether or not they could get news print at any price. It may be necessary, he said, for the larger publishers to curtail consumption as much as 5 per cent., which would make available for the use of the smaller papers something like 90,000 tons. Sixty thousand tons, he said, would have given relief last fall. There was an increase of 160,000 tons of news print manufactured last year. There will be an increase the coming year of probably 200,000 tons. There is apparently no shortage at the present time, but there is a very close balance. There was an increased consumption last year of 200,000 tons, and to supply that reserve stocks were depleted. It is simply a question of the large publishers agreeing to yield a portion of their supply. Replying to a question, Senator Hitchcock said that it was only necessary for the larger publishers to agree to cooperate with Mr. Heney in order to solve the problem, as he saw it.

SPEAKS FOR SMALL PUBLISHERS.

Commissioner Davies said that the Commission is desirous of giving the greatest measure of relief, and that was its purpose in calling the publishers to Washington to talk the matter over. "If we see in advance that it is useless to go ahead, because of lack of cooperation between large and small publishers, we might decide not to go ahead and consider the reduction in price alone, if it should involve any

proposition that will not save the smaller publishers."

CURTAINED BY MANUFACTURERS.

R. E. Turner, of the Norfolk (Va.) Pilot, said that he faced a problem that was complex. Last year he figured on a contract basis of 1,350 tons of news print, at \$2.23. He actually used 1,450 tons. This year all he could be assured of was 1,060 tons, and it was costing him at the present time \$1.30 per 100 pounds more than it did one year ago. "We must have paper. We are wiped out, so far as profits are concerned," he said. "We don't know how we can cut any further. It will cost us \$38,000 more to operate our plant this year than last, under present conditions, with approximately 400 tons of paper less. Giving up 5 per cent. of my curtailed supply presents a serious problem."

W. C. Reick, of the New York Sun, asked whether the Commission would consider requirements to be net paid sales, or would it ask that a cut be made below that point?

"If it turns out that some mills will shut down," replied Mr. Heney, "or Canada shuts off its supply, what will be the attitude of the big publishers? Will that threaten the small publishers?" he asked. "The Government may have to interfere to save the small publishers."

"I don't feel that it is wise for the Government to say how much we must decrease," said Mr. Reick. "We have paid as high as 5 and 6 cents a pound for paper. We can't get what we want at \$3.10. If the manufacturers make an agreement to cut the price, we feel that we should take it, but that it is not wise to have the Government cut consumption."

"The small publishers," interrupted Commissioner Davies, "must get relief. It seems that it must come from the contract requirements of the larger publishers."

OFFERS FIVE HUNDRED TONS.

Mr. Reick said that he had asked for 22,000 tons of news print for 1917, and later reduced the amount to 19,000 tons. It was only possible to contract for 15,500 tons, and now it is necessary to buy in the open market. News print now cost, he said, \$3.35 in the cellar. "It will cost us \$400,000 a year more under present prices than it did to purchase paper last year. If the publishers will set aside, say, 100,000 tons, it would help to save the situation," said Mr. Reick. "I will set aside 500 tons, one-twelfth of my tonnage. Some publishers are buying new print at \$2.35 per 100 pounds, while others are paying \$3.35. The Great Northern Paper Company, with rare commercial judgment, is selling paper at about \$2.25. The newspapers of New York have cut down to the bone and have not taken advantage of the situation that has existed."

Mr. Heney said that the Commission wants to adopt a feasible plan. Some of the manufacturers, he said, agree to abide by the price the Commission will fix for the next six months. Those who are paying prices higher than the amount the Commission will fix will get a rebate. Then they can take the saving and buy in the open market.

"That's not fair, Mr. Heney," replied Mr. Reick.

"I am not talking about the New York papers, which are in every respect models, but other selfish papers." (Laughter.)

Fleming Newbold, of the Washington Star, said that he had only obtained 85 per cent. of the amount of paper for 1917 that he had used in 1916. To give 5 per cent. of that would mean that he

would only have 80 per cent. "We need more, but we will sign," he said.

"If all do that the situation is saved," declared Mr. Heney. "It is the broad view that must be taken."

"We trusted ourselves," said Mr. Glass, "and got left. Now let us trust some one else."

"It is a time for publishers to be unselfish," said F. W. Kellogg, publisher of the San Francisco Call. "You cannot be any worse off than you are now, and the chances are that this arrangement will improve and better conditions. It is simply a question of cooperation at this time to solve the problem."

David Ogden, of the Christian Science Monitor, of Boston, said he would be glad to sign the agreement.

PUBLISHERS PLEDGE CURTAILMENT.

M. F. Hanson, of the Philadelphia Record, proposed that all cut down. "We are all striving to do what is wished, and if we give you that vote and send the news out, it would go a long way to solve the problem," he said. Mr. Hanson then introduced his resolution, pledging publishers to use less news print in 1917 than they consumed in 1916, which was adopted.

"If the Commission acts," Mr. Heney announced, after the vote was taken, "publishers who do not agree will not get a reduction in their contract price. If the Commission takes the matter up, it may not be necessary to take any paper from the publishers who sign. If it is, it will not be more than 5 per cent."

THINKS THERE IS SUFFICIENT PAPER.

Col. Stahlman, of the Nashville (Tenn.) Banner, said that he believed there will be plenty of paper and that the Commission will not call on publishers for a supply.

"I think so, too," replied Mr. Heney. "It is the sense of those assembled here," said Mr. Glass, "that whatever the outcome of this conference, that there will be no let up of the investigation of the Department of Justice."

INVESTIGATION TO CONTINUE.

"The Department of Justice has no idea of stopping its investigation," Mr. Heney said.

At this point the resolution of the publishers, declaring it to be their judgment that there be no suspension or interruption of the investigation of the Department of Justice, which they had previously adopted, was presented.

The resolution to adopt the suggestion of the Federal Trade Commission, permitting it to fix the price for the next six months, was passed unanimously, by a rising vote.

DISCUSSING MANUFACTURING COSTS.

Monday evening, there was a meeting of publishers at the Raleigh Hotel, at which Drs. L. H. Haney and E. C. Merchant, economists of the Federal Trade Commission, were present to give the publishers information with reference to costs of manufacture. The names of mills were not given at this meeting, that being confidential information.

VARIATION IN COSTS.

It was stated that there is a difference of \$5 a ton, between the high and low mills of the United States and Canada. The costs in the United States vary from \$28 to \$65 a ton, the statistics being gathered from mills representing 82 per cent. of the tonnage. During the first half of 1916, the cost of production ran as low in some mills as \$27 a ton, the average being \$32 to \$33.

This was about the same cost discovered by the Tariff Board in 1909. Some of the mills have high costs, but not the highest cost. This is caused in

some cases by distance from supplies or the fact that the mills are old. One mill which produced 2,000 tons of news print during the first half of 1916 is now working on other grades of paper. There were advances in the cost of the operation of some mills all the way from \$1.07 to \$12.60 during the first half of 1916. In January, 1917, this would be higher. The lowest cost in the United States as revealed by the investigators of the Commission was from \$28 to \$29 a ton. One mill is still charging the cost of coal to-day at contract price, when it has paid as high as \$9 a ton in the open market to get fuel to keep going. This is one of the low cost mills, which is selling its paper below \$2.50 per 100 pounds. The cost for coal during the last half of 1916 was as high as \$3.25 a ton; when received by boat, an increase of 75 cents a ton. This mill has paid as high as \$9 a ton for coal in the open market. Current costs in all mills at the present prices tend to increase current prices. Coal consumption is at the rate approximately of one ton per ton of news print manufactured.

BREAK IN SULPHITE MARKET.

A number of small mills had closed down, due to the excessive price of sulphite, which ruled as high as \$105 a ton. In this respect, it is expected that within ninety days sulphite will be back to normal price, due to the rapid increase in the manufacture of this material. It is possible to build digestors to make sulphite quickly, and to turn out from 16 to 20 tons in not more than eight hours, while to construct a paper mill takes about two years, because of heavy machinery necessary. Whereas in the past it has been necessary to rely on the Scandinavian countries for sufficient sulphite for domestic demands, the construction of new digestors will bring more of that primary material on the market than is necessary, and the United States will have a quantity of it for export.

MORE FREE RAW MATERIAL.

Ground wood has increased in price to as much as \$38 a ton. The construction of plants for mechanical pulp has not been as rapid, because it requires an enormous amount of cheap power, which requires considerable time to install. At the present time, costs are abnormal, with the chances that prices are receding. The cutting down of the tonnage of paper going into Great Britain will release more free tonnage for American consumption. England has taken something like 35,000 tons of sulphite and 40,000 tons of ground wood, and this has been reduced by one-half, which will also tend to soften the market for these raw materials.

In the first half of 1916, 20 per cent. of the mills of the country only exhibited a cost above \$35 a ton.

The question as to the amount of sulphite used in the paper was discussed. Some publishers were inclined to doubt that as much as 20 or 25 per cent. was used in making news print, but it was stated that it was—that it was necessary to use that much. To decrease the amount causes breaks on the paper-making machines, it was stated, and the loss in time greater than the cost of the difference between the amount of sulphite actually used, and that which some publishers thought was being utilized.

Sixty per cent. of the domestic production in the first half of 1916 exhibited an average increase in cost of \$2 a ton.

AVERAGE INCREASE IN COSTS.

Taking the mills and comparing their records by four-month periods, it was discovered that some showed advances and some decreases. During the last half of 1916 the average increase in costs for these mills was about \$4 a ton, and a trifle more in January, 1917. Abnormal conditions, it was stated, may continue for some time to come. Cessation of hostilities in Europe would cause a tremendous drop in prices.

At this meeting, Col. Stahlman paid high compliment to Mr. Glass for the untiring manner in which he had worked for the benefit of the publishers.

PUBLISHERS PRESENT.

Following is a list of the publishers who attended the conference on Monday, February 26, in response to the telegrams sent out by the Federal Trade Commission, summoning them to Washington:

Harry M. Powell, Peoria (Ill.) Evening Star; J. D. Lorentz, Dallas (Tex.) News and Journal, and Galveston News; Bernard L. Cohn, the Memphis (Tenn.) News Scimitar; E. B. Jeffess, Greensboro (N. C.) Daily News; G. V. Rogers, New York Tribune; A. F. Seested, the Kansas City (Mo.) Star; H. V. Jones, Minneapolis (Minn.) Journal; Victor Rosswater, Omaha (Neb.) Bee; F. P. Glass, Birmingham (Ala.) News and A. N. P. A.; H. D. Taylor, Phelps Publishing Co., Springfield, Mass.; J. Frank Drake, Phelps Publishing Co., Springfield, Mass.; Ralph H. Booth, Booth Publishing Co., Grand Rapids Press, Flint Journal, Saginaw News, Bay City Times, Jackson Citizen Press, Muskegon Chronicle, Detroit, Mich.; Homer Bassford, St. Louis (Mo.) Times; Chas. E. Dent, Tulsa (Okla.) World; R. E. Turner, Norfolk (Va.) Virginian-Pilot; James M. Pierce's Farm Weeklies, Des Moines, Kansas City, Madison, Des Moines, Iowa; J. F. Birmingham, the Butterick Publishing Co., Butterick Building, New York; M. B. Varner, chairman, Print Paper Commission, North Carolina Press Association, Lexington, N. C.; F. W. Kellogg, publisher, San Francisco (Cal.) Call-Post; M. J. Lowenstein, St. Louis (Mo.) Star; F. W. Woodward, Dubuque (Ia.) Telegraph-Herald; E. Lansing Ray, St. Louis Globe-Democrat; Louis T. Golding, St. Joseph (Mo.) News-Press; J. K. Ohl, New York Herald and New York Evening Telegram; Jason Rogers, New York Globe; Mark Foote, Grand Rapids (Mich.) Press; E. B. Stahlman, Nashville (Tenn.) Banner; J. Raymond Hoover, National Editorial Association, Pennsylvania, publishers, New York, West Virginia, and other State associations, Hibbs Building, Washington, D. C.; W. H. Dodge, the Cleveland Press, the Cincinnati Post, and other Scripps newspapers, Union National Bank Building, Cleveland, O.; W. W. Thornton, Scripps Newspapers, News-Bee, Toledo (O.) Citizen, Columbus, O., Akron, O.; E. B. Lilley, general manager, St. Louis Republic; Ernest H. Gruening, 32 Devonshire Street, Boston, Mass, acting for R. L. Raymond, Vickery & Hill Publishing Co., Augusta, Me.; D. D. Moore, New Orleans (La.) Times-Picayune; George McAneny, New York Times; Edgar L. Haynes, Wilmington (Del.) Morning News; W. T. Schmick, Baltimore (Md.) Sun; A. W. Cuning, Wilmington (Del.) News; Wm. F. Metten, Washington (Del.) Every Evening; Geo. N. Neff, Kansas City (Mo.) Corn Belt Farm Dailies; Ernest H. Gruening, Boston (Mass.) Journal; Thomas Rees, Springfield (Ill.) State Register; Samuel G. McClure, Youngstown (O.) Telegram; Robert Ewing, New Orleans (La.)

States and Shreveport (La.) Times; A. H. Walters, Johnston (Pa.) Tribune; R. C. Patterson, Toledo (O.) Times; F. C. Withers, Columbia (S. C.) State and the Spartanburg Herald; R. E. Stafford, Oklahoma City (Okla.) Times.

CANADA PAPER MEN UNEASY

Distribution Problems and Prices in United States Cause Worry.

TORONTO, February 27.—So far as the publishers of Canada are concerned, the news print difficulty is practically settled, but the manufacturers are understood to be experiencing some difficulty in arranging for distribution. Some manufacturers do not handle any Canadian business and do not want to handle any. They will probably make arrangements to have other mills deliver their proportion to Canadian publishers, but meanwhile the price consideration is proving a source of trouble in their negotiations with each other.

The mills at Fort Frances, Ont., of which E. W. Backhus is the manager, are understood to be making an effort to have the Government allow them a higher price than the \$2.50 figure to which Eastern manufacturers have agreed. These mills are the sole source of supply of the prairie province publishers, and the latter are putting up a fight at Ottawa to prevent any concessions. The Powell River Pulp & Paper Company, on the Pacific Coast, which supplies British Columbia publishers, is also understood to be asking for special consideration.

There seems to be a disposition on the part of some Canadian manufacturers of news print to claim that they will refuse to be bound by any finding of the Federal Trade Commission as to the price to be charged in the United States. They contend that they would not come under the jurisdiction of any United States laws and could sell at a price to be determined by the law of supply and demand. However, this attitude should not be regarded seriously.

ARE STREET-CAR ADS ILLEGAL?

Unique Point Raised as to Use of Public Thoroughfares.

The right of the United Railways Company, which operates the street-car lines in St. Louis, to advertise in street cars is denied by the Grafeman Dairy Company, of St. Louis, in an answer to a suit against it by the Western Advertising Company. The latter concern is suing for \$1,850, asserted to be due under a contract to place advertisements for the Grafeman Company in 325 cars for a year, commencing March, 1915.

The Grafeman Company, in its answer, filed in Circuit Court, states that the contract was for only four months and was illegal, as the United Railways had no right to use its cars for advertising purposes. The streets are dedicated for public thoroughfares and nothing else, and the advertising was not incidental to the business of the railroad company, it is asserted. All of which makes an interesting point.

In the Minnesota House of Representatives a bill has been introduced, through the efforts of the Duluth Herald, to regulate the billboards and other forms of outdoor advertising so displayed as to attract the attention of any persons travelling on a public highway, or in any public places, including vehicles and stations of any common carrier. Provision is made giving local authority to grant licenses for certain regulated outdoor advertising and to impose a \$100 fine for violation of regulations.

CHAIRMAN GLASS MAKES OPTIMISTIC STATEMENT

He Sees Much Encouragement for Publishers in Attitude of Federal Trade Commission in News Print Situation—Expects Substantial Reduction of Present Prices and No Return to High Cost.

In Washington, D. C., on Monday, Frank P. Glass, Chairman of the Paper Committee of the American Newspaper Publishers Association, and vice-president of that organization, made the following statement to THE EDITOR AND PUBLISHER:

"Last August, when as one of the representatives of the American Newspaper Publishers Association, I first appeared before the Federal Trade Commission, I stated that the newspapers of the country were suffering from what I believed to be a combination of manufacturers. The situation as it stands now demonstrates virtually the accuracy of that judgment. It is the common verdict of all publishers and of the outside public that the manufacturers, by their signatures to the petition to the Commission for the purpose of establishing a new price and guiding them into an observance of the laws, have answered their own past criticisms of the Publishers Association.

"Personally I have great confidence in the bright prospect ahead for the publishing interests of the country. I believe that the developments of the last few days ensure a substantial reduction of present prices for the remainder of this year, and a guarantee that recent conditions cannot be reproduced for a long time, if ever. The moral effect of the action of some of the largest manufacturers, and the prospective course of the Commission in this arbitration, must be wholesome.

"The unanimous action of the hundred or more publishers gathered here yesterday is a splendid endorsement of the zeal and energy of the Trade Commission, and it is also a striking tribute to the forceful presentation of the situation by the Hon. Francis J. Heney, the efficient attorney of the Commission.

ENCOURAGEMENT FOR PUBLISHERS.

"From another standpoint, it seems to me that the newspapers of the country can take encouragement. They have stood together and have worked together, and cooperation has brought its logical result. The efficiency of the organization of the A. N. P. A. particularly stands out once more as a notable factor in the progress and development in this matter.

"The Commission sent out invitations probably to scores of other newspaper publishers who have not come here and signed their consent to the present undertaking. The Paper Committee has advised all who came to cooperate with the Commission, and it is to be hoped that those who have not come will do so. It seems clear that everything is to be gained and nothing to be lost by that step."

To Reopen Paper Mill

Dunbar A. Rosenthal, of New York city, has purchased the Hollywell Paper Mills near Chambersburg, Pa. He takes possession of the entire plant, machinery and stock. The mill has not been in operation for more than a year and will now open as quickly as possible. He will manufacture news print paper.

MR. DODGE URGES COMMISSION TO FIX PRICE FAIR ALIKE TO BUYER AND SELLER

Testimony Offered As to Manufacturing Costs of International Paper Co.—Says Victor F. Lawson Volunteered to Pay \$5.00 a Ton Increase on Contract Price—How Tonnage Was Allotted to Customers of Big Corporation—Will Export About 35,000 Tons This Year.

WASHINGTON, February 28, 1917.

WHILE making a profit of only \$5 a ton on its news print, it appears that the International Paper Co. doubled the value of its holdings in the nineteen years it has been organized, according to the information brought out at the hearing before the Federal Trade Commission Wednesday night, when the officers of that company presented figures to show increased costs and asked that that be considered when the commission fixes the price of news print for the ensuing six months.

P. T. Dodge, the company's head, in an opening statement, showing the increased cost of everything that enters into the making of paper, said that the properties of the company are worth \$80,000,000 and that there was no watered stock or fictitious values in the company. It was shown that when it was organized it was only valued at about \$40,000,000, and that the increase in value was made with paper selling in the vicinity of 2 cents a pound.

Representatives of the International Paper Company appeared before the Federal Trade Commission Wednesday afternoon and evening to go over the matter of the cost per ton of production of that company.

Phillip T. Dodge, president of the corporation, stated at the outset that the properties owned by his company were worth \$80,000,000, and that it employs 25,000 people. Two-thirds of its output is news print, but two-thirds of its profit comes from the one-third of other grades manufactured, he said. Up to recent times, the production of news print has been normally 10 per cent. in excess of demand, with the result that some mills were closed down in the summer, and that it was possible during the summer to accumulate stocks against fall and winter demand. Beginning with last year, with a revival in the newspaper business, increased advertising—the heaviest in history—and greater circulations, the demand, he declared, ate up the reserve stocks. The normal increase in consumption has been 8 or 10 per cent. yearly, the price has been low, and manufacturers, he said, had failed to earn money on their capital.

"What new tonnage do you estimate will come on the market in 1917, Mr. Dodge," asked Mr. Davies.

"About 700 tons a day, by the end of the year."

Production is cheaper in Canada, Mr. Dodge stated, because of the manner in which the Government lets its water-powers and timber lands. The International Paper Company, he said, had about 3,000 square miles of crown lands in Canada. We can get practically no wood from Canada, and we are told that, when the Liberal party comes in power, that wood can only come to the United States in the form of the finished paper product. Low prices and fierce competition has caused Canadian mills to be built so rapidly that they now supply one-third of the news print of the continent, he said. They made paper in Canada for about \$4 a ton less than it is manufactured in the United States, he estimated.

URGES FAIR PRICE.

"I am making this statement," Mr.

Dodge said, "in order that you may have a full understanding. We place ourselves in your hands, and I ask you when you fix the price to use your best efforts to fix a price that will enable us to survive and that will enable publishers to live. There are great hazards in the paper business, and particularly at the present time. Costs are advancing. Wood is quoted now at \$18 a cord, which last year sold for \$7. Some of the mills have less than forty-eight hours' supply of wood on hand. Labor is advancing. Ground wood at \$40 a ton represents almost as much as we get for the finished product on contracts that have not yet expired. We are selling 200,000 tons of paper for less than it costs to make it. We ask you to consider that most of the contracts are made January 1, but about 15 or 20 per cent. run until April 1. Victor F. Lawson, he said, had a contract at a little less than 2 cents a pound at the mill—about \$1.97, and, in view of the increase in prices, Mr. Lawson wrote to him and offered to add \$5 a ton additional to the price.

"He is the only man who has done that," Mr. Dodge said. "We refused to accept his offer, sticking to the terms of the contract."

He told of the difficulties of getting labor in the forests, and said that last week some ground wood had sold as high as \$80 a ton.

"We want to acquire more land in the United States," he said, "to control our wood, so that we may cut over every twenty years. Unless that policy is followed, the news print industry will ultimately go across the border into Canada."

MANUFACTURING COSTS FOR 1916.

Treasurer Owen Shepherd, of the International Paper Company, said that the company manufactured 350,000 tons of paper, gross, in 1916. He gave the 1916 costs of manufacture, without bond interest, by months, as follows:

January	35.30
February	35.09
March	36.20
April	35.21
May	34.00
June	34.65
July	35.80
August	37.83
September	37.66
October	36.65
November	38.83
December	39.75

There was an increase of \$5 a ton in the cost of manufacture for the first six months of 1916, he said:

Mr. Shepherd figured December costs as follows:	
Manufacture	\$39.75
Depreciation	2.75
Interest on bonds	1.02
Cost increase:	
Wood	\$6.00
Coal	2.00
Labor and miscellaneous	1.50
Interest on preferred stock	2.44
Interest on common stock 10 per cent.	3.17
Total	\$58.53

Replying to a question of Commissioner Davies, Mr. Shepherd said that when the costs were \$35 a ton, news print had sold at \$40 a ton a few years ago.

Less news print had been sold to jobbers in 1916 than before, Mr. Dodge said, in reply to a question by Commissioner Davies. The company has 440 customers, some of whom only use 75 to 100 tons a year. Less than 3 per cent is sold to jobbers, to take care of small publishers who have no contracts, who purchase in very small quantities, in small lots and in sheets, and these jobbers purchase outright, he said.

HOW ALLOTMENTS WERE MADE.

In the matter of contracts, Mr. Dodge said that publishers with whom he had contracts wanted more than his mills could make, and none wished to concede to the other. His customers, he said, asked for 50,000 tons more than the capacity of his mills for 1917 and he had to give them less than they asked for by 12 per cent. Generally speaking, papers in the New York division got 10 per cent. less, in Boston, 19 per cent. less; Philadelphia, 17 per cent. less; Chicago, 13 per cent. less; Atlanta, 15 per cent. less. During the year the International, however, took on a new contract of 33,950 tons, to take care of a New England paper when the mill which had been supplying it went off on other grades.

"Have you increased the amount allotted to any customer?" asked Mr. Heney.

"No."

MR. BENNETT PROTECTED.

"How much paper does the New York Herald and Telegram purchase?" asked Mr. Heney.

"About 30,000 tons a year. The contract expires at the end of March," Mr. Dodge said. He told the Commission that those papers had been purchasing from the International for about eighteen years. He had verbally promised Mr. Bennett to protect him on his supply before he left for Europe. About 4,500 tons of it is pink paper.

Exports, Mr. Dodge said, amounted to about 43,000 tons last year, and will be about 35,000 this year, most of it going to South America.

A discussion of costs of wood of a technical character followed, in which representatives of the International Company showed advances in wood, inability to get cars in which to ship it, or ships at any price, where transportation is by water. It was shown in the discussion that the International Paper Company uses about 700,000 cords of wood yearly.

The question, put by Mr. Heney, as to whether or not wood was cut one year ahead, brought out the reply that it was cut at different times. The amount is not always known, for wood, being cut in the winter, is not known, as to amount, until the following spring.

"You speak of wood costing \$25 a cord. Some of it is cut a year ahead. You would not think of charging \$25 a cord this year for wood which you cut last year at \$10 a cord?" asked Mr. Heney.

"There is no such assumption," replied Mr. Dodge.

"Can you furnish us information as to the wood you have on hand?"

"It is the smallest we have had for years."

"That doesn't help us any," replied Mr. Heney. "If wood is available at other points, and you cannot move it, we might help you. You know we have managed to get you some cars."

"We have about 100,000 cords of wood at the mills now," said Mr. Dodge. "Fifty per cent. of this comes from our own lands."

PREFERS PLAN AS AT FIRST PROPOSED.

"Would it be better, in view of the fluctuations in prices, if the Commis-

sioner should undertake to set the price, for us to fix it for three months, and then readjust it at the end of that time for the next six months?" asked Commissioner Davies.

"No," replied Mr. Dodge. "We would prefer that you set the price for six months. We will take the whole hazard."

"When is the price of wood reflected in the price of paper?" asked Commissioner Davies.

Mr. Shepherd said in about one and one-half years.

Mr. Dodge said, in reply to a question, that he believed the output of his company for the coming year would be 10,000 tons in excess of last year. The amount of sulphite used in the paper has not changed, he said.

URGES COÖPERATIVE BUYING.

"The disposition in December was to help the small publishers," said Commissioner Davies, "and to put more machines at work. Can we still rely on you?"

"Our disposition is the same now," said Mr. Dodge. "We are here in good faith. Whatever we do, we will not break a contract. Whatever in reason we can do to help the Commission and the publishers we will do. Publishers should buy in groups, standardize their sizes, and the smaller ones should deal through State organizations."

The question as to the difference in the price of paper paid by publishers, some of whom are still running on old contracts and some who are paying on new, then came up. Mr. Dodge said that it was his belief that publishers preferred a uniform price, for the reason that the paper with the lower priced news print has a decided advantage.

The International Company, it was said, did not commence to charge depreciation until five years ago. None of the machines of the International Company, Mr. Dodge said, were out of date, but he could put in better machines if he were reëquipping, for he could get faster and broader machines.

At the evening meeting Treasurer Shepherd said that the International Paper Company uses about 60,000 cords of wood monthly, with 111,000 cords on hand January 1.

The question of the value of the holdings of the company then came up for discussion.

"In your estimate of your cost of production per ton at the present time, you put in 10 per cent. on the common stock. On what basis do you reach that figure?" asked Mr. Heney. "Should you make earnings on the common 10 per cent.?"

Mr. Dodge explained that the preferred stock was behind 33 1/2 per cent. In dividends, only paying 2 per cent. for the past eight years. Discussing the matter of the company's timber holdings and as to whether or not there should be a charge for timber lands held for future use, Mr. Heney said:

"Public-utility companies are not allowed to charge interest on lands, on watersheds, in the case of a water company, which will supply a city fifty years hence, and a greatly increased population."

"We need more timber lands," said Mr. Dodge.

"The actual value represented in the common stock," said Mr. Heney, "is for wood to be used in the future."

Mr. Dodge said that his company needed several thousand acres more of wood lands.

"Won't the cutting of trees eventually denude the land?" asked Mr. Heney.

"We cut so as to leave the young trees, which reseed themselves."

MERGER OF PLANTS.

Mr. Shepherd, in reply to a question said the wood and land values of the company were carried at \$7,150,000, the water power at \$10,000,000 and the buildings, mill and plants and so forth at \$30,000,000, with \$10,000,000 for securities. Then there was in addition \$17,000,000 in securities, cash, coal, and wood on hand, sulphite, paper stock in transit, as well as working capital with another account totalled about \$70,000,000.

Mr. Heney asked how the value of the \$40,000,000 of water power and mill plants was originally determined, when the present company was formed, in 1898.

The method by which the various plants that were merged into the present International Paper Co., was by the issuance of about \$22,000,000 shares of preferred stock in the International, which was exchanged for the different plants, with a bond issue of approximately \$10,000,000 and a little more than \$17,000,000 in common stock, in the nature of a bonus.

"How were the bonds issued?" asked Mr. Heney.

"At par," replied Mr. Shepherd. "There has been practically no additional common or preferred stock issued since then."

Commissioner Davies wanted to know what value the common stock had, when it was issued originally, as a bonus. "The common stock was said to be water, and also some of the preferred. Is that so?" he asked.

"I don't know," replied Mr. Shepherd. The organization of the company back in 1898 was something Mr. Dodge knew nothing about; he has only been connected with the corporation some three and one half years, he said.

Then came the discussion, prompted by questions from Mr. Heney as to the earnings that have gone into the plants as additions.

"According to statements made, it would appear," said Dr. Haney, one of the economists for the commission, "that the International Co., was organized, and was worth at the time of its organization, something like \$40,000,000 the basis of which stock was exchanged for the different plants. Since then you have doubled the value of your property, and you have done that in the manufacture of paper that has yielded you a profit of from \$3 to \$5 a ton. For the first ten years, you were able to pay 6 per cent. on your preferred stock, though you paid none on your common stock."

"Without charging any depreciation," said Mr. Shepherd.

"I have always maintained that the stock quotations indicate the value of a property, so far as its tangible value in concerned," said Dr. Haney.

Then followed a discussion on the range of prices of the common stock, which stood for years as low as \$9 to \$11 a share.

"The preferred stock being cumulative, operates to depress the common, when dividends are back on the preferred," said Mr. Shepherd.

Prior to 1916, it developed from questions put by Mr. Heney, that paper sold in New York at \$2.15. "You sold some as low as \$1.90, at the mill?" asked Mr. Heney.

"No," replied Mr. Dodge. "I think not. We took the Lawson contract at \$1.97, if I remember correctly. We had to take it, or lose the business."

"Did you have to take it?" asked Mr. Heney.

"We lost half of the contract as it

was, because we would not go lower."

