

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

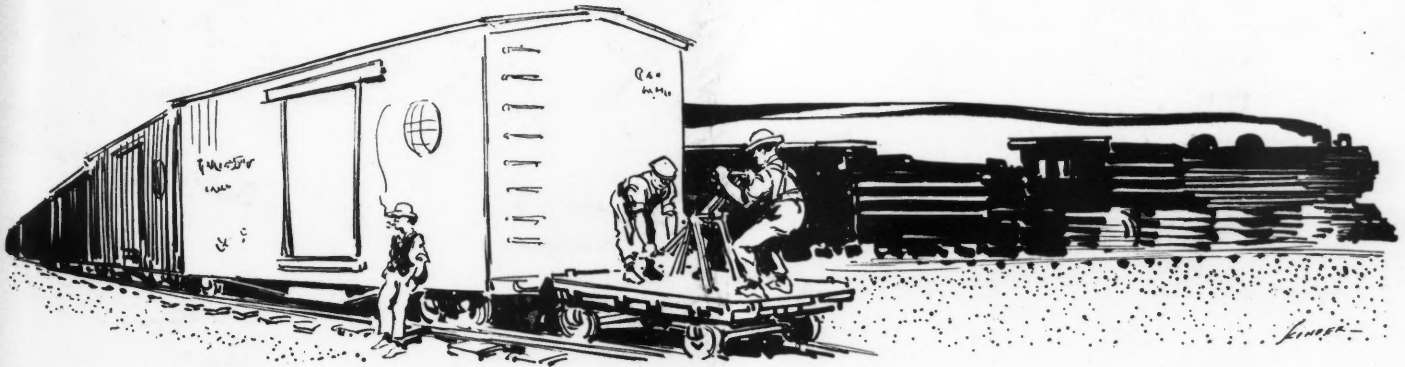
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NEW YORK, SATURDAY, NOVEMBER 25, 1916

10 Cents a Copy



Locomotive vs. Hand Car

Nobody has ever attempted to haul a heavy freight train with a hand car—not when they could use a big locomotive anyway.

Nevertheless manufacturers occasionally try to enter the Chicago market with hand car methods, instead of using the most powerful means at their command—The Chicago Daily News.

There are approximately 450,000 families in Chicago. The Daily News has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. So you can readily see that disregarding the non-

English-speaking, The Daily News is read by *very nearly every worth-while family in Chicago.*

And as The Daily News has a larger circulation, by over 90,000, in Chicago and suburbs than any other newspaper, daily or Sunday, it is the *only* newspaper through which you can reach *all* these worth while families.

When you plan to enter the Chicago market—avoid hand car methods. Use The Chicago Daily News—over 425,000 daily.

New York State's Great Wealth Is Shown in Her 303,223 Licensed Automobiles and Motor Vehicles

SOME idea of the **BUYING POWER** of New York State may be had from the number of **AUTOMOBILES** owned by its wealthy inhabitants.

Automobiles are among the visible signs of affluence.

The owners have **MONEY BACK OF THEM.**

They keep the wheels of business **MOVING IN UNISON** with the whirling wheels of their automobiles.

In the Empire State are 303,223 **REGISTERED CARS!**

The owners of these 303,223 cars **READ THESE NEW YORK STATE NEWSPAPERS EVERY DAY.**

Their families read them.

All alike are personally interested in **AUTOMOBILES, AUTOMOBILE EQUIPMENTS** and **AUTOMOBILE ACCESSORIES.**

Manufacturers of automobiles, rubber tires and gasoline, can find no more **PROFITABLE** field in which to **ADVERTISE** their wares, than in New York State.

If **YOU** own a car consider the demand it makes each week on you for up-keep.

Multiply the amount **YOU** spend weekly by 303,223, and you'll find the immense sum that is spent every seven days in New York State.

The **WISE** automobile manufacturer who goes after this business in a sane way, will get the major part of it by using **THE NEW YORK STATE NEWSPAPERS**, to the **EXCLUSION** of **ALL OTHER MEDIA.**

These powerful Newspapers reach the people in their homes, and they exert an influence among **ALL WORTH-WHILE BUYERS**, with which no mediums outside the State can cope.

Is not this **ONE** business worth your **IMMEDIATE** and **EARN-EST** consideration?

A DAILY FORCE OF ALMOST FOUR MILLION

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Kulekerbocker Press (M).....	41,090	.06	.06	New York American (S)	705,224	.60	.57
Albany Kulekerbocker Press (S)	35,144	.06	.06	New York Globe (E)	210,994	.28	.27
Brooklyn Eagle 3c (E).....	44,332	.16	.16	New York Herald (M).....	99,597	.40	.40
Brooklyn Eagle 3c (S)	28,761	.07	.05	New York Herald (S)	20,744	.18	.16
Binghamton Press-Leader (E).....	102,568	.14	.12	New York Evening Post (E)	192,210	.39	.36
Buffalo Courier-Enquirer (M&E).....	101,795	.14	.12	New York Sun (S).....	171,247	.39	.36
Buffalo Courier-Enquirer (S).....	103,303	.15	.15	New York Sun (E).....	218,463	.2925	.27
Buffalo News	7,832	.0193	.015	New York Telegram (E)	340,904	.50	.45
Cornlng Evening Leader (E).....	21,549	.035	.03	New York Telegram (S).....	398,894	.40	.40
Elmira Star-Gazette (E).....	6,483	.02	.015	New York World (M)	404,858	.40	.40
Gloversville Herald (M)	5,714	.0143	.0108	New York World (S).....	39,276	.10	.06
Gloversville Leader-Republican (E) ..	6,804	.035	.015	Rochester Union & Advertiser (E)....			
Ithaca Journal (E)	8,751	.025	.0207				
Jamestown Post (M)	5,222	.0178	.0107				
Middletown Times-Press	6,888	.0214	.015				
Mt. Vernon Daily Argus (E).....	5,076	.0107	.0107				
Newburgh Journal (E).....	329,984	.40	.38				
New York American (M)							
					3,661,707	6.3160	5.9129

Ratings Government Statements, October, 1916.

The Editor and Publisher will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

For Immediate Acceptance

Syndicate Rights for Simultaneous Publication in Certain Cities, of Special Articles, Reports and Tables to be published December 30, 1916, in

THE ANNUAL FINANCIAL REVIEW

of the

New York Evening Post

"More Than A Newspaper—A National Institution"

On the last business day of each year, The New York Evening Post publishes its Annual Financial Review, comprising many pages and covering the financial and commercial operations of the year. Last year the matter contained in The Evening Post Annual Financial Review was printed simultaneously, or a few days later by special permission, with exclusive local publication rights, in the following newspapers:

Allentown Morning Call
Albany Knickerbocker Press
Baltimore News
Boston Advertiser
Chicago Herald
Cleveland Leader
Grand Rapids Press
Hartford Courant

Louisville Post
Memphis Commercial-Appeal
Minneapolis Tribune
Philadelphia Enquirer
Pittsburgh Post
St. Louis Republic
San Francisco Bulletin
Tacoma Tribune

For a nominal charge, the right to reproduce all or part of the copyrighted articles which will appear in the December 30, 1916, Annual Financial Review will be sold. Advance proofs will be mailed a week or more before the 30th, or as soon as the first articles are in type.

Newspaper owners will be interested because of the opportunity offered to secure a large volume of financial and commercial advertising for this number. The publication of this Annual Financial Review matter gives standing in the financial community in addition to being of vital importance to the readers of your paper.

Acceptances are being received daily. In order to reserve publication rights in your city, wire at once for terms to Syndicate Manager, The Evening Post, New York, N. Y.

A Statement from Mr. J. H. Higgins of *The Boston Herald* that Expresses a Full Measure of Satisfaction with the Monotype and Non-Distribution:

“*Lanston Monotype
Machine Co.
Philadelphia, Pa.*

Gentlemen: It is always difficult for a newspaper composing room to note a reduction in the pay roll, even though labor saving machinery and modern appliances are installed. The work is so varied and so changeable that it is extremely difficult to make a comparison.

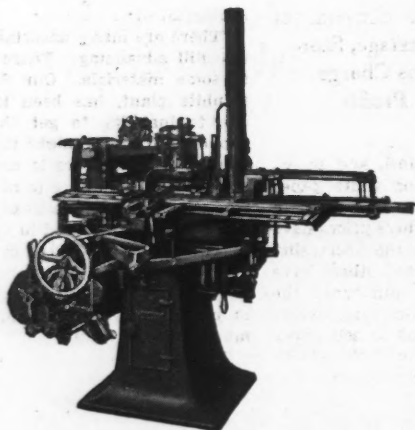
We are, however, well pleased with the Non-Distribution system as far as we have carried it. It has the distinct advantage of new type and full cases all the time, which obviously makes for efficiency, and naturally where all the men are producers instead of devoting a portion of their time to distribution, there can be no question as to the efficiency of the method and the fact that it is a saving. In the case of *The Boston Herald*, our business has been growing rapidly within the past two years, and as the volume of work increases, it is almost impossible to make a comparison with previous conditions, *but I am satisfied that if we were compelled to perform the same amount of work now being turned out in our composing room without the Non-Distribution system, we would be paying more money than we now are.*

In the sum total, I am satisfied that the Non-Distribution system made possible by your machinery works for efficiency and economy.

Very truly yours,

(Signed) J. H. HIGGINS,
Treasurer and General Manager ”

November 13, 1916



Lanston Monotype Machine Co · Philadelphia

NEW YORK: World Bldg. BOSTON: Wentworth Bldg. CHICAGO: Rand-McNally Bldg. TORONTO: Lumsden Bldg.

Creators of Non-Distribution and the equipment to use with it

THE EDITOR & PUBLISHER

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No. 24

MR. DODGE FIXES NEWS PRINT PRICE

President of International Paper Company Reveals Rates Publishers Must Pay on Renewal of Contracts—Allotment Feature Involves Additional Hardship for Newspapers—Minimum Rate at Mill of \$3.10 a Hundred Pounds—Publishers Must Pay Freight, Storage, Cartage and Insurance—Break in Market at Early Date Confidently Predicted—Economies and New Tonnage Promise Relief—Commission Sets Date for Hearing.

The Federal Trade Commission has set December 12 as the date for a joint conference on the news print problem. Manufacturers, publishers, jobbers, and all interested have been invited to attend. The meeting will be held in Washington.

The International Paper Co. has set the price of news print for 1917 at not less than .0310 cents a pound, or \$62 a ton, at the mill. Publishers are to pay freight, cartage, insurance, and storage charges. The paper is to be sold in twelve equal monthly instalments; newspapers to accumulate their own surplus from the allotment they obtain from this corporation.

The announcement of the price was a surprise to publishers, who had expected that the quotation for the coming year would be less than 3 cents a pound. It is expected that other companies will fix their prices at or about the same figure. Philip T. Dodge, president of the International Paper Co., states that the advance of more than 50 per cent. is necessitated by the increased price of everything that enters into the manufacture of news print.

Almost simultaneously with the giving out of the 1917 price of paper by the International Co., representatives of the American Newspaper Publishers Association were in Washington, conferring with members of the Federal Trade Commission, having been invited there for that purpose. L. B. Palmer, when interviewed, said that the published reports of the Washington meeting were incorrect in practically every detail.

The Federal Trade Commission, it is expected, will in a few days announce the date of another hearing, at which manufacturers and publishers will be heard.

News print deliveries by the mills of the United States and Canada for the month of October, 1916, were 1,833 tons less than for October, 1915, indicating that the economies practiced by publishers in the conservation of the white paper supply is beginning to have effect.

Prediction is made in many quarters that there will be a break in the price during 1917, the belief being general that the manufacturers have forced upon publishers economies that will so decrease consumption that by spring the demand will be so far below the supply that competition will be restored, and the mills will be required, in order to save their indus-

try, to lower prices to get rid of their surplus products. In the meantime, a national campaign to limit the use of kraft and other grades of wrapping paper has been instituted, in order that decreased consumption of this product may make machines now used for the manufacture of wrapping papers available for news print manufacture.

The American Newspaper Publishers Association is working along the lines of further economies, reduced consumption of news print, and an increased tonnage of white paper at the earliest possible future date.

The International Paper Company wired patrons asking if they cared to be considered for 1917 "allotment," and

naming the price at which its product would be sold at the mills. The allotment plan will compel publishers to go into the open market and bid against each other for surplus supply; unless, by the time there is an increased demand for advertising space in the newspapers, the supply shall so far exceed the demand that there will be a sharp break in price. This seems to be the general idea, not only among publishers, but manufacturers of news print as well. International common stock, which had been quoted around \$70 prior to the announcement of the 1917 price, dropped to \$64, the inference being that Wall Street had expected that the demand of this company for the coming

year would be in excess of the rate as announced.

Labor costs \$1.20 a ton more than it did one year ago. Coal is higher, and in some cases we have been compelled to purchase it at retail prices, in order to keep our plants running, to supply the paper which we are under contract to furnish to publishers."

"It has been stated that you are charging a price for paper equal to that made by the conversion mills, that buy all their supplies in the open market, while you manufacture your sulphite and grind your own wood."

SAYS PRICE IS BASED ON COSTS.

"The price we have made, of not less than \$3.10 per hundred pounds at the mill, is based entirely upon our own cost of manufacture."

"Are there any hazards in the business that make it seem certain that the price you quote will be necessary during all of 1917?"

"There are many uncertainties. Prices are still advancing. There is shortage of some materials. Our Solon mill, a sulphite plant, has been idle recently, due to inability to get the necessary supplies. Tuesday night the Canadians refused to allow cars to cross the border, because of failure to get them back from the American railroads. We have \$750,000 worth of wood in Canada waiting shipment to this country. Car shortage compelled us to buy 200 cars of our own, and we must get 200 more in order to keep our supply of wood moving to the mills."

"The price is a great surprise to American publishers, Mr. Dodge."

CANADIAN PRICES HIGHER.

"Not as high as some of the Canadian mills will charge, where, I understand, prices running from \$3.25 to \$3.50 per hundred pounds have been asked."

"Then it is impossible for the International Paper Company to sell news print at less than \$3.10 per hundred pounds, at the mill, whereas it was sold at about \$2 per hundred pounds last year?"

"It is. We are facing the same condition that obtains in every other line, and we are compelled to raise our prices to the publishers, to cover the cost of doing business, and in order to make a fair profit for our stockholders."

"According to the figures for October, news print deliveries were something like 1,800 tons less than for the corresponding month in 1915."

"The output varies. Machines do not always make the same amount of paper. A machine that runs more than

INTERNATIONAL PAPER COMPANY FIXES PRICE OF "ABOUT \$3.10 F.O.B. MILL" FOR ITS '17 OUTPUT

President P. T. Dodge Announces Minimum Rate for Renewal of Contracts, Placing Additional Cost for Freightage, Cartage, Storage and Insurance on Buyers—Contends that This Charge Permits to the Corporation Only Reasonable Profits Over Manufacturing Costs.

News print will cost publishers not less than \$3.10 at the mill during 1917. This is the price set by the International Paper Company, which makes 25 per cent. of the supply used by the newspapers of the United States. The price was given out by Philip T. Dodge, president of that corporation. In addition, publishers must pay the freight, cartage, storage, and insurance charges, and they will be given an allotment on a monthly basis, without leeway, and from it accumulate their own surplus for busy months.

"The price," said Mr. Dodge, "is based on the increased cost of manufacture, due to the advancing cost of everything that enters into the making of paper."

"How are publishers to meet an increase of more than 50 per cent., Mr. Dodge?"

REMEDY IN HIGHER ADVERTISING RATES.

"By increasing advertising and subscription rates. They should not be expected to transact business at a loss. We cannot do it. No other business does. They should not. The increased cost should be added to the charges they make for the space they sell to advertisers, and to their readers. Paper cannot be manufactured and sold at a fair profit for less than \$3.10 per hundred pounds."

"The increase in the cost of news print is not nearly as great as in other

lines, such as copper, steel, and so on. The rise in the price of white paper has been less in proportion than in other lines of business, where prices have been increased to meet the increasing costs. We have done what others have been compelled to do, and what the newspapers are justified in doing. Surely we cannot be expected to sell paper for less than cost of manufacture? In this respect, I want to say that we have been furnishing paper recently, on old contracts, at a price that does not return a profit to the company. We could have made a profit of \$2,000,000 on our surplus if we had sold it to the export trade. We did not do that. We kept it and supplied it to the American publishers. We get no credit for that, but we did it, and the newspapers obtained the benefit."

"Has there been such an enormous increase in the price of materials entering into the making of news print as to cause an increase in price of more than 50 per cent.?"

MR. DODGE TELLS OF COSTS.

"About 50 per cent., yes. Ground wood, for example, has been quoted at \$40 a ton. This is the bid price. It stands to reason that we cannot furnish paper at 2 cents a pound, when the cost of this important raw material sells for that sum. Sulphite brings \$100 a ton. Wire that formerly cost us 24

90 per cent. capacity gives close to maximum results. Sometimes they drop below that amount. This is the experience in all lines of manufacture, and ours is not an exception.

"How much has the surplus stock been lowered?"

"It has dropped from 42,000 tons, approximately, to about 13,000."

SAYS PRICE IS A DISASTER

Publisher Analyzes Conditions Imposed by Mr. Dodge's Decision.

"The fixing of the price of news print at \$3.10 a hundred pounds is a disaster to the newspapers of the United States," said a prominent Western publisher, who is in New York, and who has been investigating the paper market for the past several weeks. The price named will fall particularly hard on the weekly papers, but the greatest suffering will be on the part of newspapers that purchase in amounts that run up as high as 20,000, 30,000, and 40,000 tons yearly. Some newspapers made contracts with the International Paper Co. several months ago, I understand, the price to be paid to be in accordance with the rate that would rule for 1917, when it was finally decided upon.

WHAT IT MEANS TO ONE PUBLISHER.

"The price of \$3.10 will mean, to one publisher, an increase of \$840,000 in the price he must pay to the International Paper Co. on the basis of his present consumption.

"To meet this, the International people say that publishers must raise advertising and subscription prices, but this will not help much. If advertising prices are advanced 2 cents an agate line, and figuring that he will not lose any business incidental to the raise—which he will—he will gain additional revenue to the amount of \$120,000. This reduces the cost to \$720,000, which he must raise. The profits from his paper amount to \$200,000 annually. When he pays that over, he still has \$520,000 which he must pay to get the amount of news print he will need during 1917. What will happen in 1918 is enigmatic, for then times may be worse from an advertising standpoint, and the publisher's losses may be greater.

"I know of another newspaper man whose consumption is 40,000 tons. The price named by the International means that he must pay \$960,000 more for his paper in 1917 than he did this year. There are many papers that consume 20,000, and 15,000 tons a year, and a great number that use 5,000 tons. The profits of newspapers that buy 5,000 tons of white paper in twelve months are small. The increased cost to these smaller papers will run up to \$120,000 and \$130,000. They haven't got the money, and if the price is maintained at Mr. Dodge's figure, a great many of them will fail.

"I am told that Mr. Dodge believes that the price of newspapers will be forced up to 2 cents a copy, and that he thinks they should be sold for that price. That will not help, for the reason that there are a number of newspapers with contracts that extend well into 1917 that will enable them to keep their prices at 1 cent a copy. The Chicago Tribune and the New York World manufacture their own paper, and they are not likely to go to 2 cents a copy. If the Tribune in Chicago, and the World in New York, keep the price down to 1 cent, the other papers cannot go to 2 cents. That is self-evident.

"The advance in the price of paper of \$1.10 per hundred pounds as a minimum, will cost the daily papers of Chicago \$2,000,000 more during 1917 than in 1916. The increase in New York will be at least \$3,000,000. It will cost Boston fully \$2,000,000, and proportionately in every town and village in the country. The figures I have given you for Chicago and New York take into consideration the news print that is not purchased from the International Company.

WHAT THE ADVANCES TOTAL.

"Here are some significant figures for publishers to consider. The International Paper Company manufactures, I believe, about 1,400 tons of paper daily. The increase in price to \$3.10 a hundred pounds means an advance of about \$22 a ton, or something like \$30,800 a day. There are 312 working days in the year, the mills not running Sundays. This makes the total increase close to \$10,000,000 a year for the International's output. The advance in manufacturing cost to the International Paper Co. cannot be more than \$6 a ton, which leaves a profit for that corporation of close to \$7,000,000 a year! This is over the increased cost of the product of news print. In addition, they are turning out wrapping, kraft, and other profitable grades!

"A stockholder of the International Company estimates that the earnings of that concern for 1917 will be close to \$15,000,000 above the normal profits, or approximately twice as much as the International has earned in dividends during the past ten years.

"The publishers of the United States have been alarmed because of the threats of the International Company as to what the price of news print would be in 1917, and have been cutting down, printing closer papers. There has been greater economy practiced in the use of white paper than ever before; and, according to my information, they have used something like 2,000 tons less during the month of October just passed than they did during the same month in 1915. If this continues, another condition will arise, for consumption will drop, and a condition will be brought about where the supply will be greater than the demand.

"To give you an idea of the economies that are in the minds of some publishers, I need only to state that last week, at a meeting of the publishers of Boston, one man present suggested that the newspapers of that city should print but four pages on Mondays, letting the Sunday and Tuesday issues carry the bulk of the advertising. The idea was not endorsed by the others, but it shows the drift of opinion on the part of publishers, and the economies that some of them are willing to adopt.

PREDICTS A BREAK IN PRICE.

"I predict that if the price of \$3.10 a hundred pounds is to stand it will be accepted as an effort to regulate the price that publishers of the United States must pay for news print, for in my opinion other mills will not make a price below that of the International. If that price is adhered to, I am of the opinion that within four months the paper companies will discover that the habits of economy that they are forcing upon publishers will be practiced so rigidly that the newspapers will cut down their consumption to such an extent that the demand will be far below the supply—so far, as a matter of fact, that the paper manufacturers will be compelled to revise the price to save the industry.

"I think it is true that the paper corporations feel that there will be a decided falling off in consumption. There

is a report, which I am not able to verify, that a paper exchange is to be or has been created in Canada, where the surplus of the mills is to be sent. This exchange, I am told, expects to dispose of the surplus, paying the mills a fixed price.

"In Canada the price of paper has not been fixed, but the belief is that the mills there will furnish white paper to Canadian publishers for \$2.50 a hundred pounds, and will charge American publishers from \$3 to \$3.25 a hundred pounds.

SAYS PAPER MEN FEAR A DROP.

"Many of the paper mill owners and managements are timid of the results at the increased price, and the results that will follow. However, they will likely follow the lead of Phillip T. Dodge, of the International Paper Company, who is a man of very great courage, and whose determination to advance the price has resulted in the figure which his company has set, and which will compel publishers to pay not less than \$3.10 a hundred pounds for news print at the mill, plus freight, storage, insurance, and cartage, or an increase of over 65 per cent.

"If this price is maintained, it would not surprise me if a number of the newspapers in the United States went out of business in 1917.

"The hope lies in the ability of the publishers to so contract their demands, so cut down the size of their papers, and reduce consumption to such a point, that the supply will be in excess of the demand, and the mills, in self-protection, will have to make a lower price in order to dispose of their product."

McINTYRE DISCUSSES NEW RATE

A. N. P. A. Paper Expert Says Price Fixed Cannot Be Justified.

"The price is not justified by increased costs," said A. G. McIntyre, paper expert of the American Newspaper Publishers Association, discussing the International Paper Co.'s quotation for 1917 news print. "Certainly the company shows a poor policy to take excessive profits at the present time, taking advantage of world conditions, and the organization perfected by the manufacturers. Publishers expected an increase in the cost of wood, wire, felts, coal, car-shortage, and labor troubles, but when reduced to figures, these increases in cost could not, in the most poorly operated mill, amount to more than \$10 a ton, and in the average mill not more than \$5 a ton.

"For the first half of 1917 in all the mills, and for all of 1917 in the best mills, the increase will not reach more than \$5 a ton. Publishers are willing, under the present very exceptional conditions, to concede all of these costs and also to concede considerable profit, since manufacturers in other lines are taking additional profits, but making all these concessions, and being very generous as to profits, the price is at least one half a cent a pound more than conditions warrant.

"Publishers are disappointed at the action of the International Paper Co., whose policy is one that will be adopted by other manufacturers.

"If newspaper earnings of publishers had been substantial in the past, it would be possible to use up the last three or four years' profits for these increased prices, but the publishing business has been so precarious that they have no leeway in this connection.

"An increase in advertising rates of 2, 4, 6, or 8 cents a line will not be-

gin to meet the costs or make up the deficit that stares the newspapers in the face. There will be 2,000 papers forced out of business in 1917, and not all small ones, either.

"The present condition is the worst confronted by the newspapers of the United States since 1907, when manufacturers, by unfair and illegal combination, forced the price of paper up 50 cents, a condition which was then thought to be unbearable.

"We have now all of those elements, and in addition to the increased cost of paper, there will be the publishers' own increased costs, which exists just as truly as that of the news print manufacturers.

"It is a dark day for publishers, who face ruin and disappointment, with no quarter offered."

APPEAL TO PUBLIC SENTIMENT

A. N. P. A. Issues Statement Concerning Menace to Life of Newspapers.

Public sentiment is to be aroused to the danger that confronts the newspapers of the United States in the increased cost of white paper. An advertising campaign is to be started by the American Newspaper Publishers Association, informing readers of the difficulties which the new price will present to publishers, and, in turn, to advertisers and subscribers. Copy for the advertisement has been sent out by the Association, and it is expected that within a few days practically all of the newspapers of the country will be carrying the message to the people. The announcement of the paper committee of this organization, which appears on page twenty-five, states that it expects that 2,000 newspapers will go out of business during 1917, because of the prohibitive news print prices which manufacturers are exacting for next year's supply. It is stated, among other things, that most publishers will be compelled to face a deficit in order to meet the increase, if they maintain in the future the same measure of service they have rendered to the public in the past.

The fact that newspaper service is the cheapest necessity that money can purchase, is set forth, and that advertising is the cheapest and most effective way to reach customers, is made plain. All of this, the advertisement states, has been effected by a world-wide organization, by the most efficient system, in order that the public may be served for the smallest possible amount. Coupled with the increasing cost in the matter of printing a newspaper, the increase of more than 50 per cent. in the cost of white paper is the most serious problem with which industry in the United States has had to grapple for many years.

WILL AROUSE THE PUBLIC.

The idea is to arouse public sentiment to the gravity of the present situation caused by the present shortage, which enables manufacturers to take advantage by raising the price of news print the first of the year to a point in excess of the earnings of most newspapers, expecting them to pass the cost along to the public, which purchases newspapers by millions of copies daily.

It is said that representative manufacturers of news print of the United States and Canada were in New York the first part of the week, previous to the announcement of the price of news print by the International Paper Company for 1917. They departed for their homes when the price was made public.

(Continued on page 12)

HOW NEWSPAPERS STOP WASTE OF NEWS PRINT

Circulation Managers of Leading Dailies Outline Policies of Conservation and Economy Practiced—Elimination of Return Privilege Always Increases Cash Receipts—Cutting Off Free Copies a Big Factor—Press Room Waste Utilized—Exchanges Placed on Business Basis.

[THE EDITOR AND PUBLISHER has asked the circulation managers of representative daily newspapers of the United States and Canada to outline, for the information of newspaper makers everywhere, the policies of economy which they have put in force. The news print shortage, and the abnormal increase in price, have made drastic savings necessary in all newspaper offices, and in effecting these savings the circulation managers have, as a matter of course, played a very important part. How they have eliminated waste in every direction is interestingly told in the letters which are here printed.—Ed.]

A BLESSING IN DISGUISE?

D. B. G. Rose, *Cir. Mgr., Louisville (Ky.) Evening Post:*

REGARDING the news print situation, I beg leave to call your attention to a portion of my address, made five months ago, before the International Circulation Managers' Association Convention at Grand Rapids. (See page 11 of the Convention Proceedings.) My subject, 'Looking into the future for just one year, what do I see on the general subject of circulation?' While I lay no claim to being a prophet or the son of a prophet, I said then:

"Reduce to the minimum all over-productions and unnecessary distribution. . . . It is the duty of every circulation manager to watch diligently his press run and eliminate all waste. Those of you who have not already done so, should place your exchanges, your correspondents' and service papers on a strictly cash basis. . . ."

"I know of a news print manufacturer who wrote a publisher recently that the increase in the price of news print was 'a blessing in disguise,' and while the publisher did not say it out loud, I feel sure that he thought that Mr. Manufacturer was a damphool—but was he?"

"Will not, cannot, some good come to the publisher in the unprecedented advance in the cost of news print? I believe so. Why do I believe so? Immediate conservation measures and, in the future, such methods as will tend to eliminate waste and unnecessary production.

"We have reduced newsboys' returns from an average of about 1,500 copies per day to less than an average of 500 copies per day, and at the same time we increased the price on our sporting edition from one cent to two cents per copy. We cut off all returns from city agents, thereby saving another 1,000 copies or more. We also increased the price of the sporting edition sold by city and suburban agents from one cent to two cents per copy. It was not necessary to cut off the return privilege from our State agents, for we did this over ten years ago. Now the only returns we have are from newsboys, and out of a circulation of 40,000 we have less than 500 unsold or returned copies per day.

SAVES A MILLION COPIES A YEAR.

"We have cut off all foreign exchanges. We have cut off all free copies. We have thus been able to save more than 3,000 copies daily, or approximately one million copies per year. In addition to this saving on white paper and the consequent profit, we have increased our cash revenue from circulation over the amount received previous to putting into effect the above measures.

"It is thus shown that the increase in the cost of news print may indeed become a 'blessing in disguise' for the unprecedented increase in the cost of news print, while it, of course, will eliminate all profits even to the most successful publisher in the country, in fact, it will cause even to the most fortunate publisher actual loss, yet it will have caused the elimination of all waste and unnecessary use of news print, and I predict by June 1, 1917, the price of news print will again return to its former channels.

"The increase in demand, both in the United States and abroad, caused by the European war, coupled with the desire of the manufacturer to make good on dividends, now that the opportunity is at hand, has caused the increase in the price, but as above stated, it is my belief that by June 1, 1917, the supply will be greater than the demand, and the price will be reduced in consequence; and in 1918 the newspaper publisher will again come into his own, and the Lord knows, he will be deserving of it."

INCREASED RECEIPTS THROUGH ECONOMIES.

