

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

NOV 13 1917

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

#### NOTICE TO READER

When you finish reading this magazine place a one-cent stamp on this notice, hand same to any postal employe and it will be placed in the hands of our soldiers or sailors at the front.

NO WRAPPING. NO ADDRESS  
A. S. BURLESON,  
Postmaster General.

\$3.00 a Year

NEW YORK, SATURDAY, NOVEMBER 10, 1917

10 Cents a Copy

## Why Chicago Is a Quick Market

Nearly every form of selling effort finds Chicago a responsive market; a market where results are quick and sure.

So sure, so dependable is this Chicago market that advertising managers often wonder why. Surely Chicago people are not so different from those living elsewhere, they reason.

The "reason why" in this instance is that Chicago has The Daily News.

It sells more papers in Chicago and suburbs than any other newspaper, daily or Sunday, 94% of its immense circulation being in its local territory.

When very nearly every worth-while family in a city the size of Chicago reads one certain newspaper, the sales and advertising managers of big concerns have a straight, sure path to a quick market.

Naturally, therefore, The Daily News during the six working, buying days prints more advertising than any other Chicago newspaper.

### THE CHICAGO DAILY NEWS

*"It Covers Chicago"*

## Many people discover the South as a sort of business Klondyke

And every year more factories come to locate near fuel and material, and the *natural* centers of distribution and Export.

*Almost surrounded by water, the South is also honey-combed with railroads and piked by cement roads. It is the richest area in the world—in natural resources.*

More than 50% of the country's petroleum output is produced by the South; 27% of the coal;

more than half of the lumber; one-third of the zinc and lead; most of the manganese;

ALL of the cotton, without which we could not carry on the war; 98% of the sulphur, without which we could not make explosives;

And the list could be extended ad infinitum.

*No wonder the growing factory investment now exceeds Two Billion Dollars.*

Perhaps you have not before fully grasped the increasing importance of the South as a market for your goods. Better advertise them in the newspapers. Let the people know about them before they form a habit of buying something else.

### CHIEF NEWSPAPERS OF THE SOUTH:

Practically every unit of circulation reaches a home and is read by every reading member of the family.



		Net Paid Circulation	2,500 lines	10,000 lines
<b>ALABAMA.</b>				
Birmingham Ledger	(E)	33,259	.06	.06
Birmingham Age-Herald	(M)	23,242	.07	.05
Birmingham Age-Herald	(S)	31,700	.08	.06
Birmingham News	(E)	41,000	.07	.07
Birmingham News	(S)	46,000	.08	.08
Mobile Register	(M)	15,351	.04	.04
Mobile Register	(S)	20,286	.05	.05
Mobile News Item	(E)	9,500	.03	.03
Montgomery Advertiser	(M)	18,213	.05	.04
Montgomery Advertiser	(S)	20,788	.06	.05
<b>KENTUCKY.</b>				
Louisville Courier-Journal	(M)	26,294	.10	.07
Louisville Courier-Journal	(S)	49,058	.12	.09
Louisville Times	(E)	43,805	.10	.08
Louisville Herald	(S)	42,860	.07	.07
Louisville Herald	(S)	42,860	.07	.07
Lexington Herald	(M)	9,300	.0215	.0215
Lexington Herald	(S)	9,300	.0215	.0215
<b>TENNESSEE.</b>				
Chattanooga News	(E)	17,833	.03	.03
Chattanooga Times	(M)	25,815	.06	.06
Chattanooga Times	(S)	25,815	.06	.06
Memphis News-Scimitar	(E)	45,000	.11	.10
Memphis Commercial Appeal	(M)	68,981	.12	.10
Memphis Commercial Appeal	(S)	102,081	.14	.12
Nashville Tennessean & American	(M)	36,665	.05	.05
Nashville Tennessean & American	(S)	39,129	.06	.06
Nashville Banner	(E)	60,557	.07	.07
Knoxville Sentinel	(E)	19,036	.03	.04
<b>NORTH CAROLINA.</b>				
Asheville Times	(E)	6,176	.015	.015
Charlotte Observer	(M)	13,696	.035	.03
Charlotte Observer	(S)	17,826	.045	.04
Greensboro	(M)	11,893	.03	.025
Daily News	(S)	16,890	.03	.025
Winston-Salem Sentinel	(E)	6,000	.0179	.0179
<b>SOUTH CAROLINA.</b>				
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	18,581	.05	.04
Greenville Piedmont	(E)	4,769	.0143	.0143
<b>GEORGIA.</b>				
Atlanta Georgian	(E)	55,535	.08	.07
Atlanta Sunday American	(S)	100,977	.12	.10
Columbus Ledger	(E)	7,425	.0215	.0178
Augusta Chronicle	(M&S)	6,267	.035	.025
Macon Telegraph	(M)	19,719	.04	.04
Macon Telegraph	(S)	19,719	.04	.04
Augusta Herald	(E)	10,403	.03	.03
Augusta Herald	(S)	10,135	.03	.03
Savannah News	(M&S)	14,037	.04	.03
<b>FLORIDA.</b>				
Pensacola News	(E)	4,623	.0139	.0139
Pensacola Journal	(M)	5,309	.0172	.0172
Pensacola Journal	(S)	5,309	.0172	.0172
Jacksonville Times-Union	(M&S)	24,508	.055	.055
Jacksonville Metropolis	(E)	18,185	.04	.04
<b>LOUISIANA.</b>				
New Orleans Item	(E)	60,756	.10	.10
New Orleans Item	(S)	77,438	.12	.12
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(S)	68,299	.12	.12
New Orleans Daily States	(E)	37,462	.08	.06
New Orleans Daily States	(S)	38,569	.08	.06
<b>VIRGINIA.</b>				
Richmond News Leader	(E)	39,401	.08	.06
Newport News-Press-Times-Herald	(M&E)	10,355	.025	.025
Newport News Daily Press	(S)	6,993	.025	.025
Norfolk Virginian Pilot	(M)	25,691	.05	.05
Norfolk Virginian Pilot	(S)	33,016	.06	.06

*AS USUAL!*  
THE  
NEW YORK WORLD  
*LEADS*

Occupying its Impregnable Position as the  
*PREMIER ADVERTISING MEDIUM*  
*OF THE AMERICAN METROPOLIS*

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The official figures of the Statistical Bureau of the New York Evening Post show the WORLD every month as the newspaper carrying the greatest amount of advertising.

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Here are the totals for the month of October, 1917:

World,	-	1,337,110	lines
Times,	-	1,254,096	"
American,	-	905,416	"
Herald	-	678,857	"
Tribune	-	440,205	"
Sun,	-	398,810	"

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The WORLD habitually heads the list when an advertising campaign is inaugurated in New York.

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FIRST *in* CIRCULATION,  
FIRST *in* INFLUENCE,  
FIRST *in the* MIND *of*  
*the* SUCCESSFUL ADVERTISER

# The Baltimore Sun and the Monotype

THE SUN  
SUN SQUARE, BALTIMORE, MD.

October 2, 1917

LANSTON MONOTYPE MACHINE CO.  
PHILADELPHIA, PENNA.

Gentlemen:

I take pleasure in advising you that we have decided to retain the additional Type Caster recently installed in our Casting Room, as we find that this machine, together with the other casting and the six composing machines, gives us exactly the equipment we need for handling our display advertising.

We have had an exceptional opportunity for testing out the availability of this equipment for our display advertising work since the first of the year, as we have had to take care of an increase of 739,907 lines of display advertising over the first nine months of 1916; the total amount of display advertising handled in our composing room between January 1st and October 1st amounting to 7,006,945 lines.

As you probably know, *The Sun* is one of the first eight papers in the United States in the total volume of advertising carried, and our ability to handle the steadily growing business has been due in a large measure to the adaptability of the Monotype equipment. Its flexibility, combined with the range of type faces which it makes possible, has enabled our composing room to turn out work highly satisfactory to our advertisers.

Again thanking you for the courteous and the prompt attention given to our requirements, I am,

Cordially yours,

(Signed) PAUL PATTERSON  
Business Manager



THE SUN is not only using Monotype Type - & - Rule Casters to provide material for the use of its hand compositors, but is also setting all of its display advertising on the Monotype Keyboards.

The Monotype equipment comprises six Keyboards, six Composing Machines and two Type - & - Rule Casters.

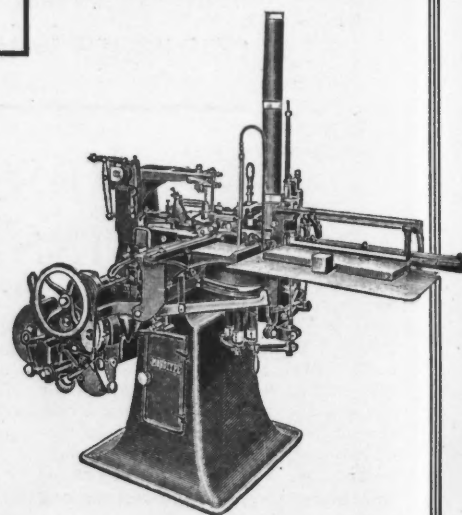
Are You Ready to consider the Monotype and Non - Distribution in your Ad-room? We are ready to help you

LANSTON MONOTYPE MACHINE CO.  
PHILADELPHIA

NEW YORK, World Building  
CHICAGO, Plymouth Building

BOSTON, Wentworth Building  
TORONTO, Lumsden Building

Monotype Company of California, SAN FRANCISCO, Rialto Building



# THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, NOVEMBER 10, 1917

No. 22

## HIGGINS TRANSFORMED THE NEWSPAPER THAT "WAS" INTO THE NEWSPAPER THAT "IS"

Victorious Rejuvenation of the Boston Herald, from the Ashes of a Great Past Into the Living, Growing, Thriving Newspaper of To-day Due in Most Part to Vision and Hard Common Sense of the Man Who Traveled the Long Hard Road with Patience and the Open Mind.

**I**N the Parable of the Talents, as recorded by St. Luke, the Relator said: "And He said unto him, well, thou good servant, because thou hast been faithful in a very little, have thou authority over ten cities."

This story has somewhat to do with many newspapers, in different cities—and with one man. He is a man who was faithful in little things—and, in conformity to the changeless law, he has been given authority over greater things.

The story of J. H. Higgins savors of New England, is in tune with the austere traditions of life in the country where stern realities rule and boys have always been educated in the school of Hard Knocks. Young Higgins had the fibre of hickory in him, the urge to labor—and the gift of vision.

He was a pre-destined printer, like Benjamin Franklin. At the age of seventeen he had enlisted, for the long march, in the capacity of printer's devil. He stood the gaff of arm-and-leg drudgery, feeding and "kicking" a boy-killing press. The hickory in his muscles triumphed—the vision of new days and times grew with him. He had been faithful in a little thing—and within five years he owned the business.

This had all happened in Newburyport, Mass. Here, in 1837, Fred E. Smith, a sterling newspaper man, started a little daily—the News. He joined forces, shortly afterward, with the successful young job printer, J. H. Higgins, and their businesses were consolidated. Thus begun an association which has never been broken.

### A BIG STEP UPWARD.

In 1892 they built a fine home for the News. It has long been regarded as one of the strong small city dailies of New England, and of the New Publishing Company Mr. Higgins is still treasurer and general manager. As far back as 1898 his reputation as a newspaper maker had gone abroad, and he was called to Worcester to reorganize and systematize the Post. Such a task appeals only to men with whom constructive and re-creative policies are a passion. Mr. Higgins had been granted some authority in city number two, and exercised it wisely and well.

Gloucester, quaint and historic, was city number three. Here Mr. Higgins took with him, in 1908, his associate,



J. H. HIGGINS, TREASURER AND GENERAL MANAGER, THE BOSTON HERALD-JOURNAL AND TRAVELER.

Mr. Smith, and they acquired the control of the Times, which they still hold.