"When your costs were around \$35 a ton, you made a profit of \$5 a ton?" asked Commissioner Davies.

Mr. Shepherd said that was not possible, if depreciation were charged.

AS TO WATERED STOCK.

"When you were content with \$5 a ton profit, you doubled the value of your holdings. Your stock in the beginning was worth \$37,000,000. Is that fair? If it is not, I would like to be informed."

Judge John Barton Payne, for the manufacturers, then entered into an explanation of values, which he said was, so far as stocks are concerned, at best an expression of opinion.

Mr. Dodge said a large portion of the preferred stock was held by directors who owned it for years.

"How much money have you put into wood lands?" asked Mr. Heney.

"I don't know," replied Mr. Shepherd. "About \$9,000,000 have been invested in new plants, additions, and so on."

"If the common stock was water when it started," said Mr. Heney, "it is water now, and why pay dividends on it?"

"The investigators of the Commission seemed to think it was water," said Commissioner Davies.

At this point the manner in which the appraisal of the properties of the various companies out of which the International was formed was taken up. The Committee, consisting of fifteen men, discussed it. It was said that each tried to buy the other at the lowest figure possible. As to just how it was done, none present could say. None of the fifteen who made the appraisal are alive to-day.

"On what basis did you compute \$5

a ton a fair profit year before last?" asked Mr. Davies.

"We only made \$3.34 a ton on news print last year, without depreciation. Figuring depreciation, we only made 59 cents a ton."

"The profit was so small that the big profits on other grades may cause us to gradually go to them," said Mr. Dodge.

"You mean book papers and other grades," asked Mr. Heney. "The consumers of book paper are so alarmed over the increase in price, very similar to news print, that they are figuring on going to Congress and asking for an investigation."

Commissioner Davies then brought up the matter of charges on the timber land, and the policy of charging into the costs of paper-making to-day the value of timber that will be used twenty or forty years hence.

"The parallel is shown in the case of a water company," said Mr. Heney, "which is not allowed to charge the people of a town of 25,000 interest on water sheds it has secured, and which it anticipates selling to a population of 500,000 one hundred years hence."

"The natural increment on the land should take care of that charge," said Commissioner Davies. "I mean by that, the additional growth of timber, which grows all the time, night and day, and is worth more every day, and by reason of its increase, will pay for itself when it is used."

Then followed a discussion of the manner in which timber is cut.

Mr. Harris asked that the Commission be furnished with the cost of manufacturing paper last year and this year.

SHIPPING CHARGES TO PUBLISHERS.

"And also," interrupted Frank P.

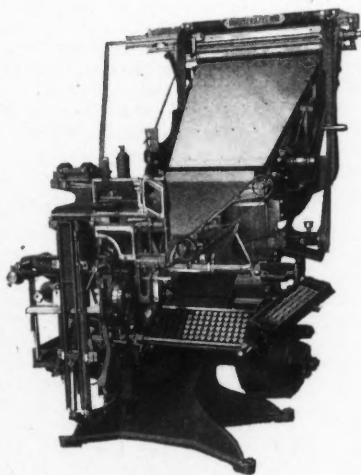
The Boston Record

bought one Model "C"

INTERTYPE

last spring.

In January 2 more Model C's and
2 Model B's were installed.



The rapidity and smoothness with which this battery was installed won the admiration of Mr. Bird, the publisher, but it only emphasizes our success in building Intertypes so well that every buyer becomes a booster.

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Glass, chairman of the paper committee of the American Newspaper Publishers Association, "what additional profit will accrue to the company from the change in contracts, due to savings effected by shifting to publishers storage, cartage, insurance, freight, and other charges. I have been told that by some these savings are estimated to be as much as one-third of a cent a pound, and that it will be in the neighborhood of one-quarter of a cent a pound—in other words, one-quarter of a cent a pound profit in addition to the price which the company quotes."

It was agreed that this information would be furnished the Commission by the International Company.

Representatives of the Spanish River Company who were present said that they had not come with figures, and were not posted sufficiently to discuss the matter. Mr. Dodge was shown the Commission's costs figures on his company, and was asked to comment on them.

At this point the meeting adjourned.

TRADE PAPERS AMALGAMATED

McGraw and Hill Concerns Consolidate Their Big Properties.

Announcement was made this week of two of the largest amalgamations of trade press papers that have been seen in recent years. The first announcement was made in New York where it was stated that the McGraw Publishing Company and the Hill Publishing Company have consolidated and will hereafter do business as the McGraw-Hill Publishing Company, with a capital stock of \$2,500,000. All of the properties of the two companies will be transferred to the new company, including the following engineering journals: Electrical World, Electrical Merchandising, Electric Railway Journal, Engineering Record, The Contractor, Metallurgical and Chemical Engineering, American Machinist, Power, Engineering News, Engineering and Mining Journal and Coal Age.

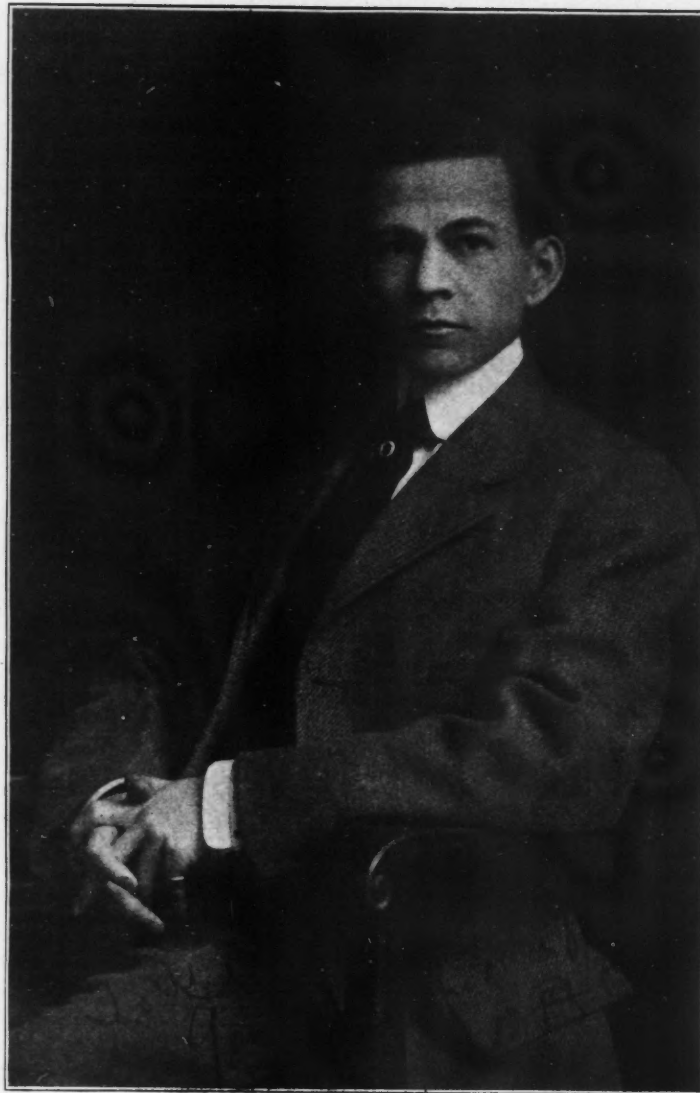
The Engineering News and the Engineering Record will be consolidated as the Engineering News, with Charles Whiting Baker as editor.

The officers of the new company are James H. McGraw, president; Arthur J. Baldwin, vice-president and treasurer; E. J. Mehren, vice-president and general manager. The new company will be the largest engineering publishing house in the world.

The second notice came from Chicago with the announcement of the formation of the International Trade Press, Inc. C. A. Tupper is president, Charles W. Price, of New York, vice-president and Lyman A. Sisley, secretary and treasurer. The new company will in future publish The Electrical Review and The Western Electrician as well as The Electrical Blue Book, Cement World, International Trade, Metal Mining Catalogue, and Index of Current (Technical) Literature. This represents a consolidation of technical publishing interests and Mr. Price will assume charge of all the corporation's Eastern business, with headquarters at 13 Park Row, New York.

Printers' Useful Invention

The Minneapolis (Minn.) News reports that C. A. Fraser and Frank M. Henry, local printers, have invented a relay melting pot for use on typesetting machines. The device is said to conserve metal supplies, enhance operation, and is a time and labor saver.



W. B. COLVER.

COMMISSIONER COLVER WELL FITTED FOR WORK

Career of New Member of Federal Trade Board as Newspaper Man and in Public Office Led to His Selection by President Wilson for Important Place He Has Just Assumed.

W. B. Colver, who, as announced in last week's EDITOR AND PUBLISHER, was appointed to the Federal Trade Commission by President Wilson, is a native of Ohio, having been born and brought up in Cleveland. His first work was on Cleveland newspapers, when he went to work for the Scripps McRae people on the Press. When the old Scripps-McRae Press Association was organized, in 1896, he was sent to New York as their correspondent, alternating between New York and Washington. Several years later the Scripps newspapers organized the Newspaper Enterprise Association, and Mr. Colver was appointed the first general manager. He perfected the organization and put it on its feet. When it was organized it was confined entirely to the Scripps-McRae papers, handling general editorial policy, pictures, features, etc.

During the time that Tom Johnson was Mayor of Cleveland, Colver was induced to leave the newspaper business to become an office holder, having been appointed Delinquent Tax Collector of Cleveland. He only remained there two years, returning to the N. E. A., remaining there until four years ago. He then resigned to become chief editor of the Clover Leaf Group, of which L. B. Ashbaugh is president. He still held this position when his present appointment was announced.

Mr. Colver was always somewhat independent in politics, being more or less of a progressive in a non-partisan sense. His appointment therefore does not come from political preference, but rather because of the ability he has shown as a newspaper man and because of his good work as an organizer. The present Secretary of War, Newton D. Baker, was associated with Mr. Colver in Tom Johnson's cabinet in Cleveland. Oliver P. Newman, present District Commissioner in Washington, was also an associate of Mr. Colver in the N. E. A. He was also one of the strongest opponents of Postmaster-General Burleson's plan for a rerating of the second-class postage privilege.

Mr. Colver's home is in St. Paul, where Mrs. Colver and a young daughter complete the family.

Russia's Paper Industry Hit

The British Consul at Ekaterinburg, Russia, reports that since the outbreak of the war the paper industry in the Ural district of Russia has had many difficulties to contend with, chiefly in connection with the high prices of raw materials and scarcity of labor. Rags have risen in price and are now practically unobtainable. Chemical pulp manufactured in the Government of Vologda has advanced in price, while the Finnish product is slightly more expensive. Lime and resin also have advanced in price. To insure future supplies of raw material, the two large paper mills in the Urals under British control are erecting a wood-pulp factory at Bogdanovitch and chemical-pulp works in the Tavda forests in the north. A new paper and pulp factory is to be erected at Perm.

The man who gets into the spot light by throwing mud, is generally covered with the article in which he deals.

PAPER PROBLEM AND FORESTS

Assistant Secretary of Agriculture Wants More Pulp Wood Produced.

Conservation of the country's forests as a means of insuring a future paper supply was urged in a statement issued at Washington, D. C., on February 23 by Carl Vrooman, Assistant Secretary of Agriculture. The paper problem, he said, primarily is a forest problem and can be solved by reforestation and scientific forestry to keep up a continuous production of pulp wood.

"At the present moment," the statement said, "we are using daily 6,000 tons of newspaper, and this is increasing at the rate of ten per cent. a year. We need about seven million cords of pulp a year for all our paper products, and at present only two-thirds of this supply is grown in our forests. We import a third of our news print pulpwood from Canada, and between fifteen and twenty per cent. of the pulpwood used for our other paper products from Europe. Since the war this latter source has been cut off.

"In order to render the United States independent of outside sources for paper we must first of all eliminate as much as is feasible of the waste in logging. Then we must reuse old paper and develop woods hitherto unused to any considerable extent.

"Both public and private enterprise must take the lead in the intelligent re-

forestation of private lands. We must provide for the development of privately owned timber lands by compelling fire protection and thus checking annual losses amounting to millions of dollars.

"Moreover, the public must recognize the benefits to the community afforded by the reforestation of private lands and the burdens imposed on their owner in deferring income from them. The community should substitute for all other forms of taxation what is known as the yield or harvest tax on forest lands which are managed so as to meet their public obligations.

"There are plenty of 'paper resources' in the United States. The trouble is that they are undeveloped, unorganized, and unnationalized."

Canada Bars German Papers

An order-in-council has been passed at Ottawa, Ont., barring the Freie Presse Herald of Minneapolis from the Canadian mails. Adolph Suevel, editor of the paper, says: "We have received no notice of the action of the council. I know of no special reason why the Freie Presse Herald should be barred from Canada, nor do I know of any editorial or news matter that would call for such action. Other German newspapers have been barred, and I judge the action is to be made of general application to German publications."

GRAND JURY PROBING

Inquiry Into Prices of News Print Continues in New York.

Grand jury investigation into the prices of news print paper was resumed in New York on Wednesday after an interruption of more than a week.

"We are proceeding under our original instructions," said Mark Hyman, one of the prosecuting attorneys, in denying that the efforts of the Federal Trade Commission in Washington to straighten out the situation had affected the local probe.

Shortage of paper when the country is in a crisis was declared a calamity by one of the attorneys in urging rapid prosecution of the investigation. "The freedom of the press is the freedom of the people," said the lawyer. A conspiracy to boost prices and thereby re-

strict publication of facts which the public should know was characterized as a "crime against America."

George F. Steele, secretary of the Newsprint Manufacturers' Association resumed the stand when the inquiry was taken up on Wednesday.

Profits in Scrap Paper

Conservation of news print has been brought to a science by merchants of Marshalltown, Ia. There they have formed the Producers' Waste Paper Company to save and market their scrap paper. The first annual report of the company, covering the period from May 11 to December 31, 1916, shows receipts of \$1,971,666. The members received in premiums for their paper \$1,456,277, they having contributed 278,605 pounds. The cost of running the company has averaged about \$4.27 per ton.

TRADING STAMP BILL KILLED

Indiana House Committee Reports Adversely on New Coupon Measure.

The Indiana House of Representatives has given a blow to the trading-stamp industry in Indiana by killing, through indefinite postponement, the Habermel bill.

The bill proposed to repeal the law of 1915 and to authorize the operation of trading-stamp companies through the payment of a fee of \$500 to the State. Representatives Vesey, Harris, Harmon, Williams, and Dilworth signed a minority report of the committee, recommending the passage of the bill. The majority report, which was adopted by the House, was signed by Representatives Jameson, McClaskey, Walker, Woods, Krieg, and Read.

A similar bill, seeking to permit the

operating of such companies, is pending in the Senate, where it was introduced by Senator McCray, of Indianapolis.

The McCray bill seeks to put the trading-stamp business in the position of being a "partner" with the State Government by making every licensee pay to the State Treasury a tax of one-fourth of 1 per cent. on the gross sales of stamps in the State.

Powerful lobbies have been working for weeks in behalf of the Habermel and McCray measures.

Audit Reports Completed

Audit reports have been completed by the Audit Bureau of Circulations for the following newspapers: Fort Scott (Kan.) Tribune-Monitor, Hamilton (O.) Journal, Hamilton (O.) Republican-News, New York Times.

Oil, Paint and Drug Reporter

VOLUME 90. NUMBER 26

MONDAY, DECEMBER 11, 1916. 100 WILLIAM ST., NEW YORK.

Should Not the Government of the United States Recognize the American Dyestuff Industry in Something More Tangible Than Words.

... although the ... held sufficient gen-
... adequate protection against foreign
... id it be renewed through cessation of
... an war before American dye-makers were
... to meet the trade rivalry of European pro-
... s. Yet, despite this, many manufacturers did
... enter the dye-making field, with the results empha-
... sized by Dr. Norton in his statement to the Reporter
... published December 4, that in the manufacture of
... printing inks "the greatest concern in the world is
... now entirely independent of any other source, foreign
... or domestic, for its supply of artificial colors, used in
... the manufacture of the finest grades of printing and
... lithographic inks, exported to all quarters of the
... globe."

But this support by the government of the industry has not, unfortunately, included the Engraving and Printing, the direction has deemed it best to turn to the mission to import cert

*When you want
Printing Inks
Come to
Headquarters
The Ault & Hibbard Co
(Die et Estique)*

Tribune Syndicate Features

and the former, through downright quality



OVER ninety newspapers are now featuring Briggs, cartoonist of Joy, creator of "Oh! Man," "When a Feller Needs a Friend," "Kelley Fool," "It Happens in the Best Regulated Families," "Golf," "The Days of Real Sport," etc.

Briggs' cartoons always bring a smile. They're so human. Readers like them because they show incidents in nearly everybody's experience. They're equally suited for and are used by any paper from the Chicago Tribune and Philadelphia Evening Ledger to the smaller town daily.

Briggs Service is furnished in mat form, seven days a week. Give Briggs a permanent place in your paper and watch how many people turn to him the first thing every day.

Let your readers smile with Briggs. It means one more item you can count on as being good every day.

SINCE the present white paper shortage began there has been a big gain in the number of newspapers using Tribune Syndicate Service. As a whole, publishers with Tribune Features have found them too valuable to drop, and many others, forced to issue a lighter, smaller paper, are using them to make their paper a better one.

Tribune Features are always up-to-the-minute. News-value is their first requisite. The same policy that sent Simonds to Europe and Rice to the Pinehurst Golf Tournament influences every Tribune drawing and article. When you carry a Tribune Syndicate feature you don't have to recognize any competition in that particular field. There isn't any!



Frank A. Simonds

THE acknowledged European War authority in the United States is Frank A. Simonds, Associate Editor of The Tribune.

For over two years such leaders of journalism as The Chicago Daily News, Philadelphia Inquirer, Indianapolis News and over thirty other newspapers have published Mr. Simonds's weekly articles. They tell of a reader-interest in this series seldom if ever equalled. More than any other writer, Mr. Simonds has been quoted in current review magazines.

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Atlanta (Ga.) Journal
New Orleans (La.) Times-Picayune
Kansas City (Mo.) Star
St. Louis (Mo.) Republic
Buffalo (N. Y.) Courier

Cleveland (Ohio) Lender
Portland (Ore.) Oregonian
Oklahoma (Okla.) Times
Spokane (Wash.) Chronicle
Montreal (Can.) Herald
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Winnipeg (Can.) Free Press
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and genuine reader appeal, win every time

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"PEOPLE in all parts of the country are beginning to ask: 'Who is this man Hill who draws for The Tribune?' Newspaper magazine editors in the West and Middle West have been hunting in their own home towns for embryo Hills. Page illustrations in labored imitations of the Hill style are in evidence."

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Carl W. Ackerman

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Does the public know who owns the Deutschland and why she was built?

Does the public know of Germany's plans to get even with the United States for stopping her first plans of unlimited submarine warfare?

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For two years his censored dispatches have been featured in hundreds of newspapers throughout the United States and Canada. Now a select list of papers may publish his *uncensored* articles.

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- Milwaukee (Wis.) Journal
- Indianapolis (Ind.) News
- Toronto (Ont.) Star
- Grand Rapids (Mich.) Press
- Des Moines (Iowa) Capital
- San Antonio (Tex.) Express

- Montreal (Can.) Gazette
- Kansas City (Mo.) Post
- Chicago (Ill.) Daily News
- Detroit (Mich.) Free Press
- St. Louis (Mo.) Post-Dispatch
- Washington (D. C.) Star
- Columbus (Ohio) Dispatch
- Dallas (Tex.) News
- Cincinnati (Ohio) Times-Star
- St. Paul (Minn.) Pioneer Press
- Buffalo (N. Y.) News

THE Tribune Institute is one of the most helpful services offered to the American Housewife. It is to her what the great trade and technical papers are to the business man. Edited by Anne L. Pierce, M. S., for many years personal assistant to Dr. Harvey W. Wiley, the Institute gives interesting, informing articles on cooking and efficient home management. Numerous receipts and a complete menu for the week appear regularly. One of the big things being done by the Institute is the testing of household appliances. Illustrations and reports on a number of these are published each week. Several progressive, successful papers are using The Tribune Institute, including the Boston Herald, Tacoma Ledger, and Toronto Star. Furnished in two companion pages each week. The Tribune Institute is a feature that will immediately interest advertisers as well as readers.

Black Tribune

NEWS—EDITORIALS—ADVERTISEMENTS

STORY OF NEWS PRINT CRISIS OF 1916-17

Warnings of Shortage and Higher Prices Given by Manufacturers Last April—Sweeping Newspaper Economies Adopted—Federal Trade Commission's Investigation—Many Hearings Held, at Which Paper Men Refused Concessions—Activity of Department of Justice Induces Manufacturers to Ask Trade Commission to Fix Prices for Six Months.

THE first rumblings of a news print crisis were heard last April, when the manufacturers called a conference of publishers in New York to discuss the matter, at which time it was stated that, owing to the largely increased consumption, there threatened to be a shortage. The rapid increase in advertising, and the growing demand of the public, resulting in larger circulations, it was stated, made it necessary for the mills to run to the utmost of their capacity. At that time, it was said that manufacturing costs had been increased, due to the war, labor charges, and other causes. Nothing resulted from this meeting. The price of paper began to advance, and rumors of a crisis were spread. It was charged by publishers that these stories were circulated by manufacturing interests, and that there was no reason why the economies the manufacturers had suggested should be put into practice at that time. The first evidence of the increase came in the jobbing trade, when "spot" paper and supplies purchased in small amounts advanced.

CONGRESS TAKES NOTICE.

So much publicity was given to the matter, that it was brought to the attention of Congress, with the result that a congressional investigation of the subject was practically certain. About this time the news print manufacturers requested that Congress make the investigation, and a short time later, the Federal Trade Commission was directed to make the inquiry and report back.

June 3, Philip T. Dodge, president of the International Paper Co., in an interview for THE EDITOR AND PUBLISHER, stated that, in his opinion, the cost of news print paper "is going up slowly, and going up to stay." At that time he said that, in his opinion, the prices were entirely justified by the increased cost of manufacture, and it was most improbable that there would ever be a return to the old quotations. He believed, he said, that there would be an advance in the cost of all materials entering into the making of paper in the future.

The reserve stock of paper carried by the International at that time, it was stated, amounted to about 23,000 tons, instead of 37,000, the amount it had usually carried. As this concern manufactures 25 per cent. of the news print used on the Continent, the interview was important. Mr. Dodge stated that the enormous sums of money poured into this country from Europe had increased buying, with the result that advertisers were using more space, and this required more paper on which to print it. The fundamental reason for the advance, he stated, was increased costs, averaging then \$5 a ton. He also stated that the low prices that had prevailed for the two previous years had not yielded a profit of more than \$5 a ton. He gave percentages, showing how costs had gone up.

As the summer advanced, a chorus of protest arose from the publishers of the United States, who purchased

in the open market. They were compelled to pay higher and higher prices. Small newspaper men were harder hit, editorial associations denounced the raise, and newspapers suggested that the shortage was artificial, and that the jobbing element was creating a panic. To protect themselves publishers went into the open market to make purchases, with the result that prices went to new high levels.

July 11 THE EDITOR AND PUBLISHER printed a Washington dispatch to the effect that exports of news print from the United States to France were increasing.

July 22 THE EDITOR AND PUBLISHER, foreseeing the crisis, stated editorially that "strong measures were required to curb the greed of news print manufacturers." At that time it was thought that an advance of at least 50 cents a hundred pounds would be made on the signing of the January 1, 1917, contracts. No one anticipated the price of \$3.10 at the mill, which publishers were finally required to accept in order to keep their newspapers going.

July 20 the Federal Trade Commission made public a list of questions which it proposed to send to manufacturers and publishers, as a basis for the work it was undertaking, and which was later to have such far-reaching and important results.

July 21 the American Newspaper Publishers' Association, which has always guarded the interests of publishers closely, urged publishers to reduce consumption to the lowest possible point. From this time on, developments crowded fast. Publishers were bewildered, the situation became worse, and the outlook more and more ominous.

FEDERAL TRADE COMMISSION'S HEARING.

The first public hearing of the question by the Federal Trade Commission was held in Washington, Tuesday, August 1, 1916. THE EDITOR AND PUBLISHER rendered a service to the publishers of the United States by issuing a special supplement, containing a verbatim report of the proceedings, in order that it might be preserved. At this meeting, Frank P. Glass, vice-president of the American Newspaper Publishers Association, and chairman of the paper committee of that organization, made a statement for the publishers, in which he spoke of the threatened advances and the uncertainty as to the renewal of contracts. J. H. Zerby, of the Pottsville (Pa.) Republican, representing the smaller publishers, made a statement telling of his difficulties in getting news print, and the serious plight of the smaller publishers.

Philip T. Dodge, of the International Paper Co., told of the condition of the mills of his corporation, which he said were among the best in the world, and added that there was no watered stock in the company. Some of his mills, he said, would not again make news print, because it cannot be made to advantage by them under existing conditions, but, on the other hand, he was increas-

ing production in other mills; that they intended to construct another mill, and build one outside of the United States. Three-quarters of the paper produced in Canada, he said, was consumed in the United States. He said that the International Co. has no connection with any broker. He stated that his company had declined orders for a vast amount of paper, on which the company could have made its own price, but did not do so, because they would not encroach on the stock carried for the protection of those who had contracts with the corporation.

Mr. Hoover, attorney for the small publishers; L. B. Palmer, manager of the American Newspaper Publishers Association, and E. R. Stoll, who described the situation in Pittsburgh, were also witnesses.

INCREASING PRICES.

After this hearing events in the paper market were puzzling to publishers. Prices ascended, in some cases newspaper men paying 4, 5, 6, and 7 cents a pound, some more, and a number found it hard to get a supply. The New York daily newspapers began to reduce size, to print less text and more advertising, a policy of conservation that was later adopted by publishers in different sections of the United States. THE EDITOR AND PUBLISHER, always in close touch with the situation, and printing the news from every angle, advised the most rigid economy on the part of publishers, in the matter of placing their exchange lists on a cash basis, cutting off free copies, doing away with the return privilege, reducing size and the like, printed interviews with publishers, and made suggestions of a helpful character, in an effort to present a remedy that would lessen the tension.

Remedies, such as an embargo on news print shipments, were suggested, and were discussed in Congress. John M. Schmid, president of the International Circulation Managers' Association, and circulation manager of the Indianapolis News, called on the circulation managers of the country to cut off all waste, and made a number of suggestions as to savings that might be made.

During the week ending September 16, representatives of the news print manufacturers met with members of the Federal Trade Commission in New York.

The following week the manufacturers replied to the Federal Trade Commission with reference to working out a plan to protect the smaller publishers of the country, who were threatened with suspension, stating that they would be perfectly willing to run their mills Sundays, but labor would not cooperate.

PROPOSITION FOR NEW MILLS.

L. B. Palmer, of the American Newspaper Publishers Association, made a suggestion the following week, in which he analyzed the situation, saying that either the present mills should be enlarged to meet the growing demand for news print, or new ones

should be erected, and suggested that publishers should cooperate with capital with that end in view.

October 7 THE EDITOR AND PUBLISHER printed an interview with G. F. Steele, secretary of the News Print Manufacturers' Association, in which he discussed the matter fully from the paper-makers' standpoint. In that interview he suggested that small publishers make their purchases direct from the mills, through the medium of their associations, in order to divorce themselves from high prices that obtained in the open market.

As soon as that interview was published, publishers of small papers all over the United States acted on the suggestion, held meetings, collected data, and endeavored to get a supply, when it was discovered that it was almost impossible—the mills claiming that they were running full and could not supply additional papers. Small publishers, however, were purchasing from brokers and jobbers, and the statement was made that the brokers were profiting to a degree not justifiable, because of the condition that existed. The market at this time was acute, and publishers were uncertain as to where their future supply would come from.

In order the better to cope with the situation, the American Newspaper Publishers Association employed A. G. McIntyre, an expert in paper-making, to handle the matter for the publishers, which announcement was made in THE EDITOR AND PUBLISHER October 14.

In its issue of October 14, THE EDITOR AND PUBLISHER printed an interview with Philip T. Dodge, of the International Paper Co., in which he stated that the 1917 price of news print would be not less than 3 cents a pound at the mill.

October 21 THE EDITOR AND PUBLISHER printed the first news as to the new contract of the paper companies, by which news print would have to be purchased in equal monthly installments, the publishers to accumulate their own reserve stock, with no leeway whatever, and attend to their own storage, cartage, insurance, and freight.

Plans to develop new mills began to materialize, and the activities of publishers were so great that additional tonnage for future supply began to take shape. Capital, attracted by the high prices of news print and the profit in the business, began to come forward.

The peak of the demand, it was said, was reached the latter part of October, notwithstanding which the shortage continued, especially among the smaller newspaper men of the country, and in many cases this extended to the larger newspapers.

PREDICTED LOWER PRICES.

About this time, it was stated by THE EDITOR AND PUBLISHER that during the summer of 1917 there was likely to be a lowering of the price of news print, and advised against the making of long-time contracts, believing that there would be a reduction in price, and pre-

dicting the situation that has been forced by the Federal Trade Commission.

In its issue of November 11, THE EDITOR AND PUBLISHER printed an interview with A. G. McIntyre, representing the paper committee of the American Newspaper Publishers Association, in which he stated that there was a profit of \$10 a ton on news print at the normal price—that is, the old selling price.

During the week ending November 23, Philip T. Dodge, of the International Paper Co., fixed the price of news print for 1917 at \$3.10 at the mill, the freight, cartage, insurance, and storage to be paid by the publisher in the future, instead of by the mills, as in the past. Mr. Dodge stated that the price was based on the increased cost of manufacture.

By this time, the increased demand for kraft and other grade of papers had become such that a number of machines that had formerly been employed to turn out news print were running on other grades, from which a higher profit was realized by many manufacturers, making the condition more serious.

THE SECOND PUBLIC HEARING.

Tuesday, December 12, the Federal Trade Commission held another public hearing in Washington. THE EDITOR AND PUBLISHER printed a complete supplement, giving a verbatim report of this meeting, which it distributed in Washington the following Saturday morning, when the hearing was resumed. It was estimated that 7,500 newspapers were represented at the meeting, there being representatives from about forty-eight associations in all sections of the United States present. Before the meeting opened, there were distributed for the benefit of those present statistics gathered by the accountants of the Federal Trade Commission, showing that it cost less to manufacture news print during the first half of 1916 than was the case during 1915. THE EDITOR AND PUBLISHER printed this in full, with all of the tables and the cost of manufacture. At this hearing a proposal was made to pro-rate the supply of news print. At this time H. B. Varner, of the Lexington (N. C.) Dispatch, filed a complaint with the Attorney-General.