J. J. Lynch, *Cir. Mgr., Cleveland (O.) Press:*

"The Cleveland Press was in an excellent position to further economize when the news print situation became so serious, because, for the past ten years, we had been furthering our plans to put our paper on a non-returnable basis. We had succeeded in putting our entire country circulation, city carriers, newsboys, and newsstands, on a non-returnable basis for a period of two years. That left us with only our branch or distributing points, in the city, to regulate. We had been permitting these distributing points a 5 per cent. return privilege. For the past three months this has been reduced so that at the present time it is averaging about 1½ per cent.

"The only other troubles we have to contend with were papers sent to correspondents, exchanges, foreign and local advertisers. We were never very strong with frees to correspondents and exchanges, so that these two items were very easy to eliminate. The one real problem we had to contend with, and at the same time avoid making any enemies, was foreign and local advertisers. Too much freedom has been granted to this class by most newspapers. We felt, however, that we had to curb these departments, and we therefore mailed a letter to each of our advertisers explaining the facts about the increased cost of white paper, and that it was necessary for us to curtail the number of papers to be sent to them. The result was that a copy of

our paper is mailed to foreign advertisers only when their ad appears.

"Local advertisers receive a limited number. Any excess copies must be purchased. By this method we have reduced our complimentary on correspondents, exchanges, and advertisers from an average of 1,200 per day to an average of 300 per day, or a saving of 75 per cent.

"In order to protect ourselves against future rises in the cost of paper, we increased our prices, on August 1, to all country carriers and news dealers from 50 cents to \$1.00 per 100 papers. We figured that we would lose about 20 per cent. of our circulation. For the first sixty days our net loss was 14 per cent. Since then we have been making a small but steady increase, which proves to us that we are at the end of our losing period, and we feel that inside of six months we will have regained most of our loss. By this method we not only saved the 14 per cent. in white paper, but we have increased our receipts 50 per cent."

SAVES 15 TO 20 TONS A MONTH.

Lestie E. Neafie, *Cir. Mgr., Toledo (O.) Blade:*

The Daily Blade is the only two-cent newspaper in this whole territory. In spite of the fact we have put the following into effect:

We have discontinued all returns throughout our city, suburban, and country territory. This even holds true for street sales and newsstand sales. We have also discontinued all complimentary copies and service copies for conductors and motormen on interurban lines. We have discontinued all of our copies going to advertisers and advertising agents, and only send them copies when they have copy running to show proof of insertion. With our local advertisers, we furnish only the larger ones with one or two complete copies, furnishing them with clippings for the balance. All of our exchanges have been discontinued and everyone is forced to buy and pay for the Blade who wishes to receive it. Our editorial department buys, in return, any papers that they wish to receive. In our office we have put in files for service copies, so that all departments may use these files for clipping purposes.

On account of the above changes we have been able to cut down our returns and unpaid circulation to a minimum. No copies are wasted in any manner. It means a saving of fifteen to twenty tons per month."

MATERIAL SAVINGS IN HOUSTON.

G. J. Palmer, *Gen. Mgr., Houston (Tex.) Post:*

Since the white paper situation became acute, we have made the following change in retrenchment:

Cut off nearly 1,000 copies daily, including exchanges, complementaries, service papers, advertisers and agencies. Under our present system the only papers that go to advertisers and agencies are the ones containing advertisements in which they are interested. Spoiled papers are used for local advertisers.

We have saved about two columns a day by reducing the rules between

classified ads and between display ads to hair line rules on one point body.

We have saved about four pages on Sunday by the elimination of free publicity and a few departments that have been running in some particular interest without regard to news, such as musical department, etc.

We expect to extend our columns one-half inch as soon as the drawings are completed for changes in our stereotype machinery. This will add about eighteen columns of space per week, with no extra cost for white paper."

SAVINGS STILL INADEQUATE.

Charles E. Blewer, *Cir. Mgr., Binghamton (N. Y.) Press:*

"In the first place, we were allowing a 10 per cent. return from our suburban and country towns and city newsstands. We have cut these off, which gives us a net saving of about 800 papers daily. We have also cut off 350 complimentary service copies, which makes a total of 1,150 copies saved each day. In the mailing room, where we were formerly wrapping our square bundles with manila paper 22x48 size, we now cut this size into three parts and use them as caps for the bundle and the remainder is wrapped with the waste from the press. In this way, our wrapping paper for the square bundles goes three times as far as formerly. We are also using a patent tie-rope which we get from the Unadilla Tie Co., Unadilla, N. Y., for our city bundles, which the boys are compelled to return to us each day. While these changes are giving us quite a saving, they do not begin to overcome the additional cost of producing our paper."

CUTS OFF 500 COPIES A DAY.

A. T. Butler, *Business Manager, Wichita (Kan.) Beacon:*

"The first thing the Beacon did to reduce the consumption of news print was to cut off the return privileges to all news dealers, effective September 1, 1916. Some of them reduced their orders, and others cancelled their orders entirely, but to-day we are receiving more cash from our news dealers than ever before.

"We then took our mailing list and cut off 116 exchanges, 188 complementaries, 140 foreign advertisers, and we seem to be getting along just as well without them. In addition to this we cut off a number of free copies that were given out in our business office. Local advertisers, who had been in the habit of calling at the office each evening and getting from 2 to 8 copies, were reduced to half their usual number. No copies were given them unless they had an advertisement in the paper. In less than thirty days' time we had cut off over 500 free copies—a saving in dollars and cents of over \$1,000 a year. We also reduced our waste in the press room over 50 per cent."

GREATER CASH RECEIPTS.

J. L. Erwin, *Cir. Mgr., Columbia (S. C.) State:*

"Realizing the seriousness of the situation, several months ago, we discontinued the return privilege to all newsdealers and railway news companies, placing our paper strictly on a paid basis. We cut out most of our exchanges, abol-

ishing our complimentary list entirely and largely reduced the number of service copies. We are using the greatest care in our pressroom to reduce the number of spoiled copies and waste to a minimum and have reduced the margin of our paper one-half inch.

"For the benefit of the many circulators who, no doubt, will be interested, I will state that we find that, while many of the newsdealers have reduced their orders we are now really getting in more cash for papers sent to the different dealers than before we cut out the return privilege."

MANY ECONOMIES IN EFFECT.

A. G. Coogan, *Cir. Mgr., Winnipeg (Man.) Free Press:*

"About a year ago the return privilege granted to newsdealers was entirely discontinued, after a gradual reduction for several months previous to that time.

"On October 1, 1916, all exchange, correspondents' and employees' copies were discontinued. Complimentary and service papers have been closely checked for some time past, and only amount to a few copies at the present time.

"Press orders are checked very closely, so that the overrun may be kept as low as possible, and strict inquiry made whenever this waste appears excessive. The fact is, we have to get spoiled papers from the pressroom in order to get sufficient waste papers to provide the mailing-room with single wrappers.

"No efforts to increase our circulation in territory where the price is very low have been made for about a year past, and the rate to newsdealers in this territory has been increased so that their orders call for no more papers than are actually required."

LARGE SAVING OF NEWS PRINT.

John D. Simmons, *Cir. Mgr., Atlanta (Ga.) Journal:*

"On July 2, 1916, the return privilege was abolished, the street price of the daily increased from 2 cents per copy to 3 cents per copy, subscription rates advanced 20 per cent., the price to newsboys and dealers advanced 50 per cent., all exchanges and complimentary copies had been discontinued. Advertisers limited to one copy of the paper containing their ad, the department stores to ten proofs of their ad appearing in any issue, and one complete paper.

"All mailing list subscriptions are payable strictly in advance, and the paper is discontinued the day subscription runs out. Service copies have been reduced to the lowest possible minimum.

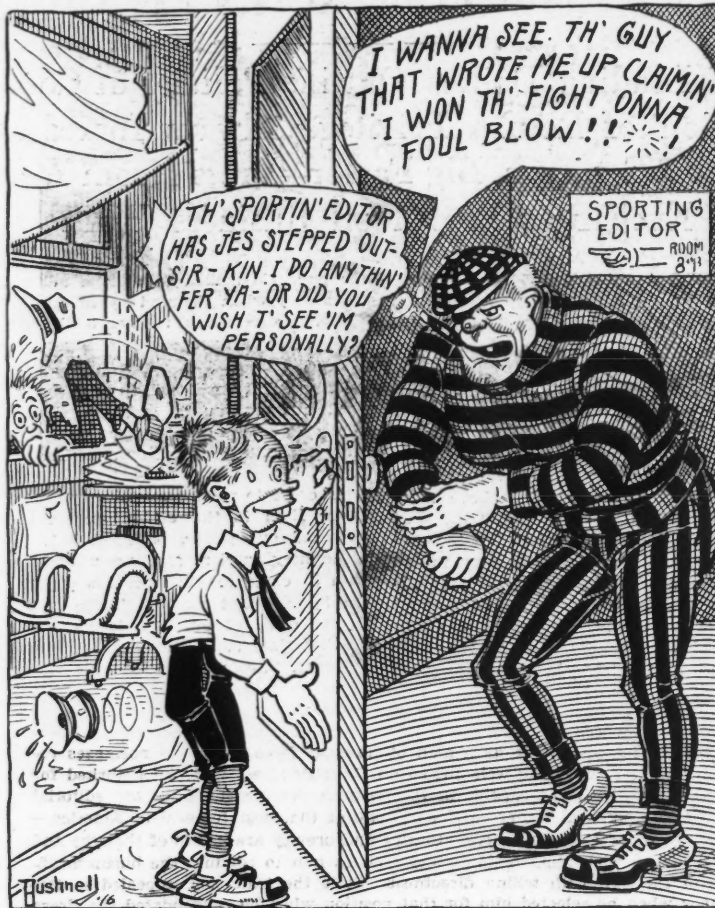
"Notwithstanding all this saving, the Journal's net paid circulation is just about the same as it was for the corresponding months one year ago. The further saving was brought about by keeping the press runs close on each edition, so as to prevent having too many left over. All waste having been reduced to the minimum, and running only such papers as there is a demand for, and a cash income to cover, has resulted in a large saving in our white paper stock."

ON A PAID BASIS.

J. M. Annenberg, *Cir. Mgr., Schenectady (N. Y.) Union-Star:*

"The Union-Star was the first daily newspaper in this section of the State to abolish absolutely the returns to everyone: the complimentary list has been abolished; we send to advertisers copies of our issue only when their ad appears; and every other waste possible cut down to where we have very few copies that are not paid for."

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN FRIEND OFFICE BOY STALLS OFF A BIG BUNCH OF TROUBLE FOR THE SPORTING EDITOR.

NO LOSS IN PAID CIRCULATION.

Martin A. Miner, *Cir. Mgr., Utica (N. Y.) Observer:*

"Early last June, the return privilege was abolished entirely, with no loss in paid circulation. All complimentary and other free copies that could possibly be taken from our lists, were cut off. Our exchange list was already on a paid basis. Papers to advertisers are sent only on days when advertisements appear. Our paid circulation has increased nearly a thousand copies during the past six months, while our press run shows an increase of only about two hundred copies."

GETTING DOWN TO BED ROCK.

H. W. Wheeler, *Cir. Mgr., Hartford (Cl.) Times:*

"In order to do our share toward conserving the newspaper supply we have:
"First: Placed our exchanges on the full price basis to all publishers. We pay full price for all papers we use on our exchange table and charge our regular \$8 a year rate to all publishers who desire our paper.

"Second: We have worked out a system by which we mail our paper to foreign advertisers only on the days that their advertisements appear.

"Third: We have cut off the return privilege to all newsdealers and distributing agents. During the World Series we even issued our extras on a non-returnable basis and our sales were larger than ever before.

"Fourth: We do not have more than 100 left-over papers a day and these left-overs are utilized for wrapping city bundles. We have reduced our free and complimentary list to a great extent and expect to reduce it still more on January 1."

FULL PROGRAMME OF ECONOMIES.

John M. Schmid, *Cir. Mgr., Indianapolis (Ind.) News:*

"We have done everything possible to cut out waste. To be specific, however, we have cut off the return privilege to all city newsdealers and carriers. The newsboys are allowed an exchange privilege on early editions only. In the country we allow no return privilege excepting to agents in the larger cities where we have a transient sale, and the limit is 3 per cent. We have cut off all foreign advertisers, sending them each issue out of the surplus and returns that are received from the day before. In this manner the mailing of such copies is delayed twelve hours, but it answers the purpose. Employees' copies have been discontinued.

"Local advertisers are limited to their actual needs in the way of complete copies and are given clippings taken out of our press room waste for additional copies of their advertisement which they might desire. All complimentary and dead-head copies have been discontinued. Exchanges have all been placed on a cash basis. We pay for what we need and expect other publishers to do the same with our paper. So much for the output.

"Agents in the larger towns in Indiana must ship back the whole paper by interurban freight whenever the supply of unsold is large enough to warrant a shipment. In this way we practically conserve all of our unsold copies. The twine is also shipped back at regular intervals and we allow agents 3 cents per pound for all the good twine that is received. This is also done generally in the city, where we use old newspapers for wrappers.

"All newsdealers in the city receive

DISTRIBUTERS CONDEMN WASTE OF NEWS PRINT

Representative of Big Chicago Concern Points Out Some Costly Errors Made by Publishers in Their Circulation Departments—How Reforms Can Be Accomplished.

W. J. McMurray, of the Hotel and Railroad News Company, of Chicago, says, regarding that big concern's opinion regarding news print waste:

"A very small number of the leading outside dailies handled in Chicago on a large scale are on a non-returnable basis. It is the paper struggling for circulation that is forced to send papers to Chicago on a returnable basis, else lose the representation. They must make a showing in order to influence national advertisers their way.

"We are distributing agents for newspapers and magazines, and represent a number of leading papers throughout the country. When the return limit was in effect we tried in every way to save the publishers from unnecessary waste. It is our aim to hold returns to a minimum figure by adjusting dealers' orders ourselves, immediately after every collection, thereby holding returns to a reasonable low figure. We do not recognize the dealer's judgment to fix his own order, for we found from experience a majority believe in stocking up at the publishers' expense. So long as a publication is fully returnable most dealers seem to lose all sense of judgment, and make sure his store is well stocked at the other fellow's expense.

"THE EDITOR AND PUBLISHER'S move to influence publishers to cut down the complimentary list is a good move, and one the publisher should appreciate."

"Exchanges, free-to-advertisers, and agencies other than those doing business with a paper should be eliminated. They are evils that are worse for the publisher than allowing returns, for it has been a breeder of carelessness and dishonesty. A large number of the exchanges and free copies find their way into the hands of unscrupulous dealers and agents, which means they are offered for sale or the headings returned to the publisher for credit. It is a known fact that in some cities there are persons who make it a business of gathering exchanges from the newspaper offices at the end of each day."

their copies unwrapped, through carriers, out of our various sub-stations. In this manner we not only deliver the papers flat and in a more presentable shape, but also save the time of wrapping, label, paste, and wrapping paper.

"We have recently started to use a patented tie, made out of sash cord, which is guaranteed to undergo 1,000 wrappings. These are returned from our various substations daily.

"We have practiced other economies in our various departments but those enumerated above are the most important."

RAISED PRICE TO 2c.

F. R. Oyster, *Cir. Mgr., Harrisburg (Pa.) Telegraph.*

"We have cut off returns, raised the price of our paper on the street to 2 cents per copy, cut our free list to the limit, and in other ways have made a saving. We have also cut our news-space allotment and cut off pages whenever possible. We hope in the near future to be able to introduce other changes to help along these lines."

NEWS PRINT SITUATION BEFORE OHIO PUBLISHERS

Bourne Law Also Discussed at Meeting of Select List of Dailies—Suggestions for Paper Conservation—Repeal of Federal Circulation Statute Proposed.

Plans for meeting the high cost of news print paper, and suggestions looking to the improvement of the Federal law governing the publication of circulation statements, were discussed at the meeting of the Select List of Ohio Daily Newspapers at the Cleveland Advertising Club on Wednesday. This is the first regular meeting to be held in Cleveland by this organization, and the first to be held outside of Columbus, excepting the summer meetings at Cedar Point.

Noted advertising men, publishers, and city officials attended the meeting and spoke on pertinent topics pertaining to the craft.

The principal speaker was Elbert H. Baker, president and general manager of the Plain Dealer, who told the members what his newspaper is doing to eliminate waste and cut down the cost. Mr. Baker told of the Plain Dealer's plan to reduce the width of margins, thereby saving nearly one column on each sheet. This can be done, he explained, by altering the presses at a moderate outlay, which is more than made up on the saving of paper. C. H. Spencer, publisher of the Newark (O.) Advocate, secretary-treasurer of the organization, said he is following that plan now. Others said they propose to adopt it.

W. O. Littick, president of the S. L. O. D., and publisher of the Times-Record, Zanesville, O., told of the objects of the organization, and what the List has accomplished recently, notably uniformity of advertising throughout the entire list.

SUGGESTIONS FOR CO-OPERATION.

Suggestions for coöperation were outlined by Albert J. Leitch, business engineer and counselor of Cleveland. Lamar T. Beman, Director of Public Welfare; Robert E. Ward, foreign advertising director of the S. L. O. D., of Chicago and New York city; W. J. Radatz, president of the Cleveland Advertising Club, and T. P. Cagwin, of the Cleveland Chamber of Commerce, also spoke.

About thirty advertising managers of Cleveland were present at the open session. There were thirty-two members of the List in attendance, nearly the entire membership, and the largest gathering in the history of the organization.

In the resolutions adopted looking to meeting the cost of white paper, it was suggested that this condition might be offset by an increase in advertising and subscription rates. No definite action was taken by the body as a whole, although individual members may act as they see fit.

In the resolution adopted looking to publication of semi-annual circulation reports, attention of the Ohio members of Congress will be called to the fact that the organization believes the Federal law governing this subject should be amended to provide a penalty for false statements, or that the law should be repealed entirely. As it stands, the members claim, it does not prevent publication of false statements, and thereby loses its object.

NEWSPAPER MAKERS AT WORK



ERVIN WARDMAN

ERVIN WARDMAN, vice-president of the New York Sun Publishing Association, impresses one as a man of unusual force. That he possesses remarkable foresight is well known on Park Row, where he has worked for thirty years. He is as capable in the business department as in the editorial end. As an editorial writer—and he is one of the most forceful in America—he favors short, crisp sentences. Clarity and brevity are habits of thought and of expression with him. This faculty enables him to conduct the business affairs of the Sun with telling directness. It is the trait that appealed to Mr. Munsey when he selected him for that position when he consolidated the Press with the Sun, and caused him to remark that Mr. Wardman is the best equipped man in New York for the position he holds. When he was graduated from Harvard he joined the staff of the New York Tribune, becoming a star reporter in a few months. He handled the Johnstown flood for that paper, and a short time afterward was made assistant city editor—unusual progress on the Tribune in the old days. Later he went to the Press, with which paper he was connected continuously, except for the time he served in the Spanish-American War. He was successively editor and business director of the Press. The above photograph shows him at work at his desk.

YODER HEADS CAPITAL BUREAU

Succeeds Lowell Mellett in Charge of Washington, D. C., News.

WASHINGTON, D. C., November 21.—The Washington Bureau of the United Press Associations, one of the largest in the country, was on Monday placed under the management of J. P. Yoder, succeeding Lowell Mellett, who has been assigned to duty in London.

Mr. Yoder was educated in Washington schools and began his newspaper career here on the Times. Seven years ago he became a member of the United Press Bureau staff, and after considerable service in the New York Bureau, was sent to Boston, Chicago, and several other points as manager or assistant manager.

About a year ago he returned to Washington, where he has been assistant to Mr. Mellett. In the recent campaign, Mr. Yoder travelled with Col. Roosevelt, covering more than 10,000 miles in the speaking tour.

Mr. Mellett will join the forces of Ed L. Keen, European manager for the United Press in London, and will assist in the general extension work of the associations in Europe.

President Roy W. Howard, of the United Press, telegraphed to the Washington Times the following statement regarding the changes:

"In the appointment of J. P. Yoder as manager of the Washington bureau of the United Press, effective to-day, we have followed the U. P. policy of promoting men in the line of advancement

in the organization. Mr. Yoder is particularly well qualified, having served in several of our bureaus in various parts of the country, in addition to having been assistant manager at Washington during the last year.

"Lowell Mellett, who is succeeded by Yoder, leaves the Washington bureau to enter the foreign field, where the United Press is making extensive developments. Under the present plan it is expected that Mellett will soon sail for London to join the forces of Ed L. Keen, general European manager."

WILLIAM BARNES IS EDITOR

Republican Leader's Name Heads Albany Evening Journal Columns.

(Special to THE EDITOR AND PUBLISHER.)

ALBANY, N. Y., November 23.—For the first time since William Barnes has been at the head of the Albany Evening Journal Company the name of the Republican leader appeared this week on the editorial page of the Journal as editor. Coincident with this, the board of directors of the Journal Company elected Oliver A. Quayle business manager in place of Conde Hamlin, resigned. Mr. Quayle will remain as vice-president of the company. William J. Brennan was chosen treasurer of the company and Franklin S. Craley, secretary-treasurer.

Conde Hamlin, who took charge of the Evening Journal temporarily after the death of John H. Lindsay, will return to his home in Stamford, Conn., early in January.

ADVERTISING CLEAN-UP ABOUT DUE IN CHICAGO

Richard H. Lee Will Conduct It for the Vigilance Committee of the A. A. C. W.—Fake Piano and Clothing Ads Especially Denounced by Him in Address.

Richard H. Lee, general counsel for the Vigilance Committee of the Associated Advertising Clubs of the World, addressed the Chicago Advertising Club on Tuesday, and aroused the greatest enthusiasm for his projected attack on fraudulent advertising in Chicago.

Mr. Lee went from Chicago to Rochester, N. Y., where he will assist in the prosecution of the International Automobile League, after which he will return to direct a general clean-up of advertising conditions in Chicago.

"The worst advertising fraud perpetrated in Chicago at the present time," he said at the Advertising Association luncheon, "is the \$25 suit of clothes for \$15.

"Advertising of 'cut-rate' piano sales comes next in the fake category.

"The advertising of this clothing brings many customers who want a \$25 suit and think they are getting it cheaper. They get 'stung' in their purchase, though the suit may be a fair \$15 value.

"The piano advertisements describe the instrument of a high-class company at perhaps \$625 standard price and sold by them for \$225. They usually advertise six or seven 'bargains' of this kind in high-class pianos.

"When the customer attempts to purchase the piano, however, he is informed that it has just been sold, but the clerk says they have something just as good.

"I have investigated these piano dealers and found that the 'just-sold' pianos never leave the shops, but are kept there, day after day, to attract trade. In a number of cases we have taken the number of the piano to prove it.

TWO CLASSES OF OFFENDERS.

"There are two classes of offenders against the ethics of advertising and the laws which govern it. The first is the man who, in his zeal for business, overstates the merits of his product; he can be corrected. The other is the individual who is out simply to get the money. If he were not writing copy, he would be picking a pocket, robbing a house, or scuttling a ship. He must be prosecuted.

"The public has a right to believe the advertising they read. The advertiser has a right to have his advertisements believed. He pays money for the space he occupies. He gives particular attention to the effort to make his copy convincing. He would not tolerate an undesirable neighbor near his residence, and I know of no reason why he should permit an advertisement to be run next to his which casts a doubt on every statement he makes.

"I believe when the public awakens to the doctrine of truth in advertising it will class the newspaper which knowingly accepts false and fraudulent advertising as an aid in the crime of obtaining money under false pretences."

It was under the direction of Mr. Lee that the National Vigilance Committee exposed and started prosecution of the Emerson Motors Company and the International Automobile League.

Don't spend too much time mooning over the fact that the mill will never grind with the water that has passed. Just buckie in and fill up the hopper. There is more water coming down the mill race.

SPENDS MILLION A YEAR ADVERTISING HIS GUM

William C. Wrigley, Jr., is an Enthusiast on the Subject of Newspaper Publicity and is One of the Largest Users of Space—He Tells What He Has Accomplished.

William Wrigley, Jr., the chewing-gum man, who spends a million dollars a year in newspaper advertising, talked entertainingly a few days ago with President M. E. Foster, of the Houston (Tex.) Chronicle, about paid publicity. Among other things, Mr. Wrigley said:

"It just shows what you can do by keeping everlastingly at it. I believe in newspaper advertising, and I know it pays, especially if you advertise a product that the people want and really need. It is just as customary now for a man to have a package of chewing gum in his pocket as it formerly was to carry a case of cigarettes. You are offered a piece of Wrigley's now more frequently than you are offered a cigar.

"We spend over a million dollars a year advertising Wrigley's gum, and we never stop. The trouble with some advertisers is that they are spasmodic in their efforts. They will start on a six months' or a year's campaign, and when the bills come in they become frightened. They may have made their particular brand of goods popular for a little while, but they don't keep their articles constantly in the public's mind, and, as a result, the public's demand soon has ceased.

"I have never discontinued my advertising campaign, and instead of decreasing it I intend to make it all the more extensive.

A TRY-OUT IN CANADA.

"I have just tried out a new experiment in Canada. In that country I decided to use the newspapers exclusively for my advertising, and I am glad to say the results have been even beyond my expectation. We want to reach the people quickly and directly, and I find that newspapers do the work.

"Our business is growing each day. It may astonish you to know that we sell a million dollars' worth of Wrigley's gum in Texas every year. We have carried our campaign into Europe and Asia. We sell Wrigley's in Japan, China, Russia, Egypt, and in Africa. We have taught both Christians and heathens to chew gum, and I think we have to a certain extent benefited the race, for gum has displaced chewing tobacco and even cigars and cigarettes in thousands of instances.

"Men who were formerly addicted to the habit of carrying cigars in their mouths, mainly to have something to chew, are now using gum as a substitute.

"I don't claim to be a philanthropist, and we are not in the gum business merely for the world's benefit, but I do insist that we have done our part in making people discard habits that are expensive if not deleterious, and substituted one that is certainly not harmful and in many ways helpful."

It has been said on good authority that Mr. Wrigley has about concluded to repeat in the United States his successful Canadian experiment of using daily newspapers only for his advertising.

New Sulphite Plant

A \$4,000,000 plant is contemplated by Fraser's (Ltd.), in the County of Northumberland, at Fredericton, N. B., for the manufacture of sulphite fibre.

By the Side of the Road By Thomas Dreier

The way of the reformer is hard, very hard. The world knows little about it, for it is rarely that a reformer shows the scars of the conflict, the pain of hope deferred, the mighty waves of despair that wash over a great purpose. . . . The path of the reformer is loneliness. He must live from within. His aims must be his source of strength. A great purpose is an isolation. The world cares not for your struggles. It cares only to rejoice in your final triumph. Christ was alone in Gethsemane, but on the Mount, where food was provided, the attendance was four thousand.—From the life of John Swinton.

A SHORT TIME AGO I received from a man who is thoroughly acquainted with the newspaper situation around the country a letter in which he wrote that while it may be said that the American business man is interested in one great thing—the making of money—this same statement cannot be said of newspaper men as a class.

"I think it is reasonably safe," he writes, "to say that at this very moment at least seventy per cent. of newspapers of the country are losing money. This statement could be verified by Government statistics, which I believe would show that the publishing business rates near the top in volume and near the bottom in credit rating see Bradstreet's and Dun's reports.

"The answer is obvious. Newspaper men are obsessed with the ideal of service. They are giving their time, their talents, and their means to serving their fellow-men, to the service of their communities, to helping out their fellows. Newspaper men are notoriously underpaid. And so, it comes about that in the average newspaper office the man at the helm is not a business man. He is an idealist."

He then goes on to say that the notable exceptions, such as Victor F. Lawson, of the Chicago Daily News; William L. McLean, of the Philadelphia Bulletin; E. A. Grozier, of the Boston Post, and other men of that kind, merely prove the rule.

On top of that comes a letter from Merle Thorpe, now editor of the Nation's Business at Washington, D. C., and formerly head of the School of Journalism at Kansas University. He says that he sent blanks to 690 Kansas newspaper publishers, but it seems that only 200 had records by which they could answer his questions.

"From the material collected," his letter says, "we found that in many cases—a majority is my recollection—the newspapers were losing money and the editors were forced to make enough out of the job printing plant to pay for the upkeep of the newspaper. Without giving definite figures, it can be said that there are hundreds of country editors to my personal knowledge who are running their newspaper in the interest of the public, and in very much the same spirit as many ministers are undergoing hardships in carrying out a work for which they feel they have been called. You remember 'A Doctor of the Old School'? Well, I have seen the doctor's counterpart in many a small newspaper office."

Newspaper men like this may be called ministers of the Church of the Common Good.

THIS NOON I talked with a young college man who is interested in becoming a special advertising writer.

When I made the statement that we attract what we are, he looked surprised, and accepted it as something new.

As a matter of fact, it is as old as the ages.

We get better friends when we become better.

Opportunities come to us when we are ready to welcome them.

The things that belong to us come to us in obedience to the working of natural law.

John Burroughs was scientifically right when he wrote his poem:

Serene, I fold my hands and wait,
Nor care for wind, or tide, or sea;
I rave no more 'gainst Time or Fate,
For lo! my own shall come to me.

The important thing is to BE. What we are determines in large measure what we possess.

"Birds of a feather flock together" is truth compressed into a homely saying.

When we desire clean, wholesome, inspiring associates we must not rush out seeking them.

Our first task is to be clean, wholesome, inspiring. We must be what we want our friends to be. When we do this they will spring into being—come to us magically out of the unknown.

We become like the things we love. To love is to possess.

Some men have their millions invested in friendships that yields profits in the form of love and neighborliness and warmth.

Some have their millions in things that yield profits in things.

Our possessions advertise to the world what our loves are—and what we are at the heart of us.

NOT LONG AGO there died in a Western city a man who had built up a great newspaper property.

He was one of the powerful men of his town. He had made his millions. His name was familiar to all.

But when he died, no one mourned very much.

Even his children breathed forth a sigh of relief.

He was a master of the art of capturing the dollars of men. He was a failure in the practice of the art of winning men's hearts.

He fought and gouged and raved and tore his way upward to financial success.

And when he died his city exclaimed, "Thank God!"

But—

All his life business men had called him a successful man.

Was he?

REPORTERS MUST STUDY MECHANICAL PROCESSES

Columbus (O.) Daily Monitor Adopts Practical Method of Teaching How Copy Is Handled from Writer's Hand to Printed Page—Classes Held Weekly.