Lynn, fourth city in which he was given authority, was enrolled through his purchase, with Mr. Smith, of the News.

Boston was the fifth city on the list. To date, it is the last one. But the man who was faithful in little things may yet take authority in his allotted ten cities—for with him life is just ripening and his powers are still steadily unfolding.

The Boston adventure gave him pause. The old dream abided in his mind, and the prospect for a battle royal with big men did not daunt him. Yet the handicaps facing him were substantial ones, and not to be lightly brushed aside.

### ENLISTED FOR THE BIG ADVENTURE.

In December, 1911, however, after mature consideration, and having weighed the chances, he associated himself with the management of the Boston Traveler, an evening newspaper

which had been the football of contending forces. To the problem of rejuvenation he brought his store of common-sense and sanity, and the craft of the Traveler was headed toward progress from the first hour. The Traveler was a losing venture, financially. But it was not the only Boston newspaper which had that unenviable distinction in those days. The once big and powerful Boston Herald was losing money, too, and at the suicidal rate of half a million a year.

The Herald had fallen into the doldrums. It was travelling a down-grade without brakes. From a position of power and high prestige it had slipped its moorings, and had gone into a receivership in 1910. The people had ceased to pulse with it. It was still a newspaper with a following, of course, but much of this following was held because of what the paper had been, not because of what it had become.

One of the owners of the Herald knew full well what manner of man Mr. Higgins was. He finally persuaded him to

come to the rescue. A consolidation of the Boston Herald, morning and evening, and the Boston Evening Traveler was effected, through which the Traveler became the evening edition of the Herald and Mr. Higgins was made business manager, to become, later, general manager.

### A BIG TASK.

It was a man's job. The fall of the Herald had been a tragedy of the newspaper world. To breathe into it a new life, to make it thrill to a new energy, to correct mistakes of management, of policies and purposes; to turn the big paper right about face and to head it again up the long hill, down which it had been coasting for years, to impress upon its old followers that a greater Herald had arisen, and was fighting its way back to the old firing line of public service—this was a job which called into play the hickory fibre which was in the muscles and the nerves, and the stock of faith and common-sense held in store by this man who had been faithful in little things, and who had come to take authority in his fifth city.

For three years this man fought for the crest of the hill down which the Boston Herald had skidded. He won. The Boston Herald is now making money. It is doing far more than that. It has again taken its place in the hearts of New Englanders—it once more speaks to them with authority, and is again an institution, as of old, yet a greater one than ever before. For the past two years, as Mr. Higgins expressed it the other day to a representative of THE EDITOR AND PUBLISHER, "The results have come fast, so fast that I myself am amazed."

### ADDING \$1,000,000 A YEAR TO ADVERTISING REVENUES.

In four years a great change has come in the matter of revenues—a million dollars a year has been added to the advertising income of the paper. The circulation has gone up to 220,000 per day, with vastly increased income from this vital source. Early in October, this year, the Boston Journal was consolidated with the Herald and Traveler. Thus one evening and one morning paper have been absorbed since Mr. Higgins went to Boston. He is treasurer and general manager of the Boston Publishing Company, now issuing

(Concluded on page 24)

# FRENCH NEWSPAPERS COMPELLED TO DOUBLE PRICES "UNDER THREAT OF SEIZURE"

How Paris and Provincial Dailies Have Fared Under Ministerial Decree by Which Selling Prices Were Increased and Sizes of Issues Restricted—To Avert News Print Famine  
 Drastic Efforts Were Made by French Government to Halt Circulation Increases  
 —Rebellious Publishers Forced to Comply with Regulation.

Special Correspondence of  
 THE EDITOR AND PUBLISHER

PARIS, October 23.

THE Ministerial decree, raising the price of one-cent papers in France to two cents, has now been in operation for nearly two months, so that its effect can be gauged. There are no sworn statements of circulation in France, as in the United States, but it can be said after careful investigation that the Paris papers with the largest circulations (especially those circulating in the provinces) have lost the most. The Petit Parisien and the Matin have dropped 30 per cent, the Echo de Paris 18 to 20, the Journal 25, and the Petit Journal 20. As the Figaro sells at two cents, the increased price did not directly affect it, but it has benefited by the change. The five newspapers named above represent what are known in France as the "press of information," i. e., newspapers comparable to American newspapers which exist primarily to give the news. The much larger (in number of course, not in individual circulation) section, known as the "press of opinion" papers, like L'Homme Enchaîné, which is read only to see what M. Clemenceau says, or La Victoire, wherein M. Gustave Hervé dilates daily, and innumerable others, organs of all sorts of public men, parties, or groups, have lost from .20 to .25 per cent.

#### THE DECREE.

The decree enforcing the increase in price—a thing unprecedented in wartime, when laws and decrees to decrease or limit prices are the rule—was issued by the Minister of the Interior, and went into force on September 1. It was drafted in agreement with the "Inter-Ministerial Press Committee," which was formed as soon as it became evident that restrictive measures would have to be adopted owing to paper shortage, the committee being formed of representatives of the Paris and provincial press, acting with representatives of the Ministries of the Interior and of Commerce, the whole press having pledged itself, at the time of its formation, to recognize its decisions.

The decree first draws attention to the increase in the price of newspaper paper and in the difficulty of importing raw material to manufacture paper, and says that sacrifices must be faced to prevent many newspapers from disappearing. "Hence it appears necessary to increase the price of sale in order to limit circulation and safeguard normal resources for the press. If the increase in price does not bring about in a short time a saving of paper, the committee will have to consider a further reduction in the number of pages."

The decree does not double the price of one-cent papers as such, but it fixes the selling price according to the superficial size of the paper. A newspaper whose page does not exceed 100 square inches may still be sold at one cent and

may appear as a two-page paper on Mondays, and Thursdays, and on four pages the rest of the week.

The Patrie has taken advantage of this clause and appears every afternoon in a diminutive size. But to appear with its ordinary size, every one-cent paper has to be sold at two cents. This regulation was particularly hard on the Petit Journal, which created the one-cent press, in France, nearly fifty-five years ago and has reached its 20,000th number.

#### INCREASED NUMBER PAGES ALLOWED.

Before the decree, one-cent papers could only appear as four-page papers twice a week, under the decree, they may do so five times, a proviso that appears to run contrary to the economy that the decree is supposed to effect. The Inter-Ministerial Committee at first intended to fix a minimum rate for annual subscriptions (25 francs—5 dollars—for Paris and the surrounding region, 27 francs—5.40 dollars—for the provinces), but this clause was dropped and no regulations have as yet been made for subscription rates.

The validity of the decree was at once challenged by the press. It is by a Ministerial decree that a law is put into force in France after it has been voted by Parliament, but in this case no law had been passed, so that it was generally argued that no decree could be issued. It is worth noting that a bill has since been introduced into the Chamber to give the Inter-Ministerial Press Committee's decisions the power of laws.

#### PARIS PAPERS SUBMIT.

However, whatever may be the legal value of the decree, it was obeyed promptly on September 1 by the whole Paris press, with one exception, and only met with a show of opposition in the provincial press. The Matin, in accepting the doubled price, pointed out that it was only provisional; and the Petit Parisien, whose circulation is by far the greatest in France, and whose own paper mills and stock in hand could insure publication for months in its usual form, stated that "without this measure, the French press would collapse."

The one Paris exception was the Libre Parole, which, when announcing that its price would remain one cent, declared that while ready in a spirit of solidarity with its confrères to double its price, it could not reconcile the permission to appear as a four-page paper five times a week instead of two with the necessity to restrict consumption of paper. The Libre Parole declared that it would make no effort to increase its sale by remaining at one cent, as its opposition was based on principle, and not on any wish to gain circulation at the expense of its confrères. (The Libre Parole is a "journal of opinion" and is almost entirely sold by subscription.)

The first step taken by the Inter-Min-

isterial Press Committee against the Libre Parole was palpably illegal. It forbade the wholesale paper house with which the paper had a contract to supply any more paper. The newspaper applied to a judge, who at once ordered the paper dealer to continue to fulfill his contract.

For just a fortnight the Libre Parole continued to sell at one cent, and then on September 15 it announced that the police had seized the unsold copies of the day before and had been ordered to prevent the paper from leaving the printing shop the next day unless its price was made two cents.

The Inter-Ministerial Committee was too powerful for the newspaper, and the Libre Parole appeared on September 15 (and has since continued to appear) with the words printed just above the headline: "Sous menace de saisie—10 centimes." Under threat of seizure, two cents.)

#### PROVINCIAL PAPERS.

In the provinces far more resistance was threatened. France has an excellent provincial press, which is very flourishing, despite the effort made by Paris papers to print early editions (which go to press at 6 P. M.) and distribute them throughout the country by next morning as the paper of that day and bearing its date. The country press seemed to fear that the thrifty provincial would refuse to spend four cents a day for a Paris and a local paper, instead of two as hitherto, and would economize on the local issue. Over fifty announced their determination to continue at one cent, and many did so for the first days of September. But the secretary of the Inter-Ministerial Committee telegraphed to some of the most important that they would be seized unless they raised their prices and actually seized the Radical of Marseilles. Furthermore, fears as to loss of circulation proved unfounded, as it was the early editions of the Paris papers which suffered, especially because they cannot give the night war bulletin, which only appears at 11 P. M. So very soon all fell into line, some adopting the Libre Parole's headline "Under threat of seizure, provisionally, two cents."

The two great rival cities of France, Marseilles and Lyons, which are our St. Paul and Minneapolis, would not submit until each was assured that the other would, and both were certain that Swiss papers were not to be sold at one cent. (Swiss papers have obtained an immense circulation in France as they give the German and other enemy official war bulletins, which the French papers are not allowed to give, at least, not fully.)

#### TO DODGE THE DECREE.

Two provincial papers found an ingenious way to get round the decree. Taking advantage of the fact that the decree only affected daily papers, they transformed themselves into weeklies

and bi-weeklies under different names, thus the Progres de Loiret kept its name on Sundays and Thursdays, became the Progres de la Champagne every Saturday, the Radical Tribune on Tuesdays and Fridays, and the Wasp on Mondays and Wednesdays.

#### THE COMMITTEE'S DEFENCE.

The Inter-Ministerial Press Committee found itself obliged to issue a defence or explanation before the decree went into effect, but its declaration did not add much to the decree itself. It began by drawing attention to the fact that it had been formed by a decree of the Minister of Commerce to watch over the paper crisis. It pointed out that it was thoroughly representative of the entire press and had worked unremittingly for fifteen months to increase the output of paper factories and facilitate importation. It had been forced to the conclusion that the only means to preserve newspapers from ruin was to raise the price and increase subscription prices in proportion. To compensate the public and aid the press in its mission which makes it an auxiliary to national defence, the committee had decided, on the proposition of the big Paris papers, to allow two-cent papers to appear on four pages five times a week, on condition that no increase in the consumption of paper resulted from this measure. The committee believes that a general decrease in circulation will follow the increase in price. It has asked the Government to confirm its decisions, not with a view to obtain the power of inflicting penalties for disobedience (which a Ministerial decree does not carry), but with the idea of making the application of such measures uniform, in a manner that will group the French press together as a block "in a patriotic affirmation of professional solidarity."

#### "NEWSIES" AND THE CHANGE.

For some time after the forced increase, it was found that "newsies" were still selling evening papers at one cent, although marked two cents. This, of course, did not suit the "kiosks" (news-paper stands along the boulevards and main streets), and an investigation was made. It was found that "newsies" were allowed a special rate of 4 francs a hundred (80 cents), as they are not allowed returns, so that if they sold at 1 cent they received 5 francs (\$1) and made a profit of 20 cents a hundred. Their buying rate was raised, at the suggestion of the Inter-Ministerial Press Committee, to 5 francs (\$1), which put an end to their practice, but has not prevented them, after selling part of their papers at the authorized rate, getting rid of the balance at one cent, to avoid being left with any on their hands.