Following this hearing, representatives of the manufacturers met the next day in New York and the publishers in Washington. Saturday, statements were made by the different publishers' associations and by the manufacturers, and the paper-makers sought to shift the burden to the publishers.

Telegrams were sent to publishers and manufacturers all over the Continent on the subject of pro-rating the supply of paper not contracted, and the matter of referring the subject to the Department of Justice began to take more definite form.

December 29, another hearing was held by the Federal Trade Commission. At this meeting, Commissioner Davies made the following statement:

COMMISSIONER DAVIES'S STATEMENT.

"If the Commission finds that it cannot afford relief from the present paper situation, we will turn the matter over to the agencies of the Government that can afford relief. We will continue our investigation, and will try to bring relief in the near future, and we will make our report to Congress in the near future."

At the afternoon meeting, the hearing ended abruptly, the manufacturers refusing to take advantage of the Commission's offer to discuss the reasonableness of the price, notwithstanding that the meeting was held at their re-

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



ON THE PRESSMAN'S NIGHT OFF—JUST WHEN HE WAS PILING UP A WINNING SCORE FOR HIS TEAM AT THE BIG BOWLING TOURNAMENT

quest, excusing themselves by stating that to take up the question at that time would be to delay the Commission's report.

This threw the entire matter back where it was, and the 1917 price of \$3.10 per 100 pounds at the mill went into effect.

January 4, the Commission, in a letter to the Department of Justice, asked the cooperation of the Attorney-General.

January 26 a meeting of nearly 200 newspaper publishers and manufacturers was held in Chicago, at which the manufacturers again stated that the costs of making paper have advanced to such an extent that the price of \$3.10 per 100 pounds at the mill was justified.

At this meeting governmental supervision was hinted at. An attempt to discredit the paper committee of the American Newspaper Publishers Association was resented.

Joseph E. Davies, of the Federal Trade Commission, among other things, said:

"We have also looked into the question whether the manufacturers have engaged in unfair and unlawful practices. It ought to be known that the Commission has already sent to the Department of Justice the information it had on that subject. If we could bring about a fairer, more wholesome cooperation between the publishers and the manufacturers, we feel that we would accomplish a great thing for both industries and the welfare of the country."

Arrangements were made for another meeting of a committee of the manufacturers and the publishers, following the report of the Federal Trade Commission to Congress. This report was delayed, as new information was obtained, in the hope that the Commission would be able to arrive at a solu-

tion of the problem, and to recommend a remedy, to prevent such a crisis again.

In the meantime, reports that the Federal investigators had obtained sufficient information to warrant an inquiry by the Department of Justice, devel-

oped again. A Federal grand jury in New York began an inquiry, and was asked to return indictments. Bainbridge Colby and Mark Hyman were retained as special assistants to the Attorney-General, and it was announced that Francis J. Heney, of California, had been engaged as a special attorney by the Federal Trade Commission.

A week ago Wednesday representatives of the manufacturers made a special trip to Washington, and late Friday it was announced that the manufacturers had agreed to permit the Federal Trade Commission to fix the price of paper for six months from March 1.

SHORTAGE OF PULP WOOD

Lack of Freight Cars a Menace to News Print Mills.

The News Print Manufacturer's Association has sent out a warning of a shortage of freight cars, and of a possible shortage of pulpwood. The notice states that many manufacturers have found it impossible to get enough freight cars to move their product and that as a result, the manufactured print paper is piling up. The fact that very few of the manufacturers have storage facilities is commented on and the guess is made that unless relief of some kind in the way of transportation facilities is furnished, it will become necessary for these manufacturers to shut down until they can move their product.

The reports of mill stocks in the Western and Canadian territory on hand February 17th showed a total of 7325 tons as compared with 4953 tons January 27th, an increase of 2472 tons. It is reported that one company has 1500 tons piled up and is at the point of shutting down because it is unable to procure cars in which to make shipments.

The man whose faculties are trained to the single purpose of making money gets very little enjoyment out of life.

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Results Count

AGENTS RECOGNIZED BY THE A. N. P. A.

Official List Prepared by the Agents' Committee of the American Newspaper Publishers Association, Corrected to March 1, 1917.

Advertising Service Co., Ltd., Drummond Bldg., Montreal, Canada.
Allen Adv. Agency (Inc.), 461 Eighth Ave., N. Y. City.
American Sports Pub. Co. (Inc.), 21 Warren St., N. Y. City.
Amsterdam Agency (Inc.), 1180 Broadway, N. Y. City.
Ampinger, Louis E., Fullerton Bldg., St. Louis, Mo.
Arkenberg-Machen, Dowd Co. (Inc.), Produce Exchange Bldg., Toledo, Ohio. (Classified.)
Armstrong, Collin, Incorporated, 1457-63 Broadway, N. Y. City.
Atlas Adv. Agency (Inc.), 450 Fourth Ave., N. Y. City.
Ayer, N. W., & Son, 300 Chestnut St., Philadelphia, Pa.; Fifth Ave. Bldg., N. Y. City.
Ayles, H. E., & Co., 164 Federal St., Boston, Mass.

Desbarats Adv. Agency, Ltd., Unity Bldg., Montreal, Canada.
Dietz, Ottomar, Adv. Bureau (E. E. Nengebauer), 140 Nassau St., N. Y. City.
Dobbs, William F., Danbury, Conn.
Dollenmayer Adv. Agency (Inc.), Lincoln Bldg., Minneapolis, Minn.
Donovan & Armstrong, Commonwealth Bldg., Philadelphia, Pa.
Dowley-Brennan Co. (Inc.), Harris Trust Bldg., Chicago, Ill.
Doremus & Co. (Inc.), 44 Broad St., N. Y. City.
Doremus & Morse, 31 Nassau St., N. Y. City.
Dorland Adv. Agency, Preston Bldg., Atlantic City, N. J.; 366 Fifth Ave., N. Y. City.
Doughty, Chas. L., 621 Main St., Cincinnati, O.
Dukelow & Walker Co. (Inc.), 246 Washington St., Boston, Mass.
Dunlap-Ward Adv. Co. (Inc.), 58 E. Washington St., Chicago, Ill.
Dunne, Desmond, Co. (Inc.), 30 E. 42d St., N. Y. City.
Dyce, Geo. L., Co. (Inc.), 42 Broadway, N. Y. City.

Howland, H. S., Adv. Agency (Inc.), 20 Broad St., N. Y. City.
Hoyt's Service (Inc.), 120 W. 32d St., N. Y. City; 14 Kilby St., Boston, Mass.
Hull, W. H. H., & Co. (Inc.), Tribune Bldg., N. Y. City.
Humphrey, H. B., Co. (Inc.), 581 Boylston St., Boston, Mass.
Husband & Thomas Co. (Inc.), 58 East Washington St., Chicago, Ill.
Ireland Adv. Agency (Inc.), 136 S. Fourth St., Philadelphia, Pa.
Ironmonger, C., Adv. Agency, 18-20 Vesey St., N. Y. City.
Joerns, Arnold, Co. (Inc.), 14 E. Jackson Boulevard, Chicago, Ill.
Johnson Adv. Corporation (Inc.), 20 E. Jackson Boulevard, Chicago, Ill.
Johnson-Daills Co. (Inc.), Greenfield Bldg., Atlanta, Ga.
Johnston-Ayres Co. (Inc.), 525 Market St., San Francisco, Cal.
Jones-Morton, 348 Main St., Johnstown, Pa.
Jones, Wylie B., Adv. Agency (Inc.), Binghamton, N. Y.
Kastor, H. W., & Sons, Adv. Co. (Inc.), Lytton Bldg., Chicago, Ill.; Mercantile National Bank Bldg., St. Louis, Mo.
Kay, J. Roland, Co. (Inc.), 111 W. Washington St., Chicago, Ill.
Keane, N. W., 99 Nassau St., N. Y. City.
Kelley, Martin V., Co. (Inc.), Second National Bank Bldg., Toledo, Ohio; 171 Madison Ave., N. Y. City.
Kiernan, Frank, & Co., 189 Broadway, N. Y. City.
Kling, B. F., Adv. Agency (Inc.), 14 E. Jackson Boulevard, Chicago, Ill.
Koch, Otto J., Adv. Agency (Inc.), University Bldg., Milwaukee, Wis.
Kollock, Edward D., 201 Devonshire St., Boston, Mass.
Lake, Henry, Adv. Co. (Inc.), Porter Bldg., Memphis, Tenn.
Law, Russell, 52 Broadway, N. Y. City.
Lawyer's Adv. Co. (Inc.), 55 Liberty St., N. Y. City.
Ledy, John M., 41 Park Row, N. Y. City.
Lee, L. K., Dispatch Bldg., St. Paul, Minn.
Lee-Jones (Inc.), Republic Bldg., Chicago, Ill.
Lesan, H. E., Adv. Agency (Inc.), 440 Fourth Ave., N. Y. City; Old Colony Bldg., Chicago, Ill.
Levey, H. H., Marbridge Bldg., N. Y. City.
Levin, Chas. D., (Inc.), 1269 Broadway, N. Y. City.
Lewis Agency (Inc.), District National Bank Bldg., Washington, D. C.
Lord & Thomas (Inc.), Mallers Bldg., Chicago, Ill.; 220 W. 42d St., N. Y. City.
Loyd, Sam, Adv. Agency, 246 Fulton St., Brooklyn, N. Y.
Lyddon & Hanford Co. (Inc.), Cutler Bldg., Rochester, N. Y.; 200 Fifth Ave., N. Y. City.

Philadelphia News Bureau, 432 Sansom St., Philadelphia, Pa.
Picard & Co. (Inc.), 50 E. 42d St., N. Y. City.
Plattner, M., 93 Nassau St., N. Y. City.
Porter, Harry, Co. (Inc.), 18 East 41st St., N. Y. City.
Potts-Turnbull Adv. Co. (Inc.), Graphic Arts Bldg., Kansas City, Mo.
Power, Alexander & Jenkins Co. (Inc.), Journal Bldg., Detroit, Mich.
Powers, John O., Co. (Inc.), 11 W. 25th St., N. Y. City.
Powling, Geo. G. (Inc.), 600 State St., New Haven, Conn.
Presbrey, Frank, Co. (Inc.), 456 Fourth Ave., N. Y. City.
Procter & Collier Co. (Inc.), Commercial Tribune Bldg., Cincinnati, O.
Read-Miller Co. (Inc.), 120 1/2 South Broadway, Los Angeles, Cal.
Reardon Adv. Co. (Inc.), Quincy Bldg., Denver, Colo.
Remington, E. P., Agency, 1280 Main St., Buffalo, N. Y.
Richards, Jos. A., & Staff (Inc.), 9 East 40th St., N. Y. City.
Roberts & MacAvinech, 30 No. Dearborn St., Chicago, Ill.
Rose, Irwin Jordan, 39 W. 32d St., N. Y. City.
Rowland Adv. Agency (Inc.), 1790 Broadway, N. Y. City.
Rowlett, F., Albany; 26-28 Adelaide St., West, Toronto, Can.
Ruland, O. W., 70 Fifth Ave., N. Y. City.
Ruthrauff & Ryan, 404 Fourth Ave., N. Y. City.
St. Clair, Wm. G., Co., Witherspoon Bldg., Philadelphia, Pa.
Sandlass, L. A., 7 Clay St., Baltimore, Md.
Savage, Geo. M., Adv. Agency, 82 Griswold St., Detroit, Mich.
Scherer Adv. Agency, 9 Clinton St., Newark, N. J.
Schermerhorn Adv. Co., Gibbs Bldg., San Antonio, Texas.
Schiele Adv. Co. (Inc.), Central National Bank Bldg., St. Louis, Mo.
Seaman, Frank (Inc.), 461 Eighth Ave., N. Y. City.
Seeds, Russel M., Co. (Inc.), 330 University Square, Indianapolis, Ind.
Sehl Adv. Agency, 139 No. Clark St., Chicago, Ill.
Shaffer, J. Albert, Star Bldg., Washington, D. C.
Sharpe, W. W., & Co. (Inc.), 99 Nassau St., N. Y. City.
Shaughnessy, M. J., & Co., Temple Court, N. Y. City.
Shaw Adv. Co., Transportation Bldg., Chicago, Ill.
Sherman & Bryan (Inc.), 79 Fifth Ave., N. Y. City.
Sherwood, B. R., 367 Fulton St., Brooklyn, N. Y.
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SUBMISSION OF MANUFACTURERS TO REGULATION OF PRICES WAS INEVITABLE

Editorials in THE EDITOR AND PUBLISHER Had Foreshadowed Danger of Drastic Governmental Supervision of Industry, Citing That This Could be Averted Only by the Restoration of a Reasonable Price and the Production of an Adequate Supply.

That the confiscatory prices fixed for news print by the manufacturers constituted a menace to the freedom and INDEPENDENCE of the press in America has been pointed out in many editorial utterances in THE EDITOR AND PUBLISHER.

It would appear that this view of the situation is shared by President Wilson, and that he took occasion to impress upon the manufacturers the seriousness of their attempt to cripple the press—to exercise a "restraint" upon it which the Government itself is forbidden to do.

The following is an extract from a Washington dispatch in the New York Herald of Sunday, February 18:

"President Wilson, by threatening to ask Congress for drastic emergency legislation, brought the manufacturers of news print paper to terms where they agreed to allow the Federal Trade Commission to arbitrate their differences with the newspaper publishers and fix the price of paper from March 1 to September 1. Mr. Wilson, it is understood, even went so far as to indicate that an extraordinary session of Congress would be called to handle the situation if necessary.

"William G. McAdoo, Secretary of the Treasury, is said to have acted as spokesman for the President, calling one of the largest news print paper manufacturers to the Treasury Department for a conference in which the Administration's cards were laid on the table.

"Mr. McAdoo made it plain to this manufacturer that the President felt that by charging exorbitant prices for news print paper and restricting the supply the paper-makers were restraining the newspaper press of the country. The Constitution forbids even the Government from doing such a thing, he explained, adding that the Administration did not intend to stand idly by while the manufacturers did it.

"It has not been revealed just what drastic legislation was contemplated in case the manufacturers refused to yield, but it is thought that some bill could have been gotten through as an emergency measure because of the present international situation, giving authority to take over the paper mills."

EDITORIAL WARNING.

In the issue of January 20, THE EDITOR AND PUBLISHER said:

"And if he [Mr. Dodge] will bend his great energies and devote his company's great resources to INCREASING THE PRODUCTION OF NEWS PRINT, thus helping to put an END to a situation which may otherwise lead to such extreme remedies as Government control of the market prices for news print, he will have served the interests of his own industry—and of all industries in which a few large producers practically control output and prices.

"THE EDITOR AND PUBLISHER believes that Mr. Dodge missed a great opportunity when he failed to fix the contract price for his company's output of news print for the year 1917 at a figure approximating \$2.50. The price fixed, about \$3.10 at the mill, appears to impose upon publishers a large part of the burden of meeting, within a brief period, the deferred dividends on Inter-

national stock. There are many people—some of them, too, in Congress—who believe that the power to tax consumers, through arbitrary fiat, is a dangerous power to vest in the individual. It is this conviction, strengthened afresh in the minds of the people by every new example of excessive price-making for a necessary commodity, which forebodes legislation vesting the price-making power in Government agencies. It is a menacing outlook. Wise business men will not hasten the day of such legislation. The power to tax is the power to destroy. That is an axiom. When individuals so use it, they set forward the date when it will be taken away from them."

FORCING THE ISSUE.

Again, in the issue of February 3, THE EDITOR AND PUBLISHER cautioned the manufacturers that in their present policy they were forcing the issue of Government regulation of prices:

"Newspapers have always fought the battles of the people. They rarely fight for their own interests. They must now fight for their own—and in doing that they will be fighting the battle of the people. When a group of men hold the power to threaten the existence of newspapers in a free country it becomes the business of every citizen to aid in taking that power away from them. In the fight to do that, Government agencies are merely instruments of public service, and they must be so utilized. The question of sending somebody to jail is merely incidental. The question of protecting the newspapers of America from disaster is fundamental. It is the business of Congress. It is the business of the Department of Justice. It is the business of the Federal Trade Commission. It is the business of every citizen—and it is business which will not wait.

"The manufacturers foresee, and FEAR, governmental regulation of prices. If it shall come, it will come as a direct result of their recent and present policies of fixing excessive prices for a commodity ranking properly with the necessities of daily life. That some of them are determined that they will not submit to such regulation—that, if it should come, they will pull down the pillars of their temples about their own heads—indicates merely a passing mood of sullen resentment. Governments do not regulate commodity prices unless the need is great—unless private individuals or corporations have abused the right to fix prices, and have used the power for oppression. If news print were a luxury, the case would not be one for Government intervention. If the purchaser of news print were in a position to refuse to pay the price exacted by the manufacturers, without disaster to his business, the issue would not call for intervention by Federal agencies.

"Mr. Mead is probably keenly alive to these considerations in prophesying that 'we are headed for that'—meaning Federal regulation of prices for news print. AND WHAT IS TO BE FEARED FROM SUCH PRICE REGULATION? Would the manufacturer who seeks only legitimate profits be in danger of having these wiped out by a Federal board? Is the fear of such regulation not based upon anxiety as to

what might happen to EXCESSIVE PROFITS?

"If Federal regulation of the news print industry would be a bad thing it is still within the power of the manufacturers to avert its coming. But they will not avert it through a policy of playing for immediate excessive profits, through imposing arbitrary and unjust burdens upon the users of news print. They can avert it only through ending—as they can end—the shortage of production, and by restoring—as they can do—reasonable prices."

MATS FROM OLD PAPERS

Georgia Stereotyper Finds Profitable Way to Utilize Waste.

The Macon (Ga.) Daily Telegraph has taken up the suggestion in a recent issue of THE EDITOR AND PUBLISHER regarding the re-use of old mats, and has gone it one better. They are now making their mats out of old newspapers and tissue.

P. T. Anderson, general manager of the paper, writes that the new mat is the work of their stereotyper, J. J. Connell. He states that Connell, by experiment, found that using seven sheets of ordinary newspaper, with the usual number of tissue, omitting the red rag and blotter, gave him just as good results in the making of the mat as the old expensive way did. Either plain or printed sheets of newspaper could be used with the same result.

The sample mat and a copy of the newspaper was submitted to Superintendent Glen Williamson, of the New York World, with a request for an opinion as to the feasibility of the plan. Mr. Williamson was of the opinion that the idea is entirely feasible, always providing that the news print sheets are clear of wood pulp splinters and run even in thickness. If there is much undigested wood pulp in the paper, or if the paper does not run uniform in thickness, it may interfere with the success of the plan, otherwise it is entirely within the reach of any publisher to adopt the method.

WASTE OF WHITE SPACE

Efficiency Engineer Says Advertisers and Publishers Are Extravagant.

Frank B. Gilbreth, an efficiency engineer in Providence, R. I., as the speaker at the weekly meeting of the Providence Town Criers said:

"The use of so much white space in newspapers and magazines is gross extravagance. I am shocked to see the great amount of useless waste when shortage of paper is so prevalent and the prices for it so high.

"It seems that advertisers are vying with each other to use white space. Especially is this found true in technical magazines which are continually preaching efficiency and conservation. There is a great waste also in wide borders.

"Recently I weighed white space for a client and found great extravagance.

"I believe advertising men should discuss the matter with their advertisers and give advertising copy that tells something about the goods to be sold a preferential rate over the white space ad."

Wisconsin Daily League Meeting

Questions of importance to Wisconsin publishers, including legislation and the print paper situation, were discussed by members of the Wisconsin Daily League at a meeting in Madison, February 23. Frank Noyes, of Marinette, is president of the Association,

WARNER MILLER WRITES ABOUT PAPER PROBLEMS

Veteran Manufacturer Is Opposed to Governmental Control of Situation and Predicts That Canada Will Get News Print Trade If Federal Trade Commission Plans Prevail.

In a letter written to the New York Times, from Atlantic City, N. J., former United States Senator Warner Miller, of Herkimer, N. Y., has these interesting things to say about the wood pulp and news print situation:

"If you have time to consider what I shall write, it may give you a new or different idea of the paper situation. First, I have no monetary interest in the manufacture of paper or pulp, but I was in the business from 1863 to ten years ago. I began making paper out of rye straw for the Tribune and Times at 25 cents per pound, or \$500 per ton, and quit selling a better paper at \$36 per ton—a large loss. I introduced the use of wood pulp into paper-making and sold it at 20 cents per pound, and followed it down to \$36 per ton. The newspapers of the country usually abused me and named me 'Wood Pulp Miller.' In closing, Charles A. Dana did me the honor to say in a lecture on the modern newspaper that I had made the modern newspaper possible by using wood pulp and reducing the price. Second, some years since the Newspaper Association employed a skillful man at \$15,000 per annum to go to Washington and work for free paper and pulp. He succeeded in the Wilson tariff. The result was that no new mills were built, and the news mills that were able to make other grades of paper turned off news print. The war brought increased consumption of paper; price of raw material increased from 100 to 200 per cent.

MANY CONDITIONS CHANGED.

"Europe could not supply the South American market or other countries—the demand fell on the United States. Wages have advanced more than 100 per cent, and the mills have changed from the twelve-hour time to eight hours, thus increasing the number of employees 33 1-3 per cent.

"If the newspaper publishers succeed in having the Trade Commission take charge of the business, the result will be the same as followed the enactment of the present tariff. No more mills will be built to make news print; such mills as can change to other kinds of paper will do so. The industry will be transferred to Canada, where your 'Trade Commission' cannot operate. To-day Canada is sending to us 1,000 tons of news print daily. England can at any time commandeer Canadian paper. If the Government can fix the price of paper, it must fix the wages of the men who make the paper; then they must fix the price of bread, meat, clothes, and rent. It follows that the Commission can fix the price of the Times for less than the cost of the paper. If the Commission can fix the price of one product, it can fix all prices.

"Then a Russian bureaucracy would be a delightful system under which to live as against the despotism of our liberty-loving country. No one can believe that the Supreme Court would uphold the proposition that the Government can fix prices in these times. You have all brought these troubles on yourselves, and you are now trying to destroy the industry and send it to Canada."

ROGERS SEES IN PLAN RELIEF FOR PUBLISHERS

Publisher of New York Globe Convinced That Arbitration of Prices by Trade Commission Will Bring Better Conditions, and Prevent a Return to Prohibitive Prices.

"Monday's hearing of the newspaper publishers before the Federal Trade Commission in Washington will probably go down into history as marking the concluding chapter of an epoch-making event. The newspapers of the country as reflected by the unanimous vote of those at the meeting ratified the efforts of the Federal Trade Commission to adjust a vexed business problem by acting as arbitrator and endeavoring to fix fair and reasonable prices for a commodity," said Jason Rogers, publisher of the New York Globe to a representative of THE EDITOR AND PUBLISHER.

"Thanks to the good offices of the Federal Trade Commission, backed by the powerful latent resources of the United States Government ready to be exercised where laws against combination and restraint of trade are involved, the print paper manufacturers finally decided to ask the Commission to determine fair prices and to regulate allotments.

"I am not in sympathy with the thought that the building and owning of their own paper mills is the way out for the long haul. I sincerely believe that the principle established by the Federal Trade Commission will guard us against any possible repetition of prohibitive prices for print paper by the manufacturers. A burnt child dreads the fire, and the influence of a united press has proven itself to be real live potential force, which apparently was ignored by those who thought it could not be brought together as a cohesive body.

"The newspapers have not been placed in the position of seeking governmental aid, except in the sense that they inspired the inquiry of the Federal Trade Commission into the facts back of the boosting of print paper prices. Once the wheels of the Government got started, it was an easy matter for the newspapers to gently fan the flame into an all-consuming flame, the smoke of which will probably ultimately restore paper prices to a fair level.

"I was particularly pleased with the developments, and willingly consented to the plan presented by the Federal Trade Commission for the New York Globe, both regarding a maximum price and slight reduction in tonnage.

"On the strength of the formal reports of the Paper Manufacturers' Association, showing a larger production in January, 1917, than during the same month in 1916, it would seem to me that a fair and reasonable basis for allotments for 1917 use would be a general allotment of 90 per cent. of the 1916 tonnage.

ECONOMY

Of space demands the best copy and the most important names in the shortest form.

We have them.

National Editorial Service, Inc.,
225 Fifth Ave., New York.

"Our newspapers, on the basis of 1916 tonnage, thanks to economies which they have been bound to make, could build up small reserves for themselves, instead of depending on the mills to do so, and within six or seven months we would all be in better shape and on a sounder basis than at any previous time.

"Personally, I feel that the manufacturers, when called upon to make a price for the year 1917, had to provide for all contingencies just the same as any business man should do. I believe that they were led to fear the panic which they themselves more largely than any other factor started. If they had reasonably and frankly endeavored to explain the necessities as they saw them, and assured us that they would voluntarily modify prices if justified, as in the past, there probably would not have been any serious trouble."

No Ad Money in \$100,000,000

WASHINGTON, February 28.—Section 4 of the Emergency Revenue bill, now pending, authorizing the expenditure of upwards of one hundred million dollars, to be raised by bonds in case of war, should Congress not be in session, provides that one-tenth of one per centum of the amount of bonds authorized be expended for "necessary expenses" in connection with said issue of bonds. It was thought by some that this expenditure might include advertising of the bonds, but while it may include a small amount for advertising purposes, the majority of this amount expended would be used for floating the bonds, such as underwriting, cost of preparation, etc. Any expenditure for advertising in this connection would be made by authority of the Secretary of the Treasury.

Good Ad Talks at Dallas

According to J. H. Payne, secretary of the Associated Ad Clubs of Texas, two of the speakers for the annual convention of the Associated Clubs at Dallas, March 15 and 16, are: M. P. Carlin, of Waco, who will discuss "Making Type Talk," and John E. Treleven, professor of business administration at the University of Texas, who will speak on "Advertising and Its Relation to Distribution."

The fluent talker tells all he knows in a very short time. The conservative speaker usually knows more than he tells.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

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

NEWSPAPER ADVERTISING BEST

Far Ahead of Every Other Kind Says Sales Manager Stanger.

That newspaper advertising, in intrinsic value, is far ahead of every other kind of advertising, was the statement made by Wesley A. Stanger, sales manager of the Ben Hur Motor Company, of Cleveland, who addressed members of the Vortex Club in St. Louis this week.

"If it were not for the daily newspapers and advertising, salesmen would have to seek other methods of employment," he said. "Some merchants seem to think they can get along without newspaper advertising and that salesmen will make up for their lack of publicity, when the truth of the matter is that without advertising the salesmen would be out of a job. There are some merchants who advertise too little, but none who advertise too much.

"Personality comes into play in advertising quite as much as it does in selling. The personality of a newspaper is represented by what its news columns print and what its editors say, and this personality decides the class of readers it will have. When it comes to writing paper advertisements, the writer should put himself in the same position that a salesman does when he makes a canvass. A salesman studies his man, and an ad writer should study his audience.

"Newspapers serve at least two important functions in a community. They carry the commercial messages of the merchants to the buyers and this is what they get paid for—and they are usually underpaid. On the other hand, they serve a great purpose in the plan of the Government, and a free press means a free nation."

FLAGS-MAPS-ATLASES
TIMELY SUGGESTIVE
PREMIUMS

Patriotic, Educational, Historic
Write today for Samples and Quantity
Prices—ACT PROMPTLY
DELIVERY GUARANTEED
S. BLAKE WILLSDEN
Premium and Advertising Specialists.
1606 Heyworth Bldg., Chicago

The McClure Method

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

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.
The McClure Newspaper Syndicate
120 West 32nd Street, New York City

Successful

Men in every walk of life are all familiar with
Romeike's Press Clippings
Among our patrons are professional and business men and women, public personages and the leading Banks, Trust Companies and Corporations.

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

GREEKS HONORED REPORTER

Paxton Hibben, Associated Press Correspondent, Object of Demonstration.

Paxton Hibben, an Associated Press correspondent, was the hero of a meeting of 3,000 Greek Loyalists in New York last Sunday afternoon. The newspaper man, who obtained an interview in which King Constantine denounced Venizelos as false to his country, was carried to the stage on the shoulders of the enthusiastic Greek-Americans. A picture of the King was held up beside him, and the crowd cheered for several minutes.

Leaders of the Loyalist movement assert that the news from their home country is so rigorously censored by the British that information unfavorable to the Allies rarely gets through.

Mr. Hibben bore his honors modestly. He said when he was in Athens great crowds followed him in the streets, knowing he was an American reporter, shouting "Long live America." Their entreaties were to Greeks in this country, he said.

The man who is satisfied has reached his zenith.

News Print

prices will compel many publishers to increase their subscription and advertising rates or be satisfied to show a loss in their business.

OUR NEW
Combination Magazine and Color Comic Supplement Service

used on your Saturday or Sunday paper will enable you to make a change in your subscription and advertising rates without suffering any loss.

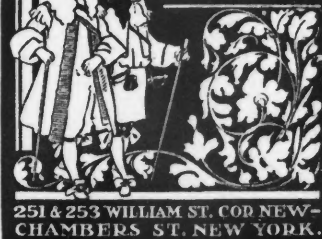
World Color Printing Company
R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

MANHATTAN PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS



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

Canada's Business Barometer

R. G. Dun & Co.'s Review shows that commercial failures in Canada in 1916 were LESS than those of 1914 by 43%

In the same period Bank Clearings INCREASED 23%

Railway Earnings INCREASED 31%

Bank Deposits INCREASED 28%

The importation of comforts and luxuries increased proportionately

Motors and Vehicles - - - - -	increased	92%
Cotton Goods - - - - -	"	65%
Cocoa and Chocolate - - - - -	"	46%
Fruit, canned and fresh - - - - -	"	25%
Musical Instruments - - - - -	"	72%
Tobaccos - - - - -	"	37%
Watches - - - - -	"	105%

Brick and clay products, curtains, china, electrical goods, furs, food products, gloves, hats, leather, brass and copper goods, tinware, paints, ribbons, silks and woolen goods are others that showed a material increase.

The American manufacturer is getting an unusually large share of this business at present, because the war has interfered with other sources of supply.

He can retain the lead, if he will establish confidence and public favor NOW by advertising his brands and trade marks.

There is a rare opportunity in Canada. Many Americans realize it and are taking advantage of it. They are advertising in Canada's leading daily papers.

Over two-thirds of Canada's population may be reached by the Daily Newspapers on the appended list.



PROVINCE OF ONTARIO

Population 2,523,274.