The Columbus Daily Monitor, which recently purchased new presses, linotypes, and other equipment, has established a unique feature of work for reporters.

Each Saturday afternoon A. A. Hoopinger, news editor, and other desk men take a squad of reporters in hand, to show them what becomes of copy from the time it leaves the reporters' hands until it appears in print.

It is planned to familiarize each reporter with each detail of newspaper work with which reporters generally are not familiar.

Beginning with the composing room, it is planned to devote several Saturdays to teaching the staff the mysteries of linotype machines, the function of the foreman of the composing room, the copy-cutter, what an ad alley is, the live-bank, the dead-bank, the stone, and every phrase of work in the composing room.

GETTING PRACTICAL LESSONS.

When this is completed, reporters will be taken through the stereotype department and the making of mats, the casting of plates and cuts explained to them. They will watch stereotypers at their work, watching them base cuts and mortise cuts; bake wet and dry mats, and finish plates.

The press room then will be visited, and here they will be shown how plates are mounted; the difference in loading a press for ten, twelve, and sixteen, and other size papers; how color line is run, how rolls are inked, and everything pertaining to work in this department.

From the press room reporters will be shown through the mailing room. In all the departments to be visited, while squads of reporters will be in charge of executives from the editorial department, the workings of each department will be demonstrated by the foreman of each branch.

Already the results of a few lessons in the composing room are being felt in shortened copy, better written, and easier to handle, from the mechanical standpoint, in that it is cleaner.

McCormick Dines Newspaper Men

The newspaper men of New York,

with whom he had come in contact during the recent campaign, were on November 17 the guests at dinner of Vance McCormick, chairman of the Democratic National Committee, at the Yale Club.

Every newspaper and press association in New York was represented at the dinner. Mr. McCormick made a short speech expressing the pleasure he had derived from contact with the men of the New York papers.

In behalf of the newspaper men, W. Axel Warn, of the New York Times, presided, and called upon Frank Perley, of the World; E. S. Luther, of the Telegraph; George Morris, of the Telegram; L. V. Carri, of the Associated Press; Charles E. Hamblidge, of the Times, and several others to tell the chairman how much they appreciated his aid in the campaign.

Don't look for the other fellow's ill-wind to blow any good in your direction. Get out in the sunshine of unselfishness and help build up, not tear down.

TRADE **LINOTYPE** MARK

Decorative Material For Holiday Use

DRESS up your ads and feature stories with appropriate holiday embellishments. At a very small investment in Linotype borders and matrix slides you can equip your composing room with an abundance of decorative material that will give your newspaper an atmosphere in keeping with the holiday season. Printed matter of every description—from simple announcement cards to double-page spreads—can be materially enhanced with attractive Linotype Christmas borders.

Sent for Specimen Sheets


Several attractive little folders have just been prepared, showing specimens of Linotype *Border Matrices* and *Matrix Slides* for holiday printing. Write direct for a copy of these specimen sheets, or send your request to any of our branch agencies listed below.

MERGENTHALER Linotype Company

Tribune Building, NEW YORK

CHICAGO - - - - 1100 So. Wabash Avenue
 SAN FRANCISCO - - - - 646 Sacramento Street
 NEW ORLEANS - - - - 549 Baronne Street
 TORONTO - - - - Canadian Linotype, Limited

A Few Representative Specimens of Linotype Decorative Material




12-Point Matrix Slide No. 1002
 Price, 13 cms or less, \$1.00
 13 cms to 30 cms, \$1.50



12-Point Matrix No. 1008
 Price, 10c each, or \$2.50 per set of 26



12-Point Matrix No. 587
 Price, 10c each, or \$2.50 per set of 26



12-Point Matrix No. 592
 Price, 10c each, or \$2.50 per set of 26



18-Point One-Letter Matrix No. 710
 Price, 15c each

Outside border made up from matrices Nos. 810 and 811. Price 25 cents each.

Outside border is also made in 12, 18 and 24 point for one or two-color printing.

DECREASE KRAFT USE TO HELP NEWS PRINT

National Campaign to Cut Down Use of Wrapping Paper, So That Machines Now Manufacturing That Grade of Paper May Be Available for the Manufacture of Print for the Newspapers.

A national campaign, similar to that inaugurated by the Washington Star, to decrease the consumption of kraft and other grades of wrapping paper, is being launched by the American Newspaper Publishers' Association. The idea is to so conserve the supply, that more machines will be available for the manufacture of news print during 1917. In Washington, the Star has prevailed upon retail merchants, grocers, and other retailers to do away with wrapping up goods that come in cartons, or that are sold in such a manner as to make the use of wrapping paper unnecessary. In addition, the plan that has been followed by a number of retailers, of using two sheets of paper, and sometimes three, to enclose a package, has been abolished in the capital city. Clerks have been instructed in most of the stores to use the minimum amount of wrappers in all cases, and this has resulted in a tremendous decrease in consumption.

The idea is to extend the campaign over the entire country, making it national in its character. The increased cost of the wrapping grades, of which retailers are well aware, and which in many cases is more than double the price that prevailed at the outbreak of the war, it is shown, justifies them in taking this stand. It is expected that the newspapers of the country will aid in the movement, and that within a week or more, retailers in all portions of the country will begin to reduce their purchases along these lines, in order that the demand for the wrapping grades may be less than the supply. In that way, it is expected that the lessened demand for kraft will be such that it will be possible to restore to news print machines that are now running full time on kraft. It is just as important to the small retailers, he is told, as to the department stores and others who deliver their goods in wrapped packages, that they decrease their costs, which have been steadily advancing, as it is for the publishers who are now facing an increase in the price of their news print for 1917.

PAPER EXPERT IN WASHINGTON.

A. G. McIntyre, paper expert of the American Newspaper Publishers Association, paid a visit to Messrs. Noyes and Newbold, of the Washington Star, last Wednesday, to investigate the plan of that newspaper. The salvage of old papers in Washington amounts to many tons weekly. The most gratifying thing was the decrease retailers have been able to effect in the daily consumption of paper used for wrapping purposes. The saving on the part of the dealers opened their eyes to the possibility of greater economies. They have learned that it is just as important to them as it is to the publishers, and that they are as much interested in following lines of the strictest economy as are the newspaper men.

The demand for kraft has been steadily growing of late, brought about by increased purchases on the part of the public, multiplying many times the number of packages formerly delivered to the homes of consumers. In meeting the additional business, the same wasteful policy of using more paper

than has been necessary was followed. That this represented a loss which is being added to by the constantly enhancing price, has been pointed out, and it is beginning to bring results in Washington, for the retailers of that city are doing now what the publishers have been accomplishing for the past several months.

It is estimated that something like 500 tons of wrapping paper daily is made on machines that were formerly used for the making of news print. It is believed that a campaign of economy on the part of retailers will restore old conditions, by reducing the demand for wrapping grades, which will not only save money for them at the outset, but will result in reducing the price they will have to pay for future purchases.

NEW HEARING TO BE HELD

Federal Trade Commission to Meet Publishers and News Print Men.

Members of the Federal Trade Commission who have been investigating the advance in the price of news print discussed a date for a further hearing with representatives of the American Newspaper Publishers Association on Wednesday. The representatives of the publishers' organization were present at the invitation of the commission. L. B. Palmer, manager of the organization; Frank P. Glass, of the Birmingham News, chairman of the Paper Committee, and A. G. McIntyre, paper expert of the Association conferred with the Commission at Wednesday's meeting.

It is stated that a date for the new hearing will be announced in a few days.

None of the members of the commission would discuss the character the hearings would take. It is understood that manufacturers of news print and publishers will be heard, and that an effort will be made to determine whether there has been a combination to advance the price of that important commodity. The investigators of the Commission have been at work in the mills since the holding of the meeting in August, gathering data and, it is believed, will present additional information.

At the previous meeting publishers charged that manufacturers had formed a combination to raise prices, and promised to present evidence to substantiate their charges. The mill men insist that the advanced prices are caused by increased costs and demand. The preliminary report of the commission was to the effect that it cost less to make news print during the first half of 1916 than during 1915.

SEES SURPLUS OF NEWS PRINT

Break in Market by Spring Due to Enforced Economies and New Tonnage.

One man, who has investigated the market and the supply for next year, gave it as his opinion that there would be a surplus of paper before the summer of 1917, due to the economies that publishers will be compelled to adopt because of the new price the International has set, and which will compel manufacturers to search for a market for their surplus at rates much less than the quotation, given out.

"Almost any publisher will be able to take care of himself, in the matter of price, by the end of the coming spring," he said, "if he can see his way clear until that time. I do not look for two-cent paper again. I do not think that it will ever go back to that price, but I do think that there will be a drop,

and you won't have to wait for the end of the war, either. It will be in response to an economic condition, brought about by the high prices. Paper at .0310 cents a pound is more than publishers can afford to pay. They cannot do it. It is out of the question. The result will be economies never before thought of, the cutting down of reading matter, the raising of advertising rates where possible, and so reducing the demand that the paper companies will find themselves with idle machines. There is nothing that reduces prices so fast as a lack of demand, and the moment that manufacturers find that they are returning to the condition they faced for ten or fifteen years, there will be a change in sentiment. Then high prices will no longer prevail, and low prices will take their place. It is always so. The mills must have a market, and they will get it in the future, just as they did in the past, by reducing quotations to the point where publishers can afford to pay the price. It won't take long, either, for a condition of competition will be restored. There is no competition now, for the reason that the demand is greater than the supply, and publishers are anxious to get all the news print they can. The 1917 price, however, will put a stop to all this. It is more than they can afford to pay. They will not buy what they haven't the money to pay for, and in order to get within their earning capacity, they will make a reduction in consumption that will leave a number of machines idle.

It is expected that there will be a break in the price of sulphite, the chemical fibre used in the manufacture of white paper. Additions to plants now manufacturing sulphite are being rushed, that will add a supply to the amount now coming on to the market sufficient to lower the price of \$100 a ton now being quoted in the open market. The Mattagami Co., at Smooth Rock Falls, Canada, will put out 150 tons more sulphite daily when its addition is completed. The Riordan Co., at Kippewa, will add seventy-five tons daily, and a new company at Port Arthur will be in the market with 150 tons more.

The Laurentide plant, at Grandmere, Que., is adding to its ground wood and sulphite facilities two new sulphite digesters with a capacity of sixty tons, which will enable that company to increase its news print output by 175 tons daily. This company will confine its operations to white print.

These additions will be made so as to make the supply of sulphite available in the spring, while the new tonnage of the Laurentide Company will come on the market by next May, and possibly before that time.

Shipments Less in October, 1916

Shipments of news print from the mills of the United States and Canada for October, 1916, were 133,822, compared with 135,655 for the corresponding month in 1915, or 1,833 tons less than one year ago. These figures indicate that the newspapers consumed 1,833 less tons of white paper during October this year than they did last, an evidence that the economies that publishers have adopted is beginning to bear fruit. The percentage of maximum production of the paper making machines in October was 91.1 this year, compared with 91.6 one year ago. The figures are for forty-three companies reporting their production for that month. Storage stocks were a little higher November 1, than they were a year ago, but this includes all grades of paper. It is expected that they will increase, rather than diminish.

While advertising is increasing, it is expected that there will be a decrease in the demand for news print after the holidays, when the manufacturers hope to be able to build up storage stocks during the winter months, in anticipation of the 1917 spring demand for white paper.

EMBARGO ON PAPER POSSIBLE

May be Included in Ban Placed on Exporting Food Stuffs.

WASHINGTON, D. C., November 23.—The seriousness of the scarcity of paper becomes more and more apparent each day. The Government departments and the local press of this city are earnestly urging the people to conserve paper in all forms by economizing in the ways of using it.

Congressman Fitzgerald, of New York declares it his purpose to fight for legislation placing an embargo on all food stuffs. Should his efforts prevail there is no doubt but what paper will be included in the list of other things on which an embargo will be placed.

There were several resolutions introduced during the last session of Congress calling for an embargo on paper, but they failed of enactment. As the situation is more serious and the scarcity of paper is beginning to be alarming, it is believed here that embargo legislation on paper can be passed at the coming session.

ALLOTMENT FEATURE ANNOUNCED

International Co.'s Telegram to Contract Consumers Reveals New Policy.

Following is the substance of a telegram sent to patrons of the International Paper Company on Monday:

"Do you want us to consider you in allotment of our output of news print for next year? Our price will be \$3.25. You pay the freight and deduct it from our statement."

This telegram was received at a point where the freight rate amounted to 15 cents per hundred pounds in car lots. Deducting the freight would make the price of the paper \$3.10 at the mill.

If the same plan is followed at other points, it would mean that in all cases where the quotation of the company is accepted, the process of deducting the freight would give the paper company its new price of not less than \$3.10 per 100 pounds, announced Wednesday in New York city. All other charges, such as freight, cartage, and storage, which the company this year included in its selling price, must be taken care of by the publishers.

English Papers to Cost More

At a meeting of representatives of British newspaper proprietors, held in London Monday, a resolution was adopted recommending that newspapers throughout the country should raise their price a half penny. The London Times is reported to have raised its price a half-penny to take effect on Monday last, making the price now three half-pence, or three cents.

Unions Protest Paper's Cost

Trade unions throughout Canada are passing resolutions and sending them to the Government protesting against the threatened increase in the price of news print. Action is being taken by the local unions at the instance of the central executive, and it is expected that the protests will be sufficiently numerous to have a strong influence.

NOW'S THE TIME!

WHILE the cost of everything pertaining to the publishing business is soaring skyward, alert publishers are studying their productive facilities and placing orders for Presses and Plate-Making Equipment, before price pyrotechnics start their antics in the printing machinery field.

R. HOE & CO.

with the experience of more than a century, have gone through many strata of high and low prices for materials and, as experience is a good teacher, have been able to anticipate many increases in the cost of raw materials.

Right now is the time to decide on new equipment, unless price is no object.

We are prepared to furnish the best the market affords, at a price that is consistent with the high quality of any product that bears the name of "HOE."

Why not take up the matter *now* if you are interested in Printing Machinery, Stereotyping Machinery, Photo-Engraving Machinery or Electrotyping Machinery?

R. HOE & CO.

504-520 Grand Street, NEW YORK

CHICAGO, ILL., 544-546 S. Clark St.
BOSTON, MASS., 7 Water St.

120 St. James St., MONTREAL, CAN.
109-112 Borough Rd., LONDON, ENG.

NEWSPAPER MAKING

The Value of a Certain "Little Black Book" to Preserve and Keep Constantly Accessible Figures of Vital Importance to a Newspaper's Executive—Diagrams Which Explain How the System Works.

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

This week we will briefly consider the use of what I call the "little black book" in its relation to preserving and keeping constantly before the hardpressed newspaper executive vital figures without which he is operating his craft virtually without compass or chart. We will touch upon other phases in the use of this book from time to time as we go ahead with this series.

This little homespun sort of a book has been viewed with envy by many very important newspaper publishers who none of them could produce in as easily get-at-able form the essential

Diagram No. 2 indicates what I call my advertising summary. This provides at a glance all the essential facts I want to know regarding advertising operations and results, similar to the other group of sheets for circulation. Scores of times during the year I have occasion to refer to these records for figures it would take hours of hunting to dig out of the regular office records.

The first column here indicates the total volume of space in agate lines. The second column, agate lines of local business. The third column, totals columns of foreign business in agate lines.

DIAGRAM NO. 1.

CIRCULATION SUMMARY.

	Gross	Print.	Net	Aver.	Expense.	Income	Paper.
1910	2,000,000	90,000	\$8,240.00	\$12,000.00	\$11,000.00		
1911	2,300,000	92,000	9,100.00	13,000.00	12,000.00		
1912	2,400,000	94,000	9,600.00	14,000.00	13,000.00		
1913		
1914		
1915		
1916		

figures showing comparisons in a way to tell exactly what was going on from as many angles as I could by reference to only two to four pages per month.

I have furnished dummies to many of them, and have several letters from those who have applied the system, expressing their sincere thanks for the suggestion. I want to now make it easily available to any newspaper worker who will take the trouble to dig out a few figures covering the past two or three years and keep the thing up to date.

The fourth column, total advertising net earnings. The fifth column shows the total expense of the advertising department, including pay-roll, promotion, foreign representation, etc. (We do not include commissions to agents as an expense. We figure all advertising earnings on the net basis.)

For newspapers doing business on the inch basis and provided they can find room enough on the page, the cost of local and foreign might be segregated and put in columns next volume of each, and another column added showing ave-

DIAGRAM NO. 2.

ADVERTISING SUMMARY.

	No. Lines.	Local.	Foreign.	Earnings.	Expenses.
1910	240,000	200,000	\$40,000	\$40,000.00	\$2,100.00
1911	260,000	210,000	50,000	43,000.00	2,900.00
1912	270,000	220,000	50,000	45,000.00	4,300.00
1914
1915
1916

Diagram No. 1 indicates what I call my circulation summary. The first column shows the number of complete newspapers circulated during the month. The second column shows the net average sale. The third column shows the total expense of the circulation department, including postage, express, and promotion. The fourth column shows total circulation earnings, including sales and subscriptions. The fifth column shows white paper bill for the month.

With these figures compiled for two or three years you have comparisons which are most valuable, at a glance showing you whether extra expense is justified by results, and how your circulation receipts check up against the paper bill every month. It is a sort of bird's-eye view of circulation department operations and results. My book has twelve years' experience, month by month, on a single page.

I have opened separate pages for summaries for the first, second, third, and fourth quarters in each year; for the first six months, and second six months every year; and for the total of any year. At a glance I can ascertain exactly what it has cost us for any month for any definite average sale, or for any quarter, six months, or year.

rage rate earned per inch or per line.

Summarized by quarter, six months, and years as indicated for the other group of figures, we here get vital figures of greatest possible practicability almost at a glance.

As we go further into the use of this little black book, which, I should have previously explained, is one of the loose-leaf variety with pages 4x7 inches, the feeling of absolute confidence in tackling almost any of the problems that come up in connection with the running of a daily newspaper, that comes to one in possession of this information, will be better appreciated.

This little black book can be easily carried in the coat pocket for study at any time, on the train going home or at home during the evening. I seldom am without mine, and as a matter of fact feel that my definite grasp of operations comes exclusively through this book. My time at the office is so broken up seeing callers, calling on advertisers, and doing constructive things that routine reports and such don't make the impression they should.

(Next week Mr. Rogers will touch upon advertising department organization and selling advertising.—Ed.)

HIGHER SUBSCRIPTION RATES FOR NEWSPAPERS

Partial List of Dailies that Have Made Advances to Cover the Increasing Cost of White Paper—In Some Cases the Rate Has Been Doubled—Excellent Results Reported.

Subscription prices have been raised by a number of daily newspapers. The advance, which has been made necessary by the shortage and high price of news print, as a rule has been well received by readers. In some cases, rates have been doubled, in others advances were made from 6 to 10 cents a week, or from 10 to 12 and 15 cents weekly. News dealers in many instances have been asked to pay 1/4 of a cent more than formerly, while Sunday newspapers have been advanced in price in a number of sections. As a rule, publishers seem to be well pleased, reporting that they have suffered very little loss in circulation, while adding materially to their revenue.

Following is a partial list of the advances made, as reported to the American Newspaper Publishers' Association:

The Alton (Ill.) Telegraph and the Alton Times have advanced country rates from \$3 to \$4 yearly.

The Danville (Ill.) Commercial-News and Press have advanced rates from 10 to 15 cents weekly by carrier and \$3 to \$4 yearly by mail.

The Des Moines (Ia.) Capital has increased from 1 to 2 cents.

The Fort Smith (Ark.) Southwest American has advanced rates from 10 to 12 cents weekly, and from \$4 yearly to 40 cents a month.

The Kendallville (Ind.) News-Sun has advanced rates from 10 to 12 cents a week.

The Knoxville (Tenn.) Journal-Tribune and Sentinel have raised retail rates from 3 to 4 cents per copy, carrier delivery from 10 to 12 cents a week, and mail subscriptions from \$4 to \$5 yearly.

The Lafayette (Ind.) Courier has hoisted out-of-town rates from 7 to 10 cents a week.

The Louisville (Ky.) Evening Post has increased its sporting edition from 1 to 2 cents a copy.

The Newport (R. I.) Daily News has advanced its wholesale rate from 1 1/4 to 1 1/2 cents a copy.

The Antigo (Wis.) Journal has raised rates from 10 to 12 cents a week.

The Atlanta (Ga.) Constitution advanced its price from 12 to 15 cents weekly.

The Fort Wayne (Ind.) News advanced from 6 to 10 cents weekly.

The Joplin (Mo.) News-Herald from 1 to 2 cents a copy.

The Savannah (Ga.) News from 3 to 5 cents a copy.

The Columbia (Mo.) Missourian from \$2.50 to \$3 yearly.

The Davenport (Ia.) Democrat and Leader from \$2 to \$3 yearly.

The Keokuk (Ia.) Gate City and Constitution Democrat raised rural rates from \$2.50 to \$3 a year.

The Livingston (Mont.) Enterprise from 50 to 65 cents a month.

The Manitowoc (Wis.) Herald from \$4.50 to \$6 yearly; rural from \$3 to \$3.50 yearly, outside the country from \$3 to \$5 a year.

The Muskogee (Okla.) Daily Phoenix from \$4 to \$5 yearly.

The New York Globe to \$6 a year.

The Omaha Bee (Iowa edition) was increased 50 cents a year.

The Racine (Wis.) Times-Call from 35 to 45 cents a month.

The Salem (Mass.) Evening News from \$3 to \$4.50 a year.

The Tulsa (Okla.) World from \$4 to \$5 a year.

The Chicago Evening Post increased its wholesale rate to out-of-town dealers from 60 cents to \$1 per hundred.

The Newburgh (N. Y.) Journal, increased wholesale rates from 1 to 1 1/4 cents a copy.

The Benton Harbor (Mich.) News-Palladium from 10 to 12 cents a week, and from \$3 to \$4 a year.

The Boston Journal from 25 to 30 cents a month.

The Butte (Mont.) Miner increased wholesale rates from 1 1-3 to 2 cents a copy.

The Charlotte (N. C.) News from \$4 a year to 10 cents a week.

The Fargo (N. D.) Courier-News from \$4 a year to 10 cents a week.

The Jacksonville (Fla.) Metropolis from \$3.50 and \$4 to \$5 yearly.

The Mansfield (O.) Shield from 6 to 10 cents a week, and from \$2.50 to \$3 a year.

The Mitchell (S. D.) Republican from \$2 to \$3 a year.

The Mount Vernon (N. Y.) Daily Argus from 1 to 2 cents a copy.

The Omaha (Neb.) Daily News raised its rate 50 cents a year.

The Omaha (Neb.) World-Herald raised its Iowa rate 50 cents a year.

The Racine (Wis.) Journal-News from 40 to 50 cents a month.

The Rutland (Vt.) News from \$2 to \$3 a year.

The Sioux Falls (S. D.) Argus-Leader from \$2 to \$3 a year.

The New York Jewish Morning Journal from 1 to 2 cents a copy.

The New York Jewish Daily Warheit from 1 to 2 cents a copy.

The New York Jewish Day from 1 to 2 cents a copy.

The Minneapolis Tribune and Minneapolis Journal advanced wholesale rates from 45 to 55 cents per hundred to Minneapolis branch offices. The new wholesale price involves a price of 60 cents a hundred, against 50 cents formerly charged. The wholesale price of the Sunday issues has been advanced from 3 to 3 1/2 cents in Minneapolis.

The Syracuse (N. Y.) Journal has increased wholesale rates from 50 to 60 cents per hundred.

The Aberdeen (S. D.) American increased street-sale price from 1 to 2 cents.

The Boston Herald and Traveler raised rates from \$3 to \$3.50 a year.

The Jackson (Mich.) Patriot increased the price of Sunday issues from 3 to 5 cents a copy.

The Kansas City (Mo.) Star increased from \$5.20 to \$7.80 yearly.

The Miami (Fla.) Metropolis from 10 to 15 cents a week, and from \$5 to \$6 a year.

Press Club to Elect

The annual election of the New York Press Club will be held at the club rooms on Monday evening. The following ticket has been nominated for the election: President, Edward Percy Howard; first vice-president, Keats Speed; second vice-president, Oscar Watson; third vice-president, Arthur F. Curtis; treasurer, Ralph W. St. Hill; financial secretary, H. Nelson Meade; recording secretary, Timothy Gorman; corresponding secretary, Caleb H. Redfern; librarian, Clarence E. Swezey; trustees, John A. Hennessy, Herbert B. Swope, and John K. Winkler.

THE JOURNALIST

Devoted to Newspapers, Authors, Artists, Publishers and Advertisers
 Vol. XIV, No. 10, New York, November 21, 1916
 Price Ten Cents.

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

Col. Cockerill appeared to be the favorite in the impending election for the presidency of the Press Club. Mr. Fleming, his opponent, stated in cards mailed to members of the club that the only issue he stood upon was that of opposition to a fifth term. The prevailing sentiment seemed to be that Mr. Fleming was wrong in assuming that there existed a feeling, even in embryo, among the members of the club against Col. Cockerill's remaining president for a fifth term. The Colonel had been indefatigable in the past four years in his conscientious efforts in the club's interests, and this in spite of his huge responsibility on two dallies. It was generally agreed that the Colonel's election was essential at such a critical juncture, when the building project was swinging in the balance. Abe Lincoln's adage, "Never swap horses while crossing a stream," was regarded as being most apropos.

In the midst of this most exciting campaigning the building committee had secured an option on a site, 50x150 feet, and within twenty days the New York Press Club was to have the title to the property unless there was some unexpected hitch in the negotiations. The names of the five members of the Building Committee appeared on the regular ticket. Of these Charles W. Price, who was candidate for vice-president, was secretary and treasurer of the International League of Press Clubs, was editor of the *Electrical Review*, and an enthusiastic worker for a union of all the press clubs of the world. The candidate for second vice-president, Joseph I. C. Clarke, was managing editor of the *Morning Journal*, a member of a former board of trustees, a man who believed in the future of the New York Press Club. Frank A. Burrelle, candidate for third vice-president, was known all over the country as the head of the Bureau of Press Clippings, and was a member of the Chicago Press Club, the Washington Press Club, the Fellowcraft Club, and the Tenderloin Club. It was evident that this ticket had secured a very strong endorsement.

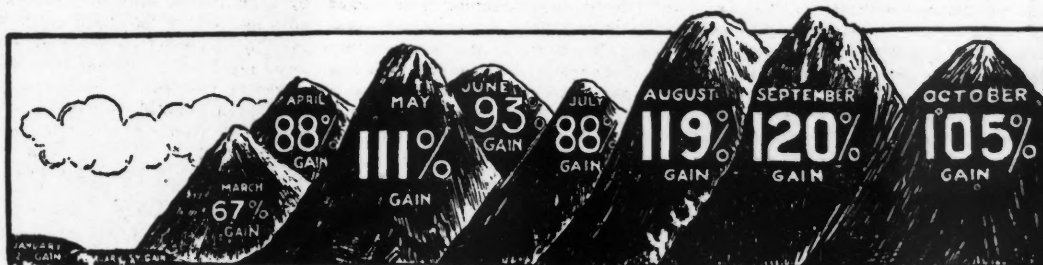
The Horse Show at Madison Square Garden gave all of the papers an opportunity to show what they could do in the way of illustrating, an art then in a very embryonic stage. The *Mail* and *Express* led the evening papers, and the *Herald* led the morning papers on the first day, but afterward the *Sun* and *World* showed the best work. It was claimed that the first illustrators displayed too much familiarity with the exhibition of the previous year. A handsome cut in colors—a new departure—appeared in Frank Leslie's *Illustrated Newspaper*.

More than one hundred newspaper men, representing every branch of journalism in this city, were assembled in the reading-room of the New York Press Club when Sir Edwin Arnold, accompanied by Major Pond and A. B. de Freece, arrived. Chauncey M. Depew, ex-Postmaster-General James, Marshall P. Wilder, Rufus Hatch, Gen. Horatio C. King, and other prominent members

of the club were present. President Cockerill introduced Sir Edwin in a speech that was characteristic for its pertinence and brevity. Sir Edwin was accorded a warm reception, and when the applause subsided, spoke of his experiences in this country, and of the generous treatment the American press had given him.

Retiring Reporter Twice Dined
 Frank A. Merrill, former City Hall reporter for the Dallas (Tex.) *Evening Journal*, who will enter the oil business in Oklahoma, was honor guest at two dinners by his associates of the *News-Journal* staff and the City Hall run. The first was given by officials at the City Hall and the second by the staff of

the *News-Journal*. E. B. Doran, managing editor of the *Evening Journal*, was toastmaster, and responses were made by Robert R. Penn, city editor of the *News*; Frank A. Briggs, news editor of the *News*; James Hale, assistant city editor of the *News*; Jack H. Estes, Col. Charles L. Martin, Adams Colhoun, Hubert M. Harrison, and W. C. Hornaday.



**All Philadelphia Records Broken
 All American Records Broken**

by The Evening Telegraph

in paid advertising gains, during the past six months.
 The monthly gains made by THE TELEGRAPH:

May - - - 111%	August - - 119%
June - - - 93%	September - 120%
July - - - 88%	October - - 105%

as compared with the same months, last year.

These gains are not only far larger than the paid advertising gains ever made by any Philadelphia newspaper, but are larger than the gains, in paid advertising, made by any newspaper in any important American City, during this year or any other year.

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. One copy of a newspaper reaching a constituency with REAL buying power, is worth five copies of the "comic-strip" newspapers, which attract thoughtless, sensation-loving readers, possessing little, if any, buying power.

The average net paid circulation of THE EVENING TELEGRAPH in the city of Philadelphia is more than DOUBLE that of the *Public Ledger*—the only Philadelphia newspaper classed with THE EVENING TELEGRAPH as to quality of circulation—according to the *Ledger's* own sworn statement to the Audit Bureau of Circulations.

While THE EVENING TELEGRAPH gained 2,218,275 lines of paid advertising in the first ten months of 1916, making by far the LARGEST gain of any Philadelphia newspaper, it is significant that the only other high-class Philadelphia newspaper—*Public Ledger*—made the SMALLEST gain recorded by ANY Philadelphia newspaper during the same period.

THE EVENING TELEGRAPH

100% Clean — 100% Fair — 100% Trustworthy.
 For over half a century Philadelphia's leading high-class evening newspaper
 THREE cents a copy for over a third of a century—now ONE cent

LEADING EDITORS AND PUBLISHERS GIVE THEIR OPINIONS AS TO THE RIGHT AND WISDOM OF TAKING BIG POLITICAL ADS.