Before the war "newsies" paid 2 francs (40 cents) a hundred, could sell a hundred in an evening, live on 60 cents, and have 40 cents for next day's capital.

(Concluded on page 24)

# INTRICACIES OF NEW WAR SYSTEM OF TAXATION CONTINUE TO PERPLEX PUBLISHERS

Inasmuch As Many Provisions of the War Revenue Act Are Obscure, Especially the War Excess Profits Tax, Newspaper Executives in Company with All Others in Business, Are Puzzled Over the Perplexities of Emergency Plan of Taxation—Guide Offered Here to Taxpayers.

NEWSPAPER publishers, in company with all others in business, are scratching their heads over the perplexities of the war system of taxation and the proverbial Philadelphia attorney-at-law has an opportunity to corrugate his brow over the intricacies of the new measure.

Many provisions of the War Revenue act are obscure, and especially is this true of the War Excess Profits Tax. This legislation, as Chairman Claude Kitchin frankly said, was written with "our eyes shut." However, without attempting to present a report either complete or positively accurate, THE EDITOR AND PUBLISHER herewith gives essential tax factors as a guide to taxpayers in its clientèle.

We are indebted to the National City Company, of New York, for the bulk of this digested information.

The War Income tax of October 3, 1917, is, in addition to the tax levy under the income tax of September 8, 1916. The rates of the latter are not changed. The rates prescribed in the two acts will be added together to ascertain the total income tax for the calendar year 1917.

#### ADDITIONAL TAX IMPOSED.

The War Excess Profits tax is in addition to the combined taxes above mentioned.

The income tax is of two kinds, normal and additional. It is levied upon the income from all sources of every citizen. The basis for levy of the normal income tax is the difference between net income and the sum of dividends, amount on which tax is withheld at source, and personal exemption. The exemptions under the act of September 8, 1916, are \$3,000 for single persons and \$4,000 for married persons, living together or heads of families, whether married or single. This was amended by an act allowing \$200 for each dependent child under eighteen years, or dependents who are physically or mentally deficient.

Exemptions under the act of October 3, 1917, are the same as under the act of September 8, 1916, except that the exemptions of \$3,000 and \$4,000, under the act of September 8, 1916, are respectively \$1,000 and \$2,000 under the act of October 3, 1917. This act also allows \$200 for each dependent.

The basis of levy of the additional tax is the net income, at graduated rates:

(a) Under the act of September 8, 1916, the total net income in excess of \$20,000.

(b) Under the act of October 3, 1917, the total net income in excess of \$5,000.

#### MAY OBTAIN DISCOUNTS.

Tax must be paid any time after assessment, and, at all events, not later than June 15, calendar year. Under a new provision in the act of October 3, 1917, subject to regulations to be presented by the Secretary of the Treasury, payments may be made in installments, in advance of assessment, with discount

### CHART SHOWING INCOME TAX LIABILITY—NORMAL AND ADDITIONAL—OF AN INDIVIDUAL UPON SPECIFIED NET INCOMES UNDER THE COMBINED ACTS.\*

The calculations are based upon an exemption allowance of \$4,000 under the old, and \$2,000 under the new act.

Net Income.	Under Act of—		Total amount of Income Tax. †
	Sept. 8, 1916.	Oct. 3, 1917.	
\$2,000	\$ 0	\$ 0	\$ 0
3,000	0	20	20
4,000	0	40	40
5,000	20	60	80
10,000	120	235	355
15,000	220	510	730
20,000	320	860	1,180
25,000	470	1,310	1,780
30,000	620	1,760	2,380
35,000	770	2,210	2,980
40,000	920	2,660	3,580
50,000	1,320	3,860	5,180
60,000	1,720	5,060	6,780
70,000	2,220	6,260	8,380
75,000	2,470	7,460	9,930
80,000	2,720	8,260	10,980
90,000	3,320	10,260	13,580
100,000	3,920	12,260	16,180
110,000	4,620	14,660	19,280
125,000	5,670	18,260	23,930
135,000	6,370	20,660	27,030
150,000	7,420	24,260	31,680
175,000	9,420	31,010	40,430
200,000	11,420	37,760	49,180
225,000	13,670	45,760	59,430
250,000	15,920	53,760	69,680
275,000	18,420	62,760	81,180
300,000	20,920	71,760	92,680
350,000	26,420	91,260	117,680
400,000	31,920	110,760	142,680
450,000	37,420	130,260	167,680
500,000	42,920	149,760	192,680
550,000	48,920	170,760	219,680
600,000	54,920	191,760	246,680
650,000	60,920	212,760	273,680
700,000	66,920	233,760	300,680
750,000	72,920	254,760	327,680
800,000	78,920	275,760	354,680
850,000	84,920	301,760	381,680
900,000	90,920	325,260	416,180
950,000	96,920	348,760	445,680
1,000,000	102,920	372,260	475,180
1,250,000	135,420	502,260	637,680
1,500,000	167,920	632,260	800,180
1,750,000	202,920	762,260	965,180
2,000,000	237,920	892,260	1,130,180
2,250,000	275,420	1,022,260	1,297,680
2,500,000	312,920	1,152,260	1,465,180
2,750,000	350,420	1,282,260	1,632,680
3,000,000	387,920	1,412,260	1,800,180

†Note.—There is a War Excess Profits tax in addition to these combined income taxes. The amount of such War Excess Profits tax, if any, is deductible from net income for the same year in ascertaining the net income subject to income tax.

\*If any dividends are included in net incomes above specified the calculations will have to be modified, as dividends are exempt from normal tax under both acts.

of 3 per cent. in certain cases of payment before June 15.

A comprehensive chart, showing income-tax liability, of an individual, upon specified net incomes, under the combined acts, as prepared by the National City Company, is presented on this page.

All income tax is assessed on a sworn return, which is a statement showing the total of gross income of a taxable class and separately the several items of allowances and deductions permitted by the statutes.

Forms of returns are provided by the Bureau of Internal Revenue and distributed through the offices of the Collectors of Internal Revenue.

Returns are to be filed on or before March 1 each year.

All single persons with net incomes of \$1,000 or over; and all married persons

when living together, and heads of families, having net incomes of \$2,000 or over for the calendar year, are required to make returns of income.

#### CORPORATION INCOME TAX.

The normal corporation tax under the act of September 8, 1916, is 2 per cent.

The normal corporation tax under the act of October 3, 1917, is 4 per cent.

The additional tax is levied under the act of October 3, 1917, only. This additional tax is 10 per cent. upon the amount of net income of all corporations for 1917 and subsequent years, remaining undistributed six months after the end of the calendar year, except that where a corporation has fixed its own fiscal year under the provisions of existing law and which fiscal year ends prior to December 31, 1917, the tax shall apply

to that portion of the undistributed net income of such fiscal year which shall be in the proportion which that part of the fiscal year within 1917 bears to the whole of such fiscal year.

This additional tax is not to be assessed upon that portion of undistributed net income which is actually invested or employed in the business or is retained for employment under reasonable requirement of the business; provided, that if the Secretary of the Treasury shall ascertain that the amount which thus escapes this additional tax is not so employed or is not reasonably required in the business, a tax of 15 per cent. shall be levied, assessed, and paid on such amount.

For the purpose of this tax, the amount of income tax paid within the year (because not deducted in return) and the amount invested in obligations of the United States issued after September 1, 1917, will be excluded in assessing the tax.

Net income is found by taking gross income less

(1) Expenses of maintenance and operation including rentals.

(2) All losses actually sustained and charged off within the year and which are not compensated by insurance or otherwise.

(3) Depreciation, an allowance for exhaustion of property by wear and tear in business.

(4) Interest paid within the year on its indebtedness (except for securities, the interest on which is exempt from income tax). The amount of indebtedness upon which interest deduction is to be calculated is an amount which will equal the outstanding capital stock or capital employed in the business plus one-half the interest bearing indebtedness.

Indebtedness, interest on which is exempt from income tax, and preferred stock, are to be excluded in ascertaining the amount of indebtedness, one-half of which is to be added to capital stock or capital employed.

(5) Taxes (not including those assessed against local benefits) paid within the year (except income and war excess profits taxes) which were imposed by the United States or some taxing authority within the United States or any foreign country.

(6) Depletion, in the case of oil or gas wells and mines. The rules for calculating amount of depletion are the same as for individuals.

(7) The net income at this point will be the basis for assessment of war excess profits tax.

The net income, as above ascertained, is to be credited with any war excess profits tax which may be levied and paid for the same calendar or fiscal year. The remainder will be the income for the purpose of assessment of income tax.

For the purpose of assessment of the normal income tax, under act of October 3, 1917, corporations are permitted

(Concluded on page 22)

# TRIAL OF NEWS PRINT MANUFACTURERS WILL ATTRACT NATION-WIDE INTEREST

Jury Will Be Impanelled November 15, and Case Will Proceed on November 19, Federal Judge Julius M. Mayer Presiding—Issues Involve Interpretation of Anti-Trust Statutes and Rulings May Define Powers of Government in Regulating Trade Practices—Text of Indictment.

THE jury to try seven of the members of the News Print Manufacturers' Association, on indictments charging violations of the Anti-Trust law, will be impanelled Thursday, November 15, in the United States District Court for the Southern District of New York, before Judge Julius M. Mayer. The trial will proceed on Monday, November 19. Mark Hyman and Herbert C. Smith will appear as prosecutors, and John Barton Payne will conduct the defence.

The full text of the indictment, as returned on April 12, 1917, follows:  
*In the District Court of the United States of America for the Southern District of New York, ss.:*

The grand jurors for the United States of America, duly impanelled and sworn in the District Court of the United States for the Southern District of New York, and inquiring for that district, upon their oath present, that throughout the period of time extending from the first day of December, 1914, to the day of the finding and presentation of this indictment, the grade of paper called in the trade news print paper, principally used by newspaper publishers for the printing of their publications, has been manufactured in large quantities, by a great number of manufacturers, at their several places of manufacture located in divers of the States of the United States and in divers provinces of the Dominion of Canada; that such paper has been sold by such of said manufacturers as were located in the United States, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into other States than those wherein such paper so sold and shipped was manufactured, and into foreign countries, to wit, European, Australian, and South American countries, to consumers of and dealers in such paper in such States and foreign countries, and has been so shipped to such other States to agents of such manufacturers for sale in such States to consumers and dealers in those and other States and in such foreign countries; that such paper has been sold by such of said manufacturers as were located in the Dominion of Canada, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into the United States, to consumers of and dealers in such paper, and has been so shipped by said last-mentioned manufacturers to agents of those manufacturers in the United States for sale to consumers and dealers in the United States and in such other foreign countries; that the total daily output of such paper in the United States and Canada so sold and shipped as aforesaid has been approximately 6,300 tons, of the approximate value of \$250,000, of which approximately 5,600 tons daily, of the approximate value of \$225,000, have been so manufactured, sold, and

shipped by the following concerns at and from the places and in the approximate quantities here indicated in connection with their names, that is to say: Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ontario, 225; Belgo-Canadian Pulp & Paper Co., Ltd., Shawinigan Falls, Quebec, 180; Berlin Mills Co., Berlin, New Hampshire, 160; J. R. Booth, Ottawa, Ontario, 135; Brompton Pulp & Paper Co., Brompton and East Angus, Quebec, 55; Crown-Willamette Paper Co.,



Photo by International Film Service.  
JOHN BARTON PAYNE.