	Circulation	Lines	Net Paid 2,500-10,000
Brantford Expositor (E)	7,500	.0175	.015
Brantford Courier (E)	4,892	.0105	.0083
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.04
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,439	.015	.01
London Advertiser (M. N. & E.)	32,891	.045	.035
London Free Press (M. N. & E.)	39,750	.05	.04
Ottawa Citizen (M. & E.)	28,285	.05	.05
Ottawa Journal-Free (M. & E.)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	86,900	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.02	.0125

PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392

French 1,605,339

Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M)	24,388	.06	.05
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.10	.08
Montreal Le Devoir (E) (2c-\$5 yr.)	13,959	.05 1/4	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025
	995,834	1.5492	1.1444

The Newspapers listed on this page offer 995,834 average circulation at a total combined cost of \$1.41 per line, or a fraction less than one and one-half tenths of a cent per line per thousand.

Make your own deduction as to whether that is not Low Cost advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal cities of the most populous portion of prosperous Canada and their suburbs, and covers them with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the benefit?

More than
4,500,000
of Canada's
7,206,643
Total Population
is Centered Here.



Prepared and Written by
George F. Hobart
Hamilton Advertising
Agency



THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

MAR 6 1917

\$3.00 a Year Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 3, 1917

10 Cents a Copy

For advertisers who sell goods to men during 1916 The Chicago Daily News printed more advertising of the three largest men's clothing stores in Chicago* *six days a week* than any other Chicago newspaper printed *in seven days*. The figures (in agate lines) are:

The Daily News	(6 days)	426,404	agate lines
The Tribune	(7 days)	404,498	agate lines
The American	(6 days)	333,871	agate lines
The Examiner	(7 days)	139,055	agate lines
The Herald	(7 days)	91,886	agate lines
The Journal	(6 days)	78,456	agate lines
The Post	(6 days)	33,417	agate lines

These figures should be carefully considered by all advertisers selling goods to Chicago men.

THE CHICAGO DAILY NEWS

Over 425,000 daily

"It Covers Chicago"

*The Hub (Henry C. Lytton & Sons)
*Maurice L. Rothchild
*Marshall Field & Co.'s Store for Men

Trademark Advertising as an Investment

By
ARTHUR ACHESON

MR. ACHESON'S analysis of the manner in which trademark values are created and the conclusions he reaches are the result of twenty-five years' practical experience as a writer, buyer and seller of advertising. The present monograph in a slightly different form has been used by Mr. Acheson in the past year or two in presenting trademark values to national advertisers and has been instrumental in selling an immense volume of new advertising to experienced buyers.

What They Say About It:

Mr. Acheson has placed the matter of trademark value very clearly before the reader; the subject is well handled from a standpoint that should prove interesting to men who put their capital into largely advertised productions and especially to those who are officers or directors of corporations or members of firms whose business it is to produce something that the public at large requires.

C. M. CONNOLLY,
Advertising Manager,
Cluett, Peabody & Co.

"Trade Mark Advertising as an Investment," by Arthur Acheson, is a book which can be read with profit by all advertisers, particularly by those investors in publicity who have ambitions to cover the field nationally. It is full of truth and if perused by a discerning and analytical mind should give valuable advice and provide helpful guidance.

BENJ. S. BULL,
Secretary & Advertising Manager,
Washburn-Crosby Company.

Mr. Acheson's "Trade Mark Advertising as an Investment" is the most forceful and logical treatment of this very important subject that has come to my notice. Some of the illustrations so vividly reproduce my own experience that they seem almost personal. The contents should prove valuable to large advertisers who have not yet formulated permanent and basic methods of work.

LEN M. FRAILEY,
For many years Advertising Manager,
Joseph Campbell Co., Manufacturers
of Campbell's Soups

Mr. Acheson's "Trade Mark Advertising as an Investment" is written in an unusually clear and agreeable style and is of real value as an advertising text. When presented as an address here it was pronounced one of the most scholarly advertising talks ever delivered before the Club.

THE TORCH, Cleveland.

Sent to any address post-paid on the receipt of One Dollar

The New York Evening Post

20 VESEY STREET

NEW YORK

New York's New Money!

A Daily Force of Almost Four Million

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	41,090	.06	.06
Albany Knickerbocker Press (S)	35,144	.06	.06
Brooklyn Eagle 3c (E)	44,332	.16	.16
Brooklyn Eagle 3c (Sunday)			
Binghamton Press-Leader (E)	28,761	.07	.05
Buffalo Courier-Enquirer (M & E).....	102,568	.14	.12
Buffalo Courier-Enquirer (S)	101,795	.14	.12
Buffalo News	103,303	.15	.15
Corning Evening Leader (E)	7,832	.0193	.015
Elmira Star-Gazette (E)	21,549	.04	.035
Gloversville Herald (M)	6,483	.02	.015
Gloversville Leader-Republican (E)	5,714	.0143	.0108
Ithaca Journal (E)	6,804	.035	.015
Jamestown Post (M)	8,751	.025	.0207
Middletown Times-Press	5,222	.0178	.0107
Mt. Vernon Daily Argus (E)	6,888	.0214	.015
Newburgh Journal (E)	5,076	.0107	.0107
New York American (M)	329,984	.40	.38
New York American (S)	705,224	.60	.57
New York Globe (E)	210,994	.28	.27
New York Herald (M)	99,597	.40	.40
New York Herald (S)			
New York Evening Post (3c) (E).....	20,744	.18	.16
New York Sun (M)	192,210	.39	.36
New York Sun (S)			
New York Sun (E)	171,247	.31	.29
New York Telegram (E)	218,463	.2925	.27
New York Telegram (S)			
New York Times (M)	340,904	.50	.45
New York Times (S)			
New York World (M)	398,894	.40	.40
New York World (S)			
New York World (E)	404,858	.40	.40
Rochester Union & Advertiser (E).....	39,276	.10	.06
	3,661,707	6.3120	5.9179

Ratings Government Statements, October, 1916

A DVERTISERS who are using the above list of New York State Newspapers, are getting their share!

Are you getting yours?

They long ago learned the value of advertising in these newspapers for New Money!

One fair trial in the beginning of their advertising career decided them.

Now, a generous share of this New Money, which is pouring into New York, crackles in their tills and fattens their bank rolls.

Last year New York State paid 33% of the total income tax of the United States; this year she'll pay more!

Wiseacres who have worn down scores of pencils in figuring, tell us that this year's proportion will be about 40%!

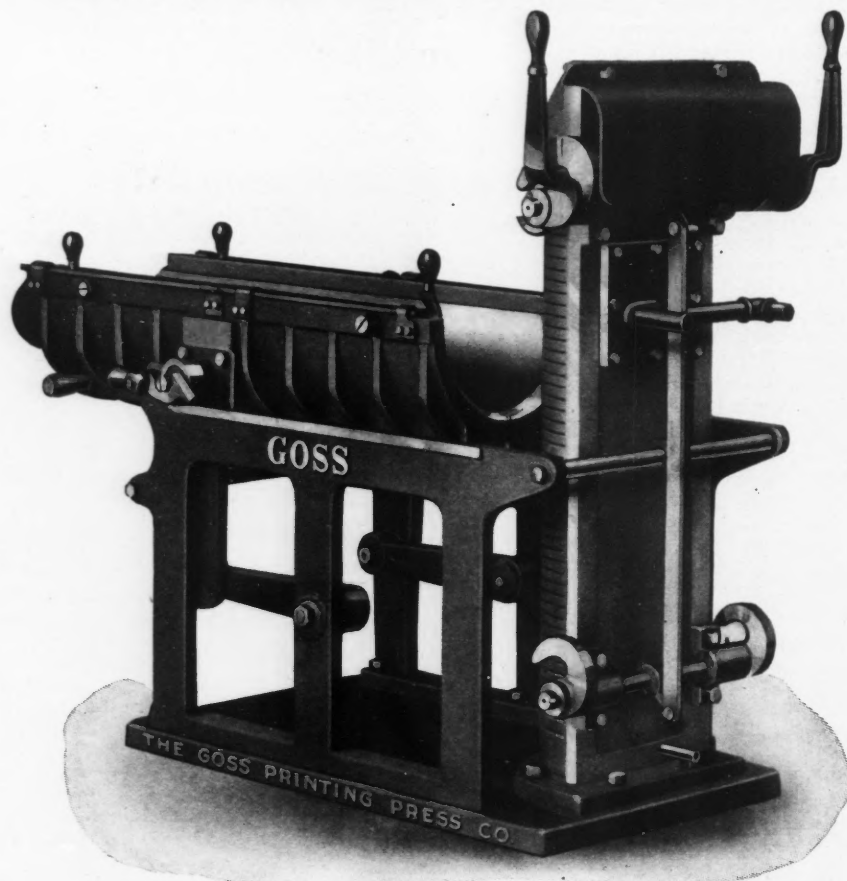
Be that as it may, New Money awaits every National Advertiser, Manufacturer and Merchant, who will tell the story of his wares forcefully and interestingly in these great Empire State Newspapers.

This is the sanest way to fill the bag from New York's Big Pile, and it's quite as easy to do, as it is to find the busy end of a wasp in the dark.

DID YOU EVER CONSIDER

THE IMMENSE SAVING OF TIME AS WELL AS THE SUPERIOR PRINTING
QUALITIES OBTAINABLE WITH DOUBLE-PAGE PLATES
AS CAST AND FINISHED BY

GOSS DOUBLE-PAGE STEREOTYPE MACHINERY



THE GOSS SELF-BALANCED DOUBLE-PAGE PLATE CASTING BOX.

We Have Furnished A Number Of Metropolitan Dailies With The Following GOSS Machinery Which Has Been Specially Designed For Making Plates For Double-Page Advertisements And Double-Page Illustrations And Displays Of All Kinds.

Double-Page Curved Casting Box
Double-Page Tail Cutter
Double-Page Shaver
Double-Page Chipping Block

Double-Page Pneumatic Head
Steam Table
Double-Page Form Table
Double-Page Stereotype Chase

We Have Interesting Literature Describing These Machines

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave.

NEW YORK, 220 West 42nd St.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAYES, MIDDLESEX

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.

Vol. 49 Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, MARCH 3, 1917

No. 38

HUGH GRAHAM, ONCE BAREFOOT BOY, NOW BARON

Story of the Rise of the Publisher of the Montreal Star Reads Like Chapters of Impossible Fiction at Times, but It Proves What May Be Accomplished Through Grit, Ambition, and Energy—Was So Poor He Had No Credit and Used a Big White Horse to Run His Press, Yet He Succeeded.

THE raising of Sir Hugh Graham, of the Montreal Star, to the peerage is an event that crowns a life that reads like a romance. Moreover, it is an unusual distinction to be conferred upon a Briton living overseas. And it was pluck, not luck, that has just been rewarded by the Canadian journalist's sovereign.

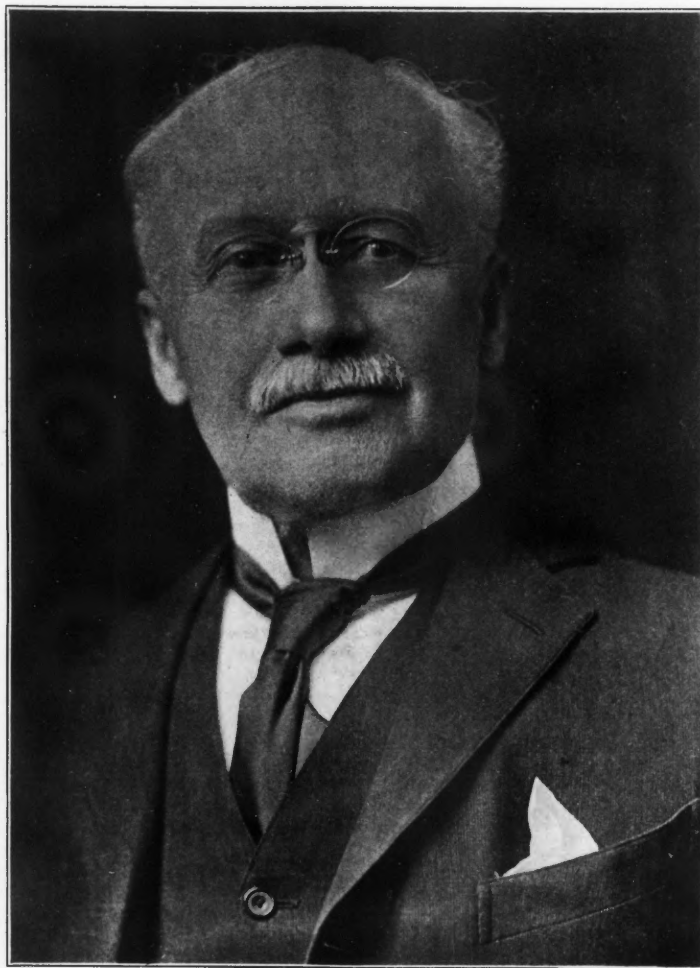
Once a bare-foot boy in Huntingdon County, Quebec, where he was born on July 18, 1848, he owes his advancement to his own force of character, his marvellous mental equipment, and his sincere devotion to his native land and the Empire with whose destinies it is indissolubly bound up.

He received a sound elementary education at Huntingdon Academy and grew up under the influence of a shrewd and high-principled Scotch father, the late R. W. Graham. But, like all ambitious country boys, his eyes were turned to "the lights of London," which for him were the by-no-means dazzling lights of the limited Montreal of that day. However, at an early age he arrived in Montreal and began his newspaper career as an office boy for the Montreal Evening Telegraph, under his uncle, Edmund Henry Parsons. He was then fourteen; and it is to this beginning that he probably owes the characteristics that, to the present day, he takes an especially keen interest in a promising office boy. Given half a chance, he sees a successful publisher in a shock-headed lad who is intent on his small duties. But Hugh Graham was not long an office boy. In one month he became assistant bookkeeper and cashier; in five months more, bookkeeper, and in four months additional, business manager.

His next step was to the office of the Montreal Gazette as secretary-treasurer, where he came in contact with George Lanigan, a writer whose reputation is still preserved, and with whom, a year later, he founded the Montreal Daily Star. The young "Dick Whittington" from Huntingdon was not then of age; and as a minor he faced the world with his new enterprise and with a capital of \$100. Out of that he has made the greatest newspaper property in Canada, and reached the House of Lords. How he did it is a story of determination, resource, and courage which no novelist would be reckless enough to imagine.

SOME OF HIS OBSTACLES.

He was soon so far in debt that he could not get credit for a penny's worth of paper—and he tells now with great



BARON GRAHAM.

relish how they had to run off as many copies of the Star as his supply of white paper would allow, rush them out on the street to be sold and then rush the coppers thus obtained to the paper merchants for more paper for next day's edition. At one time he could not buy coal in larger quantities than a half-bushel at a time. He couldn't pay for the steam power to run his press—which he bought from his next-door neighbor—so that was shut off, threatening absolute ruin. But, being a country boy, he knew a trick that might serve—he telegraphed to the country for a horse and horse-power and for

a time a big white horse was the power behind the throne.

Nothing could daunt the young Hugh Graham. It never seems to have occurred to him that possibly the obstacles in his path were too great to be surmounted. They had to be surmounted—and that was the last word. The Montreal newspaper field which he had invaded was by no means inviting. The English-speaking constituency locally open to him was then very small, and supplied by three good papers. He has since passed them all, and won for his parish the entire Dominion. The Daily Star covers not only Quebec, but domi-

nates the Maritime Provinces and a large part of Ontario; while the Weekly Star is a great newspaper factor throughout the entire Dominion.

We first hear of Hugh Graham as a public man apart from his position as publisher of the Montreal Star, when he suddenly emerged from his absorbing struggle with journalistic difficulties to dramatically take a leading part on one of the most daring and dangerous civic revolutions in the history of Montreal. The loathsome plague of smallpox had broken out, and threatened to depopulate the city. This affliction was due largely to the mischievous anti-vaccination heresy then preached persistently to Montrealers.

The result was an appalling epidemic in 1885, which swept over the city, killing thousands and threatening her commercial existence. The obvious weapons with which to fight it were compulsory vaccination and isolation; but the authorities were frankly afraid to attempt it, owing to the deep-seated prejudice against vaccination. Hugh Graham gathered about him a small group of courageous citizens, men prominent in large business pursuits—ready for action—and invaded the City Hall. They induced the panic-stricken City Council to add six of them to the Board of Health, with full power to act, in all that related to the epidemic. At that time thousands of cases lay scattered over the city in private houses, each a centre of contagion.

Hospital accommodation was the great need; Hugh Graham pointed to the large and empty Exhibition buildings. But the managers were averse, and nothing could be done to secure them. The Board then left it all to Mr. Graham. His conduct was characteristic. He secured a requisition for the calling out of the troops, and marched with them to the Exhibition grounds, where he found the gates barred and bolted against them. The managers of the Exhibition threatened him with suits for enormous damages if he dared to break into their grounds. But he was not to be frightened. He himself leaped over the gates, unfastened them, and let the troops march in. Possession was taken of the buildings, and in three hours a staff of nurses was installed, and a long, continuous procession of vehicles with afflicted patients was passing through the gates to be isolated in the new hospitals. In the same fashion vaccination was enforced by absolute compulsion, Mr. Graham taking great personal risks

in entering plague-stricken houses with officers for this purpose. The pest was stayed and ebbed from the day the isolation was inaugurated.

NEVER AFRAID TO LEAD.

Cases of striking and effective intervention in civic matters could be multiplied. At one time, when the civic authorities were especially lax in street cleaning, he assembled a great company of the biggest men in the community—judges, bishops, doctors, lawyers, merchants, provided them with picks and shovels, and carts, and led them in cleaning a leading downtown street, St. James—as an example to the Road Committee. In twelve hours after St. James Street was cleared, the whole civic street cleaning organization was at work. Sir Hugh Graham is especially known in Montreal for his charities, public and private. The Children's Memorial Hospital is to a large extent a monument to his beneficence and genuine solicitude for the welfare of all suffering children. Nothing gets quicker to his heart than a sorrowing child. Early in his journalistic career he founded the Fresh Air Fund for poor mothers and their children, and devoted his time and talents to collecting large sums to carry through this beautiful charity every summer. Later he presented it with a capacious home on the Richelieu River. Several other hospitals, too, owe financial opportunities for renewed usefulness to his efforts. The great church of St. James was rescued by a campaign carried on in his paper, the Star.

But these are only outlines of the unceasing charitable labors constantly carried on by Sir Hugh. The most of them, the most appealing of them, will never be known. One is ever coming across instances where Sir Hugh held out in shy secrecy a helping hand to some less fortunate being whose path crossed his. And nothing irritates him more than to have these kindly deeds discovered. Those intimate with him never let him know of such chance discoveries. But his wayside kindnesses of this character include such actions as the education of entire families left helpless in the world, quiet provision for the feeding and clothing of individuals who had no claim on him whatever, and direct financial assistance to all sorts and conditions of people who could only be helped in that way.

ALWAYS AN IMPERIALIST.

But it is more especially his Imperial services which have been recognized by his elevation to the Peerage. Hugh Graham has always been an active and convinced Imperialist. Away back in the days of Sir John Macdonald—who was an Imperialist before the value of the movement was appreciated in Britain itself—Hugh Graham was the leading Canadian journalistic champion of the cause. He helped bring in the dawn. He has flattering letters from Sir John and his colleague and successor, Sir Charles Tupper, which reveal that he (Mr. Graham) took up the cause of Protection, which alone saved Canada from annexation long before any one else in the Dominion saw the need, and boomed it into popularity when that bulwark to British connection was menaced in 1891 by the campaign for unrestricted reciprocity—a policy which no one now supports and which drove Edward Blake out of Canadian public life.

A striking instance of his constant watchfulness where Imperial interests are concerned was the part he played in sending the Canadian contingents to

South Africa. When the Boer War opened, Canada had never taken any serious share in the wars of the Empire. The then Government was inactive. But the cables came telling that New Zealand had decided to contribute men to the fight. Mr. Graham at once telegraphed the inspiring news to every Mayor and militia officer and to thousands of public men of prominence in Canada, asking whether they approved Canada's threatened abstention from similar action. The response was overwhelming, and in favor of action. The Star published these patriotic opinions in thousands, and action immediately followed. But he was not content with this. In order to encourage recruiting for these new overseas forces he insured every man in the contingent against death or accident, paying for policies running to a million dollars. He did this anonymously at the time—another common characteristic of his charities—but the facts became known.

After the war was over he conceived the idea of raising a Children's Patriotic Fund for the families of British soldiers stricken in the struggle. This was both philanthropic and educational, teaching the children of Canada to make sacrifices for Imperial objects; over one hundred and fifty thousand of them subscribing to this fund. Sir Hugh was quite accustomed, however, to throwing his powerful papers into campaigns of this nature for far-flung Imperial purposes. When a terrible famine last devastated India he raised a great famine fund in Canada for the relief of his suffering fellow-subjects in this vast dependency, more than a hundred thousand subscribers being enlisted. He has always been a British Empire man—as far as possible removed from the parish patriot, worthy as the latter often is. So conspicuous were his services that even in the days of Queen Victoria they secured the admiring notice of the monarch, and the suggestion then came from London that Mr. Graham should be given some distinction. But he was still an active journalist and modestly discouraged the proposal.

STRENGTHENED FRENCH FRIENDSHIP.

The successful tercentenary celebration at Quebec in Lord Grey's time owed much of its popular appeal to Sir Hugh's ardent support. The present King, then the Prince of Wales, came out accompanied by Lord Roberts, and many other celebrities were present. Sir Hugh made the Star the chief organ of the event, realizing at once not only its important Imperial character, but its effect on the Entente Cordiale with France, which was then in its infancy. It was a celebration of the French settlement of Canada by Champlain; and an influential French mission was present. When the Imperial Press Conference was summoned to meet at the heart of the Empire, Sir Hugh attended as one of the Canadian delegation, and was chosen by the United Press representatives assembled in London to reply for them to the address of welcome delivered by Lord Rosebery. His address on that occasion was spoken of by such papers as the London Times as a great success; and he shortly afterward received the degree of LL.D. from Glasgow University.

During the six years immediately preceding the present war, his papers persistently and with the most earnest emphasis, predicted war with Germany. Sir Hugh had himself travelled extensively in Germany just prior to this, and had come home with reports of marvelous military preparations. He was thor-

oughly convinced that war was coming—that the German menace was real—that an emergency existed. One of his plans for preparing to meet the menace was that Canada should make a real contribution to the naval forces of the Empire. To this end he advocated a Canadian addition to the Imperial battle fleets. Lord Strathcona discussed the matter with him and was so impressed that he asked permission to accompany Sir Hugh to the Admiralty, where the plan was given close attention. The result of the propaganda was that this plan was afterward taken up by the Canadian Government and passed the Canadian Commons in the form of a bill authorizing the building of three Canadian Dreadnought cruisers.

SERVICES DURING THE WAR.

During the war his services have been obvious, and most valuable. He has helped recruiting with the full force of his journalistic batteries—he has helped every patriotic fund intended for the relief of war sufferers on both Continents, the children of Belgium, the families of volunteers in Canada, the wounded in Europe. The efforts of the Canadian Government to find "silver bullets" for the winning of the war have had his assistance, journalistically and individually. The time has not yet come to tell all that Sir Hugh has done in support of Imperial interests; but, when the record is finally written, it will be found to contain much more than can even be hinted at yet.

Sir Hugh Graham has won great success; and yet he has carried his honors with a sincere modesty that disarms envy and endears him to all who have been fortunate enough to penetrate his somewhat elusive personality. There is nothing formidable or forbidding about him—quite the contrary. He does not keep men at arm's length as do some of our successful citizens. But, for all that, he is not easy to know, and so to appreciate. One must deserve his friendship to get it; but those who know it say it is wonderfully worth deserving.

His services as a public man have been very great, though much less known than they would have been if he had been less averse to the lime-light. Those who know him in the field of patriotic devotion have the highest regard for his purposes and the intelligent energy with which he presses them to success. It is half the battle in any cause to get "Sir Hugh" on one's side. When he plunges into a campaign, his heart, his mind, his energies, his purse, are all enlisted in the struggle. He is no "slacker." He seldom makes enemies of his opponents. He is a fair fighter, and wins their esteem and appreciation.

We may be sure his devotion to Imperial interests will continue to be whole-souled; and he will always be prepared to back his convictions with absolutely unstinted and well-directed endeavors. There was given to him at the time of his elevation to the peerage this explanation:

"For extraordinary initiative and zeal in promoting and supporting measures for safeguarding Imperial interests."

Old Publishing Company Dissolved.

Dissolution of the Newark (N. J.) Daily Advertiser Publishing Company was effected by an order of Chancellor Walker, made at the instance of the Fidelity Trust Company, receiver for the corporation. The dissolution is incidental to the winding up the affairs of the company. The Trust Company is still engaged in the liquidation of the claims against the company.

BERNSTORFF AND COLCORD

Ambassador Tried to Keep Newspaper-Man from Going to Germany.

The Searsport, Me., correspondent of the Bangor News, sent last week to that paper a story showing that Lincoln Colcord, of the Philadelphia Ledger, had with Ambassador Bernstorff an experience which is very interesting in the light of later events.

When he was refused permission to go to Germany, Mr. Colcord went at once to Bernstorff. This happened to be just before the announcement of Germany's new submarine policy, and it is evident that the Ambassador knew that this was coming, and what its result would probably be. He put off Mr. Colcord with a few obstacles. These were soon removed, and Mr. Colcord wrote Bernstorff to that effect, as it was useless for him to go to Germany without the Ambassador's approval. The latter then wired him to postpone his journey for a few months. This could not be done, so he went to Washington, saw Bernstorff again, and made his case stronger. Then the Ambassador seemed to be puzzled, evidently because he could not drop a hint of what was coming, and yet wished to prevent Mr. Colcord from getting into trouble. Finally he told him to wait two weeks, and he would arrange for his passage to Germany.

The very next week he presented the note from his Government which brought on the trouble. Mr. Colcord's work for the Ledger is all signed stuff, and so far has been either first-page or editorial copy. The Ledger was purchased a year ago by Cyrus Curtis, and Mr. Colcord struck it just at the time of reorganizing.

CITES N. Y. TIMES AS MODEL.

John Lee Mahin Tells Dartmouth Students of Paper's Efficiency.

Addressing Dartmouth College students at Hanover, N. H., on Monday, John Lee Mahin, of New York, cited the New York Times as an example of big business which served the public best because it is big in purpose, plan, and administration.

Mr. Mahin was discussing the economic and constructive features of modern advertising. He used the Times as an example of a highly developed, efficient buying group. The family which paid a cent for the Times received at its breakfast table a carefully digested review of the political, economic, social, and commercial activities of the entire world for the previous twenty-four hours, he said. Probably 500 men in New York city could and would pay \$1,000 a year each for the commercial information alone that they receive in the daily Times if they could not obtain it in any other way.

The publisher of the Times, Mr. Mahin continued, was a servant of each and every reader as completely as if he were specifically hired to do the vast work which he plans, directs and stands sponsor for. He was a manufacturer and merchandiser of the highest type, as his purpose was to maintain the prestige of the Times by catering to intelligent people in so thorough and adequate a manner that they need never feel the desire of looking elsewhere for what they want to know about all that is worth knowing. He could create, establish, and maintain a group of consuming buyers that would respond to his own suggestions for their betterment.

READERS APPROVE NEW SUBSCRIPTION PRICE

Many Letters of Congratulation Come to The Editor & Publisher on Steadily Increasing Usefulness of Publication to Makers of Newspapers—\$3 Rate Meets with General Approval.

The advance in the subscription rate of THE EDITOR AND PUBLISHER, from \$2 to \$3 (domestic), which took effect March 1, has served to bring to this office a large number of interesting letters from subscribers. All of these indicate the high regard in which this publication is held by the influential men of the profession, and the appreciation of what this journal has accomplished in the way of service to its clientele. Extracts from some of these letters are given below:

James C. Dayton, publisher of the New York Evening Journal, writes:

"I do not care to send in my subscription at the old price, but am very glad to pay for it at the new price, and take great pleasure in enclosing my check for \$3."

Gardner Cowles, publisher of the Des Moines Register and Tribune, in renewing his subscription for two years, writes:

"I read your publication with great interest and esteem it highly, I certainly wish you success."

Frank P. MacLennan, publisher of the Topeka State Journal, writes:

"I find THE EDITOR AND PUBLISHER interesting, valuable, and entertaining to a newspaper man. It is worth \$3 all right."

J. E. Dennis, general manager, the Hartford (Conn.) Post, says:

"Your publication is worth many times what you intend to charge for it."

C. F. Stout, the Plainfield (N. J.) Courier-News, says:

"I appreciate THE EDITOR AND PUBLISHER very much indeed. It is certainly of great benefit to every man connected with the newspaper profession, and in addition to this is of special interest to me because of your many kindnesses to the I. C. M. A., in which organization I am vitally interested."

George H. Adams, Pine Bluff (Ark.) Graphic, says:

"I feel that a person cannot be a competent manager without being a student of THE EDITOR AND PUBLISHER."

Frank S. Neighbor, general manager, Newark (O.) American-Tribune, says:

"We have the paper mailed to our home address, where we find more time to enjoy it. We desire to congratulate you on the quality of your paper. It should be in the hands of every publisher in the country."

J. L. Greer, manager, Denison (Tex.) Herald, writes:

"We are not surprised at the advance in the price of your journal, for it is worth more than the price you ask for it."

R. C. Gordon, president, Waynesboro (Pa.) Record Co., writes:

"We value your publication very highly, and appreciate the work you are doing for the profession."

One of the publishers who, in renewing his subscription, declined to take advantage of the old rate—in effect up to March 1—but who preferred to pay at the new rate, was Joseph Pulitzer, jr., of the St. Louis Post-Dispatch.

The man who cannot speak well of his employer is occupying a position for which he is not fitted. He owes it to himself to work for some one else.

NEWSPAPER MAKERS AT WORK



EMIL M. SCHOLZ.

EMIL M. SCHOLZ, publisher of the New York Evening Post, is a man who can see all sides of a question. He has clear vision, reaches decisions quickly, and transacts an enormous volume of business through systematic and organized effort. There is nothing unfinished on his desk. He has a remarkable memory. If one of his associates makes a remark to-day, he is likely to call him into his office six months or a year from now, remind him of what he said, and proceed to discuss with him a subject that was dropped at a previous meeting, taking it up at the point where it was dropped. He has the faculty of stating a proposition in a few words, making it so clear that it is possible to visualize the thought. When he calls a conference he wants and expects everybody present to bring out all objections. If it is not possible to adopt a plan as it stands, he feels that it is sometimes possible, by a combination of all the ideas, to effect a working plan better than the one originally outlined. He is frank. No one is ever in doubt as to his meaning. He does not delay. He disposes of all questions at the time they arise, and gets them off his mind; and in this way he is free to take up something else. When he attacks a problem, he does not do so in a puzzled frame of mind. He inquires into a matter for the purpose of reaching a decision, and the decision is arrived at without any unnecessary discussion.