They Generally Agree That No Objection Should be Offered if the Paid Publicity is Clean—Views of Arthur Brisbane, Don C. Seitz, Louis Wiley, Ervin Wardman, Emil M. Scholz and Others.

THE discussion aroused by the unparalleled use, during the campaign just closed, of newspaper space for political advertising, led THE EDITOR AND PUBLISHER to ask of several leading newspaper men these questions:

"Do you think there is any danger that public opinion might be influenced to the detriment of the people and their interests by the excessive use of advertising, political or otherwise?"

"And do you believe that a newspaper is a common carrier to the extent that it should accept advertising in opposition to its political views?"

Arthur Brisbane, editor of the New York Evening Journal, replied:

"The danger that you suggest depends upon the character of newspaper owners, and the confidence of the reader in the newspaper.

"I know that where Mr. Hearst has believed that the election of a candidate was unquestionably to the interest of the people, he has refused to accept, at any price, advertising that opposed the election of such a man or favoring the election of his opponent.

"In other words, in an election in which there seems to him to be a clean cut issue, of the public interest on one side and the spending of advertising money on the other, there would be no danger, so far as his newspapers are concerned, because they would not accept any advertising that Mr. Hearst believed opposed to the public welfare.

"My opinion is that in newspaper advertising, as in all other things, money will have a certain advantage.

"I consider it fortunate that the great corporations and others seem permanently incapable of realizing what the power of publicity is.

"And what is still more fortunate, they are quite incapable of running newspapers successfully under their own ownership.

ALL ACCEPTABLE, IF CLEAN.

"My belief is that newspapers ought to carry all the advertising offered—assuming that it is not opposed to good morals or the public welfare.

"The newspaper owner, of course, has the right to control his property—exactly as the preacher has a right to control his pulpit. Nobody can enter the pulpit except by the preacher's consent. Nobody can enter the newspaper except by the editor's consent.

"If an editor feels convinced that to accept the advertising of a certain political party or candidate is harmful to the public welfare, it is not only his right, but his duty, to exclude such advertising.

"My notion is that it is wise to let the readers of all newspapers hear what the politicians, candidates, and parties on both sides have to say. It is a fact, of course, that the richest candidate—not always the best—under such circumstances would be able to attract the greater attention.

"But it is not certain that attracting attention would be a good thing for the richest candidate.

"The very fact that a man is spending a great deal of money in the newspapers is plain to all of the readers, and they can guess what it means."

"In the recent election, Henry Ford, of Detroit, spent a great deal of money telling people in very small type—which they probably did not read—why he thought Mr. Wilson ought to have been elected.

"If he had taken a full page instead, and said in big type simply this:

"I THINK WOODROW WILSON OUGHT TO BE ELECTED.

"I AM PAYING FOR THIS ADVERTISING.

"ASK MR. HUGHES TO TELL YOU WHO IS PAYING FOR HIS ADVERTISING—HE WON'T DO IT."

"If he had done that, I think he would have done good advertising."

DON C. SEITZ'S VIEWS.

Don C. Seitz, business manager of the New York World, was asked if he thought newspapers should accept political advertisements from all parties.

"We did in the recent campaign," he replied.

"Do you think there is any danger that the editorial policy of a newspaper may be nullified by an excessive amount of advertising on the part of a political organization that opposes the policy of a newspaper?"

"It would be a pretty poor policy if it did."

"Then you believe that a newspaper is a common carrier, and should print all such advertisements."

"I have said so, have always said so, and see no reason why it shouldn't," he replied.

PAPER IS FOR ALL, SAYS WILEY.

The answer of Louis Wiley, business manager of the New York Times, was:

"A newspaper that closes its news or advertising columns to political antagonism is not a newspaper in the true sense. We would be getting back to the partisan journalism of fifty years ago if the method you suggest were adopted. A newspaper is not printed for circulation among partisans, but for men and women of all shades of political belief. Its primary purpose is to print the news. It should permit political opponents to express their views in letters to the editor, in its news columns, and also in its advertising columns."

WARDMAN FOR OPEN COLUMNS

Ervin Wardman, secretary of the New York Sun, said:

"Our instructions from Mr. Munsey as to our news columns were to print everything possible that came from President Wilson. If, therefore, our news columns were thrown open to the opposition, why should not our advertising columns be treated the same way? Of course this applies only to advertising matter that is within the bounds of decency. Some advertising we would not accept at all, and if that kind were offered us we would refuse it.

"Do I think that the advertising matter of the opposition has the effect of nullifying the effect of the editorial columns?" "Not in the slightest. People distinguish between the advertising matter and the editorial matter."

SCHOLZ FAVORS PUBLIC ARENA.

Emil M. Scholz, of the New York Evening Post, responded:

"The advertising space in a newspaper should be sold without question to anybody of repute, and sometimes even to the detriment of the party affiliation of the publication. The advertising columns should be a public arena for discussion. I believe, however, that the newspapers should charge a high rate for the advertising space sold for political advertisements, because the price will restrict the extravagant use of space. We charge 50 cents a line for political advertising—that's the rate to all—it is on our rate-card. We were offered considerably more space at a lower price by both parties and declined it without any equivocation.

"I do not think that the advertising matter has the effect of nullifying the effect of the editorial utterances. Of course, if the editorial is a poor one and the advertisement a good one, it might. But ordinarily I believe that people look at political advertising the same as other advertising. If it is a commodity they want, they will take it. Otherwise they will not be swayed."

ROGERS SEES NO OBJECTIONS.

"I think newspapers should have no hesitancy in accepting political advertisements from all parties," said Jason Rogers, publisher of the New York Globe. "They are entitled to representation in the advertising columns. There is no deception. Everybody knows when they read an advertisement that it is paid for. I see no objection to it. Undoubtedly such advertising has an effect. I think there is no question but that the advertising on the part of the Republicans helped to shape the results in New York and New Jersey."

WILL CUT SUNDAY SIZES

Pittsburgh Publishers Agree to Further Conservation of News Print.

Continuing their efforts to conserve the print paper supply, Pittsburgh, Pa., publishers have agreed that soon after the first of the year they will no longer use any magazine or rotogravure sections in connection with their Sunday editions.

They have also limited the size of the comic supplement to four pages, and the feature section of the Sunday paper to twelve pages. This, with the saving that will result from the reduction of the column widths and centre and side margins, will effect quite a saving in print paper.

Commenting on the action of the publishers, Elmer R. Stoll, secretary of the Pittsburgh Newspaper Publishers' Association, said:

"If all the larger papers in the country would follow suit, I am sure a decided improvement in paper conditions would result."

Wolfe Won on Wilson

"Bob" Wolfe, owner of the Columbus Dispatch and Ohio State Journal is reported to have won heavily in the recent elections. Wolfe backed the Democratic tickets in his newspapers and is reported to have wagered large sums on President Wilson and Governor Cox. Since election Wolfe, with Harry J. Westerman, cartoonist; Col. Edward Wilson, editorial writer, and "Bob" Ryder, managing editor, have been East, visiting Atlantic City and New York as guests of Wolfe.

You bettah quit youah lookin' blue an' cryin' ovah split milk, 'cause it am sad 'nuff to see de milk lookin' blue. Why don't you hitch youah wagon to a star an' den you kin trappel de milky way? —A. P. Maurer.

PARKER R. ANDERSON'S VENTURE

Washington Correspondent Buys Half-Interest in North Carolina Daily.

By the purchase of one-half the interest of W. A. Hildebrand, E. B. Jeffress, J. P. Rawley, and all of the interests of A. L. Stockton, in the High Point (N. C.) Enterprise, Inc., Parker R. Anderson, the well-known Wash-



PARKER R. ANDERSON.

ington correspondent becomes part owner of that newspaper. The transaction was made Monday at a meeting of the officers of the company. Mr. Anderson will furnish the Enterprise with an exclusive news service from Washington, where he represents the Greensboro Daily News.

A. L. Stockton retires from part ownership in the company, but Messrs. Hildebrand, Jeffress, and Rawley retain part of their holdings.

Officers of the new company elected when its organization was perfected are: Parker R. Anderson, president; W. A. Hildebrand, vice-president; E. B. Jeffress, treasurer, and J. P. Rawley, secretary. Mr. Rawley will continue as business manager.

"The Enterprise is only in its infancy as an Associated Press daily," says Mr. Anderson. "It has been making notable progress. The new company proposes to add machinery of the latest type in order to produce a better newspaper in the near future."

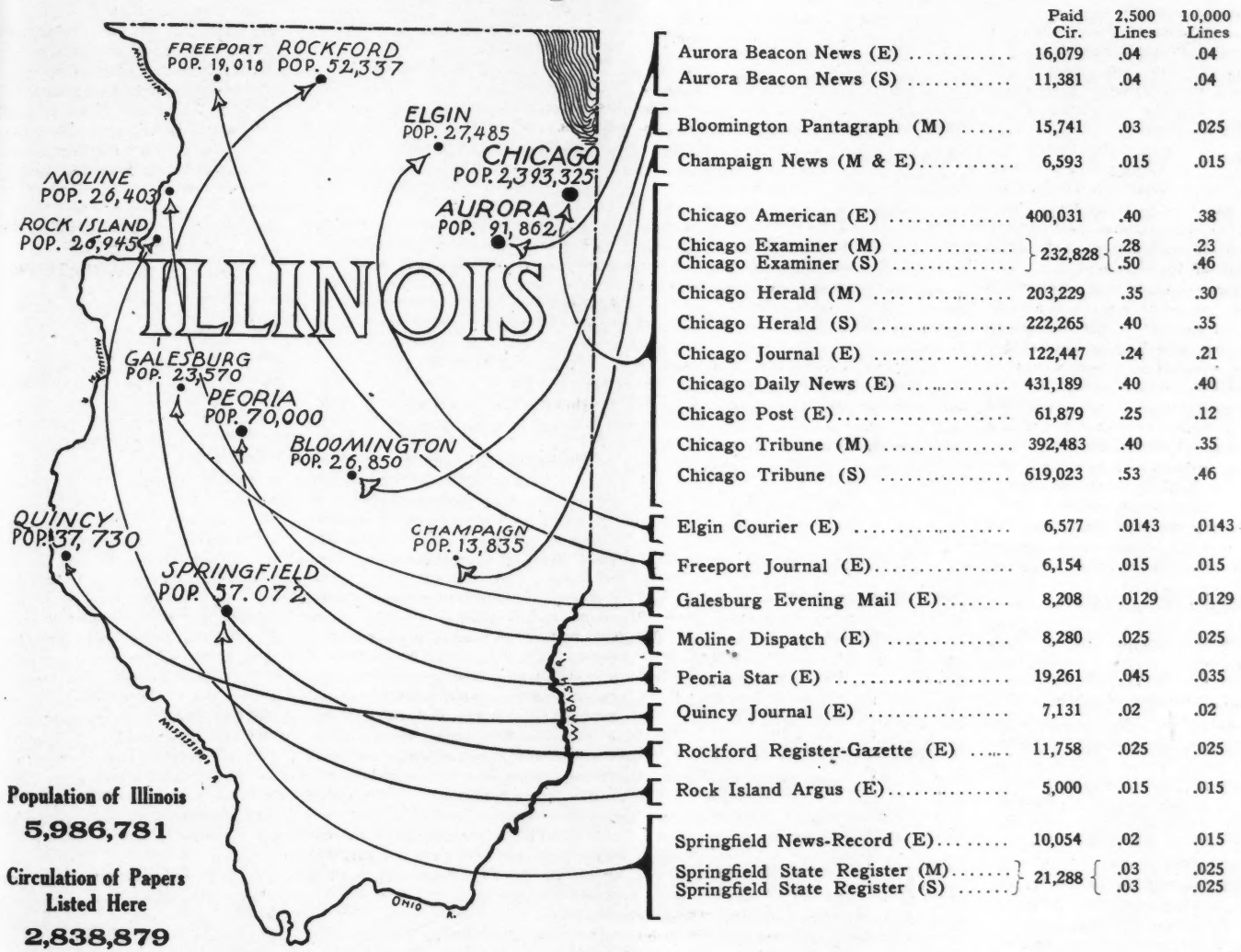
Mr. Anderson has the distinction of probably being the only Washington correspondent who owns a controlling interest in the paper he represents.

Curtin's Revoked Passport

That the revocation of the passport of Thomas Curtin, an American newspaper man abroad, was due to German influence in the American Embassy, is the impression sought to be conveyed by the London Evening News, which says: "The power of the German Government over neutrals may be gathered from the fact that Tuesday last the German Ambassador in Madrid compelled the Spanish Government to close the Raemaekers exhibition after it had been open for a few hours only. With regard to Curtin, it is understood the American Government has not for the present decided to renew his expired passport. The German wireless to the United States has been busy on the subject of Curtin for more than a week. Curtin refuses to confirm or contradict the statement, saying his relations with his Government are purely an American matter."

ILLINOIS IS RICH

Rich in Farm Lands - - - - (Highest price per acre in the U. S.)
Rich in Dairy Products - (Valued at approximately \$100,000,000 annually)
Rich in Manufacturing Industries (Iron, Railroad Cars, Carriages, Farming Implements, Etc.)
Rich in Meat Products - - - - (First in Packing Industries)



Advertising Follows Population and Wealth

Illinois is rich. In the Northern half of the State the bulk of population reside. It is a territory of large hustling cities. This zone also has the most fertile farm lands in America and more than one million and a quarter homes.

National advertisers will find a "bunched" market. Distribution can be economically made. This distribution can be moved off the shelves of local merchants by the use of the big home newspapers shown on this page. Advertisers can profitably spend a generous share of their appropriation in Illinois.

THE EDITOR & PUBLISHER

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

New York, November 25, 1916.

I hold every man a debtor to his profession.—Bacon.

THE editor of the Oklahoma City (Okla.) Oklahoman believes that all editors should study the ads. He says that they contain "pep, punch, and psychology." Is it possible that there is, in these days, any live editor anywhere who does not read the ads?

THOSE who consider advertising as news will always choose a news medium in which to print it. If an obituary notice, or wedding announcement, would seem to be more fittingly placed in a newspaper than on a billboard, why should not the same be true of any advertisement in which there is an element of news?

JAMES E. BENNETT, speaking at a Sphinx Club dinner, asked: "Do modern newspapers make presses, or do modern presses make newspapers?" It is the old question of the primacy of the chicken or the egg. Just now News Print injects himself into the argument, remarking: "You have your presses and you have your plates—but what are you going to do without ME?"

IT has been stated that the publication of fashion news in a newspaper makes department-store advertising interesting to women and profitable to merchants. Department-store advertising is interesting of itself—for it is full of news for women. Fashion features are printed—not to interest women in the stores, but because women ARE INTERESTED IN FASHIONS. The same consideration should rule as to all feature matter.

PERHAPS Adolph S. Ochs thinks that it would be a good thing for all newspapers to adopt the Times's slogan, "All the news that's fit to print." The slogan has been of great property value to the Times, because it has stated a fixed editorial policy of that paper. Yet it would seem that other papers, having like policies, might find other phrases in which to advertise the fact.

T.W. GARVIN, in a recent talk at the Buffalo Ad Club, is reported to have said: "Advertising is now striving, with heroic effort, to live down its disreputable past, and establish itself on a plane of wholesomeness, honesty, and respect." The fact that disreputable people have sometimes been able to profit through advertising, just as they have succeeded in identifying themselves with the church, the law, medicine, applied sciences, etc., does not mean that advertising has a disreputable past. If advertising, as a service-factor in daily life and affairs, had ever been disreputable, it would be so still. The expression attributed to Mr. Garvin indicates a somewhat distorted, yet prevalent, view of the work facing the advertising reformers.

"All the slogans that are fit to use" seems to be the creed of the New York Herald these days.

THE NEWSPAPERS OF AMERICA WILL CONTINUE TO LIVE—AND PROSPER

ON October 10, 1914, Philip T. Dodge, who had accepted the presidency of the International Paper Company but a few months before, in a letter to the president of the American Newspaper Publishers' Association, said: "I am strongly averse to excessive prices for paper, and if it were possible to force paper to \$2.50, I would consider it very bad policy."

On June 3, 1916, Mr. Dodge, in an authorized interview with THE EDITOR AND PUBLISHER, said:

"The increased cost of manufacture to-day averages nearly five dollars a ton." This week, a little less than six months later, President Dodge announces the price for the 1917 output of his company at a minimum price of \$3.10 per hundred, at the mills, and on an allotment, or pro-rata base, thus making possible the placing of a large percentage of his output on a "spot-cash" basis, and forcing all customers into the "spot market" for excess tonnage.

In 1914 it would not have been possible for the manufacturers to force a price of \$2.50 a hundred pounds; under present conditions it has seemed to Mr. Dodge to be possible to force a price of \$3.10, and even higher—and he proposes to do it.

If the \$2.50 rate would have been "very bad policy" for the manufacturers, as Mr. Dodge is on record as saying, the new rate of "not less than \$3.10 at the mill," plus freight, storage, cartage, insurance, and excess tonnage, and the "spot basis," is ASSUREDLY A VERY MUCH WORSE POLICY STILL.

Mr. Dodge holds that the new price is based upon actual manufacturing costs TO HIS COMPANY, plus a fair profit. He points out that no business can be operated without profit, and suggests that newspapers should sell their advertising and their papers at a rate which will always show a profit. He is confident that this can be done—that the problem of raising prices is as simple a one for publishers as it is for news print manufacturers.

Another great paper-making concern, the Great Northern, will allot its output for 1917 at prices ranging from \$2.25 to \$2.60 per hundred pounds, according to the best information obtainable. This company contemplates making fair profits, it is to be assumed, under their lower rates. And yet its allotment policy forces its customers into the "spot market" in competition with other international customers for all excess tonnage.

Mr. Dodge fixes the price for a fourth of the entire product of the industry. He had it in his power to make that price higher than he has made it; and he had it within his choice to make it greatly lower, we believe, and still earn good profits for his company. He has fixed it at a rate which, without drastic changes in the business policies of the newspapers, means the turning over of all profits to the news print makers—and, in many instances, heavily mortgaging future prospects and earning possibilities in order to meet an unjustifiable price for a necessary commodity.

There is no disposition on the part of this newspaper, nor on the part of publishers of newspapers generally, to advise Mr. Dodge as to the conduct of his business. But he has already characterized his own present action, as cited at the beginning of this article, as "very bad policy."

Mr. Dodge has made mandatory upon publishers certain courses of action. For a while, the price he has fixed will prevail. It is certain that the market must break within the next six months. It will break through the advent of additional tonnage, economies, and new mills. Tentative plans looking toward the establishment of new mills will now take concrete form. New production will be speeded up. Economies will count as a factor in reducing consumption.

But it is freely predicted that we shall not again have two-cent news print. The price will always be a little higher than that. In view of this outlook publishers must solve the problem of meeting this temporary condition with ADEQUATE MEASURES OF SELF-PROTECTION. Subscription prices have been raised by hundreds of newspapers; prices for street sales increased by many from one to two cents. This policy must become general. THE EDITOR AND PUBLISHER has private information as to action contemplated in an important city at a very early date, eliminating the one-cent price. This will be followed, in a short time, by newspaper, in a majority of cities. The penny newspaper—as we know the penny newspaper, containing all the news and rich in illustrations and strong features—under present conditions, is a practical impossibility. It may be that, through a set of peculiar circumstances, it will survive in three of our biggest cities. In others the price is sure to be advanced to two cents, and in some cases even higher. It is possible, of course, to arbitrarily reduce the number of pages one-third and thus meet the fifty per cent. increase in news print. But in the judgment of THE EDITOR AND PUBLISHER this will not do. Readers will not be satisfied with a make-shift product. Publishers must not trifle with their chief asset—reader confidence and good will.

Advertising rates must be readjusted. Newspaper advertising rates are, and have been always, absurdly low, when viewed in the light of prices obtained by magazines, billboards, and street cars. Classified rates may be immediately advanced. Display rates, local and foreign, must follow at once. There is no time for a six months' or a year's notice of increase. Advertising space will cost the publisher more. It can be sold for more—and must be. To raise rates for display advertising is not simple nor easy. But it can be done. It must be done if the newspapers are to have their share of the greatest era of prosperity the country has ever enjoyed. The need of the hour is for strong, forceful, aggressive management.

The silver lining to the cloud consists in this fact of general prosperity. The people have money. They are compelled to pay more for all commodities—yet they are buying all commodities in liberal fashion. The merchant is prosperous. He can afford to pay more for advertising. HE CANNOT AFFORD TO HAVE THE NEWSPAPERS OF HIS FIELD CRIPPLED TO THE POINT OF DETERIORATION. It is a part of his concern that the newspapers shall prosper. They cannot serve him fully unless they are prospering.

The newspapers belong to the people. They are vital factors in the lives of the people. The people—and this includes the merchants and all advertisers—always have paid for the costs of publishing their papers; and, in cases where the papers have served them well, have paid handsome profits to the owners. They will continue to do that. Meanwhile, the investigators of the Federal Trade Commission are at work and the oral hearings at Washington promise to attract as widespread public interest as other recent Congressional investigations.

"ACCURACY"—THE COMMON IDEAL

REFERRING to the policies of the New York World, Herbert Bayard Swope, its city editor, says: "We aim more diligently than any other paper in the world for accuracy." Yet, in spite of such striving for a high ideal, we doubt whether any issue of the World, or of any other newspaper, will ever show one hundred per cent. of accuracy. The fallibility of human testimony is the barrier facing editors who battle for accuracy.

Truth is the most elusive thing in the world. The pursuit of it creates an item of editorial expense which would amaze careless readers who have a habit of discrediting a statement as "mere newspaper talk." Information often comes to a city room in about as crude a state as ore comes to a stamp mill. It must be treated in about the same way. This "milling" process may give a net result of valuable fact—or it may produce nothing at all. "Refractory ores," of the news kind, must be milled, even at great expense of time and money—for often they yield the gold of truth in large measure.

Every important newspaper hitches its wagon to a star—whose name is ACCURACY. This involves some rough travelling—many jolts and upsets. The editor, aspiring to ACCURACY, cannot choose the smooth and agreeable roads. He must follow where the star leads.

"TRUTH IN ADVERTISING"

ONE of the wisest and sanest of living men, E. W. Howe, who has developed the quality of terse expression to a point reached by few writers, says: "If an exaggerated statement is a lie, there is no truth."

Perhaps Mr. Howe's statement may itself have some exaggeration in it; but, essentially, it rings true. And it touches to the quick a vital and much-discussed topic of the hour—"Truth in Advertising."

The nation-wide movement for truth in advertising was needed, or it would not have prospered as it has done and is doing. But the problem of drawing a definite line between enthusiastic exaggeration and actual misrepresentation in advertising will always present great difficulties. Justice McKenna, of the United States Supreme Court, has said that the mere "puffing" of a thing—confined to the qualities it does actually possess—does not constitute fraud in advertising. And Howe goes further, in his eleven-word sermon, by intimating that all statements are exaggerated, yet not necessarily untruthful for that reason.

If any one will take the trouble to analyze the advertising appearing in any of the high-class daily newspapers he will be amazed at the prevalence of exaggeration in statement—and, perhaps, equally amazed at the small number of such exaggerated statements that are actually untruthful and misleading, and therefore fraudulent.

It would appear that Justice McKenna was written "the law" and that E. W. Howe has written "the gospel" of the "Truth in Advertising" crusade. And it is assuredly true that H. J. Kenner, through his work as secretary and lecturer for the Vigilance League of the A. A. C. W., is accomplishing great things in spreading both this law and gospel—supported, as the movement is, by an increasing number of publishers and editors of daily newspapers, who realize that one of their inescapable obligations to their honest advertisers is to hunt down and eliminate the faker.

PERSONALS

If a man look sharply and attentively he shall see Fortune; for though she is blind, she is not invisible.—Bacon.

NEW YORK.—William J. Cochran, Washington correspondent of the St. Louis Republic, who was publicity manager of the Western Democratic Headquarters, at Chicago, is temporarily in charge of the New York bureau of the Republic, relieving John Reagan, who is on a vacation.

Harold W. Belcher, formerly copy reader and special writer for the Knickerbocker Press, Albany, has joined the night force of the International News Service here.

Vincent B. Kelly, of the Evening World, was toastmaster, and Wade U. Hullings, of the New York Sun, was a speaker, at a beefsteak dinner held by Democrats of Fort Lee, N. J., last Saturday night in honor of President Wilson's reelection.

Gustav Kobbe, art critic for the New York Herald, and author of "Modern Women," has nearly finished a new book, the scenes of which are laid behind the scenes of the Metropolitan Opera House.

Kenneth MacDougal, formerly telegraph editor of the Brooklyn Citizen, has resigned from the paper and joined the staff of International News Service. Mr. MacDougal was at one time city editor of the Middletown (Conn.) Times, leaving that work to become a war correspondent in Mexico, for a syndicate of newspapers.

During the vacation of F. P. Attwood, night manager in the New York office of the International News Service, Irving Barbour has been in charge. Attwood has been visiting Chicago, at his former home.

OTHER CITIES.—Clara Clemens Gabrilowitsch, daughter of Mark Twain, has accepted an invitation to address the Dallas (Tex.) Pen Women's Club some time in January next.

Walter G. Battenfield, formerly telegraph editor of the Columbus (O.) Citizen, has become managing editor of the Des Moines (Ia.) News. Jesse Ayres, assistant city editor of the Citizen is the new telegraph editor of that paper.

Frank Ward, formerly Columbus correspondent for the Cleveland (O.) Leader and International News Service, has resigned to become manager of the Cleveland office of the I. N. S.

Paul W. Brown, editor of the St. Louis Republic, is taking his vacation and visiting his two sons at Madison, Wis., where they are attending the State University.

Sam D. Fuson, who contributes to the Post-Dispatch and other St. Louis newspapers, has returned to St. Louis from Little Rock, Ark., where he formerly was employed on newspapers.

Kenneth L. Eagon, formerly of the Des Moines (Ia.) News, has joined the staff of the Columbus (O.) Monitor.

Grace Salisbury Monfort, society and feature writer on the staff of the Peoria (Ill.) Journal, has joined the staff of the Peoria Star, taking the position vacated by Theo. R. Marsters, for many years a writer on the staff of the Star. Mrs. Marsters becomes special writer for the Journal, conducting an editorial page feature entitled "Town Close-Ups."

John Newman, late of the St. Paul Pioneer Press and Dispatch, has transferred his allegiance to the editorial staff of the Daily News.

Richard Lloyd Jones, formerly associate editor of Collier's, now editor of the Wisconsin State Journal, spoke before the recently organized journalism club at the University known as "The Scoops" on November 23.

Prof. Willard G. Bleyer, of the department of journalism at the University of Wisconsin, has been reelected chairman of the executive committee of the Federated Printing and Press Associations, and Frank W. Cantwell, of the Wisconsin Franklin Club, was reelected treasurer.

Col. John R. Caldwell, for five years Associated Press correspondent at Havana, Cuba, has opened a news bureau of his own in that city, for the purpose of serving American papers with special Cuban news. Col. Caldwell is well known in New York newspaper circles, having a long record of good work on various New York dailies.

Col. Clarence B. Douglas, secretary of the Tulsa (Okla.) Chamber of Commerce, and for many years one of the leading newspaper publishers in Oklahoma, has been notified of his election to membership in the Academic Society of International History of France.

William Capps, president of the Fort Worth (Tex.) Record Company, has just returned from a business trip to Washington and New York.

C. H. Smith, a graduate of the University of Missouri School of Journalism, has accepted a position with the Associated Press, at Dallas, Tex., succeeding A. P. Cook, resigned. Mr. Smith has also worked on several Kansas newspapers before going to Dallas.

Jefferson McLemore, editor of Texas State Topics, and a member of the Houston (Tex.) Press Club, who has just been reelected Congressman-at-large from Texas, was given a reception by the Club on November 15.

Fred W. Bell, night editor of the Portland (Ore.) Journal, has been sent to San Francisco to open a bureau for his paper in that city.

Rex Lampman, formerly of the Portland (Ore.) Journal and Oregonian, is in the advertising business for himself.

C. Raymond Collins has been made managing editor of the Altoona (Pa.) Times, succeeding C. H. Heintzleman. Mr. Collins is a Chicago man, who has been associate editor of the Times for some time. Previously he was managing editor of the Joliet (Ill.) Herald-News; city editor of the Hammond (Ind.) News and Kankakee (Ill.) Democrat.

Grant McGee, of St. Joseph, Mo., a graduate of the Missouri School of Journalism, has been added to the reportorial staff of the Muskegeet (Okla.) Times-Democrat.

W. T. B. Brown, business manager of the Oakland (Cal.) Tribune, was painfully injured when he fell fifteen feet through an elevator shaft at the Oakland City Hall on election night. He was directing the explosion of bombs from the City Hall, indicating the result of the election, when he met with the accident.

Frank McGettigan, formerly of the Portland (Ore.) Morning Oregonian, has been chosen president of the Portland (Ore.) Press Club.

Miss Amy McGuffin, formerly in charge of the club department of the Dispatch and Pioneer Press, now is in charge of the social and club departments. Miss Fredericka Anderson, formerly of the Minneapolis Journal, has been added to this department, and Miss Josephine Dearth, St. Paul, takes the place of Miss Alexandra Robertson, resigned.

BOSTON.—Roger Sherman Hoar, a well-known member of the Press Club, who was a candidate for Congress at the recent election, became so popular in one part of his district that a cigar maker named a cigar for him.

Dr. Ernest H. Gruening, city editor of the Journal, is winning out in his fight against the case of blood poisoning that attacked him shortly after he assumed his new duties at the Journal office.

Jack Harding writes that he has been in Seattle, but that he expects to locate in San Francisco. Jack is the young Boston newspaper man who made a trip to Paris in war time on \$50 and later went to the border as a free lance, making \$800 in fourteen months' time after paying his own expenses.

Jack S. Connolly, former president of the Press Club, and now secretary to Congressman Carter, was a recent caller in town.

Welles Hawkes has an excellent position with Mary Pickford, as her press agent.

Paul Stanwood, of the Globe, and Warren Dyer, of the same paper have been doing some of the Billy Sunday stuff at the tabernacle, but the lead has been written by Lawrence Winship, who was with Mr. Sunday in Patterson, N. J. and other places.