John Barton Payne, chief counsel for the news print manufacturers, has been a recognized leader of the American bar for thirty years. He was born in 1855 at Pruntytown, Va. (now West Virginia), and was admitted to the bar in 1876. He practiced law at Kingwood, W. Va., serving as Judge of the Circuit Court for a term. He was also Mayor of that little mountain city, and prominent in the Democratic party councils of the State. Going to Chicago in 1883 he forged rapidly to the front as a trial lawyer, soon taking rank as a pleader with the famous Luther Ladin Mills. He was Judge of the Cook County Superior Court from 1893 to 1898, resigning to resume his law practice as senior member of the firm of Winston, Payne, Strawn and Shaw. He has frequently been urged to make the race for the United States Senate, but has always declined. He is a man of magnetic personality, of great force and power as an orator, and an acknowledged authority on constitutional law.

Floriston, Cal., 300; Lebanon, Oregon City, Warrendale and West Linn, Ore.; Camas, Washington; Canada Paper Co., Ltd., Windsor Mills, Quebec, 40; Cliff Paper Co., Niagara Falls, N. Y., 39; Edward Crabtree & Sons, Ltd., Crabtree Mills, Quebec, 22; Champlion Paper Co., Carthage, N. Y., 37; Cleveland Paper Co., Cleveland, O., 14; Cheboygan Paper Co., Cheboygan, Mich., 20; Consolidated Water Power & Caper Co., Grand Rapids, Wis., 120; Donnacona Paper Co., Ltd., Donnacona, 100; Quebec, 100; Dells Paper & Pulp Co., Ean Claire, Wis., 32; E. B. Eddy Co., Ltd., Hull, Quebec, 55; Fitzdale Paper Co., Fitzdale, Vt., 39; Finch, Prunay & Co., Glens Falls, N. Y., 106; Flambeau Paper Co., Park Falls, Wis., 20; Gould paper Co., Lyons Falls, N. Y., 84; Grandfather Falls Co., Merrill, Wis., 35; Hennespl Paper Co., Little Falls, Minn., 30; International Paper Co., Glens Falls, Port Edward, Palmer, Niagara Falls, Corinth, Ticonderoga, Pierceland, Cadyville, and Watertown, State of New York, 1,289; Chisholm, Rumford, Orono, Livermore Falls, Solon, Riley, and West Enfield, Me.; Ber-

lin and Franklin Falls, N. H.; Turners Falls, Mass.; Bellows Falls, Wilder, and Milton, Vt.; Itasca Paper Co., Grand Rapids, Minn., 25; Kimberly Clark Co., Appleton, Kimberly, Neenah, and Niagara, Wis., 81; Laurentide Co., Ltd., Grand Mere, Quebec, 200; Minnesota and Ontario Power Co., International Falls, Minn., and Fort Frances, Ontario, 350; Nekoosa-Edwards Paper Company, Nekoosa and Port Edwards, Wis., 30; Northwest Paper Co., Cloquet and Brainerd, Minn., 62; Oswego Falls Pulp & Paper Co., Fulton, N. Y., 28; W. H. Parsons Co., Brunswick and Lisbon Falls, Me., 132; Pettibone-Ontaract Paper Co., Niagara Falls, N. Y., 25; Powell River Co., Ltd., Powell River, British Columbia, 225; Price Bros. & Co., Ltd., Jonquieres, Quebec, 180; Remington Paper & Power Co., Raymondville, Norfolk and Norwood, N. Y., 158; Rhineland Paper Co., Rhineland, Wis., 34; St. Croix Paper Co., Woodland, Me., 131; St. George Pulp & Paper Co., Norwalk, Conn., and St. George, Quebec, 25; St. Maurice Paper Co., Ltd., Three Rivers, Quebec, 100; St. Regis Paper Co., Black River, De Ferlet, and Herrings, N. Y., 145; Spanish River Pulp & Paper Mills, Ltd., Espanola, Sanit Ste. Marie, and Sturgeon Falls, Ontario, 444; Taggart's Paper Co., Felts Mills and Great Bend, N. Y., 30; West End Paper Co., Carthage, N. Y., 35; Watab Pulp & Paper Co., Sartell, Minn., 45; Wisconsin River Pulp & Paper Co., Stevens Point, Wis., 55; total daily tonnage, 5,677.

That approximately 1,000 tons of said paper so manufactured, sold and shipped by said concerns last above mentioned have been so sold and shipped daily from their said places of manufacture into said Southern District of New York; and that thereby said concerns above named, throughout said period of time, have been carrying on trade and commerce among the several States of the United States, and with foreign nations within the meaning of the act of Congress approved July 2, 1890, entitled "An act to protect trade and commerce against unlawful restraints and monopolies."

And the grand jurors aforesaid, upon their oath aforesaid, do further present that the individuals hereinafter named and, except George F. Steele, made defendants to this indictment, have, throughout said period of time, in said Southern District of New York, engaged in an unlawful conspiracy in restraint of said trade and commerce so carried on by said manufacturing concerns above named; that is to say, a conspiracy, which is now here described, to restrain, and which said defendants then intended should restrain, said trade and commerce in the manner now here set forth:

George H. Mead was the president and directing and managing officer of said Spanish River Pulp and Paper Mills, Ltd., a corporation, and of its subsidiary corporation, the Lake Superior Paper Company, Ltd., and was also president of the G. H. Mead Company, a corporation of Dayton, O., which acted as exclusive sales agent within the United States of said two corporations, and also of said Abitibi Power and Paper Company, Ltd., a corporation, and he thereby controlled the sale in such trade and commerce of approximately 670 tons of such paper daily.

Philip T. Dodge was the president and directing and managing officer of said International Paper Company, a corporation, which, in addition to its said regular output, could produce 500 tons daily of such paper by devoting thereto certain of its plant and equipment appropriate for that purpose, but which, for the time, was being utilized for other grades of paper, and he thereby controlled the sale in such trade and commerce of approximately 1,289 tons a day of such paper, and the power to control the further amount of 500 tons daily.

Edward W. Backus was the president and directing and managing officer of said Minnesota and Ontario Power Company, a corporation, and of its subsidiary corporation, the Fort Frances Pulp and Paper Company, and he thereby controlled the sale in such trade and commerce of approximately 350 tons of such paper daily.

George Chahoon, jr., was the president and directing and managing officer of said Laurentide Company, Ltd., a corporation, and an officer and the manager of sales of the Canada Export Paper Company, Ltd., a corporation, which acted as exclusive sales agent within the United States of said Laurentide Company, Price Brothers Company, Ltd., Belgo-Canadian Paper Company, Ltd., Brompton Pulp and Paper Company, Canada Paper Company, Ltd., and St. Maurice Paper Company, Ltd., all corporations, and he thereby controlled the sales in such trade and commerce of approximately 700 tons a day of such paper.

Gordias H. P. Gould was the president and directing and managing officer of said Gould Paper Company, Donnacona Paper Company, Ltd., and St. Regis Paper Company, all corporations, and he thereby controlled the sale in such trade and commerce of approximately 330 tons of such paper daily.

Alexander Smith was the leading banker within the United States for the flotation and sale of securities of corporations engaged in the manufacture and sale of such paper. Said Smith, and investors whom he represented, were largely interested in said Minnesota and Ontario Power Company, said Spanish River Pulp and Paper Mills, Ltd., and its subsidiary, the Lake Superior Pulp and Paper Company, and said Abitibi Power and Paper Company. Said Alexander Smith was also vice-president of said Minnesota and Ontario Power Company, and of said Abitibi Power and Paper Company.

Frank J. Sensenbrenner was vice-president and the directing and managing officer of said Kimberly Clark Company, a corporation, and he thereby controlled the sale in such trade and commerce of approximately eighty-one tons of such paper daily. In addition to its said regular output, said Kimberly Clark Company could produce 145 tons a day of

(Continued on page 32)



# Growth and Development of American Journalism

By James Melvin Lee

Director, Department of Journalism, New York University

## 1. Journalism During the Colonial Period

THE EDITOR AND PUBLISHER is happy to be able to present this week the first of a series of six articles, to appear every other week, on the growth and development of American journalism. These articles are taken from a new book, "History of American Journalism," by James Melvin Lee, director of the department of journalism at New York University, and to be published this month by Houghton Mifflin Company, Boston. THE EDITOR AND PUBLISHER believes Mr. Lee has accomplished a noteworthy task, and that his book will prove to be a contribution of genuine value to American history and American journalism. It is well to remind here that Mr. Lee's book is copyrighted, and that each issue of the THE EDITOR AND PUBLISHER is copyrighted.—Ed.

THE beginnings of the American Fourth Estate will be found in those small half-sheets printed in the various colonies to give the "latest intelligence, both foreign and domestic." The first of these was the Boston News-Letter, which John Campbell, Postmaster at Boston, at the beginning of the eighteenth century, brought out on April 24, 1704. Usually, however, the first paper in every American colony was a Gazette. Because of the historical interest attached to the beginnings of journalism in any State, it might be well to give a list of the first papers to appear in the thirteen original colonies. Following the establishment of the Boston News-Letter in Massachusetts, papers appeared in the other colonies as follows:

Pennsylvania, the American Weekly Mercury, established at Philadelphia on December 22, 1719, by Andrew Bradford.

New York, the New York Gazette, established at New York on November 8, 1725, by William Bradford, father of Andrew Bradford, just mentioned.

Maryland, the Maryland Gazette, established at Annapolis, on September 19, 1727, by William Parks.

South Carolina, the South Carolina Weekly Journal, established at "Charles Town" on or near March 4, 1730, by Eleazer Phillips.

Rhode Island, the Rhode Island Gazette, established at Newport on September 27, 1732, by James Franklin, brother of Benjamin Franklin.

Virginia, the Virginia Gazette, established at Williamsburg, on August 6, 1736, by William Parks, also founder of journalism in Maryland.

Connecticut, the Connecticut Gazette, established at New Haven on April 12, 1755, by James Parker and John Holt.

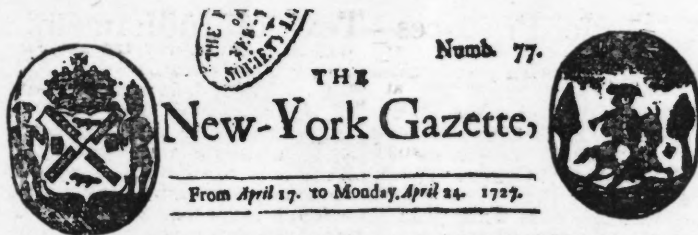
North Carolina, the North Carolina Gazette, established at Newbern in 1755, by James Davis.

New Hampshire, the New Hampshire Gazette, established at Portsmouth on October 7, 1756, by Daniel Fowle.

Delaware, the Chronicle established at Wilmington in 1762, by James Adams.

Georgia, the Georgia Gazette, established at Savannah on April 7, 1763, by James Johnson.

New Jersey, the New Jersey Gazette, established at Burlington on December 5, 1777, by Isaac Collins.



Continuation of the Proceedings of the Parliament of GREAT-BRITAIN.

ON Friday, the 27th of January, Copies and Translations of several Memorials, Letters, &c. relating to the Courts of Vienna and Spain, were laid before the House, and ordered to lie on the Table. After which in a grand Committee, the Commons considered of Ways and Means to raise the Supply, and Mr. Chamberlain of the Exchequer having shewed the Necessity of laying four Shillings in the Pound on Land, the same was opposed by some Members, who alleged, That it were more eligible to apply the Produce of the Sinking Fund, towards the present Necessities; but at last, by a Majority of 190 Voices against 81, it was resolved, That towards raising the Supply, the Sum of four Shillings in the Pound be raised in the year 1727, upon Lands, Tenements, Hereditaments, Penions, Offices and Personal Estates, in England & Wales, and a proportionable Cels in Scotland. Which Resolution being the next Day Reported was agreed to by the House; and a Bill was ordered to be brought in accordingly; and shew the House ad ourn'd till the Tuesday following, by Reason of the Martyrdom of King Charles I.