Mr. Scholz is a creator of ideas. More than that, he is an originator of plans. He is familiar with every detail of the Evening Post organization, knows every one in it, and is acquainted with the kind and character of work each one performs. Because he is practical, he can approach a proposition from the angle of the other man. He has the viewpoint of the worker, in addition to the viewpoint of the publisher. He realizes that there are two sides to every question. His effort always is to ascertain which is right. And in this respect he wants every one to feel free to consult with him. If there is a better plan than the one now followed, in the conduct of the Post's business, he wants to know it, for he is constantly developing efficiency to the highest point in the handling of the business of that newspaper.

Mr. Scholz's personality is pleasing. He is easy to approach, and makes and retains friends. He knows his advertisers personally, talks over with them and studies their problems. He is not content with merely selling a man space in the columns of the Evening Post. He puts service behind the advertising, and makes it profitable.

Because he is so orderly in the conduct of his affairs, and transacts his business so rapidly, and has such dependable judgment, he has been appointed on a number of committees, for which he works as zealously as he does for the Evening Post, for he is always doing something for the betterment of newspapers and newspaper conditions. He is a member of the paper committee of the American Newspaper Publishers Association, and of a number of other committees that are advancing the interests of publishers.

Mr. Scholz's hobby is outdoor life. He likes to go away every summer, hunt, fish, and take long walks over the hills, through forests, and along the streams, and bring back with him a photographic record of his trip, for on these occasions he always carries a camera.

Mr. Scholz is publisher of the Evening Post and the Nation. In addition, he is a director in the Fort Montgomery Iron Corporation, vice-president and director of the Garrison Realty Company, and secretary and treasurer of the Nation Press. His clubs are: The Hardware, Bankers', Graduate, New York Athletic, Advertisers, and Shrine.

"BOSS" CLARKE WAS ABSENT

Shyness Kept Him from Sun Alumni Dinner in His Honor.

Selah Merrill Clarke, better known as "Boss" Clarke, known to hundreds of newspaper men as one of the best city editors that ever sat in a city editor's chair, set a new precedent this week when a dinner, given by the New York Sun Alumni was held without his presence. The dinner was held Wednesday evening at the Hotel Martinique, and about fifty members of the Alumni, all of whom had worked under Mr. Clarke on the Sun, were present. Mr. Clarke, however, for the first time showed shyness and decided to remain away.

To Collin Armstrong, chairman of the Alumni Association's executive committee, "Boss" Clarke sent this characteristic letter to account for his absence:

"Dear Armstrong: You say you and Holly are humble, and doubtless you would be sure of heaven if lowliness could save you, but so am I, too, humble, and it's not much to brag of. If I had a forehead of brass, I might go to a dinner in my honor, but you don't see how a common, decent man could do it, do you? Had you asked me before, I'd have told you the same, and I reckon it's up to you to put yourself right with the rest of the crowd. Truly, I hope that, like Whitman (not meaning the Governor), they will celebrate themselves and let this hapless yeoman go." Dr. John M. Clarke, State Geographer of New York, and a brother of "Boss" Clarke, expressed the thanks of the Clarke family for the testimonial.

It was the thirteenth annual dinner of the alumni, and Chester S. Lord, who used to be managing editor of the Sun when "Boss" Clarke was its night city editor, acted as toastmaster. He spoke of Mr. Clarke as one "who helped to make the very best paper of its day and generation," and added:

"Newspapers have changed, but they are better than they ever were. They print more matter, they are more thorough, they are written quite as well, and the editorial acrobat is quite as agile."

He pictured Charles A. Dana as inspiring his staff with loyalty to their paper, kindness toward one another, and appreciation of their profession. He said that Mr. Dana never nagged his staff, but trusted it, and this policy later Sun men had continued.

"There was another man who was always right," Mr. Lord said. "He was Selah Merrill Clarke. All of you here know that he never touched your copy but to adorn it. He did more to make the paper great than all the rest of us put together. But he wouldn't come here to-night—we knew he wouldn't—but we'll drink a toast to him, anyway."

The Association elected George Barry Mallon, president, and D. A. Curtis and Robert Frothingham, members of the executive committee, succeeding Mr. Bogart and Mr. Mallon. The other officers were re-elected. Among those at the dinner were:

Cyrus C. Adams, Henry A. Beers, jr., David Bellamy, C. R. Berrien, Don C. Buel, Dr. Thomas Darlington, C. J. Fitzgerald, Horace A. Foster, ex-Judge Warren W. Foster, William C. Freeman, William H. Henderson, Shepard A. Morgan, Robert D. Heini, Richard S. Lord, W. P. McGuire, Robert E. MacAlarney, John H. O'Brien, Hickman Price, Edward G. Riggs, Charles Selden, George M. Smith, managing editor of the Evening Sun; William McMurtie Speer, Edward W. Townsend, and Henry J. Forman.

DEWEY'S DEATH REVIVES TALE OF FAMOUS SCOOP

Good Guessing, Based on Knowledge of Conditions at Manila and on Meagre Cables Received by a Business House Scored Memorable Beat for the Boston Post.

A recent editorial in the Boston Traveler says:

"An incident of the battle of Manila Bay which has not yet been republished in connection with the death of Admiral Dewey was the remarkable 'scoop' perpetrated by a morning newspaper of this city. On a memorable Sunday afternoon Greater Boston was flooded with an extra telling of the battle and the destruction and capture of the Spanish fleet.

"Nobody was more astounded than the editors of the other newspapers, for no information to warrant such an extra had been received in any Boston office by cable from the other side or by telegraph from other American news centres. Greeted and treated on Newspaper Row as a colossal fake, it would have been promptly forgotten had not later reports of the battle confirmed in its essential details the 'exclusive' story of Dewey's memorable victory.

"It is not often that a newspaper man's opinion of what should be going on at a certain time in a certain remote quarter of the world is so strikingly borne out by the truth. The boys who wanted something to carry an extra edition of the Post made a reckless guess—and guessed right!"

SENSATION OF THE DAY.

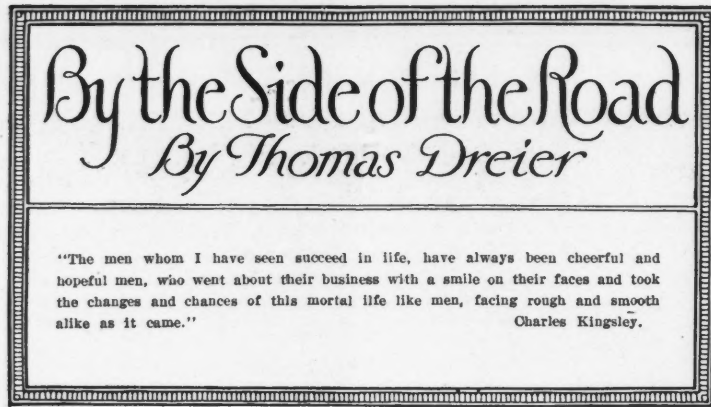
The Boston correspondent of THE EDITOR AND PUBLISHER has learned the Post's version of the manner in which it secured the remarkable "scoop" which was the sensation of the newspaper world on the day of the battle of Manila. A member of the Post staff who is fully conversant with all the circumstances of the case, said:

"When it became evident from Dewey's movements that the United States and Spanish fleets would clash on that memorable Sunday, the publisher of the Post decided to get out special editions during the day; but realizing that the news service in Boston would be extremely meagre, he instructed one of his staff men to go to New York, get in touch with every available avenue of news in that city, and establish a service which would furnish reliable dispatches for the Post's special Sunday editions.

MEAGRE MESSAGES UTILIZED.

"The staff man was fortunate in being able to get in touch with some exclusive sources of news, including private messages from Manila to a large New York importing house in which a friend of his was one of the managers, and also all the Manila dispatches received by the cable company, in whose office he made his headquarters. But all these dispatches, were very fragmentary—mere bulletins, in fact—and the entire success of the enterprise was due to the fact that the Post man had training and ability enough to enable him to weave these fragmentary dispatches into a highly descriptive and connected story, which was found to differ but very slightly from the official version which came several days later."

Malice in a story gets about as far as a counterfeit coin. It is always discovered and ends in trouble for the maker.



SOME MEN ARE FUNNY things. I attended a meeting the other night at which one man got up and said, "I am a pacifist and do not believe in war. If conscription ever comes and the authorities try to compel me to serve as a soldier I shall stand on my doorstep with a gun and shoot to kill those who come for me." He probably doesn't know why the crowd laughed at him and his so-called principles.

I MAY AS WELL CONFESS that there was a time when I was convinced that the only reason poverty was not wiped out and the millennium ushered in was the men who were at the head of big business institutions. Of course, that foolish idea of mine disappeared years ago. A little study of the world and its people soon convinced me that no one class was responsible for the evils. All classes are responsible for the evils, and to all classes must be given the credit for the good.

There are leaders among the workmen who are as slow to respond to idealism as some of the leaders among the capitalists. We cannot group all the labor leaders on one side and say, "These are good," and put all the leaders of capital on the other side and say, "These are bad."

Only the other day, in conversation with the head of an electric railway system, I heard words that thrilled me through and through.

"Bring into this organization," he said, "the highest ideals of management. Bring to us the finest plans for the treatment of our employees. Show us the most advanced thoughts on the subject of service to both our workers and the public. And no matter how perfect your plan nor how high your ideals, what you bring will not be too high nor fine to meet your own desires. And if you can show us how we can put those ideals into operation, there is no limit to the reward we are ready to pay you."

No one hearing him could question his sincerity and earnestness. He then went on to point out some of the countless obstacles. Chief among these was the ignorance of the three partners in the enterprise—the stockholders who demand dividends and care for little else, the employees who are always trying to get the highest wages for the least service, and the public that demands service, but is unwilling to study the questions involved and assist in solving them for the benefit of all concerned.

The officials have this ignorance to contend with day after day and year after year. Both stockholders and employees need education. Both must be taught that service to the public pays more than anything else. If the

public is served satisfactorily there will be fair dividends for investors, and satisfactory wages and working conditions for the employees. Unless the public is served, neither capital nor labor can win a permanent victory.

The officials of no railroad, neither steam nor electric, can give satisfactory service unless they are supported by enlightened public opinion. The best of these officials, and the number is surprisingly large, look upon themselves as servants of the public. Unfortunately, though, they are not given the help that the public alone can give. They must fight selfish interests constantly—dividend-demanding stockholders on one side and organized labor, every bit as selfish and narrow as the stockholders, on the other. The public, which seldom expresses itself, is the only force that can compel both capital and organized labor to substitute for their present selfish ideals the great, broad, permanent ideal of service to the people.

To educate the public, to inform it, to enable it to express itself intelligently, the railway officials are now doing something which will eventually win for them what they desire—the chance, as railroad men, to use their equipment and energy in serving the public. They are advertising—making plain to all the people the problems which confront them. Eventually these facts will create for these officials the friendship of men and women who have never before been interested in street railway affairs in a friendly way. This publicity is a mirror in which the public can see everything of importance in the management of the road.

The average man, whose opinion of railroads has been formed by reading the stories of railroad troubles as they have appeared in the newspapers, is a pessimist on the subject of railway management. And a pessimist, as some wise man has said, is a black man in a dark closet looking for a black hat that is not there.

Intelligent publicity is the Mazda lamp that shows exactly what is in every closet, thus making it easy for the public, always to be trusted to do the right thing when informed what the right thing is, to help officials realize their dreams of rendering efficient service.

The public whose desire is to help the officials instead of to hurt them will have no trouble finding railway officers who also are eager to help the public in return.

CHEELEY SAID "BOOTS ARE THE UNACKNOWLEDGED legislators of the world." May not the same thing be said of newspaper men?

NOW IN ITS NEW HOME

Arkansas Democrat Has One of Best Plants in Southwest.

On February 26 the Arkansas Democrat was issued for the first time from its commodious new home in Main Street, Little Rock. Nothing has been omitted in making the plant up-to-the-minute in newspaper work and one of the best in the Southwest.

The building was designed exclusively to serve the Democrat. From the



ELMER E. CLARKE.

editorial rooms, where "grist" for the big mill is first prepared, to the press-room, where in full view of Main Street crowds the new mammoth Goss sextuple press, the largest in the State of Arkansas, grinds out the finished product, virtually everything is new and shining, smooth-running and efficient.

Elmer E. Clarke, publisher of the Democrat, to whose energy and efficiency much of the success of the paper is due, announces that "open house" will soon be held in the new building, when visitors may inspect the plant, of which Mr. Clarke and his associates are justly proud.

GOV. EDGE'S BIG JOB

Says He Considers Himself the Advertising Agent of the State of New Jersey.

As Governor of New Jersey, Walter E. Edge regards himself as the advertising agent of the State, he told the members of the Trenton Ad Craft Club, at their Washington's Birthday luncheon. The Governor is the publisher of the Atlantic City Press and Evening Union, and is owner of the Dorland Advertising Agency.

About 100 representative Trenton advertising men heard the Governor and other distinguished guests. The meeting was the first of a series to be held by the Trenton Club, and was itself an advertisement of the "Truth in Advertising" idea.

Gov. Edge spoke of advertising as a profession of unlimited possibilities, but one requiring an unusual amount of originality. He emphasized the fact that to be permanently profitable advertising must be truthful.

The other speakers were State Treasurer William T. Read, of Camden; State Controller Newton A. K. Bugbee, and Mayor F. W. Donnelly, of Trenton. Several newspaper men connected with the State Government were guests of the Club.

The reporter who guesses at the news is usually looking for a job.

THE TRADE **LINOTYPE** MARK LINE

THE MACHINE THAT LASTS

OF COURSE, you see the machines themselves in every well equipped printing office, producing day after day varied composition, from the simplest straight matter to the most intricate display and tabular work.

What you don't see is the organization behind them that developed the machines to their present high state of efficiency—an organization founded on a generation of uninterrupted experience and strong in every detail because of this experience.

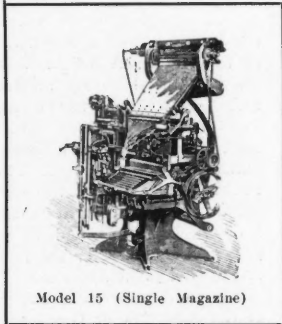
The power of this organization is what makes the Linotype the most successful composing machine in the world—the most versatile, the most reliable, the most durable—the machine that *lasts*—the machine *you* should have.

We Have a Linotype for Every Office at a Price and Upon Terms Within the Reach of Every Printer

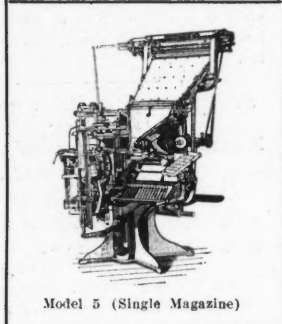
Mergenthaler Linotype Co.

Tribune Building, New York

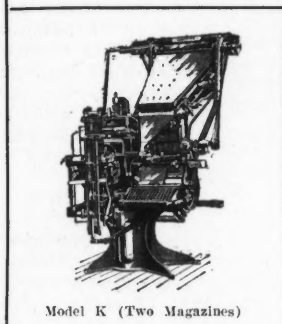
CHICAGO - - - - - 1100 South Wabash Avenue
 SAN FRANCISCO - - - - - 646 Sacramento Street
 NEW ORLEANS - - - - - 549 Baronne Street
 TORONTO - Canadian Linotype, Ltd., 35 Lombard Street



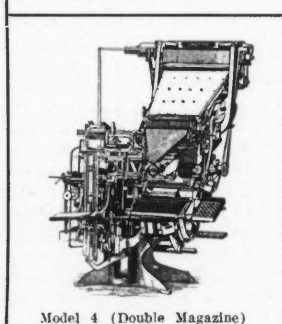
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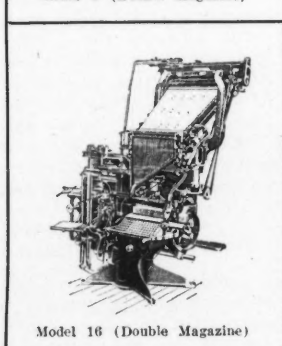
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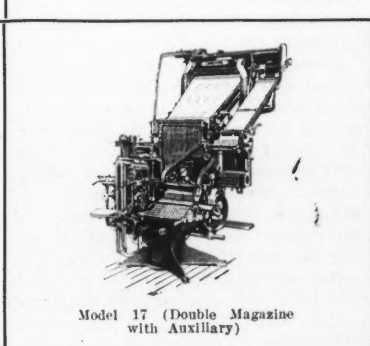
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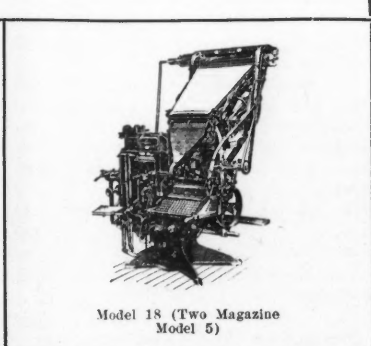
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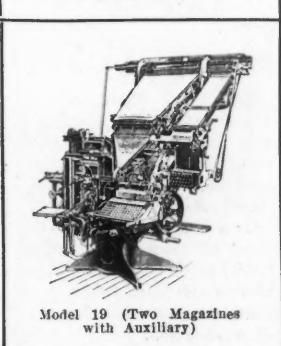
Model 16 (Double Magazine)



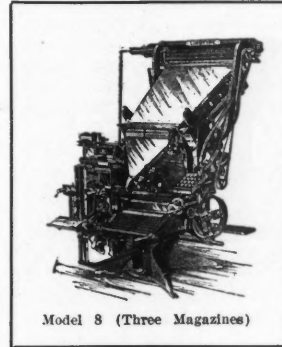
Model 17 (Double Magazine with Auxiliary)



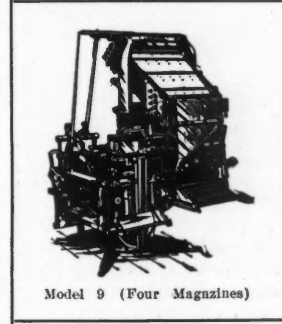
Model 18 (Two Magazine Model 5)



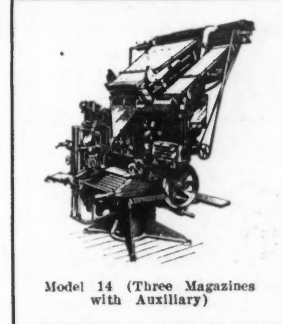
Model 19 (Two Magazines with Auxiliary)



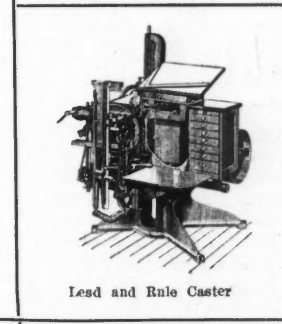
Model 8 (Three Magazines)



Model 9 (Four Magazines)



Model 14 (Three Magazines with Auxiliary)



Lead and Rule Caster

107 COLLEGES OFFER JOURNALISM TRAINING

Instruction in Journalism Given at 28 State Universities, 17 State Colleges and Schools, and at 62 Private Institutions—Work Has Experienced Marvelous Growth and Development.

One hundred and seventy-two men and women are giving instruction in journalism in 107 colleges and universities in the United States. These figures are shown in a directory of teachers of journalism which has just been compiled and published by the secretary of the American Association of Teachers of Journalism.

Twenty-eight State universities, seventeen State colleges and schools, and sixty-two privately endowed colleges, municipal universities, and denominational institutions are giving instruction in journalism this year, according to the directory.

Schools of journalism are to be found in the State Universities of Missouri, Montana, Oklahoma, Oregon, Texas, and Virginia, and at Columbia University and Marquette University. The State Universities of Indiana, Kansas, Kentucky, Louisiana, Ohio, South Dakota, Washington, and Wisconsin; the State Colleges of Iowa, Kansas, Massachusetts, and South Dakota, and Boston University, Howard College, New York University, University of Denver, University of Notre Dame, University of Pittsburgh, and the University of Southern California, all include separate departments of journalism in such a college as a college of liberal arts or arts, philosophy, and science. In all of the other institutions, journalism is taught in departments of English, rhetoric, or economics.

Eleven years ago there was not a college or university in the United States which included a school or department of journalism. To-day 107 colleges and universities have taken up the work of training men and women for the newspaper business. A more rapid growth has never been experienced by any other course of study.

The new directory contains a list of forty-five teachers of advertising and twenty-five teachers of trade, industrial, and agricultural journalism. Copies may be obtained by writing to Carl H. Getz, Department of Journalism, Ohio State University, Columbus, O.

To Offer Summer Work

For the first time in the history of the institution, journalism instruction will be offered during the Summer School session at the Ohio State University this coming summer. Prof. Joseph S. Myers, head of the department of journalism, will be in charge of the different classes. It is planned to have the students who enroll for journalism publish a semi-weekly newspaper.

Oregon Publishers Organize

With the cooperation of the School of Journalism of the University of Oregon, an Oregon daily publishers' league has been formed and a pool for the handling of paper purchases created. Also foreign advertising is being handled cooperatively under a system first suggested by the School of Journalism. This work is in the hands of an agency under the direction of Phillip S. Bates, for many years secretary of the Oregon State Editorial Association.

If all of us deliberately set out to say nothing, do nothing, and be good for nothing, the result would be astonishing.

NEWS FROM THE SCHOOLS AND DEPARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism
Attached to Ohio State University, Columbus.

JOURNALISM ENROLMENT IN THE STATE UNIVERSITIES

Arkansas	
California	53
Colorado	24
Florida	
Illinois	96
Indiana	92
Iowa	37
Kansas	157
Kentucky	86
Louisiana	42
Maine	7
Michigan	142
Minnesota	32
Missouri	236
Montana	54
Nebraska	120
North Carolina	38
Ohio	104
Oklahoma	50
Oregon	130
South Carolina	40
South Dakota	10
Texas	65
Utah	
Virginia	10
Washington	226
West Virginia	14
Wisconsin	178
Total	2,043

ASKS FOR MORE SCHOOL NEWS

Educational System Not Recognized Enough by Press, Says Teacher.

In an address before a recent meeting of the Kansas State Editorial Association held in Topeka, P. Saspalr Harvey, head of the department of English and a teacher of journalism in the Fort Hays Kansas Normal School at Hays, declared that "the schools of Kansas—from the State University to the most remote rural school—have no recognized place in the columns of Kansas newspaper. The money expended upon them, the interest taken in them, and the criticisms leveled at them have had at best but sporadic notice in the press of the State," said Mr. Harvey. "The only system apparent on the surface seems to be that the rural school is something to praise and then do nothing for, and the university something to attack and then support."

Mr. Harvey asked the editors of the State how much value they attached to school news. William Allen White, of Emporia, declared that it should have three times as much space as police courts.

Mr. Harvey, in his summary, declared that too many editors fail to realize that school news consists of many things besides enrolment, football, and commencement.

The promise of a contract is encouraging. The man who stops there is not true to himself. He should press for the signature at the point where the line is dotted.

STATE SCHOOLS REPORT INCREASE IN ENROLMENT

Records of the Secretary of the American Association of Teachers of Journalism Show that 1,943 Students Are Enrolled in Journalism in the State Universities This Year.

Nineteen hundred and forty-three students are enrolled in journalism in the twenty-eight State universities which offer instruction in journalism, according to reports which have been submitted to the secretary of the American Association of Teachers of Journalism this year.

The University of Missouri, with the oldest School of Journalism in the country, leads the list with 236 students. The University of Washington, with the oldest department of journalism, is second, with 226 students.

Of the twenty-eight State universities offering instruction in journalism, the universities of Missouri, Montana, Oklahoma, Oregon, Texas, and Virginia include Schools of Journalism. The Universities of Indiana, Kansas, Kentucky, Louisiana, Minnesota, Ohio, South Dakota, Washington, and Wisconsin, include separate departments of journalism. In all of the other institutions journalism is taught in departments of English or rhetoric.

The Universities of Arkansas, Florida, and Utah announce courses in journalism in their catalogues, but are not giving such courses this year. In all three of these institutions plans have been made to expand the journalism instruction.

Although the deans of schools, heads of departments, and directors of courses in journalism in the colleges and universities are making requirements both for admission to and graduation from their schools and departments, more severe, most of the State universities have reported substantial increases in enrolment this year.

CHANCE FOR SCHOOL GOOD

Chancellor of the University of Nebraska Asked to Make Report.

Dr. Samuel Avery, chancellor of the University of Nebraska, has been instructed by the board of regents to make a study of courses of instruction in journalism in the American colleges and universities and to report at the next meeting of the board. So insistent is the demand of the editors of the State for a separate school or a department of journalism, that it is believed the regents will provide for a department of journalism.

M. M. Fogg, professor of rhetoric, is in charge of the one journalism class which the University of Nebraska has at the present time and has 120 students in his class.

The man who makes work of his work enslaves himself. The man who enjoys his work is free.

SCHOOL OF JOURNALISM IN BRAZIL IS PROPOSED

American Consul-General at Rio de Janeiro Appeals to American Teachers of Journalism for Information to Be Used in Establishing School in South American Country.

A. L. Moreau Gottschalk, American Consul-General at Rio de Janeiro, Brazil, has appealed to the American teachers of journalism through the secretary of the American Association of Teachers of Journalism, for information concerning instruction in the American colleges and universities, which may be used in establishing a school of journalism in Rio de Janeiro. The Brazilian Press Association of Rio de Janeiro is backing the movement to establish the school. It is planned to pattern the proposed school after the larger schools of journalism in America.

Information has also reached the office of the secretary of the Teachers' Association that a course in journalism will be established at the University of Berlin.

STUDENTS PUBLISH WAR EXTRA

Montana Student Paper Makes Study of International Crisis.

Students in the School of Journalism of the State University of Montana, at Missoula, covered every local phase that developed from the international crisis, brought about by the severing of diplomatic relations with Germany, in a recent issue of the Montana Kaimin, a semi-weekly publication of the Montana University students.

The little campus paper fairly bulged with stories from faculty and students upon the effect that would result from the United States entering the war. Many of the stories were reprinted in State papers.

Ten reporters were given assignments relating to the crisis, and ten stories were printed. Probably the best story in the issue was written on an interview with the head of the University's department of chemistry. It told of the ugly position the United States would face in time of war on account of the lack of explosive nitrates, should this country be cut off from Chili.

Another student interviewed a biology instructor, who was born and educated in England, and whose brothers and sister are now at the front in the European struggle. The interview brought out the English point of view. Native born Germans, who had served in the Kaiser's navy, told of their side, and the story was given equal prominence with an interview with the professor of French, who is a citizen of France. He told of the close relation existing between the two great republics.

The power of the United States to seize German vessels in our ports in event of war made another story, as did an interview with an officer in the State National Guard upon our fighting strength. Another assignment, on our gold surplus in time of war, and would we remain a credit nation, made a timely story of interest.

Offer New Course

A course in agricultural journalism is being offered this semester by the department of journalism of the Ohio State University for the first time in the history of the University.

You are paid for what you finish, not what you start.

EXCLUSION OF LIQUOR ADS APPEARS CERTAIN

President Wilson is Expected to Sign Post Office Appropriation Bill in Which Provision is Made to Bar from the Mails Newspapers Which Carry Prohibited Advertisements.

WASHINGTON, February 23.—Prohibiting the mails to newspapers carrying liquor advertisements is still the subject of controversy. President Wilson has not signed the Post Office Appropriation bill, in which this provision is carried, and the statement has been made by some that he will not give his approval to the bill.

There is little doubt that the bill will be signed along with the other annual appropriation bills, as strenuous efforts are being made to avoid an extra session of Congress. The congested legislative condition at this time does not prohibit the possibility of an extra session, and should an extra session be called, much legislation of interest to newspaper publishers will be brought to public attention.

Representative Charles H. Randall, of California, author of many bills and resolutions proposing legislation of vital interest to publishers of newspapers, has just published in the Congressional Record his speech relating to the exclusion of liquor advertisements from the mails in States which have "dry" legislation.

INTERESTING STATISTICS.

Mr. Randall relates some interesting statistics, in which he states that the newspapers of the United States are the most powerful factor in the advance of the anti-drink movement. Peculiarly expressive of their attitude in the contest which American industry and the public welfare are waging with the drink institution is the fact that 8,367 of them have just signed a statement that they decline to accept any advertising of alcoholic liquors.

Four years ago only a small number of daily papers and not a very lengthy list of other publications declined to assist the liquor trade in appealing for customers, says Mr. Randall, but a spontaneous movement among publishers augmented this list of "abstaining" papers so rapidly that an investigation on January 1, 1915, disclosed 540 daily papers which had adopted a no-liquor advertising policy. By January 1, 1916, the number had become 850. An inquiry in January of 1917 directed to every publication in the United States, no matter what its character or frequency of issue, reveals that 8,367, or nearly one-third of all the publications in the country, now decline to serve as a medium of drink solicitation. Thirteen States have passed laws prohibiting such advertising.

MANY DAILIES ARE DRY.

Referring to the great dailies of the nation which have declared themselves on liquor advertisements, Mr. Randall says:

"Some of the powerful newspapers which adhere to this principle in their advertising columns are the New York Tribune, Chicago Herald, Times-Picayune, New Orleans; Express, Los Angeles; Tribune, Los Angeles; Express, Denver; Times, Denver; Times, Indianapolis; News, Indianapolis; News, Des Moines; Register, Des Moines; Capital, Des Moines; Christian Science Monitor, Boston; Journal, Minneapolis; Tribune, Minneapolis; Bulletin, Rochester; Star, Kansas City; Review, Atlantic City; North American, Philadelphia; Banner, Nashville; Tennessean and

American, Nashville; Commercial-Appeal, Memphis; Press, Memphis; Virginian, Richmond; Ledger, Philadelphia; Gazette-Times, Pittsburgh, and Chronicle Telegraph, Pittsburgh. These names are taken at random and do not include many notable publications which are more influential than some of those named.