Edward J. Dunn, of the Post staff, who went to the border for that paper, has been doing some lecturing on the subject of conditions along the Mexican frontier since his return.

PHILADELPHIA.—Ernest F. Bodding, who won the first prize of \$500 on the Democratic side, in the recent Ledger editorial contest, has left the North American and has connected himself with the Richard A. Foley Advertising Agency.

Fred C. Havens, real-estate editor of the Inquirer, has left that paper and will devote his time to developing his well-known kennels of Airedales at Narberth.

M. D. Edmonds, chief of the business section of the Ledger, has returned from Tennessee, where he has been making a study of industrial developments for his paper.

Robert Roberts Shronk, the oldest active newspaper reporter in Philadelphia, celebrated his seventy-second birthday recently. He has represented the Public Ledger in the Manayunk dis-

trict since 1888. Since his birth he has lived within a radius of three miles of his present home, is well known to every one in the section, and is hale and hearty. He has been dubbed the dean of newspaper reporters in the United States, and would like to hear of any one who can beat his record.

The Critics' Association, formed some five years ago, which is made up of dramatic and musical writers on the local papers, held its first dinner of the season at the Art Club on the 12th. Gustav Hinrichs, impresario, and Alfred Hoegerle, manager of the Metropolitan Opera House, were the guests of honor.

Albert Bailey is the new financial editor of the Record.

John Gallagher, assistant on the night city desk of the Inquirer, has become managing editor of the Catholic Standard and Times, succeeding Francis P. Green, who is now general manager.

Rowe Stewart, advertising manager of the Record, has been made chairman of the sub-committee on advertising for the Philadelphia Committee, which will put over the World's Fair in this city in 1926; the idea inaugurated by John Wanamaker.

CHICAGO.—James Keeley, editor of the Chicago Herald, last Saturday cabled a story from Paris to the Herald on the war situation. Mr. Keeley emphatically denied that Americans are badly treated by the Allied nations.

Gilman Parker, recently mustered out with the First Cavalry, Illinois National Guard, is back at work on the Chicago Tribune local staff.

VISITORS IN NEW YORK

J. D. Barnum, publisher of the Syracuse (N. Y.) Post Standard, and John F. Dunn, managing editor of the same paper.

J. W. Campsie, business manager of the Milwaukee Evening Wisconsin.

R. M. H. Wharton, business manager of the Harrisburg Patriot.

E. W. Barrett, publisher of the Birmingham (Ala.) Age-Herald.

Jerome D. Barnum, general manager of the Syracuse Post-Standard.

Urban E. Dice, advertising manager of the Pittsburgh Gazette-Times and Chronicle-Telegraph.

Alex. P. Moore, Pittsburgh Leader.



The Haskin Letter
is written for
busy people to read.

PERSONALS

(Continued.)

CLEVELAND, O.—Herbert Rosenthal, financial editor of the Plain Dealer, has completed a magazine story in which he describes how Cleveland was invaded in the war of 1956 by the enemy marching through the drained water works tunnel.

James H. Lanyon, the Plain Dealer's authority on military affairs, has returned from the Mexican border, where he has been with the Ohio National Guard, following an injury to his foot. He will hold down the telegraph desk while recuperating.

William Hines, of the Leader staff, has resigned to take up publicity work for the Firestone Tire and Rubber Company, Akron, O.

Hubert Persons, formerly of the Leader, and who has been doing publicity work for different organizations, has returned to his old berth on the Leader.

C. S. McCool, former newspaper man well known in northern Ohio, has invented an aeroplane amusement device, with which he has interested amusement enterprise promoters. He has resigned as advertising manager of a certain newspaper to organize a \$500,000 company.

S. G. Barrick, artist of the Plain Dealer, has a signed sketch of Rabin-dranath Tagore, poet, which he drew while the noted writer was being interviewed by Miss Grace Goulder, of the Plain Dealer.

Charles E. Morris, newspaper man, is the first appointee of Governor-elect James M. Cox. Mr. Morris will become the Governor's private secretary on January 1. Mr. Morris has been in charge of the Democratic publicity bureau and formerly was connected with the Dayton (O.) News.

PITTSBURGH, Pa.—Karl Keffer, of the advertising staff of the New York office of Johns-Manville Company, was a recent Pittsburgh visitor. Mr. Keffer was formerly in the editorial departments of several of the Pittsburgh dailies.

Jean Stevens, formerly with the New York Post, is now on the Pittsburgh Dispatch city staff.

C. F. Steele, succeeds Wm. J. Hatton as cooperation manager of the Pittsburgh Dispatch advertising staff.

D. A. Murphy, of New York, general manager of the Central News Photo Service, was the guest of J. K. Burnett, of the Tri-State News Bureau.

Allen Markley is Tri-State editor of the Dispatch, coming to this post from the Cleveland Plain Dealer.

Dean James E. Hagerty, of the College of Commerce and Journalism, Ohio State University, was a delegate to the conference of Charities and Correction, held at Youngstown, O.

George Siebel, managing editor of the Pittsburgh Volksblatt and Freiheits Freund, addressed the Concordia Club on "German Ideals in War and Peace."

Elizabeth Volz, club editor of the Pittsburgh Leader, is seriously ill with diphtheria.

Strickland Gillilan addressed the Hoosier banquet in Pittsburgh on Saturday night. George P. Early was toastmaster.

Marvin Ferree is now telegraph editor of the Pittsburgh Chronicle-Telegraph. Mr. Ferree comes from the Louisville (Ky.) Times.

PROVIDENCE, R. I.—James C. Garrison, an editorial writer on the Providence Journal, who recently underwent an operation for appendicitis, is still very weak, but was able to call on his fellow workers at the office last week.

Alexander R. Smith, editor of Marine News, was the principal speaker at the annual banquet of the Commercial Club held last Saturday night.

Alfred H. Gurney, editor of "What Cheer Jottings," of the Journal, is a brother of John H. Gurney, captain of the tug which was sunk Friday by the Deutschland.

Stephen A. Greene, Warwick correspondent for the Journal, and Coroner of that town, has been busily engaged in the investigation of an alleged baby farm murder the past week.

SAN FRANCISCO.—M. H. de Young, publisher of the San Francisco Chronicle, recently addressed the Jovians, an electrical order, at a luncheon, when he detailed his varied experiences in starting and building up the museum in Golden Gate Park. Mr. de Young has donated \$50,000 towards the erection of a new park museum.

Miss Kathleen O'Brennan, a newspaper woman of Dublin, was the guest of honor at a luncheon recently given by Mrs. Eleanor Martin, a San Francisco society leader, at the latter's home. Miss O'Brennan lectured, on Monday, at the Hotel St. Francis, on the "Irish Renaissance in Art, Literature, and Music." She dealt chiefly with the remarkable literary revival in Ireland and its inspirations.

Bernier O'Donnell, a popular member of the Newspaper Men's Club of San Francisco, has been distinguishing himself since he went East by doing some very clever work for the Newspaper Enterprise Association. A splay letter from O'Donnell, describing his first experience in New York, was recently displayed on the Club's bulletin board.

H. W. Thompson is going to Sacramento to take charge of the new bureau of the Associated Press, which will soon be established in the capital city. Quite a volume of business will be handled through the new bureau, especially during the session of the California State Legislature, which begins next January.

S. Kimura, a Japanese newspaper man, arrived here, during the week, on the Matson liner Manoa from Honolulu. He is acting as correspondent for the Hawaii Shimpō, a Japanese vernacular paper published in Honolulu.

H. B. CORNELL GOES TO DENVER

New York World Man Joins Staff of Rocky Mountain News.

Harry B. Cornell, who has been the manager of the New York World's News Service for several years, resigned that position on Saturday last and left on Monday for Denver, Col., where he will join the staff of the Rocky Mountain News. Morton Watkins, who has long been the St. Louis Post-Dispatch man in the World office, will succeed Mr. Cornell.

Mr. Cornell has made a host of friends in New York newspaper circles, and their best wishes will go with him. He is a son of former Governor Alonzo B. Cornell, and is an able newspaper man and good fellow.

Look out! The women are running away! The men will finally be afraid to engage in love, because of so many queer lawsuits brought by women.—E. W. Howe.

ROUND ROBIN TO "JIMMY" NORTON

Flowers, too, From His Associates on the World Staff.

After a service of more than twenty-five years on the New York World staff, James C. Norton has resigned, preparatory to being sworn in as Surrogate of



JAMES C. NORTON.

Hudson County, New Jersey, to which high office he was elected on November 7 for a term of five years at \$7,500 a year.

Mr. Norton's associates on the World sent to him a few days ago a round-robin bearing many names of the editorial staff, accompanying the good-luck sentiments with a fine floral offering.

NO MAYORALTY FOR McANENY

Will Not Again Desert Newspaper Work for Political Preferment.

George McAneny, of the New York Times, is evidently not going to be lured away from the newspaper game again, as was evidenced by his emphatic announcement regarding the Mayoralty of New York city. Emissaries of Tammany Hall sent out a feeler early this week in the shape of a suggestion that Mr. McAneny would be their first choice for the nomination for Mayor of the city of New York. Within a few hours after the rumor was started it reached Mr. McAneny, and he sent out a statement that he was not a candidate, discouraged all mention of his name, and stated that he was strongly in favor of Mayor Mitchell's reelection. "I am not a candidate for any public office," he stated positively. Before going to the Times Mr. McAneny was President of the Board of Aldermen, and in that office he wielded considerable influence in the city government.

E. H. Roberts Succeeds Garvin

E. H. Roberts becomes the secretary of the Cleveland (O.) Advertising Club on December 1, following the resignation of Tom W. Garvin, who goes to New York city to become assistant to the general manager of the New York Tribune. Mr. Roberts has been secretary of the Rochester (N. Y.) Advertising Club for the past year, and at the last convention of the Associated Club Secretaries of the World, he was appointed secretary-treasurer of that body. He has been with the Standard Oil Company at Albany, N. Y.; publicity and advertising manager of the Maxwell Motor Corporation, at Detroit, and with the Van Cleave Advertising Agency, New York city.

William Thomson

While on a tour of the Pacific Coast States in the interest of the advertising bureau of the A. N. P. A., William A. Thomson, director of the bureau was notified of the sudden death of his father, William, sr., which occurred at his home, 2 West 94th Street, New York. Mr. Thomson was in his eighty-second year and was a retired merchant. He was born in Aberdeen, Scotland, and spent seventeen years in the Far East with his brother John, the explorer. The funeral services were held at St. Agnes Episcopal Church, Friday, November 17. Besides William, another son and three daughters survive.

Newspaper Cashier's Thrill

John Gobel, cashier of the St. Paul (Minn.) Daily News, was "next" to a sensational bank robbery the other day. He was making a deposit when the bandit entered and proceeded to cover the bank cashier, vice-president, and four customers, and back them into the vault. Taking advantage of a shift of the robber's eye, Mr. Gobel dashed out of the front door and notified a policeman. Meanwhile the vice-president had managed to sound the burglar alarm, which brought a detective, who was within easy reach, the bank having been robbed before. While the bandit, with hands full of money was trying to escape, the detective shot him dead.

Barry Tells of Trip

At the San Francisco Press Club luncheon last Tuesday John D. Barry, of the Bulletin, was the principal speaker. His subject was "Abroad with Pacifists." He discussed some of his experiences as a passenger on the Henry Ford Peace Ship, as a member of the Ford Neutral Conference in Stockholm, and as an observer in Switzerland and Berlin, where he spent about two months. Barry recently returned from Europe.

Filmed Battle Above Clouds

Donald C. Thompson, until recently war photographer for the Chicago Tribune, lectured and exhibited some of his pictures before the Advertising Association of Chicago last Friday. Mr. Thompson is in Chicago after his second visit to the battlefields. His principal achievement, he says, was photographing a battle above the clouds from the machine of a French air duellist. Mr. Thompson kept his crank turning throughout the fight, and got the picture of the German Taube's destruction and fall.

Lait Lauded at Luncheon

Jack Lait, who has been writing a daily novelette for the Chicago Herald, is understood to have signed a contract to write for the Chicago Tribune after his present contract with the Herald expires. Mr. Lait was lauded a few days ago at a luncheon given in his honor as a leading playwright, magazine writer, and newspaper man. He was the guest of the New Hampshire Colony and the Illini Village, of the Illinois Colony Club.

Johnson Visits Houston

W. H. Johnson, manager of the Hearst International Feature Service, was in Houston (Texas) recently, and was one of the distinguished guests at a big prosperity dinner given in that city. The Houston Chronicle says of him: "He is one of those fellows you have known for years in five minutes."

DIFFICULTIES OF SMALL PAPERS

Many Have Carried Advertising for Which They Have Not Been Paid.

Courland Smith, president of the American Press Association, speaking before the Association of New York Advertising Agents, November 16, told of his efforts to stabilize the rates of the country papers. Insisting that these papers print a rate card and stick to it, is bringing them to a realization that they have rates, and that they should stick to them. In some cases country papers have not been fairly treated by advertising agencies. These agencies are few, however. One firm last summer ran \$33,000 worth of railroad advertising in country newspapers, and has not yet paid a dollar to them. They claim that insertions have not been proven, while the publishers state that they have proven insertion. The agency, he said has collected for the advertising, for which it has not paid the country publishers. One other agency, he said, made \$40,000 in one year by holding up the bills of country publishers, who have not followed up their accounts.

Douglas Barnes, of the Barnes Knitting Company, told of experiences in selling small-town merchants. He said that the aggregate of business in the small towns far outstrips that transacted in the large communities, and the salesman who fails to substitute a road map for a railway time table is overlooking his biggest opportunity.

Mr. Moore concluded his address by dealing at length with the relations of the A. N. P. A. to advertising.

TO CLARIFY THEATRE ADS

N. Y. Times to Improve Style of Amusement Announcements.

The unsystematic, hodge-podge fashion of printing theatrical advertisements in the New York dailies has been the source of perpetual complaint on the part of readers. Letters come to newspaper offices daily reminding editors that the theatrical advertising page, especially on Sunday, is almost unintelligible. A mass of meaningless black type dazes the eye and confuses the mind.

The New York Times is actively engaged at present in trying to remedy these most undesirable conditions in amusement advertising. The Times declares that all backgrounds in advertisements, which have been the largest cause for disapproval, must be eliminated. One advertisement must not stand out more prominently than another when both are allotted the same amount of space. Heretofore, black backgrounds, heavy black type, and disorderly arrangement have characterized theatrical advertising. All these defects are to be eradicated in the New York Times. Henceforth, theatrical advertising appearing in that paper will consist merely of printed matter, minus all decorative accessories, so that a reader may not have his eye offended by the gaudy method still largely prevalent.

Myers Will Manage Conventions

H. E. Myers, of Chicago, who managed the 1915 convention of the A. A. C. W. in Chicago, has been engaged to manage the St. Louis convention in 1917. Mr. Myers will continue as permanent convention secretary with the clubs, serving each convention city in turn as selected. In the interim between conventions, after arranging details, he will devote his time to building up the sustaining memberships in the A. A. C. W.

HOW J. THOMAS LYONS REJUVENATED PROMOTION METHODS IN BALTIMORE

New Service Manager for "Sunpaper" Has Record for Constructive Work of the New Sort—Looks Upon Advertising As "An Expression of a Merchandising Thought"—With the News for a Decade.

By E. LYELL GUNTS,

President Baltimore Advertising Club.

"ANY copy for me to-day? You gave it to the Blatter Gazette! Why don't you let me have it too? They haven't got the circulation they claim anyhow! I don't see why you're throwing your money away on that sheet!"

How often the advertising manager is compelled to listen to this kind of newspaper solicitation—destructive—discouraging—confidence-blinding—vicious!

And how often has he said to himself "Ye Gods! when will there come a man—a real man—a man with brains—a man with a vision who will present the newspaper as an advertising medium in a sane, convincing, common-sense, logical, constructive way!

"A solicitor who will tell me why I should use his newspaper or newspapers as a whole, rather than why I shouldn't use the newspaper that doesn't happen to be sponsor for his pay envelope!"

But everything comes to him who waits, and now Baltimore boasts such a solicitor in the person of J. Thomas Lyons. He has not just broken into the advertising end of newspaperdom; as a matter of fact, for ten years back he has been a constructive force in the advertising department of the Baltimore News, and in recently accepting the position of service manager in the Baltimore Sun organization, he can be depended upon to continue and augment the good work that he has already accomplished for Baltimore newspaper advertising generally, for in going with the Sun he simply multiplies his chances of injecting his ideas of efficient newspaper advertising into three sheets instead of one.

Now of course the News didn't like to part company with Lyons, for he is a real business-getter; but for his former associates to say of him, when he was about to take up active work for a competitor, that they sincerely hoped he would be able to inject into his new field of endeavor the fundamental principles of efficiency in newspaper advertising which he has been so steadfastly advocating in the past, is pretty good evidence of the constructive trend of his work.

Now what is there about Lyons that makes him distinctive as compared with the average newspaper solicitor?

Foremost, he's more interested in merchandising than advertising—he looks upon advertising as an expression of a merchandising thought. He believes that all the newspapers, or other advertising media in the world, won't avail if he who has something to sell hasn't first solved both his production and distribution problems. For instance, Lyons will take a class of business where the individuals therein are at each other's throats—maybe they're in the midst of a ruinous price-cutting war. What does he do? He calls upon the contending factors individually—gets a line on what they're up against and endeavors to find a sane solution to their problem.

He does not begin by talking advertising to them. What he does talk is co-operation, and getting together—"there's room for all of you fellows if you'll only stop back-biting"—so he calls them together, gets them to shake hands, and over a good cigar helps them to thresh things out.

He starts off by advising that they be sure of what their goods are costing. He suggests that, instead of featuring prices, they project their propositions via the QUALITY or SERVICE route—that they present what they have to offer in clean-cut fashion, creating desire for what they have to sell through suggestive or other equally constructive copy, but before doing any advertising whatsoever, he impresses them with the fact that their selling organizations must be right.

KILLING THE EFFECT OF THE ADVERTISING.

I happen to know of an instance where his paper was carrying the advertising of a certain retail concern. Upon passing the place one day he walked in to make a purchase. At the rear of the store he found two clerks leisurely doing nothing—then he noted that they had an argument as to who should go forward and wait upon him. Finally, one sauntered forth in a more or less dilatory way and asked: "What can I do for you?" "Nothing!" was Lyons's reply, "but when your boss comes in tell him I say that until he can get his sales organization straightened out he'd better cut out his advertising with us—we'll never be able to make it pay him until his salespeople wake up to the fact that the public is under no obligation to put up with their inefficiency."

And what's the result? Every advertiser or prospective advertiser who has ever come in business contact with Lyons knows that he is only interested in getting advertising in his publication when he sincerely believes he can render real service for value received.



J. THOMAS LYONS.

Lyons does not roast every other newspaper in sight. He talks newspapers, newspapers, newspapers, and then HIS newspaper. He builds up the advertiser's confidence in the newspapers as an advertising medium, and when he has accomplished that he takes his chances on the paper he represents getting a slice and a good slice of any appropriation that might be made. Another strong point in Lyons's policy of turning a prospect into a newspaper advertiser, is his doctrine of distribution before advertising. He will work untringly to assist the man who wants to market his product to get the proper distribution. He studies the product's possibilities, its possible market, its competition, and even interviews dealers far and near in order to put the proposition across.

It's not unusual at any time to find Lyons two or three hundred miles away from base in the interest of solving some distribution problem for a prospective newspaper advertiser, and wherever he goes somebody nabs and carries him off to make an address before the Chamber of Commerce, the Board of Trade, the Retail Dealers' Association, or the Advertising Club, on some interesting phase of merchandising. Lyons is an enthusiastic Advertising Club worker. He's a member of the Baltimore Club's governing board, and chairman of the Executive Educational Committee.

He is a Baltimorean, by birth and conviction. He's had many opportunities to go to other and more lucrative fields, but he believes in the future of Baltimore just as much as he believes in newspaper advertising, and that's saying a whole lot! It is to be hoped that in another ten years the Lyons type of advertising man will be the rule rather than the exception.



WALT MASON

Walt Mason prose rhymes are now printed daily in over 200 newspapers.

Walt Mason is without doubt America's most popular newspaper *personality*. Next to the telegraphed news services, he is the most widely bought newspaper commodity in the world.

He is a daily message of good cheer and wholesome optimism. No city—no town—no community in this wide land should be without Walt Mason.

Unless Walt Mason is already appearing in your locality, you should give him to your people in *your* paper.

THE
GEORGE MATTHEW ADAMS
SERVICE

8 W. 40th St., NEW YORK

GRAPHIC CHARTS THAT HELP PUBLISHERS

Unusual Increases or Decreases in Expenses, or Fluctuations in Circulation or Advertising Patronage, May Be Visualized to Best Advantage by This Method.

By EDMUND WALKER,
Auditor, The Keeley-Handy Syndicate, Chicago, Ill.

IT is well recognized that there are many degrees of efficiency in the compilation of statistical information and financial records, just as there are degrees of efficiency in conducting any department of your business. A financial statement, to be of the greatest value, must present data to the executives in as complete and yet concise a form as possible.

In the olden days the average executive had to wade through rows of figures before getting the information desired, and usually this was so distasteful to him that the examination of any documents from the auditing department was looked upon as a necessary evil. More often than not the examining executive would become so confused with the statistical information submitted that he would know less about the business when he completed his examination than before he started.

Accountants got together in an endeavor to devise some way of submitting the necessary data in a single form readily understood by any reader, and the system of graphic charts was evolved. For the first few years many mistakes were made in presenting information in this form, and even to-day charts are being prepared which defeat their very object, and which require just as much deciphering as any record in statistical form.

One basic principle to remember when adopting this form is that you will deal with fluctuating items only. For example, you probably have a lease on your building, and you are paying a certain rent, which is the same every month or quarter, as the case may be. Then it is not necessary for your time to be taken up reading the amount of rent paid last month. It is only necessary that you should be notified when this amount fluctuates either up or down.

CHARTS MUST SHOW ALL FLUCTUATIONS.

This, then, brings us to the point where you will only read and study fluctuating items, and, going one step further in the process of elimination, we need only submit to you those items which are fluctuating out of normal. For example, if you carried a paper averaging fourteen pages per issue, and your news print bill amounted to, say, \$10,000 per month in January, and then in February you ran twenty-eight pages per issue, it would not be necessary to explain that news print expense had gone up—it would be more reasonable to present to you the fluctuation in the average number of pages per issue. If the news print account had increased more or less than double \$10,000, then it would be necessary to inform you of this fluctuation. Again, you might inform your accounting department that you considered anything between 50 and 60 per cent. advertising was normal, and in this case, as long as the ratio of advertising to news matter did remain between 50 and 60 per cent., your attention would not have to be called to this fact, at all. If it fell, however, to 40 per cent. or increased to 70 per cent., the matter should be presented to you immediately. In short, the real advantage of graphic charts in the presentation of statistical records is that, if properly worked out, they will draw your attention only to the points which need attention and will not take up your time with a mass of "normal" expenditures.

At all times the accounting department must be ready to supplement a statement submitted in this manner by actual statistical records, but the one form acts as a map, where the other might be said to be equivalent to the famous Bradshaw timetable, which nobody has ever understood. The information submitted in graphic chart form is of a different nature than that submitted in the usual profit-and-loss account and balance sheet. For instance, you will turn to your profit-and-loss account to ascertain the cost of running the circulation department last month, but you will refer to the chart to show the increase in circulation and the above-, or below-normal expenditure in obtaining that increase. If it has always cost you 33 per cent. to obtain additional subscribers, there is no need to repeat the information, for you know it already. But if this month the expense suddenly increases to 50 per cent., then that matter will be clearly portrayed on your chart.

CARD SYSTEM GIVES THE BEST RESULTS.

It is wrong to record more than one ratio or expenditure on any one chart. That defeats the very object of the entire system. A card system will be found to work with great satisfaction, and a separate card will be used to take care of each item presented.

These cards can be obtained from standard stock at any of the large stationers. They will be ruled in squares, each square being divided into 100 smaller ones—10x10. Take, for example, the matter of circulation—if this is constantly fluctuating, and if the management be anxious to keep in touch with the fluctuation, then a special card will be prepared. A red line should be traced on the card showing the circulation month by month for the next preceding year. A green line will be traced showing what the circulation should be this year, month by month, if it increases at the normal rate based on the last—say five years—increase. Then a black line will denote what the circulation actually is this year each month. The executive will not be interested in this card unless the black line falls below the green line or if it rises above the green line. Of course, a little leeway will be agreed upon, as it will seldom work out exactly.

Assuming that you have all your business placed on the graphic chart system, you will only submit to the directors those cards which are showing fluctuations over the stipulated amounts; and for the sake of example we will suppose that stereotypers' wages increased last month. On looking at the card we will not see the total cost of wages in this department, but we will see the average cost of stereotyping wages in ratio to the number of pages or rather the cost per page. If the number of pages per issue has increased, it will be obvious that the stereotyping wages will have increased, and the executive will

HEARST BACKS AUTO TRAINS

His Papers Will Support California's Novel Method of Advertising.

The project for sending special trains of automobiles from the East to California next spring has been assured powerful cooperation by a telegram received at San Francisco from William Randolph Hearst, in which he informed the editor of the Examiner that the plan would have his support.

It is planned to have the Eastern train start from New York on February 24. The train from Chicago is scheduled to start on February 28, and the trains are expected to arrive in San Francisco on or about March 10.

The Tourist Association of Central California is handling the arrangements for the trains. When the suggestion of bringing Eastern automobile owners to California by reducing the cost of auto transportation to a minimum was submitted to the Tourist Association by the Examiner, the directors immediately perceived the advantages to be gained in exploiting the State and its resources. Full information will be sent to auto owners contemplating a visit to California. Many queries have already been received by the Examiner from Easterners.

With the support of the newspapers and magazines owned by Mr. Hearst and through the publicity given in the various populous centres covered by them, the owners of motor cars in the Eastern and Middle Western States may be expected to file enough applications for space to warrant the Association in making up a couple of long trains.

not want to look at this expense in that light, but rather in the light of "has the cost of doing the business gone up?" On this card he will see the same relative cost for the past year and for each past month of this year and for the estimated cost of this year. Should you require the actual figures, you can immediately turn to the financial statement for the week or the month, whichever may be your unit of operation.

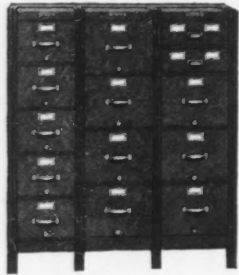
WHAT GRAPHIC CHARTS SHOULD SHOW.

You are conversant with the information usually submitted to executives in the average balance sheet and profit-and-loss account. Compare this with the information, which will be submitted to you in graphic form, which will be along the following lines:

- Average number of pages per issue.
- Department percentage cost.
- Department cost per thousand circulation.
- Pay roll cost per hour for each department.
- Per cent. productive time (each mechanical department).
- Percentage of news to advertising.
- Ratio of total expense to total revenue.
- Ratio of circulation revenue to circulation expense.
- Ratio of circulation revenue to advertising revenue.
- Ratio of news print expense to circulation revenue.
- Ratio of editorial salaries to inches of news matter.
- Cost of one inch advertising matter.
- Cost of one inch reading matter.
- Cost of average page.
- Ratio of productive wages to non-productive salaries.

—and so on down the list, each executive and each departmental head desiring special information, which is of the greatest benefit to him.

Be sure not to present more than one ratio of expense or one straight expenditure on a single card. Only present the cards which show fluctuations over or below the normal lines, and make all charts deal with comparative ratios, rather than straight expenditures, wherever possible.



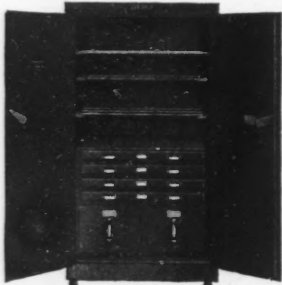
Globe-Wernicke Filing Equipment

The installation of Globe-Wernicke Sectional Filing Equipment brings order out of chaos. It standardizes equipment and simplifies filing. It grows unit by unit as increasing needs make necessary, and is always as big as your business.



THE 7000 STEEL LINE—
28 INCHES DEEP

These files represent the supreme development in modern filing equipment. They are the ideal combination of economy in first-cost and after-cost. One pair of end panels serves for a whole battery of them. They have unusual filing capacity, operate smoothly and silently, are electrically welded throughout, and made of fire-resistant, cold-rolled steel, as nearly perfect as human ingenuity can make them.



THE GLOBE SAFE

Certain correspondence, business data, records, report books, and private papers are of too confidential a nature to entrust to ordinary files and yet are too often needed or are too voluminous for place in the heavy safe. For these, the Globe Safe. It is light and portable, fire-resistant and theft-proof. Its interior permits a thousand different arrangements of Globe-Wernicke units, all of which are always protected by cold-rolled steel walls and Yale locks.

Write for Globe-Wernicke Filing Equipment Catalogue No. 810 E.P. It gives full details of all Globe-Wernicke Equipment, and valuable filing hints.

The Globe-Wernicke Co.
Cincinnati

Branches: New York, Chicago, Philadelphia, Boston, St. Louis, Washington, D. C.

**HONORS SHOWERED UPON
LITTLE PRIZE WINNERS**

Baltimore Sun, Aided by Thousands of Hospitable Citizens, Conducts Unique Educational Tour for Young Members of Potato and Corn Clubs of Maryland, After Year's Preparation.

A piece of newspaper enterprise unique and lasting in its benefits has just been successfully concluded by the Baltimore Sun, in conjunction with the joint agricultural extension service of State and Federal Governments. It was called the Home State Tour for Prize-Winning Boys in the Corn and Potato Clubs of Maryland.

There were two winners from each of the twenty-three counties, and an extra winner from the plains of Alleghany. At the end of the Home State Tour proper there were three prize-winning girls in the Home Economics Division, from each of ten counties, who, with their chaperons and county agents, shared the Capital Tour, consisting of a public reception in Baltimore, a reception by the Agricultural Department in Washington, and another by the State Government at Annapolis, with the presentation of the Governor's prize, a gold watch, to the first-prize winner, and a hundred-dollar Holstein calf to the boy who won second place.

Henry Edward Warner, of the Sun, who originated and directed the tour, and Reuben Brigham, State agent in charge of Boys' Club work, were authorized a year ago to put the thing through.