[The further Proceedings of the Parliament to be Continued.]

LONDON, February 4.

On Tuesday the last day of January, the Right Honourable the Lord-Mayor, the Aldermen, and Common-Council, waited in a body upon his Majesty at St. James's, with an humble Address. They were all very graciously received, and had the Honour to kiss his Majesty's Hand. His Majesty was also pleas'd to confer the Honour of a Knighthood upon William Biltzer, Esq; Alderman, Edward Bullock, Alderman, John Thompson, Alderman, and William Osborne, Esq; one of the present Sheriffs. Their great Zeal on this Occasion discover'd it self by the Largeness of the Appearance, there being above a Hundred Gentlemen Coaches in the Cavalcade. They were all of them most sumptuously entertain'd at Dinner in His Majesty's Palace, with near a Thousand Dishes of Meat, the most exquisite and most in Season, besides a very fine Delect of Sweetmeats and Fruit. Every thing was done in the handsomest manner, without the least Disorder, to the Satisfaction of every Person there. The Lord-Mayor and Aldermen, were honour'd w<sup>th</sup> all the Prime Ministers of State at their Table, and

each other Table had at the Head of it, a Great Officer of the Household. There was a vast Plenty of all Sorts of the finest Wines; and the greatest Cheerfulness appear'd throughout the whole Company, that was ever seen upon any Occasion.

From the London Journal, February 11.

The Mails arriv'd since our last bring no Account yet of the Hostilities that have been so long threaten'd in Violation of the most solemn Treaties, and in Disturbance of the happy Tranquillity established in Europe; yet all the Expresses that fly abroad from one Court to another, seem to blow the Horn for WAR. The Advices from the Emperor's Court magnify her Naval force that is fitting out to the Tune of 52 Men of War, and 18 Frigates; 82 great Gallies, and 194 smaller; and they say that her Troops about Lige encrease every Day.

They write from Vienna, that the States of Solania, Moravia and Silesia have promis'd the Emperor by the end of March next 3765 Foot and 7.72 Horse; and his other Hereditary Dominions in Proportion: And 'tis comput'd that the Imperial Troops, after the second Augmentation which is propos'd, will amount to 187960 Men.

On the other hand, our Good Allies the Prussians are mightily animat'd by the vigorous Resolutions of the British Parliament to support his Majesty, and carry him through all the Engagements he has enter'd into by virtue of the Hanover Treaty; so that all the Orders issued for the great Armaments making in that Kingdom, both by Sea and Land, are effectuallly and cheerfully executed. Mean time the Troops of the Prince of Hesse-Cassel are not only said to be ready for the Service of the King of Great Britain, but 'tis said that his Highness and some other Protestant Princes of the Empire, have offer'd to send 30000 Men into the Service of the States General. As to the Duke of Welfembute's Treaty with the Emperor, it gives the Hanover Allies no Uneasiness at all, because of three Conditions in it, viz. That his Troops shall not act against the House of Hanover; nor against the King of Prussia; nor against the Protestant Religion. They write from Italy, that the Emperor's and his eldest Son continue at Bologna, feasting by Day and dancing by Night, but that he has particular Hours which he devotes to his Allies abroad, and is so vigilant and severe in his Political Conduct, that he has caus'd a Placard of a good Family to be arrest'd,

### THE NEW YORK GAZETTE,

New York's first newspaper, established at New York, November 8, 1725, by William Bradford.

#### GAZETTE POPULAR NAME.

Even where the first paper was not a Gazette, the second invariably bore that name. The second paper in Massachusetts was the Boston Gazette, started on December 21, 1719, by William Brooker, the local Postmaster at the time, and was in turn passed along to his successors. The second paper in Philadelphia was the Pennsylvania Gazette, begun on December 24, 1728, by Samuel Keimer; on October 2, 1729, it passed into the hands of Benjamin Franklin, who made it one of the most influential of the colonial newspapers. In South Carolina, Lewis Timothee, who had learned his trade with Benjamin Franklin, established the second paper, the South Carolina Gazette at "Charles Town," on January 8, 1732. The second paper in Delaware, also at Wilmington, was the

Delaware Gazette, founded in June, 1785, by Jacob A. Killen.

There is no desire to turn this series of articles into a mere newspaper directory which makes about as interesting reading as Homer's catalogue of the Greek ships sent against Troy. The early colonial papers were so much alike that a general discussion may well apply to individual papers which sprang up to dispute the field with the first papers in the larger towns of the colonies.

The year 1690 also saw the establishment at Germantown, Pennsylvania, of the first paper mill in the colonies. Other mills were erected so that the town became the early home of the paper industry in America. In one of them, William Bradford by 1697 had a fourth interest. When he came to New York

and started his Gazette, he met the same difficulty in getting paper for his press that he had previously experienced in Philadelphia, but found relief by starting in 1728 a paper mill at "Elizabeth Town," New Jersey. In 1730 a paper mill was erected at Milton, Massachusetts, and soon had a monopoly of the trade around Boston. Sometimes the newspaper had to establish its own mill. Such was true of The Connecticut Courant, at Hartford. While this newspaper secured its own paper from Norwich, the droughts in summer or ice in the river in winter frequently curtailed the size of the sheet. Other newspapers by inserting advertisements of "Rags wanted," supplied the mills with material from which the paper was made.

#### EARLY PAPER SHORTAGE.

From 1704 to 1765 newspapers were generally printed on half-sheets. Shapes and sizes varied greatly, not only because of the scarcity of news of the various towns, but more frequently because of the scarcity of paper. In spite of his meager equipment the colonial printer seldom found it necessary, even when he gave his reader two whole sheets, to use more than one variety of type. Newspapers, however, varied much in their style of typography. One distinctive mechanical characteristic of the colonial newspaper was the frequent use of a large initial letter for the leading news item or essay. From the beginning of the printed newspaper in this country down to the time when Franklin gave up writing for his newspaper, all nouns were capitalized, and it seemed generally permissible to capitalize any other word, at the printer's discretion. Some editors, usually of other birth than English, evidently compiled a dictionary of their own for office use. John Peter Zenger, for example, invariably spelled "Monday" in his date line, "Munday," but frequently allowed contributors to spell the word "Monday."

Because of his attack on the arbitrary and corrupt administration of the British Colonial Governor Crosby, Zenger, the publisher of The Weekly Journal, the second newspaper in New York, had been arrested on the charge of seditious libel. In the trial which followed, Zenger was fortunate in having to defend him Andrew Hamilton, probably the ablest lawyer of Philadelphia. During the most interesting trial several departures were made from the legal procedure of the past in libel suits. These have been outlined by Melville E. Stone, general manager of the Associated Press, as follows:

First, the jury took the bit in their teeth, and asserted their right to be the sole judges of both the law and the facts. Second, they decided that the old-time rule that "the greater the truth the greater the libel" was an unwise one. Zenger was acquitted. And so it came about that there was a famous revolution in the colonial law. The judge ceased to be the sole arbiter

THE  
New - York Weekly JOURNAL

*Containing the freshest Advices, Foreign, and Domestic.*

MUNDAT December 24, 1733.

of an editor's fate, and the truth, when published from good motives and justifiable ends, became an adequate defence for the journalist brought to the bar. This meant that for the first time in the world's history the freedom of the press, so far as such freedom was consistent with public rights, was established. The seed which John Milton had sown a century before, when he wrote his famous plea for "unlicensed printing," had come to fruition. Governor Morris said this verdict was "the dawn of that liberty which afterward revolutionized America."

EXPLANATION FOR POOR PRINTING.

Much of the poor printing in the early newspapers was due to the fact that the type had become badly worn from frequent use. Often the type had been used for years in printing colonial documents and pamphlets before it was employed to print the news. The first attempt to cast type was made in Boston about 1768, by a Scotchman by the name of Michelson. With the scant materials available, he did the best that could be expected, but his type lacked the wearing qualities of the imported variety. Christopher Sower, jr., began to cast type in 1772 at his foundry in Germantown, but was compelled to secure his raw material in Germany. One of Sower's workmen, Jacob Bey, started the second type foundry in Germantown, and made several improvements in the composition of the metal employed in the manufacture of type. The most important type foundry was that established by Benjamin Franklin in 1775. For years Franklin had been whittling type out of wood and had been making cuts of metal, but not until the outbreak of the Revolution did he make a business of casting type. In charge of his foundry he put his son-in-law, B. F. Bache, who later figured in Philadelphia journalism.

One attempt during this period to get the news while it was still news should not be overlooked. Samuel Farley, the son of a Quaker printer of Bristol, England, brought out the seventh paper in New York city on March 20, 1762. He called his paper the American Chronicle, and, being energetic, he tried to make it live up to its name. In his efforts to gather news more quickly he tried to secure from the Pennsylvania Journal and from the Pennsylvania Gazette advance sheets of these newspapers, but in each instance he was unsuccessful, as the two Philadelphia publishers positively refused to let him have copies of their papers before the usual time for city delivery. The refusal showed the spirit that then prevailed among American newspapers. Not until the early part of the nineteenth century did newspapers cooperate in sharing the burden of news-gathering.

Franklin has left a permanent record that the colonists were not especially interested, either in newspapers or in books. To quote from the pen of this distinguished editor: "At the time I established myself in Philadelphia—1723—there was not a good bookseller's shop in any of the colonies to the southward of Boston. In New York and Philadelphia the printers were indeed stationers, but they sold only paper, almanacs, ballads, and a few common school books. Those who loved reading were obliged to send for their books to England."

ENGLISH NEWSPAPERS POPULAR.

Even those most interested in reading preferred to buy their books and newspapers from England. This fact may explain why so many of the colonial editors reprinted pieces from English papers; in other words, they

*Felix quam faciunt aliena pericula cantant.*

**T**HE Inhabitants of New-York have deservedly the Character of being a People that are quiet and easily governable; of being always ready and willing to do what is reasonable; and never knowingly in the Wrong, unless in too great a Liberality to their Governours.

I take this Character to be not so much owing to a greater Easiness, or Weakness of Mind in us, than in other People; or to a better Disposition in us, than in some others, who have appeared to be much more uneasy, as to our having been blessed for many Years with a Set of Governours less rapacious than some of the Plantations have had, or at least more artful in their Management.

Mankind being made of the same Materials, I take them to be very much of the same Disposition in all Places; and seldom complain under a good and mild Government, and as seldom refrain from complaining when they are made, or Endeavour are used to make them, a Prey to Tyrants and Oppressors.

Despotic and arbitrary Power is always hated in a free Country; and the Instruments of it, whether of native or foreign Growth, seldom miss reaping a Harvest suitable to the Seeds they have sown: And tho' sometimes (for the Sins of the Governour) they are suffered for a Time to prosper in their Wickedness, and perhaps descend to the Grave the common Way of other Men, yet they leave behind them a putrid Fame, which sinks in the

Noffrils of latest Posterity, and their Memory is had in Detestation.

I was some Years since acquainted with an old Gentleman well skilled in Hebrew, and a great Proficient in Cabalistic Learning: On talking with him concerning the Provinces of New-York and New-Jersey, he endeavoured to persuade me, that a little Skill in that secret Science might be of great Use in Government, and that from the initial Letters of the Sir Names or Titles of the Governours, one might form some Judgment what their Conduct would be. I, who never imagined we had any secret Friends or Enemies among the Letters of the Alphabet, which singly and of themselves were very harmless Things, and did neither good nor Hurt, could not help smiling at my Cabalist; and told him, I could not conceive that initial Letters had any Power or Signification, but what the Addition of others gave them: As for Example A, might signify *As* and *Attorney*, *Agent* and *Abigail*; B, *Barron* and *Bubble*, *Barrester* and *Ball*; C, *Chimist* and *Coxcomb*, *Captain* and *Conjurer*, or any Thing more unlike; D, a *Dunce* and a *Doctor of Divinity*, *Deputy* and *Dram*; E, *Exchequer* and *Extraordinary*, *Excise* and *Excellence*; F, *Flatterer*, — and here the old Gentleman stopp me short, being a little warm, and told me that he was not unacquainted that the same Letters might be initial, or begin Words of very Different Significations; that I did not apprehend his Meaning, and treated to grave a Subject as Government in too unbecoming and ludicrous a Manner; that many great Names had applied themselves with

THE WEEKLY JOURNAL.