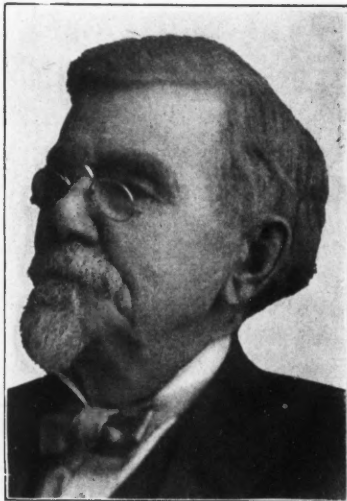
"The Chicago Tribune expresses the thinking back of its policy against liquor advertising in the simple sentence, 'If harm is done by intoxicants, the Tribune does not care to be a party to it.'

"During eight months succeeding the decision of the Chicago Herald to exclude the advertising of liquor, it refused \$50,000 worth of such advertising, but showed a net gain of 3,000 columns of advertisements and 50,000 in circulation."

DEATH OF J. J. RICHARDSON

For More Than Half a Century He Was Publisher of Davenport Democrat.

Jenness J. Richardson, seventy-eight year old and for fifty-eight years connected with the Davenport (Ia.) Democrat, of which he was publisher, died on February 19 in Davenport as the result of an operation. Mr. Richardson, who was known as "the dean of American newspaper men," was actively en-



J. J. RICHARDSON.

gaged in newspaper work less than a week before his death. He was known throughout the United States as a pioneer in the advertising field. He was the first Western man to invade New York and other advertising centres in search of copy.

During his career of more than half a century as publisher of the Democrat, Mr. Richardson had amassed a fortune of millions. He was a personal friend of Grover Cleveland, and during Mr. Cleveland's second Administration Mr. Richardson served as a member of the Democratic National Committee.

Mr. Richardson's record of fifty-eight years' continuous service on one paper is believed to be unequalled by any man connected with a daily newspaper. He entered the office of the Democrat in 1859 as a compositor, and later, in 1863, when his employer was unable to pay him and his brother a considerable sum of back wages, the Richardson brothers took over the plant, which they successfully operated. D. N. Richardson, the elder brother, who was editor of the paper, died in 1898.

Mr. Richardson was born in Vermont, March 23, 1839. He was a member of the Episcopal Church, and gave liberally of his money for church purposes.

HOME FOR NEWSPAPER MEN

Haven of Rest Seems Assured to Old Texas Journalists.

A home for superannuated newspaper men, located near the Gulf Coast, in south Texas, in fine hunting and fishing grounds, seems near realization. Hamp Cook, of Houston, Tex., secretary of the Texas Editorial Association, has announced that a joint committee from the Texas Editorial Association and the Texas Press Association is now negotiating for the purchase of a grand and commodious building to be remodelled and fitted into such a home.

Service Medals for Evening Post Men

Oswald G. Villard, president of the New York Evening Post Company, at a dinner given to employees of that paper on the 23d of February, presented gold service medals to eleven men who have been in the service of that newspaper for thirty or more years. Rollo Ogden, editor of the Evening Post, was toastmaster, and Emil M. Scholz, publisher, made a brief and hopeful address on the news print situation. David Lawrence, Washington correspondent, told of the tense situation in international affairs at Washington, and of the growing tendency to curb the newspapers. Among the special guests were Police Commissioner Woods and Fire Commissioner Adamson.

within a few days. This is the result of lack of paper.

413 PAGES
148 ILLUSTRATIONS

I. C. S. ADVERTISER'S HANDBOOK

50¢

ADVERTISING!

HERE'S just the book on Advertising that you need to be your always-ready assistant, to answer your many questions, to be your memory for details about the rules and practices, tools and accessories of the Advertising business. It will broaden your knowledge; it will save you days of time each year; it will help you to keep a tight check on advertising and printing expenditures; it will familiarize you with the technical details of the Advertising and Printing Arts.

The Advertiser's Handbook explains the Principles of Advertising; how to write good "Copy"; how to plan and lay out Advertisements; Type and Printing Styles, Illustrations, Engraving, Printing Methods, proper cuts for different papers, Electrotyping, Stereotyping, etc. It teaches Advertising for Stores, Mail Order Businesses, Technical and Trade Papers; Street-Car and Outdoor Publicity; Designing and Preparing "Copy" for Circulars, Catalogs, Booklets, Folders, Sales-Letters. It tells how to plan and conduct small and large Campaigns; how to judge Mediums; how to read Proof; how to Key and Check Advertisements and Publications; the work of the Advertising Agency, etc.

The I. C. S. Advertiser's Handbook has the contents of a full-size book condensed into pocket size, ready to go with you anywhere and be at your instant command. Every statement is clear and concise, every principle is made easy to understand and to apply. It is bound in cloth, red edges, gold-leaf stamping, printed from new, clear type on good book paper, elaborately illustrated and completely indexed.

The regular price is \$1.25, but for a LIMITED TIME you can get a copy, postpaid, for only 50¢

You run no risk! Your money back if desired. International Correspondence Schools, Box 7079, Scranton, Pa.

One Rate Card is enough for the Brooklyn Standard Union.

Foreign and local advertisers, including Department Stores, pay the same rate.

This rate is 15 cents "flat," no matter how much space you buy. Seems fair, doesn't it?

It is.

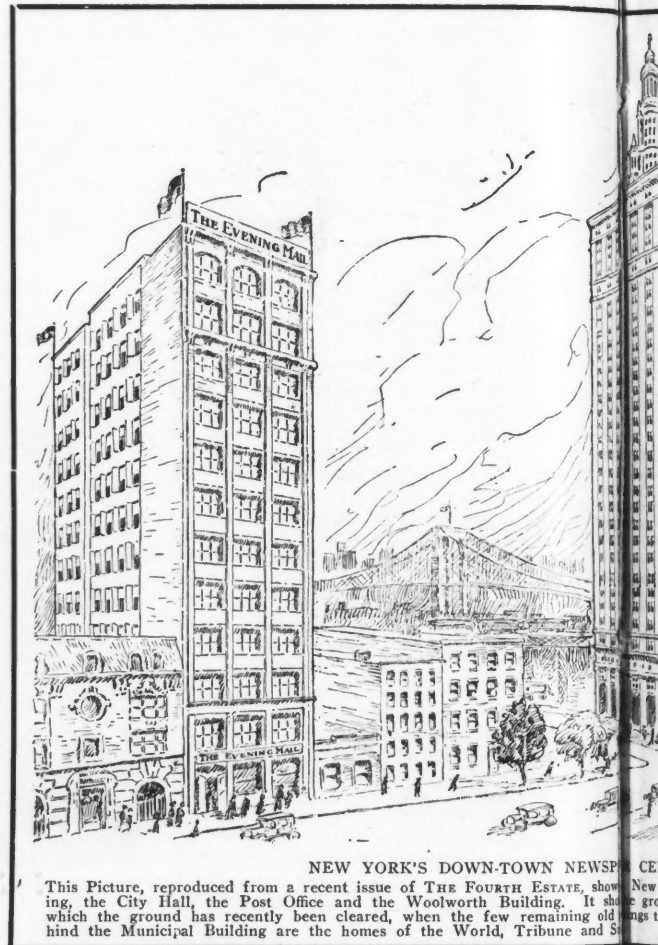
THE SAFEST ADVERTISING NEW YORK

THE EVENING MAIL

*The Newspaper with the
Intense Reader Loyalty*

The readers of The Evening Mail expected to have advertising in it. They don't resent its presence; they demand it.

They have been trained for years to expect from The Evening Mail a real *service* by having in it the advertisements that will help them to buy the necessities and luxuries of life.



NEW YORK'S DOWN-TOWN NEWS
This Picture, reproduced from a recent issue of THE FOURTH ESTATE, showing the City Hall, the Post Office and the Woolworth Building. It shows the ground which has recently been cleared, when the few remaining old buildings behind the Municipal Building are the homes of the World, Tribune and Sun.

The Wonderful Accomplishments of the NEW YORK

For many months THE EVENING MAIL has been the marvel of advertising men. After showing a spurt last May, it jumped into the lead in June and held that position for five successive months. This is regarded as the gamest fight ever made by a metropolitan newspaper.

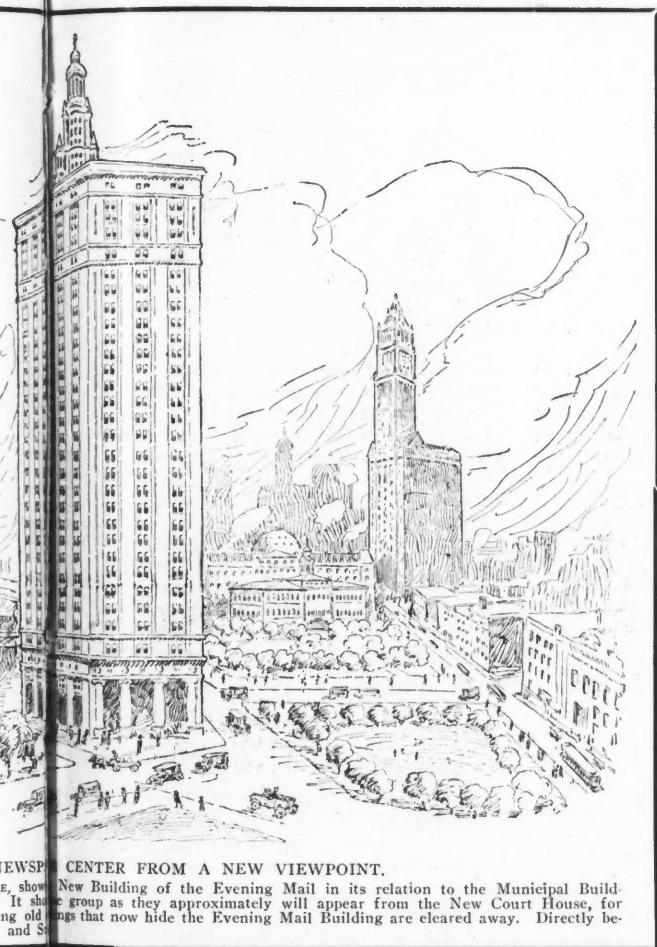
THE EVENING MAIL was second in volume of advertising gain among all the New York evening papers for 1916. Gained 432,885 lines over 1915. During January, 1917, THE EVENING MAIL gained 51,070 lines of national advertising and 25,605 lines of financial advertising and led all the evening papers in local display with a gain of 70,865.

CHARLES H. MYERS
Advertising Manager

THE EVENING MAIL

has been able to do all
and the United Press, and

ADVERTISING INVESTMENT IN NEW YORK



NEWSPAPER CENTER FROM A NEW VIEWPOINT.
The New Building of the Evening Mail in its relation to the Municipal Building. It shows the group as they approximately will appear from the New Court House, for the buildings that now hide the Evening Mail Building are cleared away. Directly behind

THE EVENING MAIL

*The Paper with the
Trained, as well as
Loyal, Readers*

When you buy space in The Evening Mail you don't have to speculate as to whether your advertising will be read. *It will be read.* If your goods are right, they will be bought, as the readers have been trained to study and have confidence in Evening Mail advertising.

That is why we gained nearly a half million lines of advertising in 1916.

THE EVENING MAIL Are the Talk of the Metropolis

The total gain for January by THE EVENING MAIL was 120,561 lines.

In February THE EVENING MAIL gained 57,403 lines and led all of the class evening papers, duplicating the same feat of January.

THE EVENING MAIL beat all the other New York evening papers in volume of automobile advertising during the Automobile Show. While some papers in January have showed losses in some of the following classifications: Auto Display, Dry Goods, Real Estate, Resorts, Local Display—THE EVENING MAIL showed a substantial and healthy gain.

because it is a strong, virile newspaper, printing the news furnished by two great news agencies, the Associated Press and because the readers have been trained for years to read EVENING MAIL ADVERTISING TOO!

THE EDITOR & PUBLISHER

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

New York, March 3, 1917.

Here shall the Press the People's right maintain,
Unawed by Influence and unbribed by gain.
—Joseph Story: Motto of the Salem Register.

The contents of each issue of THE EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

MENTION of the seventy-seventh birthday anniversary of "Marse" Henry Watterson serves to recall to newspaper men the position of undisputed primacy held for so long by the brilliant Kentuckian in American journalism. He is the best-loved man in the profession—loved for his genius, for his utter independence, for his unmatched gifts as a writer of forceful English, for his eloquence and for his great heart.

"CAREFUL reading of a few papers, instead of careless reading of all," is the result to the advertisers of the change to the 2-cent price of the Pittsburgh evening newspapers, according to the advertising manager of one of the big stores in that city, as reported in THE EDITOR AND PUBLISHER last week. National advertisers will profit, equally with local advertisers, if the new price shall accomplish that result.

TESTING READER-ALLEGIANCE

THE Philadelphia Evening Bulletin has accomplished what most publishers must consider to be an economic miracle. Increasing its selling price to 2 cents, on January 29, the Bulletin courageously put to the test the question of its hold upon the people of its territory. It had been accepted as a truism that no evening newspaper in this country could hold a great circulation at a 2-cent price. Yet the Bulletin's circulation to-day is as great as it was when its present advertising rates were put into effect—March, 1916. William L. McLean is now reaping the fruits of twenty years of unremitting toil and service for the people of Philadelphia. He has given to his great task unstinted and uncompromising personal devotion—he has given HIMSELF. And in building up a newspaper which now boasts the largest circulation at the 2-cent price of any paper in America, Mr. McLean has had the cooperation of a business manager of exceptional ability and of high ideals. William Simpson stands high among the newspaper executives of our time. It has been said that the business system in vogue in the Bulletin office is the most perfect to be found in any newspaper establishment in the country—that here has been found the way to combine "efficiency methods" with real results. That task has floored many a business manager—but William Simpson has solved it.

TEMPORARY RELIEF WELCOME—PERMANENT RELIEF ESSENTIAL

THE expedient proposed by a group of news print manufacturers to the Federal Trade Commission—that the Commission should arbitrate and fix a fair price for paper for a six months' period—has been approved by nearly all of the publishers having contracts with this group of manufacturers.

These publishers insisted that the plan should in no wise interfere with the Government's investigation of the criminal responsibility of manufacturers for an artificial shortage and extortionate prices. Such assurances were freely given to them by Francis J. Heney, special attorney for the Federal Trade Commission.

The publishers concerned, while naturally anxious to obtain relief from unjust prices for news print—prices threatening disaster to many of them and intolerable burdens for all—were not willing to become parties to any plan of compromise which would serve to weaken the Government's efforts to so define and locate criminal responsibility for present conditions as to render any recurrence of them unlikely.

The Government is now committed to the only possible or thinkable policy—the continuation to the end of the investigations already begun.

When the publishers conferred on Monday with the Trade Commissioners they were asked to sign an agreement by which they are required to relinquish a portion of their contract allotments of paper in order that a supply may be assured for the smaller newspapers. They signed the agreement. In signing it they made a great concession. For the Commission had already stated that the shortage was "largely artificial." The publishers further agreed that they would buy no additional paper WITHOUT THE CONSENT OF THE FEDERAL TRADE COMMISSION. Through this concession they abrogate the right to fully manage their own affairs, and submit to the intervention of the Commission. If the obvious purpose of this agreement—to enable the Commission to aid in breaking up the "auction markets" in news print, and to bring about an equitable distribution at fair prices—shall be attained, the concession may be justifiable.

The American Newspaper Publishers Association, it must be understood, is not a party to the agreement. Individual members of the organization, patrons of the manufacturers who have asked for the price arbitration, have signed; but the Paper Committee of the Association has not been committed to the plan. It is the belief of some members of this committee that the plan is an expedient, promising little permanent good; that its original intent and object were to disarm prosecution under the Anti-Trust laws. They see real relief for publishers only through a restoration of a genuinely competitive market—to be brought about through increased production, and by further and drastic economies in the use of news print.

The steps thus far taken in furthering the plan promise fairer prices and perhaps a more assured, if still limited, supply to those publishers who have joined in the agreement. The proposal promises, also, an early breaking of the speculative market in news print; and it will bring immediate benefits, it is hoped, to the smaller publishers, who have been facing suspension of publication. These are the probable results. But if there exists a combination of manufacturers with the power to manipulate a shortage of production whenever their interests may demand it, and the Government should fail to break up such a combination, then the restoration of a competitive market will be indefinitely postponed.

The work of the Federal Trade Commission, acting as an umpire in the arbitration of present prices for paper, promises temporary relief. The work of our Uncle Samuel in seeing to it that his Anti-Trust laws are enforced offers a prospect of permanent relief.

THE purpose of the Paper Committee of the A. N. P. A. is to aid in restoring a competitive market in news print. That purpose will not be abandoned because of any possible temporary adjustments. It will be followed until its object is fully secured. Publishers owe it to themselves to cooperate, morally and financially, with the Paper Committee—for, while representing the A. N. P. A. primarily, it is working for the interests of all publishers, without regard to their affiliations.

H. A. WENIGE, of the Worcester Evening Post, commends to publishers a new sort of competition in the fight for circulation. He thinks that publishers, in cities where competition is strong, should get together on certain policies of economy—should adopt uniform practices as to contests, premiums, delivery problems, returns, bad accounts, rates, etc. Then competition will resolve itself into a contest on clean-cut lines, fought under established "rules of the game." The circulator who has the best newspaper and the best selling methods will win, as against the competitor who has a poor product to offer. The net result would be a contest in which editors and publishers would concentrate on making a superior paper, rather than on expedients for inducing people to accept a poor one.

ARTHUR ACHESON urges a standardized method of appeal to the public for all advertisers. We cannot standardize the appeal in advertising any more successfully than we could standardize the method of appeal in courtship. Every advertiser, like every wooer, expresses his individuality in his preliminary "selling arguments." When it comes to the point of the final proposal, in advertising as well as in courtship, the appeal is likely to be rather stereotyped—or "standardized."

THE list of advertising agents who are recognized by the American Newspaper Publishers' Association, printed in this issue, will be preserved for reference in all newspaper offices by national advertisers and by the agents themselves. The list is corrected up to the date of publication. It indicates the vast extent of the business of developing and placing advertising—a business which is now generally conducted upon sound and high policies, and which is closely interwoven with the fabric of our commercial and social life. The agencies represented in this list perform a service for both seller and consumer which could not be dispensed with. They constitute an army of market-finders for the products of the mills and factories of the country, keeping the wheels of industry turning.

THE SUPPRESSION OF NEWS

FEW people would have the hardihood to ask a judge to have a grand jury indictment pigeon-holed, or secretly dismissed, as a personal favor, with the object of saving the accused person from public humiliation. Yet there are still people to be found who do not hesitate to ask editors to suppress news—or to color it to the advantage of those figuring in it.

If the people generally could understand that the newspapers are quite as important factors in our lives as the courts—that the responsibility of an editor to the public is fully as sacred as that of the judge—there would be little effort made to have legitimate news suppressed.

To ask a judge to exercise bias is to commit "contempt of court." To ask an editor to suppress the truth about actual events is to commit contempt of public opinion.

The newspaper which would suppress real news in the interest of the individual would betray its trust, violate the obligation to society which it solemnly assumed on the day of its birth, and would thereby forfeit its place as the guardian of public interests, and would become a menace, rather than a factor of useful service, to its community.

To suppress the news of a court proceeding, with the mistaken purpose of protecting the good name of an individual, would be to imply that our court proceedings are invasions of the rights of those who are under accusation—that for the protection of those rights a newspaper must draw the veil of silence over the event.

The surest safeguard against judicial tyranny is full publicity of court proceedings, whenever these have a public interest. The best safeguard against injustice to the individual is the publication of the truth about any event in which he figures. When, because of personal considerations, an editor fails to do this, he breaks faith with his public.

The editor is the historian of his day. He must record history as it is made, in both large and small things. It always happens that some of this history will be humiliating, shameful—that in the printing of the news of the day some people will be pilloried. It is to be regretted that the events happened—but the historian must put them into the record.

IF war should come, and with it the inevitable news censorship, our Government should see to it that such a censorship shall be sane and sensible, and not of the sorry kind which hampered Great Britain for the first year of the European war. A board of censorship should consist of three men, who should control—one a representative of the navy, another of the army, and another of the newspapers. The member representing the press should be a man of tested ability and judgment, able to decide what matter should go to the public and what should be withheld. If we are to have a volunteer army, such a man, dominating the censorship, would see to it that the news should help, not hamper, recruiting. Editors would have no incentive to violate censorship rules if these rules were interpreted by a newspaper man, understanding relative news values. Why not such a man as Charles M. Lincoln, managing editor of the New York World, for the position? It would offer an opportunity for patriotic public service which should appeal to men of Mr. Lincoln's calibre.

PERSONALS

Private credit is wealth.
—Letters of Junius.

NEW YORK.—Don C. Seitz, business manager of the World, will address the Brooklyn Civic Club at a luncheon on March 7, on "The Newspaper Shop from the Inside."

Frank C. Drake, art director of the World, who has been confined to his home for eight weeks because of a broken hip, is making a satisfactory recovery.

J. T. Clarke, for four years on the staff of the New York Sun, has resigned to become publicity manager for the National Bank of Commerce. He was formerly connected with the Boston Post.

H. Nelson Meade, of the Evening Sun copy desk, is back at his post again after a week's illness.

George Woods, of the Evening Sun staff has been confined to his room with a severe cold for a few days.

Samuel Hopkins Adams was one of the speakers at the meeting of the San Francisco Advertising Club on Wednesday evening.

Mrs. C. T. R. Lewis, formerly managing editor of Harper's Bazar, is now editor of the fashion department of the New York Tribune.

E. M. Alexander, formerly advertising manager of Harper's Bazar, is now the advertising manager of the New York Tribune Graphic.

A. E. Harrell, formerly advertising manager of the Times Annalist has been appointed manager of the financial advertising department of the New York Tribune.

Walter B. Brown, of the New York Journal of Commerce, has written a very clever letter to the New York Globe, in which he plays joyously with the titles of the current dramatic productions.

J. E. Trower, advertising manager of the Pittsburgh Post and Sun, is a visitor in New York.

OTHER CITIES.—Frank H. Bloomer, one of the best-known newspaper men in western New York, has returned to his duties on the Buffalo Evening News. He came home from the Mexican frontier with the Seventy-fourth Regiment, of which he is a member.

William R. Meldrum, whose classic story of the breaking of the Niagara Falls ice bridge several winters ago was put on the wire by the A. P. and still is talked about in newspaper circles, has joined the staff of the Buffalo Evening News, coming from the Express.

Edgar A. Mills, for seven years superintendent of the stereotype department of the Baltimore Sun, has accepted a similar position on the Baltimore News. Mr. Mills is one of the commissioners on technical education of apprentices of the International Stereotypers' Union.

E. G. Wendling is the new circulation manager of the Portland (Ore.) Telegram.

J. L. Sturtevant, editor of the Wausau (Wis.) Daily Record-Herald, was one of the principal speakers at the recent Wisconsin Land Clearing assembly in Eau Claire, Wis. He spoke on "What the Press Has Done and Can Do to Promote Settlement."

CHICAGO.—Al Johnson, formerly of the Chicago Evening Post, has accepted a position with the Board of Election Commissioners.

L. R. Slater, until recently assistant city editor of the Chicago Journal, has joined the staff of the Chicago Examiner.

Charles Gray has sent word of his safe arrival in Paris. Mr. Gray left the staff of the Chicago Evening Post to go to France as a member of the American Ambulance Corps. He intends to remain six months.

Harry Heidenberg has shifted from the Chicago City News Bureau to the staff of the Chicago Journal. Mr. Heidenberg broke into the newspaper game nine years ago as an office boy for the Bureau.

W. J. Avery has resigned from the position of assistant to Frank Carson, day city editor of the Chicago Tribune.

Junius Wood, of the Chicago Daily News, who was recently in Havana, has gone to the Danish West Indies to investigate the bargain made by the United States in the purchase of the islands. "Larry" Lawrence has been appointed Havana correspondent for News. Mr. Lawrence went to Cuba originally for the purpose of selling automobile accessories.

E. O. Phillips, who has been covering the Illinois Legislature at Springfield for the Chicago Tribune, has returned to Chicago for a few days.

Herman B. Deutsch, assistant editor of Civil Service News of Chicago, has resigned to devote most of his time to literary work.

John Lovett, formerly of the Chicago Tribune staff, and well known among local newspaper men, has been one of the leading figures in the opposition to the organized effort to make the Chicago School Board elective instead of appointive. Mr. Lovett is secretary of the Public School League.

Peter S. Lambres, editor and publisher of Atlantis, the Greek newspaper established by him in Chicago in 1904, has moved his publication offices to a downtown location at 130 North Fifth Avenue.

Frank Emerick and Fred Boettcher are leading performers in a new chess club formed in the Chicago Press Club. Since poker was banned in the Press Club, chess is more popular.

"Hank" Reid is now sole owner of the Shepherd's Journal of Chicago, having purchased the interest of H. L. Trube, his associate. The Shepherd's Journal is said to be the only national sheep paper published.

PHILADELPHIA.—Herbert S. Houston, president of the A. A. C. W., was a guest of the Poor Richard Club at luncheon last Friday, when he spoke on the remarkable effect of the last convention on the business of the country, from data which he obtained on a tour of the principal cities. Howard C. Story, who was chairman of the reception committee at the convention, led the receiving party which had charge of the entertainment of Mr. Houston during his visit.

Rowe Stewart, president of the Poor Richards, appeared as Gen. Washington at the Novelty Night of the Walnut Street Business Association on February 21. He has been appointed to serve on the programme committee for the coming A. A. C. W. convention in St. Louis.

Harvey M. Watts, art critic of the Public Ledger, opened the series of "Gallery Talks" at the Academy of the Fine Arts last week, discussing the pictures in the 112th annual exhibition

with keen wit and technical knowledge. Alfred Earle Hayward, of the Ledger art staff, made a hit in his dance as a Spirit of Discontent at the Artists' Masque, "Seculum."

W. E. Hill, whose exceptionally fine cartoons, "Among Us Mortals," are attracting much attention in the Sunday Inquirer, was the star, by proxy, of an entertainment given at the New Century Guild. Five groups of his farcical drawings were shown as tableaux, to the immense entertainment of the audience.

W. C. Bullitt, former special correspondent in Germany and a member of the editorial staff of the Public Ledger, spoke at the annual dinner of the Economic Club in the Bellevue-Stratford, on "What Is the Freedom of the Seas?"

J. S. Prenowitz, city editor of the Jewish Daily Forward, is the chairman of a committee which was formed during the week to take charge of the campaign of the women in South Philadelphia, to get lower prices on foodstuffs, and to organize a boycott on dealers who are "holding out" on desired supplies.

Willmer Atkinson, veteran editor of the Farm Journal and leader of the Men's League for Equal Suffrage, has retired from active service, and C. F. Jenkins is now managing editor. Mr. Atkinson, who is hale and hearty at seventy-six, founded the paper forty years ago. He will continue to write for the journal as usual.

S. K. Ratcliffe, editorial writer on the New Statesman, of London, England, editor of the Sociological Review, and former editor of the Statesman of Calcutta, and on the editorial staff of the London Daily News, was the speaker at the annual luncheon of the Equal Franchise Society.

Mrs. Minnie Simmons, widow of Fred Simmons, Norristown correspondent of the North American, who was killed by a train while covering a political meeting, was awarded \$10,000 by the court recently. At a previous trial she was awarded \$14,675.

H. T. Parker, dramatic editor of the Boston Transcript, has been visiting Kenneth Magowan, formerly of the Transcript staff and now dramatic editor of the Evening Ledger.

Farmer Smith, children's editor of the Evening Ledger, has been talking to school-children in Philadelphia and South Jersey. His subject is "The Most

Interesting Thing in the World," which is, of course, one's self.

BOSTON.—Proctor P. Lincoln, city editor of the Cambridge Standard, has resigned to join the staff of the Boston Sunday American.

Joseph Walsh, formerly with a Pittsfield (Mass) dally, has joined the city staff of the Boston Post.

William Hardy, of the Sunday Post staff, has joined the staff of the Cleveland News.

Salita Solana, formerly dramatic editor of the Boston Traveler, has joined the staff of the Journal and taken entire charge of the dramatic department. The Journal has featured her joining the staff by a front-page notice, illustrated with her photograph.

Frank Lavelle, of the Globe staff, was tendered a dinner Thursday night at the Hotel Georgian, by his associates at Police Headquarters. The dinner was in honor of his entering into legal practice. Many newspaper men and former newspaper men attended the dinner.

George Murray, a Post staff photographer, leaves Saturday with the Red Sox for the Hot Springs. He will be the club's official photographer and will supply all Boston papers with the training scenes.

"Hal" Wheeler, of the Post rewrite staff, has been on the sick list for a few days.

Jeremiah Keating, who formerly covered Cambridge for the Post, has joined the city staff of the Journal.

Josiah H. Jones, jr., formerly of the Post copy desk, is reading sport copy on the Journal. He replaces Sam Carrick, who goes South with the Braves.

The directors of the Boston Press Club Tuesday morning sent a large basket of spring flowers to President Roy Atkinson, who is confined to his bed with tonsillitis.

Visitors in New York

J. E. Trower, advertising manager Pittsburgh Post and Sun.

Col. C. A. Rook, publisher Pittsburgh Dispatch.

J. D. Fox Eustace, business manager Saskatoon (Sask.) Star.

George A. Lindsay, formerly city editor Albany (N. Y.) Knickerbocker Press.

W. A. Hendrich, publisher, New Haven (Conn.) Times-Leader.

The Great Falls (Montana)
Tribune has signed for
the Haskin Letter
for a year.



PERSONALS

(Continued.)

PROVIDENCE—Of the seventy-seven men on the Public Safety Committee named by Gov. Beeckman, the list includes the following newspaper and advertising men: Major G. Edward Buxton, jr., George W. Danielson, M. S. Dwyer, E. J. W. Proffitt, John R. Rathom, and George B. Utter.

D. Gus Schneider, an advertising man here, who recently announced his engagement, was the recipient of many household articles at a tin shower given by the Town Criers.

Arthur Holland, of the Providence Tribune, is confined to his home with kidney trouble. Roger Ferri is covering State House during his absence.

Henry R. Palmer, of the Journal, was one of the speakers at the annual meeting of the Rhode Island Press Club, held last week in Providence.

PITTSBURGH, PA.—Gertrude Gordon, of the Pittsburgh Press, addressed the United Presbyterian Sunday School of Crafton, Pa., last Sunday, on "The Place of Religion in the World of Work."

Guy L. Ralston has joined the Pittsburgh Gazette-Times reporting force. He was last with the Butler (Pa.) Eagle.