The prize-winning boys were brought to Baltimore November 6, and dispatched by boat to Crisfield and by rail to Oakland, in equal parties, the odd one going west. The division was made by sending the coastal-plain and waterfront boys to the mountains, and the mountain boys to the ocean. The simplicity of the plan worked out by the director of the tour was confined to two factors. First, all the work of a unit was done by the committees of that unit; second, all the hospitality of all kinds was voluntary and personal. These units of hospitality were joined together by a fixed schedule of the time of arrival and departure, so that the remarkable record was made of reaching and leaving every point on the exact schedule time.

MANY HONORS WERE SHOWN.

One party began at Crisfield, the other at Oakland, and both worked toward Baltimore by relays of automobiles furnished by the citizens, the points being a reasonable distance apart, so that no long drive fell on any one community. In each town used as a night control, the boys were assigned in pairs to the homes of citizens, who entertained them as personal guests, and delivered them according to schedule at the point and time of departure for the next town. In this way they reached Baltimore. In many towns there were brass bands and parades, school-children turning out with flags to march, and the day being a holiday for the town. All the luncheons at automobile controls were public functions, and in a majority of cases the good women of the towns cooked the food and served it.

In Baltimore there was a parade headed by boys of the St. Mary's Industrial School band. At the Court House plaza the Mayor welcomed the prize-winners. They visited the Sun office and took in a show. Then, by special train, they went to Washington and were received by Assistant Secretary Vrooman, and from there to Annapolis, where the State gave them public recognition, with

the Governor and State Treasurer in the chairs of honor. Next day they went through the Naval Academy and St. John's College, seeing drills both by the St. John's cadets and the midshipmen, and returned to be guests of honor at the Maryland Week Exhibition, where their prizes were officially awarded, after a grand march around that immense auditorium.

As a newspaper enterprise scheme, the Home State Tour was a complete and unbroken success. Not a man or woman failed to do his or her part, and at no point was there the slightest hitch.

CHURCH ADVERTISING BOOMED

Chicago Ministers Believe it Will Fill Many Empty Pews.

Church advertising in Chicago was boosted at a conference last Thursday night by the Ministers' Auxiliaries of the Advertising Association of Chicago.

John C. McClure, secretary of the Association made a plea for the co-operation of 100 ministers in an advertising campaign to fill the empty pews. "The most expensive thing in a church, the greatest enemy to the church," he said, "is the empty pew. A national campaign of church advertising is one of the plans of the Associated Advertising Clubs of the World. We are expecting to put a paid secretary in the field who will give all his time to promoting this feature."

S. DeWitt Clough, president of the advertising club, and others gave the ministers several pointers on publicity methods and church-going from the layman's point of view.

The Rev. Paul Jenkins, of Milwaukee, said two "go-to-church Sunday" campaigns brought out one-third of the citizens of that city, and a third effort is planned.

"We have filled our pews through our advertising in the public press and elsewhere," said the Rev. Roy L. Smith, pastor of St. Paul's M. E. Church, Chicago, "our congregation regards it as a remarkable success."

Other clergymen who related similar results from church advertising were the Rev. Dr. Zells, of Jacksonville, Fla., and the Rev. Dr. Vollentyne, pastor of a local church.

A feature of the meeting was the display of 10,000 pieces of church advertising matter illustrating various phases of religious publicity.

Plain Dealer Staff Changes

Edward N. Moore has been appointed city editor of the Cleveland Plain Dealer, to take the place of Paul Bellamy, who resigned several weeks ago. Mr. Moore has been with the Plain Dealer seven years as assistant telegraph editor, day city editor, and special investigator. He was formerly connected with the Toledo News, the Lansing (Mich.) Journal, the Grand Rapids (Mich.) Herald, and the Detroit Free Press, on which papers he has held executive positions. New members who have been added to the Plain Dealer staff this week are: Clyde R. Miller, formerly with the Columbus Journal; Benson Shapiro, from college; William Moore, lately connected with Pittsburgh newspaper, and Fred Fletcher, recently with the Youngstown Vindicator. This gives the Plain Dealer a local staff of 35 persons, one of the largest in the city. With the appointment of Mr. Moore as city editor, V. V. Gray, with the Plain Dealer for nearly ten years, as head of the local and telegraph desks, becomes day city editor.

**September and October
Advertising Records Broken
by
The Indianapolis News**

September, 1915

Display	-	-	513,992	agate lines
Classified	-	-	185,413	agate lines
			699,405	agate lines

September, 1916

Display	-	-	674,312	agate lines
Classified	-	-	232,450	agate lines
			906,762	agate lines

GAIN

September, 1916, over September, 1915
207,357 Agate Lines

October, 1915

Display	-	-	611,278	agate lines
Classified	-	-	192,693	agate lines
			803,971	agate lines

October, 1916

Display	-	-	753,347	agate lines
Classified	-	-	219,393	agate lines
			972,740	agate lines

GAIN

October, 1916, over October, 1915
168,769 Agate Lines

**Total Gain in Two Months
376,126 Agate Lines**

(During September and October *The News* declined as objectionable or ruled out before it was offered, advertising to the amount of 90,921 agate lines, which appeared in other local papers.)

**Net Paid Circulation First Ten Months, 1916
108,381**

**Largest Exclusively Evening
Two-Cent Circulation in America**

The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

Rate, r.o.p. 12 cents a line, flat

Represented in New York by
Bryant, Griffith & Fredricks

ONE reason The Indianapolis Star has a greater Rural Route circulation than any other Indianapolis newspaper is due to the fact it publishes more Farm and Poultry advertising than any other Daily newspaper in the United States.

The Shaffer Group:

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

Heartly co-operation extended to
advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

CLAIMS I. P. COMPANY IS MAKING BIG PROFITS

Wall Street Firm, in Letter Sent Out, Gives Reasons for Belief That There Is Big Money in the Manufacture of News Print at New Price.

A letter put out by one Wall Street brokerage firm, gives the normal output of the International Paper Co. as 510,000 tons, and adds that it is understood that this amount can be increased to 600,000 tons, the production being between two-thirds and three-quarters news print; the balance, manilla, kraft, and box board. "Before the war prices were in the vicinity of \$45 a ton for white paper," the letter says, "while the present price is in the vicinity of \$65 a ton." Figuring from that basis, the letter states that it is estimated that the company will make \$6,630,000 in 1917. In arriving at this conclusion, basing the figures on a price of \$65—but now definitely stated by the company "at not less than \$62"—the letter estimates that there will be a profit of approximately \$26 a ton, the cost of manufacture being given in the letter at \$39 a ton. The present "spot price" of news is given at \$105 a ton, showing a profit of \$66 a ton, according to the same authority. The monthly earnings of the company for August and September, the letter states, is understood to be at the rate of \$650,000 monthly. Back dividends on the company's \$22,406,000 preferred stock amounts to 31 per cent., or approximately \$7,000,000.

Figuring a profit of \$66 a ton on 255,000 tons for "spot," the letter estimates the profits from that source will be in the neighborhood of \$16,830,000. Add to this \$6,630,000 from contracts, and a total profit of \$23,460,000 is shown.

The letter then goes on to state that \$18,270,000 will be available for the \$17,442,800 of common stock, making the book value of these shares worth \$105. These figures, the letter adds, are believed to be conservative, for the statement is made that the company's "spot" price of \$105 a ton is believed to be too low by \$20. From a source connected with the company, the brokerage firm states, the present output is 600,000 tons, and the belief is advanced that the increased amount is undoubtedly sold on the "spot" market. It estimates that the sum derived from higher prices and increased production will very possibly amount to an additional \$12,500,000, equivalent to \$70 a share. In addition it is shown that \$3 a ton freight charges, now paid by the company, will be passed along to the publisher in 1917, thus giving another substantial increase in profits, and concludes by stating that the cost of production has increased about \$1 a ton. The present cost of manufacturing, the letter estimates, as follows: Previous cost \$40; less freight, \$3; balance \$37; plus increased cost, \$1, balance \$38; plus allowance for further costs, \$1; estimated cost, \$39.

The Manual of Statistics for 1916 states that the dividends paid by the International Paper Co., from 1905 to 1915, inclusive, amounted to \$7,170,440, with an accumulated surplus of \$6,457,101. For the years 1912 to 1915, inclusive, it charged off \$4,372,193 for depreciation. In December, 1915, the company had a surplus account of \$12,402,250.

New sulphite tonnage, which is coming on the market early next year, is expected to break the price of chemical fibre, which is now quoted at \$100 a ton,

the amount in sight being more than sufficient for the supply, and beyond the normal demand.

Publishers who have contracts for paper that will not expire until April or May, or later in the year, are said not to be uneasy as to the amount they will be required to pay, the opinion being general that there will be more than enough paper to go around.

The immediate concern is in the price that publishers will have to pay for their news print at the beginning of the new year, for the price of the International Paper Company, which manufactures about 25 per cent of the tonnage for the United States, will be adopted by other mills. The price of not less than .0310 cents a pound, or \$62 a ton, will not, of course, apply to the requirements of smaller newspapers, which will undoubtedly be required to pay a higher rate. Offsetting this, a number of the State editorial associations have organized purchasing departments, in order to buy a standardized supply direct from the mills.

ACTIVE BOSTON PILGRIMS

Publicity Association Compelled to Look for Larger Quarters.

The rapid growth of the Pilgrim Publicity Association of Boston has led that organization to look about for larger headquarters, possibly in a new building.

Because his duties as secretary of the Massachusetts State Board of Trade will keep him out of town much of the time, George A. Fiel has resigned as a director of the Association. His successor is J. J. McPhillips, a publishers' representative in the trade paper field. The new director is also chairman of the programme committee.

Among many new members recently elected are representatives of Boston newspapers, advertising managers, salesmen, and business men.

Thirty men are enrolled in the educational course, in which a talk is given every Friday night.

Francis X. Wholley is the new chairman of the famous "Little Journeys" Committee. During the winter the Pilgrims will visit many places of interest in and about Boston.

The "give one book" campaign is meeting with the largest measure of success. The idea is to give a book or a dollar for a book to the library committee of the Association to help out the library.

ATTACKED AMERICAN PRESS

Labor Man Charges That Liberal Advertising Changed Its Attitude.

At the convention of the American Federation of Labor in Baltimore on November 21, W. S. Carter, of the firemen, made a vicious attack on the railroads for "subsidizing the press of the nation." He charged flatly that the railroads had "deliberately bought the editorial and partly the public opinion of the nation" through the expenditure of millions of dollars in advertising.

"There is no longer a free press in this country," he cried. "At the outset of this controversy 75 per cent. of the editorial opinion was with us. But after the railroads had placed ads in 3,000 daily newspapers there was a wholesale reversal of opinions."

When the Boy Scouts are hiking, and performing other scout duty, who does their chores? Father or mother?—E. W. Howe.

ALONG THE ROW

Met an arrogant and strong-hearted capitalist the other day, and in speaking of the daily organ of the Socialists and car strikes, he referred to it as, "The Call of the Wild."

PRESS TIME.

Her face was fair,
Her lips red ripe.

Of loveliness

A perfect type.

Her form was of

The kind that charms,

And so he locked

It in his arms.

'Tis safe to say—

We rather guess—

About this time

He went to press.

IT KEEPS RUNNING.

The War Lord hates the printing press

And would destroy the same.

Because it lets the people have

A look in at the game.

And so when war and slaughter come

The press, the censor tries

The best he can—so's to prevent—

The people getting wise.

But still the press keeps running on

Despite the King's decree.

And turning light on many things

He swore folks shouldn't see.

And so the War Lord suffers pain.

And is in deep distress

Because with all his guns and men—

He cannot stop the press.

CUB COPY.

"The reason why John Doux did not return home several nights ago, or since, is because he was drowned. His body was found to-day which, of course, undoubtedly explains his absence."

ON THE WAY.

A certain newsboy in Brooklyn is destined to become a King of Finance. The day after election, he shouted "Extra—Hughes Elected." Then he went on the next block and yelled: "Extra—Wilson elected," and sold out five stacks of papers in a few minutes.

FROM THE SKINNERSVILLE SIGNAL.

"The election is over, and we are sorry for it. If political advertising had continued to pour in for a few months longer, at the rate it had been, The Signal would have put up a sky scraping building on Maine Street. We pursued a non-partisan course during the campaign, and took ads from both Democrats and Republicans with the same cheerful smile and at the same rates. We played no favorites. The day after election we cheerfully announced that Hughes was elected, and on the day following, we with the same cheerfulness, and in the same sized type proclaimed Wilson the winner. Thus we kept the friendship of members of all parties. During the heated campaign we refrained from calling anyone a liar. We did not care if Mr. Hughes had any issues or not. Neither did we care whether Mr. Wilson kept us out of war or not—because we wouldn't have even if there had been one—as editors have enough fighting to do at home. We made no forecasts, so our readers did not lose any money on bets, or ride cows backwards through the streets of our prosperous town. Through all the trying hours of the campaign, we held the confidence of our readers, and our dish rag contemporary in our usual contempt—Go to Jones for your Thanksgiving turkeys."

TOM W. JACKSON.

LEXINGTON(KY.) PAPERS PROSPER

Herald and Leader Will Soon Occupy Their Respective New Homes.

February will see both Lexington Ky., papers in new homes. The Lexington Herald's new building recently was dedicated with appropriate ceremonies, and will be ready for occupancy by the middle of January. The new home of the Leader, the afternoon paper, is rapidly nearing completion, and the paper will move to its new quarters shortly after the Herald gives up its old building.

The Herald's equipment will be new throughout, and many departures have been planned. The composing equipment will consist of seven Intertype machines, three of which will be of three magazines each, and the others of the two-magazine type. All heads up to 48 point hereafter will be machine-set. The Hoe press, which has done service for twelve years, will be discarded, and a new Duplex, using tubular plates, will be installed.

In the new building rest rooms for women, with a maid in attendance, will be provided for the comfort of women friends of the paper. Mrs. Desha Breckinridge, wife of the president and editor of the Herald, is an ardent suffrage worker, and will maintain permanent offices in the building. The building is of concrete and steel construction throughout, and the newsrooms, located on the third floor, are light, and well adapted to their requirements.

The Leader will move all its present machinery, which consists of a battery of seven linotypes. Several of these machines are new. The Leader for two

years has set all its heads, up to 36 point, on linotypes. The Goss press, which at present is in use, will be moved, but another deck will be added to it.

Munsey Host to Ambassador

Frank A. Munsey was host Tuesday night last at a dinner at which Ambassador J. W. Gerard was the guest of honor, and many well-known newspaper men were guests, at the Ritz-Carlton Hotel. The big ball room was converted into an Italian garden for the occasion. American flags draped the stage. Mr. Munsey merely announced that he wished to show his appreciation of the splendid work accomplished by Mr. Gerard in Germany. Among those present were S. S. McClure, Henry L. Stoddard, Melville E. Stone, Ralph Pulitzer, William C. Reick, Ervin Wardman, Oswald Garrison Villard, Frank I. Cobb, E. P. Mitchell, E. C. Riggs, Robert H. Davis, R. H. Titherington, and a number of others prominent in official and professional life.

Censorship Still in Effect

A dispatch from San Antonio, Tex., says that the restrictions placed on Southern Department Headquarters by the War Department shortly before the national election about releasing news of developments on the Mexican situation have not been relieved. Information was obtainable from a reliable source that "the lid has been on" for several weeks under orders from Washington.

Revel in sentiment so long as it is harmless; but when the danger signal rings, let go and run.—E. W. Howe.

MUSKOGEE BEAT PHILADELPHIA

Times-Democrat Used Both Arc and Incandescent Lights for Returns.

The Muskogee (Okla.) Times-Democrat does not think it wonderful that in Philadelphia arc light signals were used by the papers to signal results of the election.

The Times-Democrat carried this idea much further. Through the assistance of the local electric light and power company the Times Democrat at 9:15, by a properly arranged code of signals well advertised to the people of Muskogee, not only through flashes of the arc lights but with the same signal on every incandescent light in the city, announced that the election was still in doubt. At midnight the Times-Democrat by the same signals announced to the entire city that the election was still very much in doubt. Thousands of people comfortable in their homes sat up to get these flashes.

Incidentally the Times-Democrat was the only newspaper in the State that did not announce that Mr. Hughes was elected. Its extras all night proclaimed that while early returns favored Mr. Hughes they were not sufficient to justify his claim for election.

Aero Club Thanks Newspapers

At a recent meeting of the Aero Club of America, resolutions were adopted "thanking the press of the United States for the very substantial support which it has given to the aeronautic movement, with special appreciation to the New York Times and New York World for their far-reaching contributions."

WEDDING BELLS

Lisle D. Bell, dramatic editor of the Columbus (O.) Monitor, and Miss Bertha Horst, a daughter of Mr. and Mrs. George C. Horst, of Columbus, surprised their friends a few days ago by a quiet wedding at the Hotel Statler, in Cleveland. Their engagement had been announced, but the wedding was not expected before spring.

Douglas Houser, son of the late Daniel M. Houser, and one of the owners of the St. Louis Globe-Democrat, was married on November 15 to Miss Emma W. Garesche, daughter of Mrs. Edmond A. B. Garesche. The ceremony was performed by Father Edward Garesche, S. J., at the country home of the bride's mother, in the presence of relatives and intimate friends. The young couple are enjoying an Eastern bridal trip, after which they will make their home in St. Louis and Washington, D. C., where the bridegroom, at times, assists at the Globe-Democrat's news bureau.

Frederick R. Barkley, copy reader on the telegraph and local desks of the Providence (R. I.) Journal, was married on November 22 in Watertown, N. Y., to Miss Claire E. Coyle, of that city, by the Rev. Joseph L. Cole.

William S. Hennigan, baseball writer on the sporting staff of the New York World, has returned from his honeymoon, and is receiving congratulations. Mr. Hennigan and Miss May T. Madden, both of Brooklyn, were married at St. Ambrose Roman Catholic Church in that city on the night of October 31, by the Rev. Father Hamilton, Fire Chaplain of Brooklyn.

A homely woman is always worth three or four pretty ones, except as to looks.—E. W. Howe.



E. J. THOMAS

E. J. THOMAS, Publisher The HOUR, Norwalk, Conn.

backed the courage of his convictions with an order for

4 Model C INTERTYPES

These new machines displace one "Model 5" and three "Model 1" machines of other manufacture.

Mr. Thomas as publisher possessed the great advantage of having been mechanical superintendent as well as business manager of the HOUR several years ago. Therefore in visiting our factory and in studying the design and construction of the Intertype he readily grasped the important improvements that make the INTERTYPE superior to any similar composing machines.

Mr. Thomas bought "the better machine."

INTERTYPE CORPORATION

WORLD BUILDING
NEW YORK

CHICAGO
OLD COLONY BUILDING

NEW ORLEANS
539 CARONDELET STREET

SAN FRANCISCO
86 THIRD STREET

CANADIAN AGENTS: MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg.

Character is speedily recognized regardless of its location.

Sketches from Life

2-column or 3-column size, mat form, is distinctive character service. Six installments a week.

It appeals to the advertisers because it is different.

Send for proofs.

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS AND DESIGNERS



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

A Publisher can save \$10,000 to \$20,000 per annum employing a really competent circulation manager.

When print paper is worth its weight in gold and going higher, it is necessary to stop all the leaks and needless waste.

A competent circulation manager can be secured thru the International Circulation Managers' Association.

IKE U. SEARS

Welfare Chairman

I. C. M. A.

THE TIMES

Davenport, Ia.

DISPLAYTYPE LATEST WONDER IN MACHINERY

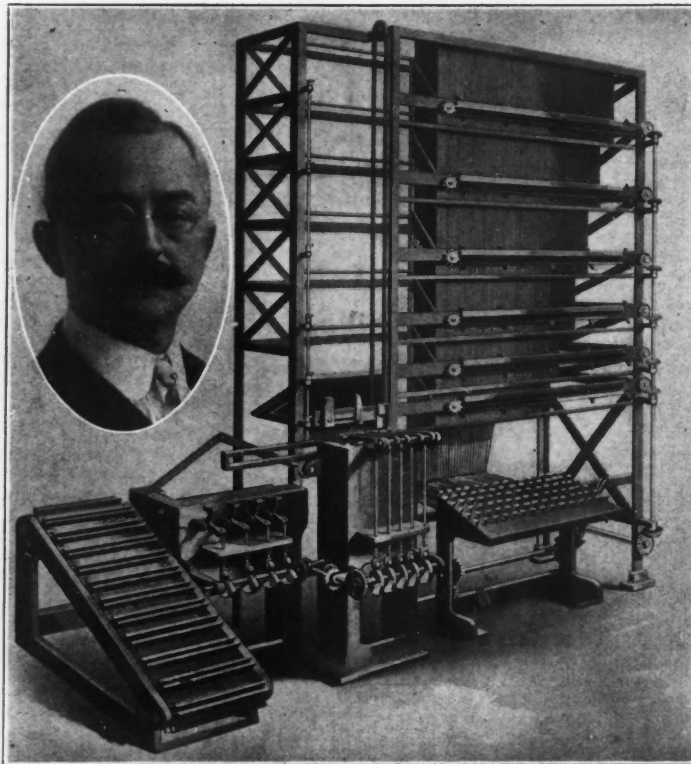
Will Set Seventy-five Different Fonts, From 6 to 120 Points in Depth, and is Practically a Composing Room in Itself—Invention of E. E. Wilson, of Cleveland Leader-News.

A new typesetting machine that is expected to make for decided changes in newspaper composing room operation, has just been announced in Cleveland, Ohio, by E. E. Wilson, of the Leader-

be available for use. Mr. Wilson now is organizing a \$250,000 company for that purpose. Headquarters will be at No. 1514 Prospect Avenue, Cleveland, Ohio.

Mr. Wilson says he conceived the idea of such a machine as he has now, back in 1888, when he was working in a shop that made a specialty of poster work, and used wood block type.

So interested have leading foreign concerns become in the project that the Trygve M. Johnsen Company, Christiana, Norway, and the Middows Brothers Company, Ltd., London, have asked for rights to handle the machines in



News composing room staff. The chief points about this new machine is that it will set seventy-five different fonts of type, from six to 120 points in depth, and in widths in proportion to the depths. Primarily the machine has been designed to set display type of all kinds and sizes up to 120 points, but it can be used for straight news matter as well. One of the features that makes this possible, Mr. Wilson explains, is that the mat carriage is carried upright and is six inches long.

For the small newspaper office, it is claimed that this machine can be the entire composing room, not only cutting down in the number of men to be employed, but in the amount of space used and the materials that enter into composing room operation. It is also claimed that this is the first really non-distribution system yet evolved, in that everything used in the newspaper, excepting cuts and matter to be carried over until the next day, may be thrown away. Besides eliminating distribution, the machine makes it possible to dispense with cases, racks, rules, borders, and composing sticks.

WILL DO WORK OF SEVERAL

Experts who have seen the machine, according to Mr. Wilson, agree that it can do the work of several of the present machines, at the same cost—about \$3,000 per machine.

Mechanical experts and others have promised financial support to the project, and it is said to be but a question of a short time when the machines will

their territories. The latter firm also wants the exclusive export rights in this country. The device is called the Displaytype.

WIRELESS SERVICE TO JAPAN

California Newspapers Now Use it at Eighty Cents a Word.

San Francisco is now using the Marconi wireless service to Japan, which was inaugurated on November 14, when President Wilson, in Washington, exchanged greetings with the Emperor of Japan. On the same day wireless messages were sent from San Francisco to Ralph Turner, United Press correspondent in Japan, Jiro Tanaka, director of Posts and Telegraphs, and others.

Both the California station, located at Bolinas a little north of San Francisco, and the Honolulu Marconi Station rank with the highest-powered in the world.

They are designed for the simultaneous handling of four messages. At present, the cable toll from San Francisco to Japan is \$1.21 for first-class service, while the wireless toll is 80 cents a word. Messages are relayed at the California and the Hawaiian stations, but, under certain conditions, it is expected that California will be able to transmit direct to Japan at times.

Born of Business Boom

Five more newspapers have been started in Gary, Ind., as a result of the steel boom there.

Leader in Display Advertising

In October, The New York Times published 1,032,247 lines of space of displayed advertisements, 186,790 more than in October, 1915, and 365,490 lines more than any other New York newspaper.

Net paid circulation of The Times, daily and Sunday—340,904 copies.



"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.

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

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

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

Artistry in the creation of

A newspaper must come only with the ripened experience of years. 85 years of newspaperdom has enabled The Free Press to indelibly associate itself with the oldest and best families of Detroit, The Fifth City.

The Detroit Free Press

"Michigan's Greatest Newspaper."

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

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

The
PITTSBURG PRESS
Has the **LARGEST**

Daily and Sunday
CIRCULATION IN PITTSBURG

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

WILSON HONORS WORLD MAN

President Pleased with Song Poem
Written by P. J. Boylan.

Peter J. Boylan, of the New York World, has received a letter from President Wilson, acknowledging receipt of a song poem composed by him and dedicated to the President. The letter thanks him cordially for the poem and the copy enclosed, and states that the President deeply appreciates his friendly interest, as well as his good wishes. This is not Mr. Boylan's first piece of poetry, as several of his Irish songs and poems have been published.

Last March Mr. Boylan was delegated by the World to apprehend a young man named Lawrence T. Rosecrantz, who represented himself as a college student and who went around the city soliciting subscriptions for the World and numerous magazines, without being authorized. Through Boylan's efforts he was finally caught, convicted, and sentenced to three years' imprisonment. Mr. Boylan was complimented by the World management for his clever detective work, and he also received a \$25 reward from the periodical publishers of America.

CHARACTER LIKE PRINTING PRESS

Circulation Manager Long Spoke Wise
Words Before Y. M. C. A.

Sidney Long, circulation manager of the Wichita (Kan.) Eagle, recently addressed the Young Men's Christian Association members at Wichita. His subject was "Christian Manhood." He emphasized the importance of the Christian home and pointed out some of the things which tend to destroy it. Character was likened to a big printing press with all of its intricate machinery, and enemies of character to the wrench which, if thrown into the press, would wreck it.

"No publisher is foolish enough to put his press out of business purposely, and no sensible young man would design his own ruin. But wrenches get in through the evil purposes of others and through our neglect," he said. Mr. Long did not attempt to enumerate all of these temptations, but spoke of the liquor habit and the get-rich-quick desire that leads to crooked business methods. A man can't afford to yield to any of these, concluded the speaker. It doesn't require much ability to be dishonest, but it takes a good man to be square and succeed.

SCRIBE GOES TO PANAMA

To Pass on Canal Zone as Spring Training
Place for Ball Teams.

Thomas S. Rice, the Brooklyn Eagle's baseball scribe, sailed last week for Panama. He will be the guest of the Chamber of Commerce of Panama City, and will return in December. The invitation to Mr. Rice was extended through the work of Bob Martin, sporting editor of the Panama Star and Herald. The Government recently completed the erection of a stadium and baseball field for the use of the military and civil population of the Panama Zone, spending on the improvement over \$25,000. Residents expressed a desire to have a major league team do its spring training there, and Mr. Martin came North to try to induce one of the teams to use the field this year. He found they were very shy, however, not knowing what kind of a place there was; therefore the invitation to Mr. Rice to visit the place and pass an official opinion on it.

Editor Is Good Loser

Harry B. Mitchell, managing editor of the Great Falls (Mont.) Tribune, was the Democratic candidate for Congress who was beaten by the only successful woman candidate, Miss Jeanette Rankin, of Missoula, Mont. Mr. Mitchell announced this week that he will make no effort to contest the election, and that, if such proceedings are instituted, he will have nothing to do with them, and will refuse to accept the designation as Congressman if such a contest should be successful.

President at Gridiron Dinner

President Wilson will attend the annual dinner of the famous Gridiron Club at the New Willard, in Washington, D. C., on December 9. The President told a committee from the Gridiron Club that he always looked forward with pleasure to the dinners of that organization, and that if nothing unforeseen should take place, he would surely be at the next annual feast.

Canned goods are going up. Another blow to matrimony.

Canadian Reporter Honored

Cable dispatches received at Ottawa, Canada, state that Frank Badgely, formerly a reporter on a Vancouver, Canada, newspaper, had been awarded the Military Cross for distinguished service with one of the Canadian contingents now doing duty "somewhere in France." He is the third of his family to be so honored.

One cannot dream himself into a good position. If he succeeds he must be wide-awake all the time.

Your Newspaper Cost

Your newspaper service is the cheapest necessity you buy. The advertising cost through the daily newspaper is the cheapest manner in which to reach customers.

This has all been effected by a wonderful world-wide organization and system, by which the public benefit, and an efficiency not known to any industry.

Newspapers which have all experienced enormous increases in publishing costs of their own are being subjected to prohibitive paper prices and exactions many times the increased cost of manufacturing paper.

The Press is doing its utmost to maintain its service to the public, without passing on these extortions, but expect that at least two thousand newspapers will be forced out of business next year and many of the others will show deficits.

The situation is extremely serious for the Publisher and the Public.

The Paper Committee

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

903 World Building

New York City

TIPS FOR THE ADMANAGER

The Greenleaf Company, 185 Devonshire Street, Boston, Mass., is reported to be making up a list of newspapers for the Hood River Rubber Company, "Hood River Tires," Watertown, Mass.

The Fowler-Simpson Company, 1900 Euclid Avenue, Cleveland, O., is placing 42-line, 6-time orders with Middle West newspapers for the Corega Chemical Company, 208 St. Clair Avenue, Cleveland, O.

Bloeser & Bryce, Heyworth Building, Chicago, Ill., are again sending out orders to some Western newspapers for the McIntyre Company, Ltd., financial, Chicago, Ill.

The Campbell Advertising Agency, 45 East 42d Street, New York city, is making 2,000-line, one-year contracts with Middle West newspapers for B. X. Dawson, 505 Fifth Avenue, New York city.

H. W. Fairfax, World Building, New York city, is placing 28-line, double-column, five-time orders with a selected list of newspapers for Robert R. Forrester Oil & Transport Company, bonds, 61 Broadway, New York city.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are sending out 5-inch, double-column, 18-time orders to some Southern and Pennsylvania newspapers for the Franklin Sugar Re-

fining Company, "Franklin Sugar," Philadelphia, Pa.

The American Seed Tape Company, "Seedtape Simplifies Gardening," 71 West 23d Street, New York city, places its advertising through Campbell-Ewald Company, 117 Fort Street, W., Detroit, Mich.