New York's second newspaper which became involved in America's first libel suit.

ter wanted. Then, too, the colonists often followed the English custom of reading their newspapers at the public taverns. Subscribers living at a distance from the place of publication had to pay not only the subscription price of the paper, but also the cost for distribution by the mail-carrier. The pine knot, the tallow candle, or the bit of bear oil burning in a saucer afforded poor light for the perusal of a newspaper by a farmer, already tired by the day's toil of clearing forest land.

When John Campbell brought out the Boston News-Letter he announced that "Persons who have any Houses, Lands, Tenements, Farms, Ships, Vessels, Goods, Wares or Merchandizes, &c., to be Sold, or Let; or Servants Runaway, or Goods Stole or Lost; may have the same inserted at a Reasonable Rate, from Twelve Pence to Five Shillings, and not to exceed: Who may agree with John Campbell Post-master of Boston." This list is fairly typical of the advertisements inserted in colonial newspapers.

The first advertisements of any size were those announcing the sale of books and pamphlets—especially those dealing with religious topics, or giving the sermons of noted divines. After the colonial publishers had reprinted extracts from the London Gazette, the London Flying Post, the London Post-Boy, etc., they

advertised these English newspapers for sale at greatly reduced prices.

FRANKLIN KNEW POWER OF PUBLICITY.

Franklin especially knew the value of the Pennsylvania Gazette as an advertising medium, and used it frequently, not only for himself, but also for the members of his family. His wife, for example, sold in a print-shop a so-called very fine grade of toilet soap, said to have been imported from abroad, but doubtless manufactured by Franklin's father in Boston. He occasionally put into his "house" advertisements some of the humor found in "Poor Richard's Almanac." The following advertisement of this character was taken from the Pennsylvania Gazette:

Taken out of Pew in the Church some months since, a Common Prayer Book, bound in red, gilt, and lettered D. P. (Deborah Franklin) on each cover. The Person who took it is desired to open it and read the eighth Commandment, and afterwards return it into the same Pew again, upon which no further Notice will be taken.

Even James Franklin, Benjamin's brother, was a good advertiser of the products of his press. Before he started the New-England Courant, and while he was still printing the Boston Gazette for Postmaster Brooker, he inserted this advertisement in the latter paper on April 25, 1720:

The Printer hereof prints Linens, Calicoes, Silks, &c., in good Figures, very lively and durable colours, and without the offensive Smell which commonly attends the Linens printed here.

Even the most successful of the colonial printer-editors had to supplement the income from their presses by work in other fields. Almost invariably they were booksellers and stationers, especially of their own presses. To read the list of things which might be obtained at the print-shop gives one the impression that the colonial editor practically ran a store. Often he sold over the counter the goods accepted in payment for subscriptions. He seemed to make a specialty of selling quack medicines; he early discovered the value of his own newspapers as an advertising medium for such nostrums. The colonial editors of New York practically acted as wholesale distributors for such nostrums and encouraged their brother editors in other colonies to put pills and powders alongside of the Bibles and printed sermons on the shelves of the print-shop. Some of these nostrums "cured diseases not to be mentioned in the newspaper"; for full details sufferers might call at the office of the colonial papers and editors would answer any questions asked. In the North, most of these so-called remedies were imported from Europe and frequently bore the endorsement of royal persons; in the South, most of the proprietary medicines offered for sale by local printers were manufactured from herbs after prescriptions furnished by Indian doctors. Typical of the latter the South Carolina Gazette advertised in January, 1744:

The Seneka-Rattle-Snake-Root, so famous for its effectually curing of Pleurisy, and an excellent Eye-Water, to be sold by the Printer hereof.

PLACED ADS IN MARGINS.

Save for their headlines, advertisements were frequently set up like regular reading matter. They were usually small in size, and not infrequently limited in size by the printer. Occasionally one finds a colonial printer using the margins for an advertisement which came in late. Strange as it may seem, however, these advertisements, when read to-day, are almost as interesting as the text. They tell a story which needs but little by way of interpretation. They tell us of the fads and fancies in the matter of dress of the colonial period. If there were no mention of the prevalence of smallpox in the colonies, one would know that it was common because the word "pock-fretten" was used in describing a slave who had run away, and for whom a reward was offered in the local press. The advertisements of servants and apprentices, who, like the slaves, had run away from their masters, recall a time when people were sold in bondage for a limited time until the money owed for their passage across the ocean, or for debts incurred after their arrival, was paid in full.

The advertisements of the colonial department stores—if that term may be used correctly—need to-day a glossary in order that articles described may be intelligible, even to women. How many readers of this article, for example, are familiar with the items listed by Isaac Jones, when in 1752 he advertised in the Pennsylvania Gazette to be sold cheap the following things?

Boiled and common camlets, single and double alopeens, broad and narrow shaloons, tammies, durants, plain and corded poplins, duroys, calimancoes, common and

(Concluded on page 33)

**KENTUCKY NEWSPAPERS  
SEEK CLEVER SLOGANS**

Louisville Courier-Journal and Louisville Times Open Contest Limited to Employes of the Two Newspapers — Prizes for Contributions Which Will Be Adopted for Permanent Use.

The Louisville Courier-Journal and the Louisville Times, published morning and evening from the same building in the Kentucky metropolis, will shortly adopt slogans. Selections are to be made by a board which is composed of Bruce Haldeman, president of the companies, and by Henry Watterson, editor of the Courier-Journal, and Gen. W. B. Haldeman, editor of the Times. They have just had referred to them lists containing about a hundred and twenty-five slogans designed for the Courier-Journal, and a hundred or so for the Times.

Practically every employe on the two papers contributed to the collections, all hands, from the editors down to the paste boys in the mailing-rooms, being eligible to enter the competition. Numbers of the men, of course, turned in half a dozen, and others contented themselves with one. The result was a large assortment of suggestions, of which a surprisingly large number are very promising. The whole list was cut down by discarding of such as the first committees did not consider desirable, and the results have been submitted to the board named above.

Meanwhile, the Courier-Journal is making use of the best ones from day to day in the "ears" on its front page. Much interest is shown in the contest, for which there are four prizes. The man whose contribution is selected by each paper as the best will get \$10; the second choice in each case will draw \$5.

Here are some of the slogans submitted to the Courier-Journal:

- "Right Every Time You Thought It Wrong."
- "A Guide, a Philosopher, and Friend."
- "As Dependable as the Sunrise."
- "Scer of the South."
- "It's Here if It Happened."
- "Nothing but the Truth."
- "Ever Right, Ready, and Steady."
- "A Common-Sense Paper for Common-Sense People."
- "Sworn at and by; the Truth, That's Why."
- "A Paper Read After a Glance at Others."

Included among the many slogans submitted to the Times are the following:

- "To Be Well Read, Read the Times."
- "The Paper That Goes Home."
- "Read for Progress, Use for Results."
- "Read and Liked by All."
- "First in Everything."
- "We Print It First."

It is interesting to recall here some of the slogans of other newspapers. Here are a few:

- New York Times: "All the News That's Fit to Print."
- New York Sun: "It Shines for All."
- New York World: "Circulation Books Open to All."
- Chicago Tribune: "World's Greatest Newspaper."
- Los Angeles Times: "Liberty Under Law—Equal Rights—True Industrial Freedom."
- San Francisco Examiner: "An American Paper for the American People."
- New Orleans Item: "Nothing Succeeds Like Circulation and Service."
- New Orleans Times-Picayune: "The South's Greatest Newspaper."

**NEWSPAPERS MAKERS AT WORK**



HILTON U. BROWN, JOHN F. MACKAY, JOHN STEWART BRYAN.

HERE are three strong men of the newspaper business—Hilton U. Brown, general manager of the Indianapolis News; John F. Mackay, business manager of the Toronto Globe, and John Stewart Bryan, of the Richmond News-Leader.

These men work out, in widely separated fields, identical ideals and policies in newspaper-making. They achieve, naturally, identical results—measured, of course, by the dimensions of their local spheres of influence.

Mr. Brown's Indianapolis News is a representative high-class newspaper, sound, healthy, constantly setting new marks of material progress in a field whose richness may hardly be overestimated. Mr. Bryan's Richmond News-Leader is a strong factor in Southern Journalism, enjoying a period of unexampled prosperity in a historic field—in a city and State whose commercial and industrial progress within recent years has amazed outsiders. Mr. Mackay is the directing business mind of one of Canada's greatest newspapers—the Toronto Globe, a journal whose power in moulding public opinion in the big nation up North is great and growing, and whose material prosperity keeps pace with its prestige.

Our photographer has caught this group of celebrities on one of the occasions when they have met in New York for conference on newspaper problems. They are all active workers in the Bureau of Advertising of the A. N. P. A., and are associated with most of the activities of that organization. In addition to this, they are warm personal friends; and they form a triangle of talent such as a photographer rarely captures for an impromptu sitting.

Atlanta Journal: "The Journal Covers Dixie Like the Dew."

Detroit Free Press: "Michigan's Greatest Newspaper."

Pittsburgh Sun: "The Clean Newspaper."

Cleveland Plain Dealer: "First Newspaper of the Sixth City."

Providence Evening Bulletin: "Costs Two Cents and It's Worth It."

Toronto Globe: "Canada's National Newspaper."

Winnipeg Telegram: "Every Inch a Newspaper."

Montreal Star: "Canada's Greatest Newspaper."

**MINORITY STOCKHOLDERS WIN**

**Effort Made to Sell Montreal Herald Blocked by Shareholders.**

(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, Nov. 6. The action taken by the minority shareholders of the Montreal Herald to break up the lease which was entered into between the majority of the shareholders of the company and the British American Publishing Company has been successful. At a meeting held this week the majority shareholders announced that out of deference to the minority they would cancel the lease which was entered into a few weeks ago and that the Herald would be continued under its former management.

**TESTS MAIL EXCLUSION**

**Berger's Paper Sues to Compel Restoration of Privileges.**

WASHINGTON, November 5.—The Milwaukee Social Democratic Publishing Company, publisher of the Milwaukee Leader, of which Victor L. Berger is editor, brought proceedings to-day in the local courts to compel Postmaster-General Burleson to restore the paper to the second-class mailing privileges. The publishing company challenged the constitutionality of the Espionage act and the Trading With the Enemy act. The Postmaster-General will be required to answer by November 16.

It is charged that the provisions of the Espionage act and the Trading With the Enemy act, granting power to the Postmaster-General and his assistants to determine when the laws are violated are unconstitutional. They do not, the publishers contend, afford the accused persons trial by court and thus violate the rights of free speech and a free press.

The Leader says it has been the organ of the Social Democratic party and several labor unions, and although advocating international peace, has at no time published any articles violating any of the provisions of the Espionage act or similar enactments. Denial of the right to use the mails, it is set forth, has caused the paper to lose 15,000 subscribers.

**BUSINESS EDITORS TO  
GREET BRITISH GUESTS**

Representatives of the British Ministry of Munitions and a Selected List of Leading Newspaper and Magazine Editors to Be Entertained at Editorial Conference Luncheon.

A special meeting of the Editorial Conference of the New York Business Publishers Association, Inc., has been called for Tuesday, November 13, at the Automobile Club of America, 247 West 54th Street, New York.