Dr. Joyce Kilmer, of the New York Journal, and critic of the Literary Digest, made several addresses in Pittsburgh to clubs and churches during the past week.

George L. Potter, son of Chester D. Potter, for many years a prominent political writer of western Pennsylvania, has been promoted to be a lance corporal in Company 4, Coast Artillery, Fort Andrews, Mass.

William S. Haddock, circulation manager of the Pittsburgh Press, is a candidate for Sheriff of Allegheny County. He has been a newspaper man for twenty-five years, and seen active service in the Philippines, besides holding several important offices in patriotic societies.

SPOKANE, WASH.—I. R. Crow, editor of the Orofino (Idaho) Tribune, has returned to his work after undergoing a surgical operation in a Spokane hospital.

J. F. McKechnie, a well-known Eastern newspaper man, and recently connected with the Associated Press, has joined the editorial staff of the Spokesman-Review.

George Dodds, managing editor of the Spokesman-Review, has been confined to his home for several days by a severe attack of sore throat.

Mrs. Harry Hawkins, who writes for the Spokesman-Review under the pen name of Hannah Hinsdale, has been reporting the legislative activities at Olympia, Wash..

R. A. Glen, night editor of the Spokesman-Review, has been appointed chairman of the athletic committee of the Spokane Chamber of Commerce.

L. B. Rowland, formerly of the Central News Service of America, has joined the editorial staff of the Spokesman-Review.

Ida M. Tarbell was a Spokane visitor this week, giving several brilliant addresses before public assemblies.

MILWAUKEE—Dr. Albrecht Montgela, of the Chicago Examiner, addressed the Milwaukee Art Institute on March 1.

Douglas Petit, son of L. J. Petit, Milwaukee banker and railroad director has sailed for France, where he will join the American Ambulance corps. He will furnish a weekly news letter

for the Milwaukee Journal, covering the doings of Badgers in the war zone.

James Schermerhorn, editor of the Detroit Times, has accepted the invitation of the leaders in the dry movement in Wisconsin, to visit the State for a week's tour in behalf of prohibition.

Frederick Palmer, war correspondent, was guest of honor at a dinner at the Milwaukee Press Club February 24. News-gathering methods used by the correspondents with the European armies were explained by Mr. Palmer. President James H. Skewes presided at the dinner.

SAN FRANCISCO—Gilbert Parker, one of the editors attached to the staff of the Western Division Headquarters of the Associated Press in San Francisco, will be in charge of the Legislative Bureau of the Associated Press at Sacramento for the next two months. He will be assisted by Neil C. Wilson and Harold Thompson, who is the regular Sacramento staff correspondent. This is the largest representation that the Associated Press has ever had at the State Legislature.

Mr. Fredericks, of the Pacific News Service here, has been temporarily detached, so as to permit him to make a tour of the State of California in the interest of the Legislative Committee of the San Francisco Chamber of Commerce.

Mrs. Winnifred Black Bonfils, known to the readers of the Hearst newspapers as Annie Laurie, was recalled to the city from Santa Barbara by the fatal illness of her nine-year-old son, Eugene John Bonfils. When she left the city for a brief trip, the boy was suffering from what was thought to be a slight cold, but pneumonia set in causing his death, last week. The funeral services, held in this city, were attended by many sympathizing friends of the gifted writer.

CANADA—Lieut.-Col. J. D. Clarke, formerly business manager of the Galt (Ont.) Reporter, who raised and took the 111th Battalion to England, has returned to Canada and resumed his work in the Reporter office.

John M. Imrle, manager of the Canadian Press Association, left Toronto on Monday to attend the annual meetings of the Western Canada division of the Association. He also intends to interview the Governments of the Western provinces on possible advertising campaigns.

J. L. Stewart, proprietor of the Chatham (N. B.) World, went down to defeat in the provincial election last Saturday along with the Government, of which he was a supporter.

English Journalist Here

S. K. Ratcliffe, editorial writer on the Manchester Guardian and New Statesman, England, who is in this country on a lecture tour, gave a lecture at the University of Kansas in Lawrence Monday, at the University of Wisconsin in Madison Wednesday, and at the University of Missouri in Columbia yesterday.

What is "Publicity"? Ordering your actions so that people will talk about you, without putting you to the economic necessity of investing cash for the purpose, such as you have to do in advertising.—[Impressions.]

Following a leader is an excellent way of avoiding responsibility. Leading the followers gains one a reputation and promotion.

ROSEWATER GOES TO LOS ANGELES

General Manager of Omaha Bee to Hold Similar Position on Earl Newspapers.

As announced in THE EDITOR AND PUBLISHER last week, Charles C. Rosewater, for many years general manager of the Omaha Bee, has accepted the position of general manager of E. T. Earl's newspapers, the Los Angeles Tribune and Express.

Mr. Rosewater has been an active factor in civic life in Omaha for a long time. His father, the late Edward Rosewater, was a pioneer of Western daily journalism, and was easily the leader of his profession in Nebraska for more than a generation. He had made of the Bee one of the strongest organs of the Republican party in the West. He was the editor of "the old school," combining personal activity in political affairs with strenuous work in journalism. He was long the Republican National Committeeman for Nebraska, and would have held any public office to which he might have aspired.

He trained his two sons, Victor and Charles, to take his place in the management and direction of the Bee. They have divided the responsibility bequeathed to them for years; and thus the news that Charles C. Rosewater is to leave Omaha for Los Angeles comes to newspaper men as a distinct surprise.

Mr. Rosewater is a man of great executive ability, with a wide acquaintance among newspaper men and national advertisers; and that he will accomplish big things in Los Angeles



CHARLES C. ROSEWATER.

seems assured. Like many other executive heads of newspapers, he has climbed the ladder through the circulation department, having served his apprenticeship in that branch of the work before becoming business manager of the Bee.

Simonds Returns from War Fronts

Frank H. Simonds, editor of the New York Tribune, returned Wednesday on the Finland from another trip to Europe. Mr. Simonds spent two months on the other side, in France and England. He discussed the war and its effects at every opportunity with every one, from statesmen to soldiers and laborers. Among other places he visited was Verdun, where he spent some time months ago while the battle for the possession of the great stronghold was being hotly waged. When the German U-boat warfare was again resumed he was in Paris, and, as a consequence, he had to return through the newly established war zone.

BATEMAN HEADS MERGED CLUBS

Well-Known Newspaper Man. Chosen President of Dallas Organization.

Talbot O. Bateman, Sunday and feature editor of the Dallas Morning News, has been chosen president of the Newspaper Club of Dallas, with which the Traffic Club of Dallas has just been



T. O. BATEMAN.

merged. Mr. Bateman was one of the prominent figures in bringing about this merger. He succeeds Brice Hoskins, who served as president of the Club last year.

The Newspaper Club has just moved from its clubrooms on Commerce and Lamar Streets to new and larger quarters on Commerce Street, just opposite the Adolphus Hotel. The new clubrooms are more centrally located, are larger and better suited to the needs of the Club. Larger quarters were demanded on account of the merger of the two clubs.

Mr. Bateman is one of the best-known newspaper men in Texas, having been active in newspaper work in Texas for the last twenty-four years. For a long time he was political cartoonist for the San Antonio Express, and later a member of the staff of the Fort Worth Star-Telegram and the Fort Worth Record. For the last four years Mr. Bateman has been Sunday and feature editor of the Dallas News. He is also well known as a writer of short stories, and usually illustrates his own work.

Associated Press Injunction Suit

According to an order signed by Judge Martin T. Manton, of the United States District Court, the International News Service is given an extension of time to March 5 in which to file its answer to the amended complaint filed by the Associated Press. The order was made as a result of a stipulation entered into between Stetson, Jennings, and Russell, attorneys for the A. P., and William A. De Ford, attorney for the I. N. S. The answer, when filed, will be considered as having been filed February 23, so that the case will thus secure an earlier place on the calendar. No decision has as yet been filed by Judge Hand on the application of the A. P. for a preliminary injunction to restrain the I. N. S. from "lifting" A. P. articles, as alleged by the A. P. in its complaint. The application was argued before Judge Hand several weeks ago.

The real smart man doesn't tell all he knows. The fellow of limited knowledge exhausts his store of information in a few words.

GIBBONS APPARENTLY BEARS CHARMED LIFE

Chicago Tribune Correspondent Who Was on the Laconia Expected She Would Be Sunk—Has Faced Death Many Times in His Newspaper Work in Last Few Years.

CHICAGO, February 28.—Floyd P. Gibbons's remarkable story of the sinking of the Laconia and his good fortune in landing safely at Queenstown are the



FLOYD P. GIBBONS.

topics of the hour in Chicago newspaper circles.

Mr. Gibbons, as most of the newspaper world knows by this time, started for England on the Laconia on February 18, to become London correspondent for the Chicago Tribune.

What is less generally known is that Mr. Gibbons took passage on the Laconia with the expectation that the voyage would furnish just the opportunity for the "big story" that developed. While it was not his desire that hundreds of lives should be put into jeopardy, nevertheless he had counted the personal hazard and was anxious to be on hand if the submarines attacked the boat.

Friends of Mr. Gibbons regarded it as characteristic that he should have begun to write his story within half an hour after he landed, having in the meantime eaten only a dried biscuit for sustenance.

It was two o'clock Tuesday morning before Mr. Gibbons's first message reached the Chicago Tribune office and relieved the anxiety that had been felt as to his safety.

"Am cabling three thousand Laconia sinking," the message said laconically. "Two Chicago women victims. Please expedite with Western Union through New York."

His story was held up for scrutiny by the censor at Queenstown and at London, but it arrived in time to create a sensation Wednesday morning.

AN ADVENTUROUS CAREER.

Mr. Gibbons's latest feat is the climax of a varied and adventurous career. He first broke into newspaper fame when he scooped the country on the story of the "Defence of Cameron Dam" in Wisconsin. He was working for the Minneapolis Tribune at that time.

Mr. Gibbons later came to Chicago, since when he has been almost continuously identified with the Chicago Tribune. For the past three years he has



GUESTS AT FIFTH ANNUAL DINNER OF BROOKLYN PRESS CLUB. Left to right, standing: Eric H. Palmer, President Brooklyn Press Club; Mrs. Palmer; Joseph T. Gleason, American Representative of Lord Northcliffe; Sir Herbert Beerbohm Tree, Miss Edith Wynne Matthison. Mrs. Lewis H. Pounds, Lewis H. Pounds, President, Borough of Brooklyn. Charles Rann Kennedy, author of "The Servant in the House," and other plays, is right behind Miss Matthison, who in private life is Mrs. Kennedy.

been war correspondent for the Tribune in Mexico and at the border. Gen. Funston placed great reliance in him.

On instructions from the Tribune, Mr. Gibbons two years ago went to Mexico to get in touch with Gen. Pancho Villa.

Mr. Gibbons had a private car that had been constructed from a Mexican railway freight car. In this he travelled over the greater part of northern Mexico, most of the time with Gen. Villa's car, bathtub and all, attached to the Chicago Tribune special.

In 1915 Mr. Gibbons organized an expedition at San Diego to go to Turtle Bay, far down on the Mexican coast, for the purpose of investigating a rumor that the Japanese had made a landing there.

When Gen. Pershing went into Mexico to get Villa, Mr. Gibbons accompanied him, travelling with the advance guard of the expedition in an automobile. They were within a day's ride of the wounded bandit when orders came that halted the Pershing column.

Mr. Gibbons was born in Washington and was educated at Georgetown University. His wife is at their Chicago home, 4410 North Racine Avenue.

JASON ROGERS'S BOOKLET

It Tells How the New York Globe Has Economized.

Jason Rogers, publisher of the New York Globe, has mailed to several thousands of newspaper publishers in the United States and Canada a copy of his pamphlet, just issued on "Newspaper Efficiency." The booklet shows how the Globe met the heavy increased cost of print paper, through definite knowledge of costs.

Mr. Rogers says that he hopes his conclusions as printed will be a contribution to help relieve the present embarrassing position in which many newspapers find themselves. The pamphlet is an exceedingly practical study in newspaper economies which have the virtue of having been tried. Numerous forms and statistical tables enhance the booklet's value.

Waterbury Democrat's New Press

The Waterbury (Conn.) Evening Democrat has installed a new four deck, straightline, 32 page Goss press in its plant. The new press was used for the first time last Monday.

SIR HERBERT TREE A GUEST

Addressed Brooklyn Press Club at Its Fifth Annual Dinner.

Last Monday night the Brooklyn Press Club, at its fifth anniversary dinner, dance, and entertainment, provided pleasure for 450 persons, including Brooklyn's most prominent scribes, public officials, and clubmen. It was the most successful function ever held under the auspices of the Brooklyn Club. In addition to the revue at the Plaza Restaurant the committee in charge provided acts from the various theatres. The "So Long Letty" company were guests but did not participate in the show.

The biggest feature of the night was an address by Sir Herbert Beerbohm Tree, who greeted the journalists as "vagabonds, although they did not look it," asserting that all artists were vagabonds and he was proud of the distinction. Sir Herbert was tendered an ovation. Miss Edith Wynne Matthison and her husband, Charles Rann Kennedy, were in the audience. Borough President Lewis H. Pounds extended a warm greeting to Sir Herbert, who has not been in Brooklyn for twenty years.

Heading the reception committee was Richardson Webster, of the Times, vice-president of the club. Clinton H. Hoard, formerly of the Herald, worked indefatigably as chairman of the arrangements committee and then took charge of the numerous dance contests. The other members of the committee were Fred E. Stone, the Citizen; Gabriel Bloch, the Standard Union, and Edward B. Goate, of the American. The Eagle was particularly well represented in the crowd. John N. Harman, ex-president of the club and now editor of the Times, greeted the visitors. Eric H. Palmer, formerly of the Standard Union, as president of the club introduced the audience to Sir Herbert, stating Sir Herbert did not need introduction.

Telegrams were received from the press clubs of St. Louis, San Francisco, and Boston, and also from H. J. Blackford, legislative correspondent of the Eagle at Albany, who is a member of the board of governors.

Joins A. N. P. A.

The San Francisco Call-Post, F. W. Kellogg, publisher, has become a member of the American Newspaper Publishers Association.

NEWSPAPER MAN'S APPOINTMENT

D. H. McAdam, Washington Correspondent, Named for Postmaster at Honolulu.

The service of Uncle Sam has lured another newspaper man away from the ranks. D. Hastings McAdam, of Missouri, who, for the past ten years has been a Washington newspaper correspondent, for the past seven representing the St. Louis Republic, has been named by the President to be postmaster at Honolulu. He was in charge of publicity work for the Post Office De-



D. HASTINGS MCADAM.

partment and during the last campaign he worked with the Democratic National Committee.



CROSBY'S KIDS

It's a single column comic about four inches high.

But it has more fun in it than a "strip" a yard wide. It has more of a "true-to-life" touch than 90 per cent. of the cartoons published in this country.

Four inches single—that's all.

Just a bit of boy life—something that will hit the memory of your own boyhood like a magic wand.

Crosby knows kids. He knows them better than almost anybody.

If you are interested in a clean new small-size cartoon feature for your paper, you had better write for samples of "Crosby's Kids." They'll start soon and your paper had better be the paper to get them in your town.

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

TIPS FOR THE ADMANAGER

L. S. Goldsmith Co., 25 East 26th Street, New York city, will shortly make new newspaper contracts for the Goodall Worsted Co., "Palm Beach Cloth," Sanford, Me.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing orders with a selected list of newspapers for the Electro-Silicon Co., Metal Polish, 30 Cliff Street, New York city.

Federal Advertising Agency, 6 East 39th Street, New York city, will shortly send out orders to newspapers in four selected cities, for W. G. Patrick Co., "H. P." Sauce, Toronto, Canada.

Geo. Batten Co., Fourth Avenue Building, New York city, is handling the advertising of the Mint Products Co., "Pep-O-Mint" Life Saver Peppermints, 33 W. 42d Street, New York city.

E. T. Howard Co., 432 Fourth Avenue, New York city, is making 3,000-line one-year contracts with a few Eastern newspapers, for Kirkman & Son, Soaps, etc., 39 York Street, Brooklyn, N. Y.

Albert P. Hill Co., People's Bank Building, Pittsburgh, Pa., is placing orders with newspapers in selected sections for the North Carolina Pine Association, 34 Bank of Commerce Building, Norfolk, Va.

Van Patten, Inc., 50 East 42d Street, New York city, is sending out orders to New York State newspapers for the New York State Brewers' Association.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is making 10,000-line contracts with a few newspapers in selected sections for the Pabst Brewing Co., 917 Chestnut Street, Milwaukee, Wis., and placing orders with Middle West newspapers for the Fyr-Fyter Co., Fire Extinguishers, Dayton, O.

Miller Agency Co., the Nasby, Toledo, O., is placing orders with newspapers in selected sections for the Hull Medicine Co., Findlay, O.

Frank Presbrey Co., 456 Fourth Avenue, New York city, is sending out 56-line, 1t.a.w., t.f., orders to New York State newspapers for the Jackson Health Resort, Danville, N. Y.

Frank Seaman, 461 Eighth Avenue, New York city, is handling the advertising of the Pepsicola Co., "Pepsicola," New Bern, N. C.

W. W. Sharpe & Co., 99 Nassau Street, New York city, are placing one-inch, 16-time orders with Southern newspapers for E. Fougere & Co., "Quina-Laroché," 90 Beekman Street, New York city.

Sherman & Bryan, 79 Fifth Avenue, New York city, are making up a newspaper list for the Erlanger Bros., "B. V. D." Underwear, 350 Broadway, New York city.

Thielecke Advertising Co., Webster Building, Chicago, Ill., is sending out 32-line, 10-time orders to some Western newspapers for the Henry Field Seed Co., Shenandoah, Ia.

Jesse M. Joseph Advertising Agency, 701 Union Central Building, Cincinnati, O., is sending out orders to some Western newspapers for the P. Goldsmith's Sons, Sporting Goods, Cincinnati, O.

Martin V. Kelly Company, Second National Bank Building, Toledo, O., is making 2,000-line one-year contracts with some Middle West newspapers for the Champion Spark Plug Co., Toledo, O., and is again placing orders with newspapers in selected sections for the Peerless Motor Car Co., East 93d Street and Quincy Avenue, Cleveland, O.

Picard & Co., 50 East 42d Street, New York city, will shortly make up a new list of newspapers for the United Shirt & Collar Co., "Lion" Brand Collars and Shirts, 720 Second Street, Troy, N. Y.

Vanderhoof, Condict & Comrie, 140 South Dearborn Street, Chicago, Ill., are placing orders with some newspapers in large cities for the Dean Medicine Co., "Dean's Cough Drops," Milwaukee, Wis.; also placing orders with a few newspapers in selected sections for the Thomas Nurseries, Inc., 6 North Michigan Avenue, Chicago, Ill., Bertinger Bros., Park Row Building, New York city agents.

Birch-Field & Co., 110 West 40th Street, New York city, are sending out orders to New York State newspapers for the Dairymen's League, 110 West 40th Street, New York city.

D'Arcy Advertising Co., International Life Building, St. Louis, Mo., is making new newspaper contracts for the Sanitol Chemical Co., "Sanitol Tooth Paste," St. Louis, Mo.

Blackman-Ross Co., 95 Madison Avenue, New York city, will place 4,000-line schedules with newspapers about March 1 for the N. K. Fairbank & Co., "Cottolene," etc., 9 South Dearborn Street, Chicago, Ill.

The Nicholas-Finn Advertising Co., Chicago, will handle the account of the Riley-Schubert-Grossman Co., Chicago, Harry I. Wildenberg, advertising manager. Newspapers to be used.

H. Walton Heegstra, Inc., 19 South La Salle Street, Chicago, Ill., has secured the account of Wells-Abbott-Nieman Co., of Schuyler, Neb., millers of the well-known brand of Puritan flour.

Street & Finney are now handling the advertising for Klever Kraft Silver Ware, manufactured by the American Ring Company, Waterbury, Conn.

Earnshaw-Lent Company, 80 Maiden Lane, New York city, is placing orders with newspapers in Boston, Buffalo, and Cleveland for Mackie & Co., Distillers, Ltd., "White Horse Whiskey," Glasgow and London.

Bloomington - Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is again sending out orders to Pennsylvania newspapers for the Pennsylvania State Brewers' Association, Philadelphia, Pa.

Doremus & Co., 44 Broad Street, New York city, are placing 21-line two-time orders with newspapers generally, for Frank P. Ward, broker, 15 Broad Street, New York city.

E. H. Clarke Advertising Agency, Steger Building, Chicago, Ill., is making 5,000-line contracts with a few Texas newspapers for the James S. Kirk & Co., "Jap Rose Soap," 360 North Water Street, Chicago, Ill.

Dake Advertising Agency, 121 Second Street, San Francisco, Cal., and Los Angeles, Cal., is placing orders with newspapers in selected sections for the Standard Metal Company, Pittsburgh, Pa.

Will H. Dilg Advertising Company, 326 West Madison Street, Chicago, Ill., is sending out orders for E. A. Ferron & Co., Mid-Continent Oil & Utilities Corporation stock, 226 South La Salle Street, Chicago, Ill.

Lord & Thomas, Mellers Building, Chicago, Ill., are placing 12-inch, 12-time orders with some Pacific Coast newspapers for the Bean Spray Pump and again placing 42-line 3-time orders with newspapers in selected sections for Mary T. Goldman, "Goldman's Hair Restorer," Goldman Building, St. Paul, Minn.

The Erickson Company, New York, is placing the Acorn Ranges advertising for Rathbone, Sard & Co., Albany, N. Y., A. M. Blanchard, advertising manager.

Calkins & Holden, New York, are placing jewelry copy for Theodore Kohn & Son, 321 Fifth Avenue, New York.

Sherman & Bryan, Inc., 79 Fifth Avenue, New York, are placing advertising for Kohn & Baer, Inc., manufacturing furriers, 43 West 3d Street, New York; Louis Baer, advertising manager.

The Harry Porter Company, New York, place the account of the Paramount Pictures Corporation, 485 Fifth Avenue, New York; C. C. Burr, advertising manager.

Sherman & Bryan, Inc., 79 Fifth Avenue, New York, are placing newspaper copy for Eamuel W. Peck & Co., clothing, 806 Broadway, New York; Louis Hershman, advertising manager.

Rudolph Gunther, New York, is placing financial copy for Slattery & Co., 40 Exchange Place, New York; S. W. Rogers, advertising manager.

The Blackman-Ross Company, 95 Madison Avenue, New York, have secured the account of the Holmes & Edwards Company, Bridgeport, Conn., manufacturers of silverplate flatware.

Calkins & Holden, New York, place the advertising of the Hartford (Conn.) Fire Insurance Company; J. W. Longnecker, advertising manager.

J. Walter Thompson Company, New York, are now placing the advertising of the Winchester Repeating Arms Company; Charles L. Greene, advertising manager, New Haven, Conn.

Erwin & Wasey Co., Chicago, handle the account of the Osgood Lens & Supply Company, 1241 South Michigan Avenue, Chicago; A. C. Faeh, advertising manager. Auto Lens Lamps are to be advertised in daily newspapers.

Burnet-Kuhn Agency, Chicago, are using newspapers to advertise the Togan-Stiles Company ready-made buildings; E. W. Hatch, advertising manager.

The Greenleaf Company, Boston, now place the Waltham (Mass.) Watch Company advertising; Harry L. Brown, advertising manager.

Jones & Co., Jackson, Mich., are placing advertising of petroleum products in a list of newspapers for the American Oil Corporation, Jackson.

The Gardner Advertising Company, St. Louis, is placing newspaper copy for the Certainteed Products Corporation, St. Louis; R. M. Nelson, advertising manager.

Calkins & Holden, Inc., New York, are using newspapers for Rajah Spark Plug advertising for the Rajah Auto Supply Company, Bloomfield, N. J.; H. R. Buntin, general manager.

Sherman & Bryan, Inc., 79 Fifth Avenue, New York, are placing cigar copy with newspapers for Kraus & Co., Baltimore, Md.

The Old Colony Trust Company (J. H. McVey, president), Boston, Mass., is placing newspaper copy to advertise banking by mail.

The A. W. Ellis Company, Boston, is now handling the account of the Stickney & Poor Spice Company, Boston; F. W. Tucker, advertising manager.

The Hotel Publicity Corporation, 23 West 31st Street, is offering contracts on an exchange basis with the Hotel Lenox, Buffalo; Hotel Cumberland, New York, and the Robert Treat Hotel, Newark.

The Fletcher Company, Advertising Service, Widener Building, Philadelphia, is again placing newspaper copy in selected sections for J. D. Este Company, of Philadelphia, distributors of Skee-Ball Alleys.

Pages in newspapers for the Southwestern Lumbermen's Association; Kansas City Life Insurance Company, in newspapers, and Anderson Electric Car Company (Detroit Electric) in Kansas City and Omaha newspapers

Anti-Trading Stamp Bill

The giving of trading stamps and premiums by merchants will be done away with in Pennsylvania if a bill which is to be introduced in the Legislature is passed, declared Harry W. Schaffer, of Lock Haven, president of the Retail Merchants' Association, in an address at the annual convention of the Retail Merchants and Businessmen's District Association, of Southwestern Pennsylvania, at Pittsburgh. The proposed bill as explained by Schaffer, requires all merchants who wish to give trading stamps or premiums to take out a license. The fee would be \$1,000, which Schaffer believes would be prohibitive.

Regard yourself as an engine, if you like, but learn to be a good engineer.—[Business Chat.

The writer who besmirches the character of another opens a sore of infection.

New Orleans States

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

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York Chicago St. Louis

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

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

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

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

AD FIELD PERSONALS

T. S. Gamble, formerly assistant manager of the Maxwell Motor Sales Corporation, has become a partner in the firm of Benson, Campbell & Slater, advertising agents, with offices in Chicago and Cleveland. Mr. Gamble will make his headquarters in the Cleveland office, and will handle the Eastern business of the firm.

Harry Tipper, president of the New York Advertising Club, and Irving B. Fletcher, a New York advertising man, were among the speakers Thursday night at the banquet of the Advertising Club of Baltimore, Md.

C. B. Cabaniss, formerly manager of the agency department of Butler Brothers, Chicago, has accepted the position of Chicago manager of the advertising department of the American Press Association, and an office has been opened at room 634, People's Gas Building. Mr. Cabaniss formerly was advertising manager of the Norfolk (Neb.) Daily News, whose editor, N. A. Huse, recently came to New York to be vice-president of the American Press Association and to take charge of the advertising department.

John McClure, a prominent member of the Advertising Association of Chicago, is being credited with having been largely instrumental in saving the postal pneumatic-tube system for Chicago.

George W. Robnett, publicity manager of the Chicago Ad Club, is acting as publicity manager for the People's Church in the Wilson Avenue district.

Charles H. McKay, who has been sales manager of the Thompson Type Machine Company, has joined the soliciting staff of Cone, Lorenzen & Woodman.

J. G. Pierce has assumed charge of the service and editing department of the Coöperative Advertising Company of Chicago, after several years' experience as publishers' representative in the retail-grocery field.

K. H. Bristol, of New York, recently came to Chicago to take the position of Western advertising manager of Scribner's Magazine. J. E. Byrnes, of the Mahin Advertising Agency, has accepted the place of assistant Western advertising manager.

A. O. Loomis, advertising manager of the Spokane (Wash.) Spokesman-Review, addressed the Spokane Realty Board this week on the subject of slogans, recommending that real-estate advertisers adopt the slogan, "Buy a Home in 1917," and hammer it into the minds of the public throughout the year. The slogan was adopted.

C. W. Bridenthal, news editor of the Kendallville (Ind.) News-Sun, has resigned to become connected with the advertising department of the Specialty Case Company, of the same city.

Walter L. Houghton, advertising agent, has removed his offices from the Fourth Avenue Building to No. 404 Fourth Avenue, New York.

Arthur Rosenberg has resigned from the advertising department of the New York American, terminating sixteen years' service as manager of the real estate department and special assistant to the advertising manager. Mr. Rosenberg will devote part of his time to a series of illustrated lectures on newspaper production and advertising.

Arthur Gabryel, former vice-president of the Association of Foreign Language Newspapers, is now senior member of the firm of Gabryel-Datner Co., World Building, New York, foreign language advertising agents.

Williams & Carroll, Inc., are now known as the Colony Advertising Com-

pany, the change being made because of the resignation of Mr. Williams.

A. G. Wallace, formerly advertising manager of Spiegel's House Furnishing Company and affiliated with J. R. Hamilton Advertising Agency, has joined H. Walton Heegstra, Inc., of 19 South La Salle Street, Chicago, Ill.

NEW INCORPORATIONS

NEW YORK.—George Batten Company, Inc., general advertising business; capital, \$1,000,000. Incorporators, George Batten, Montclair, N. J.; William H. Jorns, Bayside, L. I.; J. Van Liew Wyckoff, Ridgewood, N. J.

NEW YORK.—William S. Emery Company, Inc., advertising agency, begin business with \$5,000. Directors, A. B. Payzant, J. J. Barbell, and H. Ivers.

NEW YORK.—Newton Advertising Company, Inc., general advertising; capital, \$10,000. Directors, G. B. Hayes, H. W. Newman, and E. Sheridan.

LOCKPORT, N. Y.—Niagara Press Corporation, publishers; capital, \$25,000. Directors, A. E. Lee, C. L. Nicholes, W. M. McArthur.

BABYLON, N. Y.—Murray, Howe & Company, general advertising; capital, \$25,000. M. Howe, W. H. Vander Poel, and L. G. Suscipj, all New York; directors.

AVON, N. Y.—Avon News, Inc., newspapers; capital, \$5,000. Directors, L. W. and H. R. Gibson and S. T. Jennings, Avon.

AKRON, N. Y.—The Workman Printing Company; capital, \$15,000. Directors, Winslow C. and Theodore W. Workman, Grafton M. Brothers, Phillip H. Curtis, and Charles K. Strobel.

WILMINGTON, Del.—The Ward Company, general publishers; capital, \$100,000. Directors not given.

TULSA, Okla.—Tulsa Printing Company; capital, \$5,000. Incorporators: Art F. Mish, Fred M. Dustin, and Julius O. Mish.

PETERBORO, Ont.—The Peterboro Review Company, Limited, with a capital of \$60,000, has been incorporated by Dominion charter to acquire as a going concern the business recently carried on by the Peterborough Review Printing & Publishing Company, Limited (in liquidation).

Trading Stamps Condemned

Members of the Oklahoma Press Association, at the recent meeting in Oklahoma City, passed a resolution condemning the use of trading stamps, and endorsed any legislation that might be introduced in the Oklahoma Legislature designed to put a stop to this practice.