Van Patten, Inc., 50 East 42d Street, New York city, will handle the advertising of the Vitagraph Company, V-L-S-E Films, New York city.

Lord & Thomas, 341 Fifth Avenue, New York city, are again placing orders with some Western newspapers for Chas. A. Tyrell, "J. B. L." Cascade, 570 West 150th Street, New York city.

J. Walter Thompson Company, 44 East 23d Street, New York city, and Lytton Building, Chicago, Ill., is making 10,000-line, one-year contracts, with Pennsylvania newspapers, for the American Barley Company, Minneapolis, Minn., and is again placing orders with a list of newspapers for the Osgood Lens Supply Co., "Osgood Deflector Lens," Chicago, Ill.

Lord & Thomas, Mailer's Building, Chicago, Ill., are making 5,000-line, one-year contracts with Middle West newspapers for the Hamilton Beach Manufacturing Co., Chicago, Ill.

John L. Morgan, 44 Broomfield Street, Boston, Mass., is again sending out orders to newspapers in selected sections, for the Cammeyer Shoes, Sixth Avenue and 20th Street, New York city.

Singleton-Hunting Co., Citizens Building, Cleveland, O., is making 1,600-line contracts with some Western newspapers for the National Motor Vehicle Co., Indianapolis, Ind.

The Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is again placing orders with some Western newspapers for the Book Supply Co., Chicago, Ill.

The Frank Presbrey Co., 456 Fourth Avenue, New York city, and Philadelphia, Pa., is sending out 1,000-line, one-year contracts to a few newspapers in selected sections, for Shane Bros & Wilson Co., "King Midas Flour," Philadelphia, Pa.

The Mahin Advertising Co., 104 South Michigan Avenue, Chicago, Ill., is placing 1,400-line, one-year contracts, with newspapers in selected sections, for the Simmons Hardware Co., "Keen Kutter Hardware," Ninth and Spruce Streets, St. Louis, Mo.

Scott & Scott, Inc., 144 East 32d Street, New York city, are arranging for a campaign for the Anderson Electric Corporation, the advertising to start in February.

Ads May Save Life

Daniel A. Farrell, a stenographer, advertised in Chicago on November 21 for help in proving that he did not kill Richard Hatfield in a saloon hold-up there October 30. Farrell was registered at the Y. M. C. A. Hotel, and upon the time he registered there his life may depend. Farrell's advertisements ask that others who were at the hotel that night give the hour at which their names were placed on the register in order that the time at which he registered may be ascertained. Farrell went to Chicago from Brooklyn.

NEWSPAPER MAN'S LONG FLIGHT

Britt Craig, in a Bi-Plane, Will Visit Four Southern Governors.

Britt Craig, of the Atlanta (Ga.) Constitution, has been commissioned by officers of the Southeastern Land Show to accompany an aviator of the New England Aero Club on a flight over Georgia, Alabama, Florida, and South Carolina, on a special mission to deliver invitations to the Governors of these States to attend the show.

The flight will be unbroken except for scheduled stops in the capitals of the States included in the route. It will be the longest aero journey ever made in the South. Bearing the messages of invitation, the Constitution man and pilot will be launched from Atlanta by a delegation of State officials, including the Governor, and will go first to Montgomery, the capital of Alabama, a distance of 175 miles.

The type of plane to be used is one of the latest air devices, a Nieuport bi-plane, described as a "one-and-a-half-plane." It is used entirely by the American Escadrille at the French front of the European conflict. It has a speed of 100 miles an hour.

Effective "Pictograph" Ads

Following up his advertising campaign for the county's abstract plant, Joseph Connery, Recorder of Cook County, Illinois, has discovered that people are picture-minded and respond more readily to "pictographs" illustrating the advantages of the Torrens system than to any other appeal. The "pictographs," which were devised by James C. Russell, chief clerk in the Recorder's office and former city editor of the Chicago Herald, were published in the Chicago newspapers in September and October. As a result, the business for October showed an increase of 53 per cent. in applications and 38 per cent. in fees over the same period last year. It was the maximum period in the land-registration business.

Newspaper Ad Praised

At the quarterly meeting of the Philadelphia Association of Life Underwriters, held recently in Philadelphia, a tribute to newspaper advertising was paid when the members were informed that it was a means of educating the public to the value of life insurance and raising the standard of that business. The Association has plans under way to carry into effect a big advertising campaign, in which thousands of dollars will be spent.

Faith

By
THOMAS DREIER

My friends sometimes wonder why it is that I face losses without regrets, never condemn my neighbors for their words or acts, and face the world with calmness in my eyes and in my heart. The contentment that is mine is due to the faith that is mine. I believe that I am merely an extension of a Great Executive who is all powerful and all just, that I am doing His work always, that other men and women are also obeying Him, and that He is using all men and all things in the working out of a purpose too great for us to understand. As a minor employee in a great corporation cannot fully understand executive orders all the time, so do men sometimes fail to understand the commands of God. But my faith in His power and in His wisdom is so great that I calmly accept the life He commands me to live. The more firm my faith becomes, the greater is my contentment of spirit. I do not tell you that you should believe as I do. I do tell you that this belief yields me happiness. I hope that it, or some other, will produce for you the same result.

Ads Cost Too Much, Says Waldo

Mr. Waldo, of the New York Tribune, spoke before the convention of specialty manufacturers, held in Pittsburgh. He declared that "the cost of advertising is too high and must come down." He further stated that merchants are to blame for this state of affairs, simply because they do not make every line of advertising count, by not advertising consistently as they run the other branches of their business. He said: "And while I do not say that the rate per line or inch of advertising should be lowered, I do say that smaller space should be taken and every word stand out sparkling with truth and earnestness."

Praise Ban on Liquor Ads

The National Women's Christian Temperance Union, in annual session at Indianapolis, on November 21, adopted a resolution commending the 850 daily newspapers and sixty-eight magazines in the country known to refuse liquor advertisements. The delegates pledged themselves and each member of the organization to use their influence in their respective communities to get newspapers now carrying such advertising matter to drop it at the expiration of present contracts.

Post's New Line of Advertising

Advertisements of rare manuscripts, which are appearing daily and exclusively on the editorial page of the New York Evening Post, are attracting attention because of the novelty of the offerings, and the method of procedure. Many very rare manuscripts, some with historical connections, have been offered, prices running even over \$12,000. The occurrence is interesting as showing the ever widening domain of the newspaper field. It is now recognized that every person of intelligence reads some kind of newspaper, and, no matter what the nature of the commodity offered for sale, it is only necessary to find the right paper to reach the class desired.

Ads Fill Navy Ranks

It pays to advertise. Rear-Admiral Nathaniel R. Usher, commandant of the Brooklyn navy yard, so states. He told the Society of Colonial Wars at its twenty-third annual dinner at Delmonico's last Tuesday night that the Navy's extensive publicity campaign had made it possible for the service to get all the recruits it wanted.

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

Howard Ries, a former assistant business manager of the Chicago Herald, has joined the advertising staff of the Honig-Cooper Company, of San Francisco, which has considerable new business in prospect.

Louis Honig, head of the Honig-Cooper Company, and Carl Brockhagen, the promotion man of the San Francisco Bulletin's advertising department, were among the speakers who addressed the advertising division of the Oakland Commercial Club at a luncheon meeting last Tuesday.

Alan R. Wile, for the past four years associated with Lord & Thomas, and prior to that sales manager of Stuart Oil Company, has joined the staff of the Chicago office of Knill-Chamberlain-Hunter, Inc.

Isaac Merlub, of Brooklyn, has joined the advertising staff of the New York Times, being assigned to the business page.

Lynn B. Dudley has been appointed as advertising manager of the Federal Motor Truck Company, in place of George W. Cushing, who has gone to the Hudson Motor Car Company. Mr. Dudley has had twelve years' experience with newspapers, and has been three years with the Campbell-Ewald advertising agency.

George A. Macdonald has joined the staff of Scott & Scott, Inc., advertising specialists, 144 East 32d Street, New York city.

John Budd, the New York special agent, is on a Western trip.

Jack Carr's New Venture

Jack Carr, for two years advertising manager of the Atlanta (Ga.) Georgian-American, has left that paper, to enter the advertising business for himself. Mr. Carr is widely known as an efficient advertising man. He will have in his offices an art department for designing pictures, book covers, advertising labels, and other work, where something besides type is required, and a multigraph department with Howard Blackwell in charge. William T. Rich will be vice-president and treasurer. Mr. Carr was reared in New York city, and was graduated from the City College of New York and the Mechanics' Institute, where he studied commercial designing and art as applied to advertising. He was for two years with the designing department of Shubert Bros., the theatrical producers. He has been advertising manager of the Wilmington (Del.) Evening Journal; the South Bend (Ind.) News-Times; the Seattle (Wash.) Sun, and the Richmond (Va.) Evening Journal.

Salesmanship and Psychology

Stanley L. Krebs, of Philadelphia, who applies the principles of psychology to salesmanship, addressed the Town Criers' Club at St. Paul (Minn.) recently. Mr. Krebs takes the ground that the exchange of matter—salesmanship—is the fundamental function of civilization, and that when salesmanship wanes civilization goes. "Arguments tempt the customer to get back at you," he said, "but suggestion makes him consider the question uninfluenced by the combative instinct. The preacher who does not put the Cross before his own personality is a partial failure, in that he does not impress his congregation as deeply as he would otherwise. So, with the salesman if he does not, by indirect suggestion, say: 'The thing I am selling is magnificent, but I am nothing.'"

St. Louis Ad Club Leases Floor

The Advertising Club of St. Louis has leased the whole fifth floor of the Mercantile Club Building for a future home. The decorating and refurnishing will start immediately, and the rooms should be ready for occupancy in December. The office of the general convention secretary and other officers of the club will be located there. The club will have a dining room, reading room, and rooms devoted to meetings of committees or lectures for its members. At the next meeting of the club the matter of increasing the annual dues to \$20 a year from \$12 will be voted upon, and minor changes in the by-laws will be discussed.

List of Farm Papers

One of the most valuable lists of agricultural papers yet issued is that sent out by the John M. Branham Company through its Chicago office, at 5 Wabash Avenue. It contains the name of every agricultural paper published that has a Chicago representative, and gives also the name of the representative. It is being issued to all who inquire for it.

I. N. S. Opens Cuban Bureau

The increased business of International News Service in Cuba has led to the establishment of a new Cuban bureau. The general manager, Fred J. Wilson, has appointed Edward F. O'Brien, publisher of the Times, of Cuba, the general representative of the International News Service on the island. Mr. O'Brien, one of the best-known newspaper men in Cuba, will be assisted by a competent corps of correspondents.

Of, For, and By Newspaper Men

The Minneapolis (Minn.) Tribune is compiling a unique book which promises to be mighty interesting. It will contain stories, contributed by newspaper men throughout the country, detailing some of their experiences. Big names and little ones will be in the list of writers, and the entire work will be a labor of love on the part of the authors, whose only repayment will be a copy of the book and the knowledge of a good deed well done. The Tribune will defray the cost of publication.

Employing Printers Consolidate

The employing printers of New York city, as represented in the three organizations known as the Typothetae, the Printers' League, and the Graphic Arts Association, have effected a consolidation of the organizations. This was done at a meeting held early this week at the Arkwright Club. The new organization will be known as the Association of Employing Printers of New York. G. F. Kalkhoff was elected president, George D. Green, vice-president, and F. C. Stevens, treasurer.

Thousands of Dollars

Worth of political and other advertising were rejected within the last few months by

The New York Call

(Daily and Sunday)
As a matter of principle—of consistency.

Our publication of YOUR advertisement would thus be regarded as an endorsement and would pull accordingly. Don't you want that kind of publicity? Of course you do.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 89,025; Sunday, 41,089, Printed 1,905,330 lines more advertising than its nearest competitor in 1916.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN.. New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria	OHIO. VINDICATOR Youngstown
IOWA REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA TIMES-PICAYUNE New Orleans	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,408; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening... Minneapolis	VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	WASHINGTON POST-INTELLIGENCER Seattle
MONTANA MINER Butte Average daily 11,965, Sunday, 20,180, for 3 months ending March 20, 1916.	CANADA ONTARIO FREE PRESS London
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS. SKANDINAVEN Chicago	NEBRASKA. FREE PRESSE (Cir. 123,384) Lincoln NEW YORK. BOLLETTINO DELLA SERA..... New York

Food Medium of New Jersey Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue
NEW YORKLytton Building
CHICAGO

The Northwestern AT OSHKOSH

Has a Field with 100,000
Population
Where Times are Good
and Money is Plentiful.

The Hicks Printing Company
Oshkosh, Wis.

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

In Philadelphia
For over half a century

THE EVENING TELEGRAPH

has reached more men and women
of education, refinement and BUY-
ING POWER than any other Phil-
adelphia newspaper, and its posi-
tion is stronger today than ever
before in its history.

More than a million and a half
lines of paid advertising gained

during first eight months of 1916
—a greater gain than that of ANY
other Philadelphia newspaper,
morning or evening.

The Pittsburgh Post

ONLY
Democratic
Paper in
Pittsburgh.



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

The Newspaper Situation in New Orleans

(October P. O. Statements)

THE NEW ORLEANS ITEM
Sunday, 68,942; Average, 57,292;
Daily, 55,365

THE TIMES PICAYUNE
Sunday, 66,453; Average, 55,219;
Daily, 53,359

THE DAILY STATES
Average, 36,660

THE NEW ORLEANS
AMERICAN
Average, 12,976

EXPERIENCES IN THE ADVERTISING FIELD

BY REX CASE.

(Rex Case, the author of this series of Advertising Experiences, is one of the most successful builders of classified advertising in the United States. He was graduated from the editorial to the classified department of the Chicago Tribune, later becoming manager of the classified department of the Chicago American, where he built up an enormous business. After that he went to the New York American, taking charge of a special "want" ad development of that paper. He handled the World's Fair advertising for the St. Louis Globe-Democrat, and then developed the classified section for the New York Globe, adding a page, on yearly contracts, in sixty days. Shortly afterward he organized the Case Correspondence School of Advertising, to explain the methods in which he had been so successful. Then he took charge of the promotion end of the New York World, display and classified and circulation, writing all of the advertising pertaining to these subjects, and in twelve years produced over 26,000 pieces of copy. These experiences, drawn from his own life, are examples of what can be done, by showing cases that have come under his observation where success has been achieved, when failure was confidently expected.—Ed.)

THE success of an advertising solicitor, like that of a newspaper reporter, depends upon his ability to see beyond the end of his nose. In covering an assignment, there will always be one reporter who will look further and dig deeper than his brother scribes. He is the chap of "scoop" fame, who can weave a first page "spread" out of a last page "mystery" any day.

So it is with the advertising salesman who has breadth of vision, depth of observation and the ingenuity to weld little facts and ideas into a composite whole.

I once knew a newspaper reporter who joined the advertising staff of the Chicago Tribune. He had the reputation of "digging deep" for news and of putting over "exclusives" that stood the test of verification. He knew practically nothing of advertising, but believed that with his "wit" he would find a "way."

His first assignment was to secure a small "horse and carriage" advertisement that had been clipped from the advertising columns of a contemporary newspaper. He discovered the advertiser was the proprietor of a large instalment furniture house. The little ad paled into insignificance when he found himself in the furniture house, surrounded at every hand by house furnishings that should be sold and which he figured could be "moved" by judicious advertising. Inquiry brought out the fact that the proprietor was spending about \$2,500 a year in small ads published at intervals in the various Chicago newspapers. Would it not be better to run larger advertisements every day throughout the year in one newspaper, than to scatter inconspicuously small announcements from time to time in various mediums? That is the question he asked himself and answered in the affirmative.

More effective by far, thought he, to educate the Tribune's then 200,000 readers to the name, location, and business of the furniture dealer, than to be a "little fish in a big pond." The suggestion was made and "took." The \$2,500 contract was signed and the Tribune solicitor was given a substantial salary increase ere the close of his first day's work. Other newspapers please copy.

ADVERTISING REVIVES A DEFUNCT CONCERN.

On the sea of commerce float many business derelicts that bear striking evidence of poor advertising management. Altogether too often the publicity rudder is found entirely wanting.

In a Michigan town, not long ago, several squires, elders, and deacons, representative gentry of the old school, formed a company for the purpose of manufacturing and marketing a cereal breakfast food and "just as good as" coffee. The quality of the products was said to be excellent. They sent salesmen from town to town through four Middle Western States. Nearly every storekeeper solicited took in a consignment on the "pay when we sell" basis. Great joy filled the hearts of the manufacturers, for had they not made a whirlwind success in putting their wonderful goods on the market? Were they not where all could buy? Were not their goods so meritorious that "once tried they would be always used"? But, alas! The people of these four States were not of the mind-reading cult. They might have liked the cereal foods and made the wheels of the Michigan manufacturing plant spin faster, had they been induced to taste the products, but no such invitation was extended to them. The selling force of advertising had been entirely ignored. The products so successfully distributed went musty on the grocers' shelves and the manufacturing concern went bankrupt. By mere chance an advertising man from Detroit met the president of the defunct company and revealed to him the error of his ways. "Reorganize your company, put in new capital, distribute and ADVERTISE your foods," said he, "and success will be yours in all its gratifying fulness."

A meeting of the members of the defunct company was called, a plan of publicity adopted, the necessary capital raised and the mark that was first missed was hit with ease.

There's nothing mythical or intangible about advertising. "If you write my name on a fence or wall it will do me some good," said a successful New York restaurateur the other day.

[This is the first of a series of articles by Mr. Case on Experience in the Advertising Field. The next will illustrate the value of specific compared with general advertising.—Editor.]

May Publish Names of "Slackers"

Newspapers in the city of Guelph, Ont., have been approached for their support in a new project for securing recruits for the Canadian army. The idea emanates from Major Walker, O. C., 29th Battery, who believes the time has come to take drastic steps to enlist the slackers. His proposal is to have the newspapers publish a list of

eligible young men; then to have the recruiting officers call on them; and, finally, to republish the list with the answers given attached. This would give the public an idea of the reasons advanced for not enlisting.

The passing multitude may forget your name and fame, but a typewriter salesman never does.

A Colymniators' Bankwet

The first Colymniators' Bankwet or "bunkwhet" (as one irreverent wag had it) in Philadelphia and possibly in the world was held at the City Club last Wednesday night, when Tom Daly, arch-colyumniator, or St. Simeon Stylites, of the Evening Ledger editorial page, presided at a dinner to which admission was three accepted contributions to the daily string of fun and sentiment which has caught the fancy of the Quaker town, together with the necessary dollar for "eats." Fifty-four persons qualified for the honor, of whom eleven were women, and the most distinguished guest was Joyce Kilmer, of the New York Times, who, with his wife, came over to add to the gaiety of the occasion. Mr. Kilmer gave his "Trees" from a recently published volume; the inimitable host recited "Da Leetla Boy" to 'cello accompaniment, and others present "musicked" or "dialected," to the great enjoyment of their fellow-conspirators. It was decided to appoint a committee, to be selected later, which would consider the question of forming a permanent organization, to hold contribs' dinners at stated periods.

Business Papers to Meet

What is termed as an emergency meeting of the New York Business Publishers' Association will be held next Monday evening at the Advertising Club, 47 East 25th Street, New York. At this meeting plans will be laid "to mobilize the power and influence of the business papers as a unit to help solve the great trade and commercial problems that confront the nation." It is believed that this will inaugurate the greatest movement in the history of the trade press. The meeting will be preceded by a dinner at 6:30 P. M.

Federal Employees Praise Press

The press of Washington, D. C., is being praised by the employees of the several departments for the fight the papers are making on behalf of the clerks for increased salaries. The Treasury branch of the Federal Employees' Union has adopted the following resolution: "Resolved, That we heartily endorse the movement inaugurated by the press to call public attention to the wages and rating of Federal employees, with a view to having Congress enact legislation to eliminate inequalities and adjust salaries to meet present conditions."

New Feature Syndicate

The Menke Syndicate, Inc., is the name of a new feature syndicate just organized, with headquarters in the World Building, New York. It will furnish sporting and editorial features, including the Daily Sport Budget of Frank G. Menke, for whom the syndicate is named. Mr. Menke is a well-known sporting writer, and for five years past has been with the International News Service. Beginning December 1, he will devote his interests to the new service. Frank J. Markey, who has also been with the Hearst organization in various capacities, has also resigned, and will become the general manager of the Menke Syndicate.

Editor Would Tote Gun

Joseph Welmer, editor of the Somerset Hills (N. J.) Herald, has written a letter to the Bernard Township Committee asking permission to carry a revolver, because he alleges a member of the Committee had threatened to kill him.

NEWSPAPER ACTIVITIES

Plans and Schemes to Build Circulation and Increase Prestige.

The San Francisco Call, which has raised considerable sums for the assistance of poor families during the past two years, through its "Goodfellows" column, has been making successful appeal for funds to be expended on Thanksgiving dinners for 200 of the needy families in the city. An investigator has been making auto trips around the city calling upon families that are on the list for dinners, ascertaining their most urgent needs, so that they can be presented to "Goodfellows" through the column in the Call.

The Cleveland (O.) Press has again started a fight for better car service. Exact figures on the situation were obtained before the story was sprung, and these showed that, although 150,000 more persons are riding on the street cars daily, as compared with a year ago, practically no increase in cars has been made by the Street Railway Commission, which can control the service over the heads of the Cleveland Railways Company. Every line in the city was inspected, and the canvass showed that in many instances the same service is being provided to-day as was the case ten years ago. The Press also showed that, although there are a total of 1,420 cars, the maximum number used is 1,217. The Press proposes to work until this condition is improved.

St. Louis.—The publishers of the St. Louis Star have just announced the installation of a new sextuple Hoe press, with a capacity of 36,000 printed and folded papers per hour. One year ago the Star installed a Goss octuple high-speed press with a printing capacity of 72,000 papers an hour. With the two presses in operation, the Star can print 108,000 papers per hour. The Star's circulation, it is claimed, has grown so that the expenditure of another small fortune is made necessary in the purchase of a second high-speed press.

In announcing its third annual spelling bee, the Winnipeg Free Press states that the competition, which in the two past years has been limited to the children of the Winnipeg schools, will this winter be extended to the children of all the elementary schools of the province of Manitoba. The Manitoba School Trustees' Association will cooperate, and the Department of Education has given its official sanction. Competitions will first be held in each of the sixty inspectorial divisions of the Province, and then next March the winners will compete in Winnipeg for the final championship. Silver medals will be given to the divisional winners, and a gold medal to the final champion.

The Providence (R. I.) Journal has notified its readers throughout Rhode Island that there has been no change in the price of the paper, which remains at 2 cents per copy. Some newsdealers have used the acute condition of the paper market as a pretext for increasing their profits. This is unwarranted, and will not be tolerated, the Journal says. The same notice was printed in all editions of the Providence Evening Bulletin.

"As a nation we have grown rich, and have grown fat, and have grown soft, and we are to-day the most tempting prize under the blue canopy of Heaven."—[James K. Lynch.

Cheerful Election Night

The Wichita (Kan.) Beacon entertained 10,000 Wichita persons on the night of November 7. It gave a free entertainment in the municipal hall in Wichita. The Wichita Girls' Band, a glee club of fifteen members, moving pictures, and stereopticon election bulletins entertained the thousands who came and went during the hours from 7 P. M. until midnight. Telegraph wires and telephone service were installed in the building, and the Beacon's bulletins were posted ahead of all others in Wichita. Father and mother and the children were there, and for the second time in their lives spent an election night in comfort and read the news early. The first comfortable election night in Wichita was two years ago, when the Beacon put on a similar free entertainment, but on a smaller scale.

Paper Will Give Home Sites

The Paterson (N. J.) Evening News has just taken over a block of lots at Lake Hopatcong, N. J., which it intends to develop into a summer home colony for its readers. The lots will be offered as premiums for subscriptions to the News, under certain conditions, and is one of the finest premiums ever offered by a newspaper. The plan will enable subscribers to acquire the lots at a cost of only ten cents a day. The News will erect a clubhouse at the colony, and every colony member will be entitled to membership in the Club.

Paper's Cost Kills Old Daily

After continuous publication for nearly twenty years, the Ingersoll (Ont.) Daily Chronicle has suspended publication. The publisher, W. J. Elliott, in announcing this, says that the entire attention of the staff will in future be devoted to the publication of the Weekly Chronicle, and to the interests of the commercial printing department. The reasons given for the discontinuance of the daily are the serious increases in the cost of paper and other materials used in the production of the publication.

Athletic Meet for Newsies

A large indoor athletic meet will be held on December 9, by the Pittsburgh (Pa.) Press, open to all boys not exceeding the age of sixteen years. Gold, silver, and bronze medals are to be given the winners in the several events, and already an attendance of thousands is assured. "The Press Boys' Athletic League is a great institution," according to Mr. Haddock, the circulation manager, "which gets continual interest from the readers of the paper."

Fighting Circulator Held

As a consequence of a fight between circulation employees of the Cleveland (O.) Plain Dealer and the Cleveland (O.) Leader last month, William Fergus, Plain Dealer man, has been held in \$500 for the grand jury, on a charge of carrying concealed weapons. Fergus was arrested on the West Side of Cleveland, after the fight, and after a shot had been fired. Later, when captured, Fergus was found with a revolver in his possession.

"If instead of a gem or even a flower, we could cast the gift of rich thought into the heart of others, that would be giving as the angels give."—[The Philistine.

Charged With False Advertising

Charles E. Ackron, of 254 Stuyvesant Street, Brooklyn, was arraigned for trial in Special Sessions this week, charged with a violation of section 423 of the Penal Code, which prescribes a punishment for false and misleading advertising. It is declared that Ackron advertised a victrola valued at \$200 for sale at \$60. United States Immigration Inspector Frank R. Stone answered the ad. He declares that he was told by Ackron that it belonged to Ackron's daughter who was coming to live with him, and that as he already had a victrola they must sacrifice the daughter's machine. Stone says that he discovered that the machine was not a victrola, that Ackron is a dealer, and that the daughter with an extra victrola is a myth. Others appeared in Court to prosecute or appear as witnesses against Ackron, who was held in \$3,500 bail.

Philadelphia to Advertise in Russia

Philadelphia merchants are to take advantage of the plan proposed by the American-Russian Chamber of Commerce to advertise the products of that city in the domain of the Czar. A page will be inserted in Russian newspapers having a combined circulation of 1,875,000, to acquaint the people of European Russia with the manufactured products of Philadelphia.

High Price for Mexican Papers

It is reported that in Mexico City newspapers are being sold for \$1.50 each, Mexican money. Normally the Mexican peso is worth about 50 cents in American money, but with the many changes in Administration that have taken place in Mexico recently, the value of a peso has dropped to 1 cent American. This valuation leaves the value of the \$1.50, Mexican, charged for a paper, only 3 cents in American money.

Irish Papers Cut Returns

The Dublin (Ireland) Independent and the Irish Times, of the same place, have notified the news agents that returns will not be accepted in the future. No other Dublin papers have as yet gone on record in this respect, but they are expected to do so before the end of the year.

Warheit Staff Dines

The staff of the Warheit, a New York city publication, held the eleventh annual dinner on November 19, at Murray's, West 42d Street. One hundred diners were present. Joseph Barondess, a member of the Board of Education, and Municipal Justices A. J. Levy and L. A. Snitkin, Herman Paley, president of the company, and I. Gonikman, editor of Warheit, were the speakers.

Syracuse Journalists to Dine

The Syracuse (N. Y.) Newspaper Association will hold its annual dinner at the Onondaga Hotel, Syracuse, on the night of December 2. It is expected that about fifty of the present and former newspaper workers of Syracuse will attend. The principal speaker has not yet been announced. Last year he was Chester Lord and the year previous Don C. Seltz. S. Gurney Lapham, dean of Syracuse journalists, is permanent president of the Association. W. P. Baker, of the Post-Standard, is chairman of the executive committee. His associates are E. H. O'Hara, Harvey D. Burrill, Franklin H. Chase, James E. Doyle, George A. Glynn, and A. M. York, the last named being treasurer.

Frank G. Menke's
DAILY SPORT LETTER
"America's Greatest Sporting Page Feature," appearing in almost 300 daily papers in the United States.
After December 1, it will be distributed exclusively by the
Menke Syndicate
(Incorporated)
Frank J. Markey, Gen. Mgr.
World Building, New York.
Some Territory Is Still Open.
Wire or write for full information.
Why not WIRE today?
It's a REAL circulation builder.

CIRCULATION HOLDERS
CONTRIBUTORS TO THE NATIONAL EDITORIAL SERVICE, WEEK OF NOVEMBER 25TH.
Israel Zangwill, Author of "Children of the Ghetto."
Sir Oliver Lodge, D.Sc., Fellow of the Royal Society.
Wharton Barker, Author of "The Great Issues."
John L. W. Birkinbine, Formerly Chief Engineer of the Pueblo and Pacific Railroad, Mexico.
Chugo Ohira, Member of the Law School at Tokio University.
Josephus Daniels, Secretary of the Navy.
Dr. Charles F. Thwing, President Western Reserve University.
Write or wire for rates.
National Editorial Service, Inc.
225 Fifth Ave., New York.

Christmas
Pages — Dec. 10, 17, 24
Cartoon — By W. Chas. Tanner.
Shopping Days before Xmas
Hughes' Holiday Maids
Also Review of the Year Cartoon
ORDER EARLY
The INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

PREMIUMS
Publisher of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.
S. BLAKE WILSDEN
Premium and Advertising Specialists.
1808 Heyworth Bldg., Chicago

The McClure Method
Our features are sold on their individual merit.
Any service may be ordered singly.
THIS MEANS:
The greatest possible variety from which to choose.
The submitting of each feature to your own editorial judgment.
The opportunity to order a budget consisting only of what you want.
A definite reduction from individual prices on budgets.
Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.
The McClure Newspaper Syndicate
120 West 32nd St. New York

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

The True News

—FIRST—

Always—Accurately

International News Service
238 William St., New York City

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

Many special representatives who know through years of observation recommend

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

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

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.
They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.
Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?
National Electric Bulletin Corp.
New London, Conn

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

To Illustrate The News

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

Central Press Ass'n
World Bldg. New York Frederick Bldg. Cleveland

PAINT PRESSES WHITE TO CUT LIGHT BILLS

Colors That Will Economize the Light in a Press Room, and Those That Run Up the Cost of Electric Consumption.