At this meeting the Editorial Conference will have as its guests the representatives of the British Ministry of Munitions and a selected list of leading magazine and daily newspaper editors and publicists to hear a discussion on industrial problems in Great Britain growing out of the war.

The members of the Commission are Sir Stephenson Kent, Director-General of the Labor Supply Department; G. H. Garrod, Deputy Assistant Secretary of the Labor Regulation Department; G. H. Baillie, Chief Technical Dilution Officer of the Labor Supply Department; Capt. Cyril Asquith, Director of the Artificers Allocation of the Labor Supply Department.

Sir Stephenson Kent, before entering the Government service, was one of Great Britain's most important coal operators, Mr. Garrod, who was a professor at Oxford previous to the war, now is one of the foremost of the British Industrial Administrators. Mr. Baillie is a celebrated electrical engineer, and Capt. Asquith, son of the former Premier, has a specialized knowledge of British labor matters.

**NEWSPAPER READERS NEEDED**

**Trading With the Enemy Act Creates Confidential Positions to Be Filled.**

WASHINGTON, November 7.—By direction of the President "newspaper readers and translators selected by the Postmaster-General for filling certain confidential positions under the Trading With the Enemy act, may be appointed during the period of the war with Germany, without examination under the Civil Service law." The Postmaster-General stated that "there are available to the Post Office Department for appointment in these lines men whose loyalty has been proven, and who in some cases will accept employment at a nominal salary, through patriotic desire to give service at this time."

The Civil Service Commission has concurred in the issuance of the Executive order in this case.

**To Stop Profiteering**

The New York Evening Mail urges its women readers to report grocers or other retailers who may be charging what appear to be unwarranted prices for foodstuffs. The Mail investigates these complaints, and attempts to remedy the conditions. It is argued that the very fact that a newspaper is keeping tabs on their price policies will have an excellent moral effect on retailers who may have the disposition to indulge in profiteering.

**Join N. E. A.**

The Cook County Press Club, an organization of local newspapers, published in and adjoining Cook County, Ill., at a recent meeting, voted unanimously to join the National Editorial Association.

## ADVERTISING MEN OF CANADA AND UNITED STATES WILL HOLD BIG WAR CONFERENCE

William C. D'Arcy, President of A. A. C. W., Calls Meeting to be Held in Indianapolis November 12 and 13—Having Aided Liberty Loan, Red Cross and American Bible Society, Advertising Seeks Further Enlistment in Patriotic Cause.

WHAT advertising has done to help win the war and what it can further do and how, will be a chief topic for discussion by leading advertising men of the United States and Canada at a conference to be held in Indianapolis, the headquarters of the Associated Advertising Clubs of the World, November 12 and 13.

In addition to members of the executive committee of the association, presidents and other officers of local advertising clubs, as well as other advertising associations, affiliated with the Associated Advertising Clubs, will attend the meeting. Representatives of almost 200 organizations of this kind have been invited to the conference, which, in addition to discussing war matters, will take up numerous Association affairs.

Secretary McAdoo has said that advertising has been essential to the success of the floating of Liberty Loan bonds. The Red Cross has been equally emphatic in its praise for advertising. The movement to advertise both these great causes has been cleared through the National Advertising Advisory Board, representing the advertising clubs.

### PLAYS IMPORTANT ROLE.

Advertising, also, has been employed to provide a million books for libraries for soldiers and sailors. It has played a part in the movement of the American Bible Society to put a khaki Bible in the kit of every soldier departing for the front. In fact, it has been the backbone of practically every important movement that has grown out of the war.

One of the problems now confronting the advertising men, especially in the United States, grows out of the fact the Government, so far, has never made an appropriation for advertising space, so that all advertisements that have appeared (with a few exceptions where newspapers gave space free) have been paid for by local business men. There have been so many campaigns that it is with increasing difficulty that local advertising men obtain the cooperation of advertisers and other business men.

### FAVORS GOVERNMENT APPROPRIATION.

The advertising men, through the National Advertising Advisory Board, have strongly urged that the Government make an adequate advertising appropriation, and have cited the success of advertising, paid for by the British Government and by the Dominion of Canada.

While urging that the Government appropriate funds for advertising, the advertising men have made it plain that their services in the matter were to be devoted to the campaign without charge for personal services. Advertising, they urged, has enlisted for the war, desiring to do its share as a patriotic duty.

Nevertheless, when the Congress failed to make a sufficient appropriation for advertising the Second Liberty Loan, they were undaunted, getting behind the movement will all the energy they possess, with a determination to do the task as well as possible in the next best way.

Hundreds of full-page advertisements have appeared in the Second Liberty Loan campaign.

Herbert S. Houston, chairman of the National Advertising Advisory Board, in a recent statement citing the fact display advertising space, being a spur to action, is essential to the success of Government campaigns, told of the use of paid space in England.

### ENGLISH GOVERNMENT ADVERTISING.

"Bonar Law made a demonstration of the power of paid advertising in England," Mr. Houston said. "The press of Great Britain was as patriotic as ours and gave as much attention in news and editorial columns to the various Government loans; but the Chancellor of the Exchequer, beholding the success of advertising in raising the Kitchener army, made an experiment of advertising in floating loans. The result convinced him so completely of its efficiency and economy that he put advertising, in the eyes of all the world, to the greatest test probably that it has ever met. He gave it the supremely difficult task of making a direct public market among the people for the Victory Loan of \$5,000,000,000 and that at an interest rate of 5 per cent. when the leading bankers in London gave it as their combined judgment that the rate should be 6 per cent.

"Everyone knows that the Victory Loan was over-subscribed by more than 5,000,000 people at the 5 per cent. rate, thus saving the English Government \$50,000,000 a year for the period of the loan. The exact cost of the advertising I have not been able to learn, but the best available information is that it did not exceed \$2,000,000, a much smaller selling cost than had ever been known before on a bond issue.

"What has been done in England can be done here, with an effective, controlled campaign of paid advertising; probably even a greater result can be obtained, for the whole world has long done us the honor to say that our advertising is better done than elsewhere and that the American people read and are influenced by advertising as are no other people."

The call for the Indiana conference has been issued by William C. D'Arcy, of St. Louis, president of the Associated Advertising Clubs of the World.

### Masses Barred from Mails

In a decision handed down in the United States Circuit Court of Appeals, in New York, recently, the Masses, radical magazine, was held to be non-mailable, in that it had violated the Selective Draft law and the Espionage act. "If the magazine is non-mailable under that section," the opinion continues, "it may be that the editor has committed a crime in publishing it, for which, upon conviction, he may be fined not more than \$10,000 or imprisoned for not more than twenty years, or both."

### Dentists Will Advertise

The College of Surgeon Dentists of the Province of Quebec at its recent annual meeting in Montreal voted almost unanimously in favor of abolishing the rule prohibiting newspaper advertising by dentists.

### WANT HONEST FINANCIAL COPY

Investment Bankers Association Issues Working Guide for Ad Men.

The Investment Bankers Association of America has just published a working guide on financial advertising to enable publishers, bankers, and others to pass on the honesty of financial copy.

This is the first step in a broad campaign of endeavor to stamp out fraudulent financial advertising and to protect the interests of newspaper and magazine publishers, the investing public, and legitimate finance. Other plans are being formulated and the cooperation of a large number of influential newspapers has already been pledged.

### Newspaper Workers Celebrate

Members of all departments of the Altoona (Pa.) Mirror recently found a quiet spot, forgot the rest of the world and enjoyed a merry birthday party. The occasion was the eighty-first anniversary of the birth of Harry Slep, the founder of the Mirror and the president of the company; the birthday of Daniel Slep, one of the members of the board of directors; and the anniversary of the opening of the Mirror job office, the forerunner of the Altoona Mirror, which event occurred October 21, 1872, two years before the first issue of the Evening Mirror, as it was then called, made its appearance.

### JOINS CHAPPELOW COMPANY

Clarence N. Cook, Formerly of Philadelphia, Joins St. Louis Concern.

Clarence N. Cook, who recently resigned as advertising manager of the Philadelphia Evening Telegraph, has joined the promotion department of the Chappelow Advertising Company, St. Louis, Mo.

Most of Mr. Cook's advertising experience has been with daily newspapers. He began his business career about eighteen years ago with the Augusta (Ga.) Evening Herald. Shortly after that he owned and edited a weekly publication in Walden, N. Y.

Previous to his connection with the Philadelphia Evening Telegraph, Mr. Cook was on the advertising staff of the New York Times. He also held the position of advertising manager with the Boston Traveler, before its consolidation with the Boston Herald. At one time he was advertising manager of the New Orleans Picayune.

### Joins Leslie's Staff

Cyrus Le Roy Baldrige, United States Cavalry, retired, now with the American Field Service in France, has joined the Leslie staff as war artist. Baldrige was a magazine illustrator before he went to France, but did war-drawing for Chicago papers from Belgian at the beginning of the war.

## Baltimore—A Leading Industrial Center

Baltimore is today enjoying the fruits of a real prosperity, built before the days of war booms; a prosperity that bids fair to stay awhile and get acquainted. The industrial class is employed in greater numbers than ever before, at big wages. In consequence, local merchants are doing a large business.

National advertisers who are seeking new markets for sales and advertising exploitation of dependable merchandise can well investigate Baltimore. Here is a busy community that offers a quick turn-over on well advertised trade marked specialties.

The merchandising service department of THE BALTIMORE NEWS is at your command and will make an advance market survey for any advertiser interested in this field.

THE NEWS is the leading high-grade home EVENING newspaper of Baltimore, the leading city at the gateway of the New South. It is read in most of the worthwhile homes; thus through one appropriation you reach a majority of the buyers of this city at one cost.

To make a successful bid for the biggest bit of Maryland trade, sell Baltimore and suburbs first.

For Better Business In Baltimore Concentrate In

## The Baltimore News

Member Audit Bureau of Circulations

Average Net Daily Circulation, October, 1917, 92,088  
Gain over same period, 1916, 5,686

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

A New Sales Record

for the

**INTERTYPE**

--orders entered at the Intertype Factory during

**OCTOBER**

for

**87 MACHINES**

This splendid record, for which we thank the trade, is due to the fact that Intertypes are built so well and run so well that each machine sold helps to sell another.