Arkansas Is Prosperous:

No state in the Union can boast of more happiness or prosperity than can Arkansas, thanks to wonderfully prolific crops.

Results will be even greater this year.

**The Arkansas Democrat
LITTLE ROCK ARKANSAS**

By virtue of its large state-wide circulation, reaches those people that are in the market for products of every description.

Elmer E. Clarke, Publisher
JOHN M. BRANHAM COMPANY
Foreign Advertising Representatives
New York, Chicago, St. Louis
Atlanta, Detroit.

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
NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 12,470. Sunday, 20,371, for 6 months ending September 30, 1916.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth
MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.	PRESS-CHRONICLE Paterson
	COURIER-NEWS Plainfield
GEORGIA	NEW YORK
JOURNAL (Cir. 57,531) Atlanta	COURIER & ENQUIRER Buffalo
CHRONICLE Augusta	IL PROGRESSO ITALO-AMERICANO New York
	DAY New York The National Jewish Daily that no general advertiser should overlook.
ILLINOIS	NEBRASKA
HERALD-NEWS (Circulation 15,190) Joliet	TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
	OHIO
IOWA	VINDICATOR Youngstown
REGISTER-TRIBUNE Des Moines Essential to covering Des Moines and vicinity.	
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA
	TIMES Erie
KENTUCKY	DAILY DEMOCRAT Johnstown
MASONIC HOME JOURNAL Louisville, Ky. (Semi-Monthly. 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TIMES-LEADER Wilkes-Barre
	TENNESSEE
LOUISIANA	BANNER Nashville
TIMES-PICAYUNE New Orleans	
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.	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
	UTAH
MINNESOTA	HERALD-REPUBLICAN Salt Lake City
TRIBUNE, Morning and Evening Minneapolis	
MISSOURI	VIRGINIA
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average 356,193 Daily average 204,201	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va., only paper in the richest Agricultural County in United States
	WASHINGTON
	POST-INTELLIGENCER Seattle
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS	NEBRASKA
SKANDINAVEN Chicago	FREE PRESSE (Cir. 128,384) Lincoln
	NEW YORK
	BOLETTINO DELLA SERA New York

FASHIONS FOR WOMEN

The Spring Fashion Section, The New York Times, Sunday, March 18th, consisting of sixteen pages, will present most attractive designs in gowns and millinery, printed in Rotogravure, bringing out minute details in trimming. The fashion sections of The Times are regarded as offering the latest and best specimens of modern apparel.

Circulation of Sunday's Times exceeds 400,000 copies. Order in advance.

The New York Call

Every Morning
Daily and Sunday

Owned by those who read it

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

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

444 Pearl St., New York City



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

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

**The
PITTSBURG PRESS
Has the LARGEST**

Daily and Sunday

**CIRCULATION
IN PITTSBURG**

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

IN PHILADELPHIA

**The
Evening Telegraph**

for more than a half-century has been

**The Financial News
Authority**

THE REASON:

THE EVENING TELEGRAPH is read, daily, by practically every bank officer, merchant, manufacturer and man of affairs, as well as by tens of thousands of intelligent, discriminating, prosperous men and women in all other walks of life, in Philadelphia—the most American city in America.

**The
Pittsburgh Post**

ONLY

Democratic
Paper In
Pittsburgh.



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

FROM NEWSBOY TO PUBLISHER**Remarkable Rise of George E. Hale
Through Ten Years' Work.**

George E. Hale, proprietor of the Salt Lake City Telegram, has been enjoying a brief rest in Los Angeles. He revisited that city after ten years of strenuous work, during which period he has risen from a newsboy, selling the Los Angeles Times, to be owner of a daily newspaper for which he has been offered \$250,000. He recalled that he was once a bell boy in the Van Nuys Hotel. Hale is now only thirty-five years of age, but he has already made his mark in the newspaper game.

From Los Angeles, he went to Spokane, where he became a newspaper subscription canvasser. Then he went to Salt Lake, in the same capacity, and within a year was made business manager of the daily newspaper for which he had been soliciting. At that time the Tribune and the Telegram in Salt Lake were both owned by Kearns & Keith, and Mr. Hale was the first to discover that the owners would be glad to sell the afternoon newspaper. He spent nearly a year in constant scheming and planning before he could raise the capital. Many times his plans were ridiculed, but he kept at it doggedly, and finally won. Within six months of the time he bought the paper, he was offered a quarter of a million for his bargain, but he refused it.

"Most 'success' recipes are mere bromides," said Mr. Hale when asked for his, "but I believe one of the surprising things a man learns is that it is often easier to get big things than small ones."

RAILROADS AS NEWSDEALERS**New Jersey Daily Protests Against
Present Monopolistic Practices.**

The Burlington (N. J.) Enterprise discussed editorially in a recent issue a question of much interest to many newspaper circulators. Under the caption "Why is it Allowed?" the Enterprise said:

"A question which troubles some of the little newsboys is whether or not they have a right to sell papers on the platform of the passenger station, a privilege which is denied them by the railroad officials owing to the fact that the right of selling publications thereon has been leased to the Union News Co. The position taken by the railroad company is probably one that could not be sustained in any court, for the privilege of placing a building in the middle of one of the city's principal streets was granted solely for railroad purposes.

"The railroad company would have just as much right to conduct a grocery store in the other end of the passenger depot as it has to conduct a newsstand or to allow one to locate therein. Certainly the disposing of publications, cigars, candy, etc., is outside of the running of a railroad, although said railroad may derive a profit therefrom.

"Perhaps some day an indignant citizen will be prompted to air the matter in court and if so we do not hesitate to say that we believe the proceeding will be declared illegal. It may perhaps be urged by the railroad company that the newsstand is a great accommodation to the travelling public, but even if this is admitted it does not legalize the practice."

Something for nothing is too easily gained. Man appreciates only that for which he works.

NOVEL PROMOTION STUNT**Louisville Evening Post Opens Contest
to Discover Best Voices in Kentucky.**

Something new in the way of a promotion stunt has been inaugurated by the Louisville (Ky.) Evening Post, which paper has started out to discover the best amateur male and female voices in Kentucky. The contest started with nominations of entrants from all over the State. The contestants are to be heard at different points by a group of three judges who will mark them by a standardization test on three qualities, voice production, interpretation, and diction. They will sing two songs each, one of their own selection and one from a list of twelve furnished by the newspaper and published some time before the commencement of the contest. The judges will be screened from the singers, so that neither will see the other. From the first round, selections will be made for the semi-final round, when they will be all brought together and will be heard by the entire group of judges. From these markings six men and six women will be selected for the finals, to be heard April 11 by an entirely new group of judges. Then the champions of Kentucky, male and female, will be selected. The paper will send the lucky two to the studios of the Columbia Graphophone Company in New York, where a double-disk record of the voices will be made. These records will then be placed on sale in Kentucky, and the profits from that sale will be devoted to a scholarship fund for the further musical education of the fortunate two.

Newsies Going to Washington

The Montgomery (Ala.) Advertiser has put on what is called a free trip to Washington. This is a subscription stunt, and is open to white boys in the State of Alabama, between the ages of 12 and 20. A certain amount of work is to be done by the boys to entitle them to a free trip to Washington during President Wilson's inauguration. This is in no sense a contest, as it is open to all, and a boy doesn't have to beat the other fellow to win. The proposition is handled by the circulation department of the Advertiser, of which J. L. Boeshans is circulation manager.

V. C. Hero Now Sells Papers

A London dispatch says that from hero to newsboy is the tragic slump in the fortunes of Private George Wilson, of the Highland Light Infantry. Wilson was given the Victoria Cross, the highest British military medal, for bravery on the field of battle on September 14, 1914. As the result of injuries sustained in a gas attack at Loos, Wilson was invalided out of the army. His health was so bad he could not work, so he has begun to sell papers in the streets of Edinburgh. He wears his medal pinned on his coat.

London Mail Doubles Price

The London Daily Mail, owned by Lord Northcliffe, announces that it will increase its price from 1 cent to 2 cents a copy on Monday, March 5. The Daily Mail will continue an eight-page paper, its usual size at present, and will preserve all its usual features, including its illustrated last page. The Times, also owned by Lord Northcliffe, recently increased its price. The Observer next Sunday will sell for 4 cents. Its price has been 2 cents.

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

**FAMILY OF ITS
OWN**

The Northwestern

at Oshkosh

Has a Little Family

of 50,000 People, Which

It Visits Every Day

G. LOGAN PAYNE CO.
Representatives

PHILADELPHIA

America's Greatest
Industrial City.

The PRESS

Philadelphia's Great
Industrial Paper.

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

The Acid Test of Efficiency—

of any newspaper as an advertising medium is its ability to SELL GOODS—not to simply "carry so many lines." Put the Free Press to the test on your next campaign.

Advertisers know why.

The Detroit Free Press

"Michigan's Greatest Newspaper."

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

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

MEMBER A. B. C.

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

Today's Housewife

newspapers over 52,000 towns where only 18% of the dailies circulate.

More Than a Million
Net Paid
Guaranteed

GEORGE A. McCLELLAN
General Manager

**IS PHOTO-ENGRAVING
COMMODITY OR LABOR**

Judge Mulqueen Must Decide Problem Before Considering Dismissal of Indictments Against Photo-Engravers' Board of Trade of New York—Questions to Be Decided.

Is photo-engraving a commodity of common use or is it just labor? That is the question that Judge Mulqueen of New York City will have to decide first before he takes up the question of dismissing the indictments against the members of the Photo-Engravers' Board of Trade of New York. In order that he may see for himself, the Judge will visit at least one of the larger photo-engraving plants in New York and see the process from start to finish. He may then visit one or more of the establishments where it is used.

The question arose during the argument on the motion made by attorneys for the indicted men, to dismiss the indictments. In April, 1916, the Photo-Engravers' Board of Trade, a body comprising virtually all the employers of photo-engravers in New York, entered into an agreement with Photo-Engravers' Union No. 1. The agreement, known as the "Chicago Idea," was one wherein the employers agreed to employ none but members of Union No. 1, and the men of Union No. 1 agreed to work for no one except members of the Photo-Engravers' Board of Trade.

According to William Harman Black, Assistant District Attorney, magazine cuts immediately began to soar in price. The increases ranged from 20 to 200 per cent., Mr. Black declared.

EIGHT OFFICIALS INDICTED.

Subsequently, on complaint of the New York Trade Press Association, indictments charging violations of the New York State Anti-Trust act were found against the following eight officials of the Photo-Engravers' Board of Trade: Edward Epstein, Harry L. Walker, M. Jay Colgan, Adolph Scheutz, George M. Gill, A. W. Morley, jr., Charles E. Sherman, and Theodore Stuedel. After many days Max D. Steuer, Maurice Deiches and Jerry Mahoney, legal representatives of the Photo-Engravers' Board of Trade and of the union, appeared before Judge Mulqueen last week and asked that the indictments be dismissed.

Robert Morris, attorney for the New York Trade Press Association, and Mr. Black argued against dismissal. They contended the "Chicago Idea" was not only a device that throttled competition but which regulated prices. They declared no person outside the parties to the contract had a chance to participate in the photo-engraving industry and that, therefore, the combination was in restraint of trade.

Mr. Steuer claimed that the State Anti-Trust Law dealt only with persons and corporations dealing in commodities and that photo-engraving was not a commodity, but came under the legally exempt category of "work, labor, and services."

TWO CLEAR PROPOSITIONS.

Mr. Black conceded that the union officials were not liable for their participation in the compact inasmuch as labor is not included in the list of things that may not be combined to restrain competition. But he claimed that the actual product of the photo-engraver was a commodity and that the Anti-Trust law was violated.

Judge Mulqueen declared there were two propositions to be decided. He said:

"First, we must know whether there was a monopoly or an effort to create a monopoly, or a danger of a monopoly, resulting from this combination.

"Second, we must learn whether photo-engraving is a commodity of common use."

Judge Mulqueen then decided he would have to see photo-engravers work before rendering a decision.

WEDDING BELLS

Stephen W. Johnson, former editor of the Altus (Okla.) Daily Democrat, and later private secretary to Congressman James McClintic, of Oklahoma, and Miss Eva Howse were married at Altus, Okla., on February 25. Mr. and Mrs. Johnson, after a honeymoon in Kansas and Missouri, will make their home in Altus.

Franklin T. McCracken, of the sports staff of the Philadelphia Public Ledger, was married to Miss Mary Weston Humes, of Philadelphia, last week. She is the third in her family to marry a sporting writer, one sister being the wife of James C. Isaminger, of the North American, and the other the wife of George E. McLinn, of Baltimore.

German Ad Invalidates Levy

The entire tax levy for Cook County, Ill., which is mostly Chicago, was invalidated recently by the Illinois Supreme Court because the authorities published the tax notice in a newspaper printed in the German language, the Illinois Staats-Zeitung. The court held that the notices must under the statute be published in a newspaper printed in English.

HELP WANTED

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

STENOGRAPHER-SECRETARY to executive in newspaper office. Give experience in detail and salary expected. Address P. 3234, care Editor and Publisher.

CIRCULATOR WANTED—Leading weekly newspaper in prosperous district in Washington wants reliable live-wire circulation man, on straight lease-of-circulation plan. Liberal terms. Opportunity for right man to double present list, and build up lucrative business with eventual interest in small daily, if desired. Address P. 3231, care Editor and Publisher.

FOR SALE

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

LINOTYPE—Model No. 3, Serial No. 10109, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

COMPLETE newspaper, job printing and electrotype plant. Newspaper press, 32 page, Goss Straightline, practically new. Seven linotypes, cylinder and job presses, type, and complete equipment. Will be sold as a whole, or separately. Address The Star Independent, Harrisburg, Pa.

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.

EDITORIAL WRITER—Widely quoted paragrapher and editorial writer in a receptive mood. Young, ambitious, well informed, and in the habit of making good. Could be induced to go anywhere in America. Address P. 3224, care Edl or and Publisher.

ADVERTISING SOLICITOR, 23 years of age, competent, energetic, and resourceful, desires connection in advertising department of paper in Southern or Western city of 50,000 or less. Now employed on leading daily in Middle West city of 50,000. Address P. 3223, care Editor and Publisher.

EDITOR'S ASSISTANT—Well-educated young man (32) with energy and originality wishes connection with New York trade paper or magazine. Over three years' experience on technical monthly, and has edited small magazine two years. Has art training and can write copy. Recently returned from year's work in France, and reads and translates French. Employed at present, but wants bigger opportunity. Address P. 3221, care Editor and Publisher.

ADVERTISING MAN—Young man, 21 years of age, having 5 years' experience in all forms of advertising, wishes position. Connection with a larger Agency or any company doing a large amount of advertising preferred. Is well recommended. Address Henry Schmidt, 433 Seneca Ave., Brooklyn, N. Y.

CLASSIFIED AD. MANAGER who has a good, clean record wants to make a change in location; have good reasons; married; good references as to character and ability. Now employed. Address P. 3220, care Editor and Publisher.

MECHANICAL SUPERINTENDENT wants position in newspaper plant as superintendent of press-room and stereotyping departments. Have 17 years' experience in the press-room—job and newspaper. Capable of handling men and looking after little details that are often overlooked but run into money if neglected. Good pressman, stercotyper, and mechanic. Not out of a position, but want to get into larger field. Very best of references. Address P. 3226, care Editor and Publisher.

FOREMAN—Experienced all around newspaper man seeks position on daily or evening paper; metropolitan experience, practical understanding of working conditions; executive ability. 30 years in business; references as to character and ability. Address P. 3232, care Editor and Publisher.

REPORTER—Versatile young newspaper man, five years' experience as general reporter, feature and special assignment man, telegraph editor, camera man and correspondent, seeks situation on lively paper, preferably as regular reporter or special assignment man. Human interest stories his specialty. Has made good everywhere he has been. Will go anywhere. Has job at present time, but wants to locate in city where his services will be appreciated and where he can settle down. Address P. 3227, care Editor and Publisher.

JOURNALISTIC WORK, reporting preferred. Born U. S. Citizen, age 23 years, educated and learned newspaper work in London, (England), just returned, seeks position, big city daily. Four years' London experience. Two years with American specialty writing special Sunday stories; two years general reporting in Metropolitan dailies. Has special knowledge of European situation which should be valuable. Address P. 3228, care Editor and Publisher.

EDITOR AND COPYREADER, twenty-five years' experience in New York City, but anxious to go to small city. Am full of ambition, suggestions and ideas. Nominal salary if grabbed quick. Personally acquainted with all well-known politicians and publicists. References from well-known New York editors. Am a paragrapher, and write heads with a punch. Address P. 3229, care Editor and Publisher.

EDITORIAL MAN—Will editorial and advertising experience backed by art training, travel and ability to write good forcible English be of use in your magazine, trade paper or book publishing office? I am 33, now employed, but desirous of greater opportunity. Moderate salary. Address P. 3233, care of Editor and Publisher.

CIRCULATION MANAGER desires position with a live up-to-the-minute daily. Have had 10 years' active newspaper experience and record shows that results were attained at a minimum cost. Am 28 years of age and a member of the International Circulation Managers Ass'n. Can furnish all references from former employers as to character, results and ability. If you need a young man who is not afraid of work and who will put his whole energy to the task of building up your circulation department, get in touch with me. Can increase your carrier distribution and the efficiency of your carriers by personal supervision. For references address P. 3214, care Editor and Publisher.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

The City Grind

This firm has been responsible for many changes from the "city grind" to successful ownership by capable newspaper men. Our country offers untold opportunities for applying modern publishing methods in the smaller fields.

Furthermore, we believe the print-paper situation is about to clear, and that the newspapers of the U. S. are entering upon the greatest era of prosperity in their history.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Building, New York

Manager Wants An Interest

Knows the newspaper business thoroughly, including editorial, mechanical and business departments. Three years in charge of well known daily; net operating expenses \$58,000; increased morning circulation 30,000, evening 50,000, Sunday 46,000, with corresponding increases in advertising. Resigned to take a business opportunity. "Has a clean, fine record, and is considered a very high grade newspaper executive." Not interested in positions offering salary only, but wants a chance to earn \$5,000 a year one-half to be paid in stock of the company. Prospect of permanency essential. Section No. 127. Open for all positions in the publishing, advertising and printing business can be secured through

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news leats, etc., by addressing the main office, 1117 World Building, New York City.

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 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, fifteen cents a line, and Situation 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, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—E. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Pownier'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.

FOUR HOE MATRIX ROLLING MACHINES

Equipped for motor drive and in good condition

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

DEATH OF ROBERT P. PORTER

Former American Journalist, Later With London Times, Passes On.

A cable dispatch received at Washington Thursday announced the sudden death in England of Robert P. Porter. No details were given beyond the fact that death was caused by a motor accident. Mr. Porter for many years was prominent in public life in the United States. In the eighties he was associated in the editorship of the Chicago Inter-Ocean and Philadelphia Press, and in 1888 he founded the New York Press. He was superintendent of the eleventh United States census and later was President McKinley's envoy to General Garcia in Cuba, after the war with Spain.

Afterward he went to England and became connected with the London Times, of which newspaper he was commercial editor at the time of his death.

Mr. Porter made many trips around the world, and spent much time in Japan and South America. He was the author of "Bread Winners Abroad," "The Full Recognition of Japan," "The West in 1880," "The Ten Republics," and other books. A son and daughter were with Mr. Porter at the time of his death, which occurred at his country estate in Norfolk, the county of his birth. Two other sons are now in this country.

"GRAYBEARD" GRAFF GONE

Veteran Philadelphia Editor Succumbs to Infirmities of Age.

John Franklin Graff, formerly associate editor of the Philadelphia Press, and intimate friend of Charles Dickens and other famous personages of a generation ago, died a few nights ago at his home, 3928 Spruce Street, in Philadelphia, of the infirmities of advanced age. Mr. Graff was eighty-nine years old.

Shortly before the Civil War an interview with Horace Greeley was mainly instrumental in leading Mr. Graff to journalism. He heard a lecture by Mr. Greeley of which he wrote a full report without notes and sent it to the lecturer. The result was a tender of a position on the Tribune. This, however was not accepted as about this time the Philadelphia Press was founded by Col. John W. Forney, and Mr. Graff was invited by Col. Forney to join the staff of the paper, which he did before the first number was issued on August 1, 1857.

As Mr. Graff's initial work was to be correspondence, Col. Forney recommended the adoption of a nom de plume, and from that time for more than fifty years the signature of "Graybeard" was a familiar one in the columns of the Press. When, in his later years, he was asked why he chose this grizzly title, he said he "assumed it as a fiction and retained it as a fact."

During the early years of the Press Mr. Graff was business manager of the paper while he also contributed to its columns.

WILLIAM A. LINN BURIED

Was Long a Figure in New York City Journalistic Circles.

Hackensack, N. J., showed marked honors last Monday, on the occasion of his funeral, to the memory of William Alexander Linn, long an active resident of that town, who died suddenly on February 23, while he was reading and enjoying a smoke after dinner. He was seventy-one years old.

Mr. Linn was once one of New York's best-known journalists. He was graduated from Yale in 1868, having served on the editorial staff of the "Lit," and was poet of his class. His first real newspaper work was on the New York Tribune, where he became closely associated with Horace Greeley, John Russell Young, and Amos J. Cummings. His reportorial work was coupled with the task of indexing, from Mr. Greeley's notes, "Recollections of a Busy Life." Mr. Greeley's peculiar handwriting made the work all the more difficult. Mr. Linn wrote the biography of Horace Greeley at the suggestion of Francis W. Halsey, when editor of the New York Times Saturday Review, which is still regarded as a splendid achievement from a literary standpoint and a most satisfactory estimate of the life work of the great editor.

Mr. Linn remained with the Tribune for four years, holding the position of night city editor. In 1872 he joined the forces of the Evening Post, going later that same year to Troy to edit the Morning Whig, a Grant paper, with which he was connected until May, 1873, when he returned to New York to resume work on the Evening Post, remaining with that journal as city editor, news editor, and managing editor for many years.

After leaving newspaper work he went to Utah in 1897 and gathered enough data concerning Mormon life to write a book on the Mormons that is regarded as a national authority.

W. B. Howland Dead

William Bailey Howland, aged sixty-seven, president of the Independent Corporation, died suddenly on February 27 in his office in New York city, of angina pectoris. His sons, Karl V. Howland, publisher of the Independent, and Harold J. Howland, assistant editor, hastened to his side, but he was dead before a physician could reach him. Mr. Howland founded the Outing magazine in 1882 and was its publisher until 1885. In 1890 he became publisher and treasurer of the Outlook, which he conducted for twenty-three years. It was under his management that Col. Roosevelt became contributing editor. In 1913 Mr. Howland and his sons left the Outlook, he becoming president of the Independent Corporation, which now publishes the Independent, Harper's Weekly, and the Countryside Magazine.

OBITUARY NOTES

DR. HENRY HOUGH, who died in Toronto on February 25, aged seventy-nine, was founder of the Coburg (Ont.) World, which he conducted for twenty-

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

**The
Pittsburg Dispatch**

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

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

one years. Later he engaged in the lithographing business in Toronto. He was active in the Canadian Press Association and for several years was an honorary member of that organization.

HON. GEORGE J. CLARKE, proprietor of the St. Stephen (N. B.) Courier, who resigned the Premiership of New Brunswick on account of failing health a month ago, died in St. Stephen on February 25. He was a native of St. Andrew's, N. B., and in addition to his newspaper activities, engaged in the practice of law.

JOHN LLOYD PARKER, aged seventy-nine, editor of the Lynn (Mass.) Evening Item from 1880 until his retirement two weeks ago, died on February 27, after a brief illness. He had been engaged in newspaper work since he entered a printing office at Woburn at the age of fourteen.

STANLEY H. WATSON, well-known Texas newspaper man, formerly of Temple, and at one time employed on the Ballinger (Tex.) Daily Ledger, died recently in Oklahoma City, where he had gone for his health. The body was shipped to Brenham, Tex., Mr. Watson's early home, for burial.

WILLIAM A. PIDGIN, aged eighty-three, Maine's oldest newspaper man, died at his home in Lewiston on February 21, after an illness of two years, of apoplexy. He began work as a printer when but fourteen years of age. He started on the Portland Advocate as devil and delivery boy, there learning to set type. He was at work there when the first job press ever brought into Maine was delivered. After a varied experience covering twenty years, he came to Lewiston, Me., fifty years ago and remained there until the time of his death.

F. W. WHITE, aged sixty-seven, dramatic critic and editorial writer of the Denver Post, is dead at Denver, of pneumonia. He was one of the founders of the Albany (N. Y.) Union, becoming editor of the Denver Post twenty-five years ago.

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

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

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

FRANK COSTELLO, editor of the Hobart (Okla.) Chief, died at Hobart February 15, in his fifty-seventh year. Meningitis was the cause of death.

EDWARD DUFFY, sixty-three, of Brooklyn, for thirty years a United States custom officer, and formerly an editor of the Albany Argus, died February 23 from a complication of diseases, after a year's illness. Mr. Duffy was born in New York city, and lived for many years at Albany and at Utica, N. Y. He was widely known as a newspaper writer at the State capital for years, and was the private secretary to Gov. Seymour. He was one of the oldest members of the Albany Press Club.

W. C. CUTTER, publisher of the Thief River Falls (Minn.) News Press, was found dead in his room in Hotel La Salle, Chicago, on February 19. Physicians said death was due to heart disease.

THOMAS MCPHERSON, a pioneer newspaper man of Seattle, died recently at the Odd Fellows' home in Walla Walla, Wash., where he had lived for five years.

The city editor of to-day, who confines the local columns to nothing but news, is the editor-in-chief of to-morrow.

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

The Shaffer Group:

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

Hearty co-operation extended to advertisers. Address

Promotion Dept.
SHAFFER GROUP
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The problem of covering the Canadian field is answered by obtaining the service of

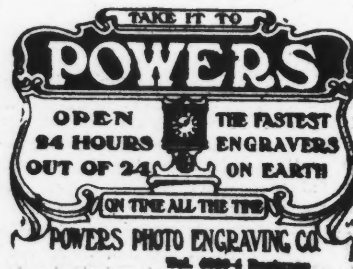
**The Dominion Press
Clipping Agency**

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.



"OHIO FIRST"

OHIO IS FIRST among the states, in having contributed to the Nation *five* Presidents—William Henry Harrison, Rutherford B. Hayes, James Garfield, William McKinley and William Howard Taft.

In producing men of mark, Ohio is famed the world over.

Ohio's people are people of brains, affability, enterprise and wealth. They own real estate valued at

\$3,383,834,608.00!

Salesmen who sell advertised goods in Ohio, find it one of the easiest states in which to make sales.

The intelligence of Ohio merchants, the progressive manner in which they conduct business and their attractive, well-kept stores, coupled with the bond of friendship existing between Ohio buyers and Ohio Newspapers, make selling a light task.

In Ohio, Newspaper Advertising is **FIRST** in bringing results, for the reason that Ohio housewives turn *first* to their own papers for guidance.

In this one feature alone will be found a valuable asset for National Advertisers seeking to expand business and their sphere of influence.

Business is successful in proportion to the publicity it gets.

"Ohio First" Newspapers Are Best

		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	26,541	.035	.035
Canton News	(E & S)	12,316	.0214	.0214
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057
Chillicothe News Advertiser	(E)	2,451	.0085	.0072
Cincinnati Commercial Tribune	(M)	*60,723	.11	.09
Cincinnati Commercial Tribune	(S)	*26,339	.14	.12
Cincinnati Morning Enquirer, 5c.	(M & S)	56,583	.14	.12
Cleveland Leader	(S)	*145,000	.17	.15
Cleveland News	(E)	*125,000	.18	.16
Combination L. & N.		*270,000	.30	.26
Cleveland Leader	(M)	*85,000	.15	.13
Cleveland News	(E)	*125,000	.18	.16
Combination L. & N.		*215,000	.27	.23
Cleveland Plain Dealer	(M)	143,103	.18	.16
Cleveland Plain Dealer	(S)	181,825	.21	.19
Columbus Dispatch	(E)	72,120	.10	.09
Columbus Dispatch	(S)	67,528	.10	.09
Dayton Herald**	(E)	‡22,114	.05	.035
Dayton Journal**	(M & S)	‡22,430	.05	.035
**Combination (M & S) 6c. per line.				
Dayton Journal	(S)	‡22,000	.07	.045
Dayton News	(E)	33,958	.045	.045
Dayton News	(S)	20,388	.03	.03
East Liverpool Tribune	(M)	4,392	.0115	.01
Findlay Republican	(M)	5,950	.0093	.0093
Lima News	(E)	‡9,322	.02	.0172
Mansfield News	(E)	‡7,631	.019	.019
Marion Daily Star	(E)	7,467	.0129	.0129
Newark American- Tribune	(E)	5,318	.0085	.0085
Piqua Daily Call	(E)	4,012	.0072	.0072
Portsmouth Daily Times	(E)	9,075	.015	.015
Sandusky Register	(M)	4,660	.0093	.0093
Springfield News	(E & S)	12,453	.02	.02
Steubenville Gazette	(E)	3,620	.0143	.0071
Toledo Blade	(E)	50,508	.11	.09
Youngstown Telegram	(E)	16,199	.03	.03
Youngstown Vindicator	(E)	18,658	.03	.03
Youngstown Vindicator	(S)	16,716	.03	.03
Zanesville Signal	(E)	*10,000	.02	.02
Zanesville Times- Recorder	(M)	16,711	.025	.025
Totals,		1,762,181	2.9376	2.5683

‡April, 1916, Gov. statement.

*Publishers' statement.

Other ratings Gov. statement Oct. 1, 1916.

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

The New York Globe

New York's Most Virile Evening Newspaper Grows Steadily and Consistently

Circulation

Now averaging over 200,000 a day. Is from 26,000 to 35,000 above the same period in the previous year.

Advertising

Regardless of fair but moderate increases in advertising rates and the almost daily refusal of much business to hold down the use of print paper, The Globe carries more business of the desirable class than any other New York evening newspaper.

Why?

BECAUSE—The Globe is the only New York newspaper made to check up to the standards of such great dominant newspapers as the Chicago Daily News, Kansas City Star and Philadelphia Bulletin.

BECAUSE—The Globe is a newspaper with a purpose—the faithful and reliable service to its constantly growing constituency. Any wide-awake New Yorker can give you several reasons.

BECAUSE—The Globe regularly and consistently spends money to advertise its advertising, and as a definite, stated policy over a period of years has sought to inspire the confidence of its readers in the advertising it prints.

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Tribune Bldg.

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Special Representatives

NEW YORK
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