By FRANK J. ARKINS,
Feature Editor, THE EDITOR AND PUBLISHER.

SHOULD printing presses be painted white, instead of black? Should all the machinery of a newspaper have a white coating? Would there be an advantage if this color was adopted, instead of black?

An interior decorator would probably answer in the affirmative. Then he would follow up his reply by a number of clenching facts, to show that such a plan would cut down electric bills, give more light, and make the employees more efficient. He would probably say that thousands of dollars are wasted annually by publishers who have overlooked this point and follow it up by saying that 60 per cent. of a man's normal consciousness depends on sight—therefore, 60 per cent. depends on color. The color of the wall has a direct relation to the amount of light that may be reflected. The greater the volume of natural light, the less it will cost to purchase it artificially. It follows, then, that if a given color will reduce the expenses of electric consumption, that it should be adopted in preference to one that will increase the cost.

Clearly, then, color is an important factor—one that is nearly always overlooked. In order to appreciate this, it is only necessary to state that the eye is attracted by color first, form and shape second, size third, and quality fourth.

Unpainted brick walls give a room a dark and barny appearance, it is a hodge-podge—the eye cannot find a balance. White removes this defect, and while the room may still appear large, the walls reflect the light that enters the windows. White reflects all colors. It is the direct opposite of black, which reflects nothing, but absorbs light. That's the reason a man wears a white collar—black would be heating. Put a white glove on one hand and a black one on the other, expose them to the rays of the sun and note the different effects. There are times, however, when white will not give the best results.

Pure yellow reflects 20 per cent. more light than white. Yellow, however, is irritating to the eye. Used in a room that is unusually dark, and lighted from a shaft, it is possible to read a newspaper in an interior, the walls of which are painted yellow, without the aid of artificial light. On the other hand, artificial light is necessary during the day in many white-walled rooms. Where the degree of light that enters an enclosed area varies, yellow may be modified to meet requirements, get the necessary balance and avoid eye irritation. A cream or something like it may be adopted.

Red, which has the activity of fire, is aggressive. It reaches the eye 30 per cent. quicker than yellow. An office or a private room that is unusually large will appear smaller if decorated with this color.

Blue is the opposite of red. It is retreating, cold, and reflects light slowly. A room painted in this color has the appearance of being 31 per cent. larger than if the walls are done in yellow.

These three primary colors then, may be considered important in the interior plan of any office or workroom.

Color affects the mind much the same as sound, for it is unconsciously interpreted by the eye. The relative luminosity of colors are as follows: Yellow 12, orange 10, green 8, red 6, blue 3, violet 1, and black 0. Black, of course, is not a color—it is the direct opposite. White, while not a true color, is a combination of all.

The contents of a room have a direct bearing on the light and the manner in which it affects the eyes. If there are a lot of wall cases that cover one side, while the other is white, the latter will reflect the light to the darker portion, but the balance is not correct.

One newspaper publishing house in New York has carried out the plan on strictly scientific principles. The typesetting machines and the presses are painted white. Every bit of light that comes into the work rooms is reflected back for the benefit of the employees. On dark and cloudy days, when other printing offices are using artificial light, this concern does not burn five cents' worth of electricity.

In another place, the office, designed with an idea of future growth, is entirely too large for present day purposes. It is done in red, consequently appears to be much smaller. If this were not the case, a caller would gather the impression that a small amount of furniture is being used in an attempt to utilize a large space.

In another case, blue is used, for the room is crowded to the limit, and the retreating effect of the decoration makes it appear to be much larger.

Black literally eats up light, while yellow or cream colored linoleum throws it back into the room.

All this brings one to the realization of the advantage of keeping everything in harmony. If the contents of a room are painted to harmonize with the quantity of light, the quality may be improved. For example, oak desks and filing cabinets in a usually dark room, will send back to the employee the light they should have, while darker furniture will absorb it, and make it necessary to pay higher electric light bills. If one color reflects 30 per cent. more light than another, it must be apparent that the electric light bill will be reduced by just that amount, if the proper attention is paid to the plan of wall decoration and the coating of the machinery.

It makes no difference where the room is located, whether under a glass roof or in a sub-basement, color has a direct effect on the light and the size of the bills for artificial illumination.

Five dollars' worth of white or yellow paint, to cover the black portions of a press and of all other machinery, would reduce the light bills. Undoubtedly, press manufacturers would be perfectly willing to paint a press any color desired before shipping. Of course, a press room in which this plan is worked out would appear dirty, unless cleanliness is the order. But, there is just as much dirt on the black surface as on the white or yellow—the difference being that it doesn't show.

Color decoration, therefore, should be used as a matter of utility—not preference. In the first case it is economy and in the second extravagance.

LIVE TOPICS DISCUSSED BY OUR READERS

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

Endorses Election Editorial

DOREMUS & Co.,
NEW YORK, November 18.

THE EDITOR AND PUBLISHER:

Your double-balled editorial, "American Journalism and the Election," in to-day's issue, interests me greatly. It takes a stand that I have long advocated—as a working newspaper man for many years, and as one holding the business, and the great body of men engaged in it, in the highest regard.

Turning, for the moment, to only one phase of your article—that relating to Henry Ford and his peace enterprise—I share your regrets at the sneering attitude of the greater part of the press regarding his peace enterprise. Even now, a year after the event, it is not certain that valuable seed was not sown by him, in whose final harvest the world will yet find reason for gratitude. A sneer to-day would traverse justice. A sneer in 1915 was a mere gratuitous impertinence.

However, it is easy to sneer—all the easier, indeed, for natures that are cowardly, or ignorant, or narrow.

When Galileo declared that the earth revolves about the sun they sneered at him, and he was made to face the dread Inquisition.

When Hargreaves invented the spinning-jenny they sneered at him, and a mob in English Blackburn so effectively destroyed, not only all the jennies thereabout, but also all other machines used in cotton manufacturing, that the industry was completely driven out—and went to Manchester and other places.

Not so many years ago the inhabitants of the town of Dorchester, in Massachusetts (now a part of the enlightened city of Boston), sneered at railroads, and in town meeting voted against them.

Students of such matters tell us that human beings have existed on this planet for hundreds of thousands of years. Look back along that fragment of bloodstained pathway that we call history and see where any great forward movement has been started by a majority. Never once. Always it is a little band—it may be one courageous, consecrated man.

Thus far mankind seems to have followed this path pretty consistently in respect to any forward movement: "Those who came to scoff remained to pray." In other words, the rock and the block have preceded sainthood.

I have learned by experience that good reporting is the lifeblood of a newspaper as the reader sees it; that accuracy in news-writing is no deterrent to the humorous or the picturesque; that clumsy distortion or invention mark the incompetent, and that untruth is ever the certain dark refuge of the unfit.

ARTHUR ELLIOT SPOTL.

Robbing Newspaper Readers

CENTRAL NEWS OF AMERICA,
NEW YORK, November 16, 1916.

THE EDITOR AND PUBLISHER:

In my opinion when more than 50 per cent. of the available space in a newspaper is used for advertising and less than 50 per cent. for news and features, both the newspaper and its readers are being robbed, and the guilty party will be apprehended and punished. It has always been difficult to understand why a large percentage of editors and publishers will spend money freely in an endeavor to boost their circulation by offering all sorts of things as prizes to induce people to become subscribers to their paper, and at the same time refuse or neglect to spend money for the benefit of their readers. While I do not condemn the giving of prizes in connection with circulation-building, I am decidedly of the opinion that more and better circulation may be procured by spending at least a part of the money available for news and high-class features.

J. B. SHALE.

Sentence for Offending Editor

Victor B. Cheshire, editor of the Anderson (S. C.) Farmers' Tribune, was sentenced on November 11 in the United States Circuit Court, to a term of three months in jail or to pay a fine of \$200. He paid the fine. The sentence was imposed for "sending filthy matter through the mails."

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

NEW YORK CITY.—Silver and Scharaga, Inc.; capital stock, \$4,000; business of printing; directors, Morris Silver, Abraham Scharaga, and Charles Haas, all of New York city.

NEW YORK CITY.—Double Day Press, Inc.; capital stock, \$3,000; business of printers generally; directors, Harry Buchaltz, Paul Buchaltz, and Abe Wildman, all of New York city.

NEW YORK CITY.—New York Steel Etching Company, Inc.; capital stock, \$1,000; directors, Ernest E. Barney, Helen V. Leonard, and Earl A. Bowman, all of New York City.

NEW YORK CITY.—The Menke Syndicate, Inc.; capital stock, \$10,000; general publishing, news reporting, and printing business; directors, Frank G. Menke, and M. C. H. Clinch, of New York City, and Frank J. Markey, of Hoboken, N. J.

NEW YORK CITY.—The Hillman Press, Inc.; capital stock, \$10,000; general printing business; directors, Joseph E. Hillman, George H. Marsh, and John J. Scarpato, all of New York city.

ROCHESTER, N. Y.—Miller and Steele, Inc.; capital stock, \$4,000; general printing and advertising business; directors, Lewis W. Miller, Alice H. Miller, and Edwin H. Steel, all of Rochester.

NEW YORK CITY.—Greater New York News Company, Inc.; capital stock, \$10,000; to conduct newspaper routes; directors, Nathan Silverman, Lilliam Bass, and Abraham J. Halprin, all of New York city.

NEW YORK CITY.—Military Training Publishing Corporation; capital stock, \$50,000; printing and publishing; directors, James L. Derby, Delancey K. Jay, and Grenville Clark, all of New York city.

NEW YORK CITY.—Reliable Lithographic Plate Company, Inc.; capital stock, \$10,000; lithographing, wood, photo, and steel engraving; directors, Charles De Martini, John De Martini, and Harry L. Turner, all of New York city.

NEW YORK CITY.—Baseball Display Company, Inc.; capital stock, \$500; baseball display score card business and advertising; directors, Leo C. Baum, Jerome C. Baum, and George Kinzie, all of New York city.

NEW YORK CITY.—L. Winkler and Company, Inc.; capital stock, \$20,000;

photo-mechanical, printing, lithographing, or other processes; directors, Ludwig Winkler and Rosa Winkler, of New York city, and John Retziuff, of Bay-side, Long Island.

NEW YORK CITY.—Emporium Publishing Company, Inc.; capital stock, \$10,000; publishers and printers; directors, George Varounis, Frank E. Hipple, and Adolfo V. Arguelles, all of New York city.

WILMINGTON, Del.—Tabernacle Echoes Publishing Co., capital stock, \$50,000; directors not given.

BOSTON, Mass.—General Manufacturing and New System Advertising Company; capital stock, \$250,000; directors Alphonse Fernandez and Antonio Losada.

COLUMBUS, Ohio.—The Ohio Mason Publishing Company; capital stock, \$15,000; incorporators, Benjamin C. Schmitt, George L. Cook, Albert C. Berlin, and Dr. Charles L. Harrod. Will publish the Ohio Mason.

NEW YORK CITY.—Standard Newspaper Supply Company, Inc.; capital stock, \$5,000; directors F. F. Jones, F. A. Saunders, H. E. Ryan, 251 West 129th Street.

BROKEN BOW, Okla.—Broken Bow News Company; capital stock, \$10,000; incorporators, R. M. DeWitt, M. L. Henderson, and John C. Head.

CHANGES OF INTEREST

CLINTON, Ont.—The News Record has been sold by the administrator of the late proprietor, W. J. Mitchell's, estate to G. E. Hall, foreman of the Clinton New Era.

ALVINSTON, Ont.—The Free Press has been purchased by J. E. V. Atkins from the former proprietor, Harry Moore. Mr. Atkins also owns the Courtright (Ont.) Tribune.

MISCELLANEOUS

Advertisements under this classification, twenty five cents a line, each insertion. Count six words to the line.

TRADE PAPER WANTED—A well-known Chicago publishing house would like to negotiate with publishers of a well-established trade paper in a good field that desires to expand or needs financial or managerial assistance. Address WILLIAM G. STRONG, Borden Block, Chicago, Ill.

FOR SALE

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

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh, Pa.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5, Serial No. 14243, 3 magazines, and motor. Cantwell Printing Co., Madison, Wis.

LINOTYPE—Model No. 5, Serial No. 10412, magazine, matrices, etc. Con. P. Curran Printing Co., St. Louis, Mo.

LINOTYPE—Model No. 4, 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 binders. Winston Printing Co., Winston-Salem, N. C.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

Writer and Editor

Ten years political reporter, managing editor, and editorial writer with Democratic daily in Middle Western city of 40,000. Employer says: "Fully capable of conducting any department of the news or editorial force; great talent as a special writer; loyal and dependable." Ready at \$35, territory Cincinnati to Boston. Refer to No. 2951.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

SITUATIONS WANTED

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

ASSISTANT CIRCULATION MANAGER

Country circulator or an AI assistant to Circulation Manager. Clever schemer and steady plunger wants position with a leading paper. If you need a right hand man, write me now. I want to get a place by the first of the year. Address N 3122, care Editor and Publisher.

ADVERTISING SOLICITOR, thoroughly competent, age 27, experienced in handling all kinds of accounts. Has good record and references. Desires to locate on good daily, any location. Address N. 3120, care Editor and Publisher.

EDITORIAL MAN. By young man 25 years of age, unmarried. Experienced in magazine make up, special feature work, copy editing, etc. Would like position with or could take charge of any news periodical, home organ, trade paper, or company publication. Address N. 3119, care Editor and Publisher.

PRESSMAN—First class in every respect. Fully qualified to assume charge. Know printing and can produce results. Have executive ability and can guarantee economical administration. Very best of references. Will go any place, therefore able to give employer full efficiency. Address N. 3121, care Editor and Publisher.

ADVERTISING MANAGER, 25 years with leading New York daily newspaper. Executive knowledge of all departments, also magazine experience. Capable, energetic, employed, seeks change. 45 years of age. N. 3125, care Editor and Publisher.

CIRCULATION SALES MANAGER, over ten years of success with most successful paper in one of the largest cities, would like to make new connection. Know every angle of circulation promotion from soliciting and work among boys and dealers, to the planning and direction of contests that appeal to the greatest number. Economy the watchword in all things. Member the I. C. M. A. No bad habits, employer's reference. Address C. U. M., care Editor and Publisher.

NEWSPAPER MAN, \$20,000 cash available as first payment on dominant, paying evening independent or Democratic daily, north of Ohio and east of Missouri Rivers. An experienced metropolitan newspaper man. Address N. 3113, care Editor and Publisher.

CIRCULATION MANAGER, 28 years' general newspaper experience; successful record; business manager and circulation manager, built 13,000 to 43,000 circulation on daily in city of 200,000; extensive experience office detail and premium promotion; economical administration; highest references. Prefer Denver or west of Denver. Address Circulation Manager, care of 100, 742 Market St., San Francisco, Cal.

CIRCULATION MANAGER from Middle West now employed on an Eastern daily with 30,000 circulation wishes to change to a smaller paper in Middle West or South. Age thirty-two; married; fifteen years circulation experience. Experienced in handling office and independent carriers, solicitors and newsboys, want to make connection with a publisher who wants to cut his circulation expense and increase the earnings. Address N., 3117, care Editor and Publisher.

ADVERTISING MAN, experienced, seeks position on small paper in Western City, population between ten and twenty-five thousand. Now employed, but desires to change where ability and a progressive spirit will produce returns. Address N. 3107, care Editor and Publisher.

EDITORIAL MAN.—Newspaper man with reportorial and editorial experience in cities of 100,000 available immediately. Successful record. All branches street work and on news and city desks. Good reasons for change and best of references. No objection to small daily or substantial weekly. Eastern territory preferred. Age 31, and married. Address N., 3110, care of Editor and Publisher.

FEATURE WRITER, experienced wants position as manager of juvenile department for weekly or daily; original stories, puzzles, poems, games, special attractions, etc. Sample literary work sent anywhere; can join staff any time. Address N. 3108, care Editor and Publisher.

TRADE JOURNAL.—The most popular paper in a growing industry; established Nov., 1892. Is now and has been making \$5,000 per year for the past ten years. The oldest, largest and best in its field. Owner is over 72 years of age and is selling to retire from business. Price \$10,000. Address N. 3116, care Editor and Publisher.

SPECIAL REPRESENTATIVE, well-known, executive, capable, would represent publishers of merit, newspaper or magazine in Eastern field. N. 3124, care Editor and Publisher.

\$100,000 cash available for investment in an attractive newspaper. New York State location preferred. Property need not now be making money. Proposition O. M.

CHAS. M. PALMER

Newspaper Properties

925 Fifth Ave., New York

CENTRAL NEW YORK WEEKLY

Earning net about \$3,000. Good field and opportunity. Plant includes a No. 5 linotype. Price \$8,500, one-half in cash.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties

Times Bldg., New York

EXTRA

I am representing owner of exclusive newspaper in growing Central West city of 18,000. Nets annually from \$20,000 to \$25,000 in return for time and investment. Controlling interest offered for \$65,000. Practically all cash required.

Proposition No. 326x.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr., Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep. Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brestano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Treas, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Powers' Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 37 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walker Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—E. J. Maxwell Co., 748 Market.

Experienced Advertising Solicitor WANTED

At once by one of New York's GREAT DAILY PAPERS

Opportunity of a lifetime for the right sort of man. He must have unusual ability—experience in preparing copy that sells—a knowledge of type—and he must be a worker—and a seller.

This Is A Young Man's Chance and he takes none if he knows he can make good.

Salary should not be the first object—**SHOW US—That's All We Ask.**

Write stating age, experience—salary expected—etc., to Box N 3123 care of Editor & Publisher.

TAKE IT TO
POWERS
 OPEN 24 HOURS THE FASTEST ENGRAVERS
 OUT OF 24 ON EARTH
 ON TIME ALL THE TIME
 POWERS PHOTO ENGRAVING CO.
 154 Nassau St. N.Y. Tel. 4699-4 Business

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

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

Send for further information

Walter Scott & Co.
Plainfield, N. J.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

We can increase your business—
you want it increased.

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

BURRELLE

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

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 persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

MAJOR JOHN S. LEWIS KILLED

Editor of Montreal Star Falls on the Firing Line.

Private cables received at Montreal on Wednesday morning announced that Major John S. Lewis had been killed in the fighting on the Anere, in France. Major Lewis was editor-in-chief of the Montreal Star, which since his departure for the war, last fall, with the Grenadier Guards, has been filled by the managing editor, Charles Crandall, who has since acted in a dual capacity.

Major Lewis was born in Virginia forty-two years ago, but had been in Montreal for twenty years, having become a Canadian citizen. His first appointment was as city editor of the Montreal Gazette; he resigned to go to the Herald, and later became editor of the Star. He was unmarried, but leaves a brother in Philadelphia.

"I knew him well," said Robert Jones, former managing editor of the Chicago Inter-Ocean, and now assistant managing editor of the Chicago Tribune. "He visited me here just before the war started. He was forty-two years old, and 'did' not need to enlist. He was tall, strong, and a fine newspaper man."

Lewis, before going to Canada, was a reporter on the Chicago Inter-Ocean.

Jack London

Jack London, author, newspaper man, war correspondent, died suddenly on Thursday morning at his ranch near Santa Rosa, Cal., of uremic poisoning. He was taken ill Wednesday night, became unconscious, and remained so until his death. His wife and sister were with him when he died. These two, with his mother and a daughter who was away at college, survive him.

Perhaps no writer of the later day is better known than was Jack London. He was born in San Francisco, January 12, 1876. He entered the University of California in 1896 but did not graduate. He was a war correspondent in the Boer War and later in the Russo-Japanese War. After that he went back to California and settled down, taking occasional jaunts however to work off the wanderlust that attacked him. He was the author of a great many popular works and made a fortune from them. He was also an ardent Socialist and wrote many works in favor of that dogma.

Northcliffe's Nephew Killed

A London cable states that Lord Rothermere's second son, Lieutenant the Hon. Vere Sidney Tudor Harmsworth, has been killed in battle. Lieut. Harmsworth was a nephew of Lord Northcliffe, owner of the Times, the Daily Mail, and other papers. He was born in 1895. He was formerly a midshipman in the Royal navy, and later a lieutenant of the Royal Naval Volunteer Reserve. He served in the war with the Fourth Battalion, Naval Division.

Henry George, Jr., Dead

Former Representative Henry George, Jr., himself a well-known single-tax advocate, and the son of the well-known single-taxer of the same name, died Tuesday at his home in Washington, D. C., in his fifty-fifth year. He was born in Sacramento, Cal., and at seventeen became his father's secretary. He was later a reporter on the Brooklyn Eagle, and editor of the Standard. When his father died of heart disease, while

campaigning as a candidate for Mayor of New York, the son took his place on the ticket. He was elected to Congress in 1910, and again in 1912. He suffered a nervous breakdown in 1913, and later retired from Congress. He is survived by a wife, two daughters, and a son Henry 3d.

Charles W. Hornick Dies

CHARLES W. HORNICK, aged sixty-three, long prominent in the American Newspaper Publishers' Association, is dead in San Francisco. He was stricken in a restaurant and died in an emergency hospital. Mr. Hornick was born at Hoboken, N. J., and began his career with the St. Paul (Minn.) Pioneer Press Company, where he had charge of railroad advertising from 1893 to 1899, when he became business manager of the St. Paul Dispatch. He was general manager of the San Francisco Chronicle in 1905-6, and was then publisher of the San Francisco Call until 1912, when he retired.

OBITUARY NOTES

The cup goes round, and who so artful as to put it by!
'Tis long since death had the majority.—[Blair.

R. W. FANNING, editor and publisher of the Sulphur Springs (Tex.) Daily Gazette, died a few days ago from the effects of injuries received several days previously when he fell down a stairway in a building in Sulphur Springs. Mr. Fanning was one of the best-known newspaper men in eastern Texas.

CARL JOHN LEONARD LJUNGSTROM, Providence, R. I., editor and manager of the Skandinavia, a Swedish newspaper, is dead at the age of fifty-five. He had been in charge of the Providence interests of the paper since 1897.

FRANCISCO S. ARIAS, aged thirty-nine, formerly editor of La Opinion, Vera Cruz, Mex., died a few days ago in St. Luke's Hospital, New York city.

DEACON NATHAN F. DUREN, of Bangor, Me., the oldest man in Maine, who would have been 103 years old on January 14, 1917, died recently. He had been totally blind for twenty-five years. He was born in Boston. He went to Bangor in 1834, establishing the first bookstore and bindery in the city. He was the first newsdealer in Bangor and the first newspaper correspondent for Boston newspapers.

SAMUEL A. PHILLIPS, aged fifty-one, owner and editor of Our Side, published in Minneapolis, Minn., in the interest of the liquor trade, died suddenly of apoplexy in his home in St. Paul. After service on the Duluth News Tribune, and with the business department of the old St. Paul Globe, he published the League Leader in New York, organ of the Republican League clubs. Then he was manager of the New York Sunday Mercury and Daily America and Hartford Courant.

MRS. DAISY VARIAN, wife of Henry Varian, assistant business manager of the New York World, died last Saturday at her home, 14 East 19th Street, Brooklyn. She was born in Detroit, Mich., forty-two years ago. Besides Mr. Varian, a daughter survives.

GEORGE GORDON COPP, a former New York Sun man, died at his home, 72 East 89th Street, New York, after an illness of a year. He was sixty-three years of age. He entered newspaper life as a reporter on the Harlem Local Reporter and later went to the City Press. In 1891 he went with the Sun and remained with that paper for eight years. He then took up botanical re-

search and conducted expeditions through Arizona and California.

MRS. GENEVIEVE M. BORLAND, aged forty-four, wife of James B. Borland, the founder and editor of the Franklin (Pa.) Evening News, died suddenly a few days ago.

CHAUNCEY WHITNEY BROCKWAY, aged sixty-three, chief-of-staff and editorial writer for the Gloversville (N. Y.) Leader-Republican, died in Gloversville of heart trouble on November 20. He was the dean of newspaper men in Gloversville.

MRS. ELIZA GANSON ROSE, wife of W. R. Rose, associate editor of the Cleveland (O.) Plain Dealer and mother of William Ganson Rose, former president of the Cleveland Advertising Club, died at her home in Cleveland on November 16 from a complication of diseases. Mrs. Rose had been a resident of Cleveland for fifty years.

JOHN P. KENNY, formerly well known as a newspaper worker in New York when he was the City Hall reporter and political writer for the Sun, died at his home in Brooklyn on November 20. At the time of his death he was an examiner in the office of the Commissioner of Accounts.

GEN. J. C. JAMISON, aged eighty-six, who died at his home in Guthrie, Okla., on November 17, was one of the best-known newspaper men of Oklahoma and Missouri. For four years he was adjutant-general of Missouri. He moved to Oklahoma in 1889 and founded the Guthrie (Okla.) Leader. He was appointed adjutant-general under the Oklahoma Territorial government and served in this position for four years.

COL. PAUL WAPLES, aged fifty-six years, Chairman of the Texas State Democratic Executive Committee and chairman of the board of directors of the Wortham-Carter Publishing Company of Fort Worth, publishers of the Fort Worth (Tex.) Star-Telegram, was almost instantly killed on November 16, when his automobile was struck and demolished by an interurban car on the Dallas-Fort Worth Interurban, in front of his country home. Mr. Waples had been a leading figure in directing the policies of the Star-Telegram for a number of years. His estate is valued at more than \$1,500,000.

FRED EICHELROTH, aged fifty-five, an old-time newspaper man of New York, with a wide experience in Mexico and South America, for several years connected with journalism in California and more recently editor of a district paper in Melrose, Cal., died suddenly in Oakland, Cal., on November 6 of a hemorrhage.

MRS. CHARLOTTE MARIA McCLATCHY, aged eighty-eight, widow of James McClatchy, who founded the Sacramento Bee, died, on November 3, at the apartments of her daughter, in San Francisco. She leaves two sons, Valentine S. and Charles K. McClatchy, the present owners of the Sacramento Bee, and two daughters, Mrs. R. A. Richardson, of Sacramento, and Miss Emily McClatchy, of San Francisco. Mrs. McClatchy was a California pioneer of 1852.

CLEMENT B. ALLARDICE, for twenty-three years connected with the Montreal Star, latterly as editor of the Family Herald and Weekly Star, died on November 17, after a long illness.

E. J. HOOVER, former advertising manager of the Winnipeg Free Press, lost his life while trying to save the lives of several people trapped in the Borbridge Saddlery Company's building in Winnipeg, which was destroyed by fire on November 17.

"OHIO FIRST"

THESE OHIO Newspapers are logically the FIRST factors in any Advertising Campaign in the prosperous Middle West.

They are FIRST to blaze the WAY to real and continuous results.

They reach a moneyed people, easily convinced and induced to buy, when truth is the FIRST principle of advertising argument.

In the vernacular of the street, they are the FIRST to "get there" and to take you with them.

OHIO FIRST Newspapers beget confidence of both readers of advertisements and advertisers.

They do this because they keep their advertising and news pages CLEAN FOR ALL.

Fraudulent, dubious or misleading advertising is not accepted at any price.

Ohio Produces Annually
146,715,000 Bushels
of Corn

"Ohio First" Newspapers Are Best.			
		Net paid	2,500 10,000
		Circulation	lines 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)		160,723	.11 .09
Cincinnati Commercial Tribune (S)		126,339	.14 .12
Cincinnati Morning Enquirer, 5c. (M & S)		56,583	.14 .12
Cleveland Leader (S)		117,432	.17 .15
Cleveland News (E)		112,513	.18 .16
Combination L. & N.		229,945	.30 .26
Cleveland Leader (M)		90,191	.15 .13
Cleveland News (E)		112,513	.18 .16
Combination L. & N.		202,704	.27 .23
Cleveland Plain Dealer (M)		143,103	.18 .16
Cleveland Plain Dealer (S)		181,825	.21 .19
Columbus Dispatch (E)		72,120	.10 .09
Columbus Dispatch (S)		67,528	.10 .09
Dayton Herald** (E)		*22,114	.05 .035
Dayton Journal** (M & S)		*22,430	.05 .035
**Combination (M & E), 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)		4,932	.0115 .01
Findlay Republican (M)		5,950	.0093 .0093
Lima News (E)		*9,322	.02 .0157
Mansfield News (E)		*7,631	.019 .019
Marion Daily Star (E)		7,467	.0129 .0129
Newark American-Tribune (E)		5,318	.0085 .0085
Piqua Daily Call (E)		4,012	.0072 .0072
Portsmouth Daily Times (E)		9,075	.015 .015
Sandusky Register (M)		4,660	.0093 .0093
Springfield News (E & S)		12,453	.02 .02
Steubenville Gazette (E)		3,620	.0143 .0071
Toledo Blade (E)		50,508	.11 .09
Youngstown Telegram (E)		16,199	.03 .03
Youngstown Vindicator (E)		18,658	.03 .03
Youngstown Vindicator (S)		16,716	.03 .03
Zanesville Signal (E)		110,000	.02 .02
Zanesville Times-Recorder (M)		16,711	.025 .025
Totals,		1,702,181	2.9376 2.5683

*April, 1916, Gov. statement.

†Publishers' statement.

Other ratings, October 1, 1916.

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

Ohio's Tobacco Crop Approximates Each Year
78,120,000 Pounds

Honest advertising is solicited, welcomed and "boosted" by vigorous and persistent co-operation by the advertising staff of each paper or the combined list.

Therefore, whether advertisers use one paper or the full group of papers, they get such co-operation as one friend gives to another.

Isn't this cordial co-operation, in which the publishers and the advertisers have a mutual interest, of incalculable value to the manufacturer seeking a responsive market for his wares?

These points explain briefly the priority of OHIO Newspapers, and, in a measure, show why they rank FIRST among the foremost business producers in America.

If you want business FIRST in OHIO, use OHIO'S FIRST Newspapers.

They swing the Doors of the West Wide Open to good fellowship and good trade.

The New York Globe

Stands as One of the few newspapers in the United States which is as much interested in the results its advertisers receive from their advertising in the Globe as in receiving and printing a constantly increasing volume of advertising

Scores of unsolicited Testimonials from pleased customers who have used Globe space and made money speak louder than mere words.

If interested in "Breaking into New York" for increased sales or to get your goods started in the richest market on earth, write to Jason Rogers, publisher of The Globe and its promotional service department will be pleased to show you how to reach the market economically and effectively.

Results speak louder and more convincingly than vain boasts. The service is yours for the asking if you are entitled to it.

200,000 a Day Member A. B. C. -

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