**INTERTYPE CORPORATION**

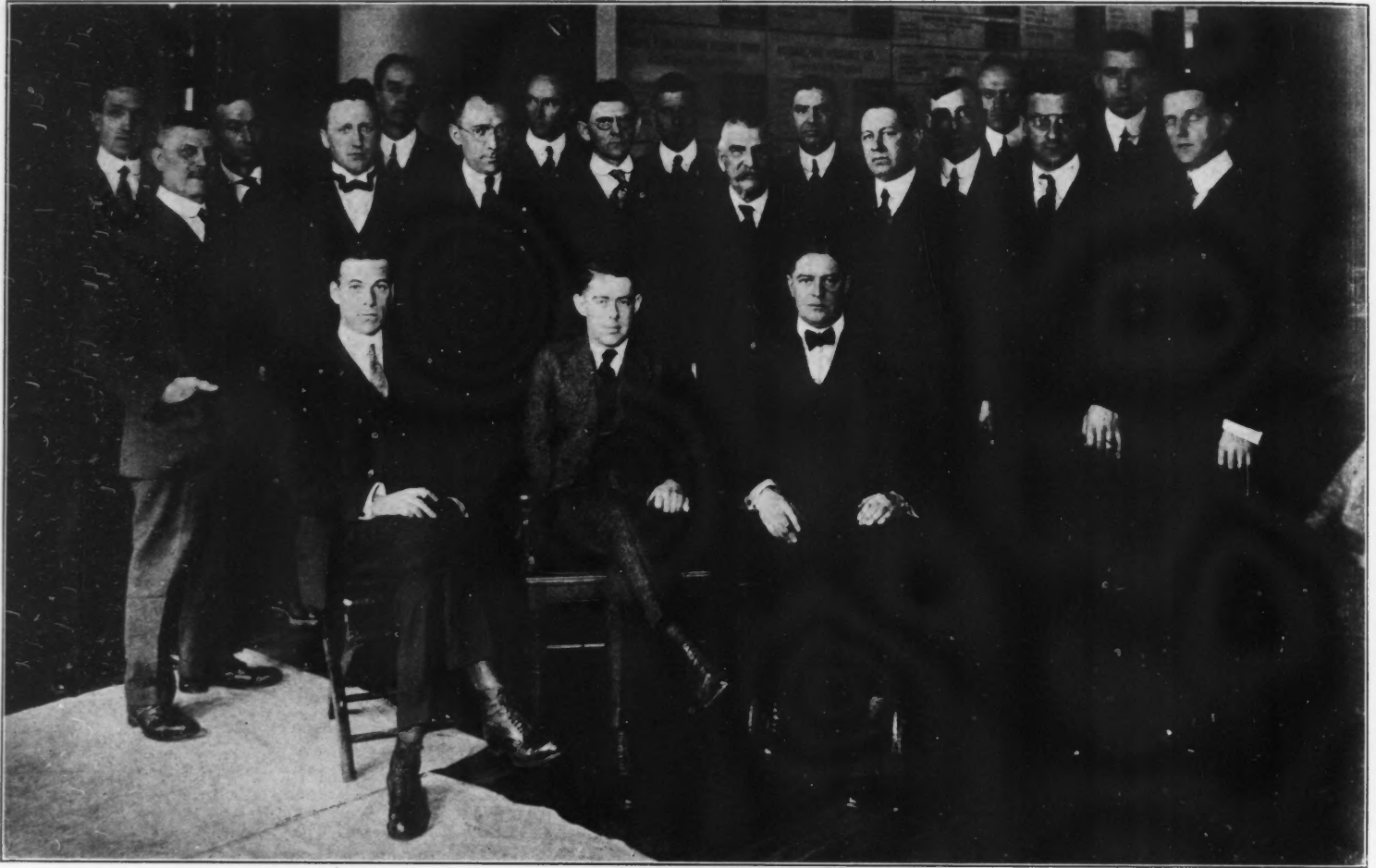
Builders of "The Better Machine"

Executive Offices and Eastern Sales Department  
50 COURT STREET, BROOKLYN, N. Y.

CHICAGO:  
Old Colony Building

NEW ORLEANS:  
539 Carondelet Street

SAN FRANCISCO:  
86 Third Street



MEMBERS OF NEW ENGLAND CIRCULATION MANAGERS' ASSOCIATION IN ATTENDANCE AT HARTFORD MEETING.

Left to right, standing: R. H. Beach, F. Hensler, Roger Christy, J. P. Barry, P. F. Viets, Roy Webster, H. A. Wenige, C. M. Schofield, F. E. Johnson, L. F. Minnaman, Edward Gans, J. W. Nolan, C. F. Hosley, L. M. Hammond, jr., Seth J. Moore, W. S. Mitchel. Seated: H. M. Wheeler, J. A. McNeil, Geo. H. Reynolds.

## NEW ENGLAND CIRCULATION MEN HOLD PROFITABLE CONVENTION AT HARTFORD

Army Camp Circulation Problems Discussed and Co-operative Distributing Service Arranged for Ayer Cantonment—Members the Guests of Hartford Times at Enjoyable Banquet—Relations With Wholesale Dealers Discussed.

THE New England Circulation Managers' Association held a two-day session at Hartford, Conn., Thursday and Friday, November 8-9. It was the scheduled quarterly meeting of the organization, and was held at the Hartford Chamber of Commerce.

At the opening of the Thursday morning session two new members were elected: J. M. Kearns, of the Worcester Evening Post, and F. L. Nutton, of the Brockton Times.

The members at once entered upon a discussion of the Camp Devens situation. George H. Reynolds told of his experiences in attempting to straighten out the tangle at the big Ayer army cantonment as regards the handling and sale of his own (the New Bedford Standard) and other newspapers. The plan through which member-newspapers of the association had pooled their interests in securing satisfactory distribution at the camp was discussed, and the arrangements made to that end by C. M. Schofield, of the Worcester Gazette, and Roger Christy, of the Worcester Telegram, were approved by the Association.

Under these arrangements the agent for the Association members is charged the wholesale rate, making collections and remitting to the various newspapers. This agent has been guaranteed a certain net income, and should his sales for any week not yield the specified sum as his net profit the deficit is

to be made up to him, and this charge pro-rated by H. M. Wheeler, the secretary-treasurer of the Association, among the members who have joined in the agreement.

C. M. Schofield read an interesting paper on his experiences with wholesale agents, arguing in favor of office-controlled distribution as making effective promotion work possible.

### MR. BARRY'S VIEWS.

J. P. Barry, of the Providence Journal, discussed the advantages of promoting and distributing circulation through districts controlled by the circulation department. He referred to the old plan of selling district circulation in bulk to wholesalers, who in turn assumed all of the detail work of distribution through carriers and newsboys employed by themselves. This method, while relieving the circulation department of a good deal of detail, prevented effective work in circulation promotion as the circulation manager lost contact with the readers of his paper, and was unable to concentrate his promotion work on the weak spots.

His own paper, Mr. Barry stated, had cut off several exclusive agents within the past year, and in every such instance effected circulation gains, running from 10 per cent. to 500 per cent. The Journal is now dividing its territory into districts, each of which is under the control of an employee of the circulation department. Each district

superintendent will have the names and addresses of readers in his territory, as well as addresses of non-readers, so that he will be able to keep after the prospects in a systematic way.

Sidney Sibley, of the Fitchburg News,

sent a paper on the value of small city circulation to the advertiser, and on coöperation with advertisers. He deprecated the tendency of some national

(Concluded on page 16)

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

## JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times Dispatch Building, Richmond; 506-8 Equitable Building, Baltimore; 319-20-21 Keith & Perry Building, Kansas City; 503 Lumber Exchange Building, Chicago. Room 1622-50 Broad St., New York City.

# Your Audience

Suppose you were mounted on a rostrum telling your story—an interesting story to an audience of nearly 160,000 people—people well bred, intelligent, clear visioned—living in comfortable circumstances—wouldn't you somehow know your story would "get home"—it would be understood?

Every day this vast audience appears in The Forum of The Evening Mail.

It is always anxious to learn of man's progress—discovery—achievement.

More and more clear visioned merchants are becoming aware of this waiting and appreciative audience—more

and more they are realizing that a good story told in The Evening Mail's Forum will reach a greater purchasing power, per unit, than any other New York evening paper.

That is why, for the first six months of this year, The Evening Mail increased its advertising volume by 166,039 lines.

If you have a good story to tell why not tell it in

**The  
Evening  
Mail's  
Forum?**

## THROUGH INFLUENCE OF THE NEWSPAPERS THE FILIPINOS ARE BEING AMERICANIZED

Norbert Lyons, Who Returns to Manila as Editor of the Cablenews-American, Talks Interestingly of the Rapid Strides Islanders Are Making in Education and Enlightenment—Have Developed Passion for Reading Newspapers Printed in English.

NORBERT LYONS, a New York man of wide newspaper experience in the Far East, sails for the Philippines, from San Francisco, on November 17, to take editorial charge of the Manila Cablenews-American, the leading daily of our island empire. This newspaper was established in 1899 by Israel Putnam, of Saratoga Springs, N. Y., and now a major of the United States Reserves. It has had a strong Americanizing influence throughout the archipelago, and Mr. Lyons purposes to still further strengthen and modernize it.

Before leaving New York, Mr. Lyons arranged for a four-page comic supplement, to be the first thing of the kind published in the islands, and for other up-to-date features.

Mr. Lyons went to the Philippines in 1908, as a Government surveyor, serving for two years, then joining the staff of the Cablenews-American. He returned to the United States in 1911 as Washington correspondent of the Manila Daily Bulletin. He did editorial work for the Washington Herald and news writing for the New York Press, returning to Manila in 1913 to become city editor of the Bulletin. He continued with the Bulletin for three years, returning to the United States in 1916 as delegate from Manila to the Democratic National Convention, and as delegate of the Manila Ad Club to the convention of the A. A. C. W. From 1913 to 1916 he was Manila correspondent of the New York Times and Evening Post, scoring for the former paper a scoop on the nipped uprising of December, 1914.

### WORKED FOR GEN. PERSHING.

While with the Cablenews-American, in 1911, Mr. Lyons covered the Mindanao Fair, which was organized by Gen. Pershing, and for him he conducted Gen. Pershing's official daily newspaper, the Herald, of Zamboanga. He is the author of a volume of verse, "The Lays of Sergeant Con," which has had the largest sale of any book yet published in English in Manila.

For the past year Mr. Lyons has had charge of the copy department of the Newcomb Publicity Service, and has acted as a special correspondent in New York for South American newspapers. Hearing once more "the call of the East," he returns to the land "where nothing knocks but opportunity." Carlos Young, principal stockholder of the Cablenews-American, sails with him. He will visit Japan en route, and has agreed to prepare a series of special articles on "Japan in the War" for the New York Tribune.

To a representative of THE EDITOR AND PUBLISHER Mr. Lyons talked enthusiastically of the future of the islanders. "The Filipinos are fast becoming inveterate newspaper readers," he said. "This is a very promising sign. English may now be considered the prevailing language of the Philippines. Five hundred thousand school children are being taught the language every day. The people are fanatics on the subject of education. They are the most remarkable people of the Orient in many respects, and some day will rival the Japanese in progress and culture.

"The daily newspaper, conducted on modern lines, containing interesting

educational features, is destined to play an important part in the development of the Filipino people, and we shall do our share in this work.

"By making our paper attractive typographically, pictorially, and editorially we expect to record a remarkable cir-



NORBERT LYONS,  
Editor Manila Cablenews-American.

ulation progress in the next few years, one that will make the sleeping Far East open its eyes.

"Previous to the Harrison Administration, there was still considerable ill-feeling between Americans and Filipinos hanging over from the days of the insurrection. Mr. Harrison has accomplished wonders in bringing about a closer and more sympathetic understanding between the two races, and at the present time practically all the old rancor and misunderstanding has disappeared.

"To-day, the islands have raised a national Guard of 25,000 men, composed entirely of Filipinos. These little brown men are just itching to lay their hands on the Kaiser. They have applied to the War Department for active service, through Manuel Quezon, their former delegate in Congress, and present President of their Senate, and it shouldn't surprise me to see some of them helping out Uncle Sam in the trenches before long.

NORBERT LYONS."

### PREPARED FOR LOAN CAMPAIGN

Canada Entering Upon Biggest Advertising Programme in Her History.  
(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, November 6.—Canada is entering on the biggest advertising campaign in her history in connection with the new Victory Loan, which opens November 12. For several days advertisements have been appearing in the daily papers familiarizing the public with the details of the loan and with the necessity of subscribing to it. Strong committees have been appointed in every city, town, and village throughout the Dominion who will back up the advertising appeals with personal solicitations.

Since the outbreak of the war Canada has carried on a large number of publicity campaigns which have demonstrated to the business men of the country and to the Government itself the advantages and power of newspaper publicity.

### LOUISVILLE STAFF CHANGES

G. E. Johnson Resigns as Circulation Manager of Courier-Journal.

The registration of G. E. Johnson, for many years circulation manager of the Louisville Courier-Journal and the Louisville Times, and the appointment of J. L. Bomar, to succeed him, have been announced by R. E. Hughes, general business manager of the two papers effective November 6.

Mr. Johnson is relieved of the circulation manager's duties at his own request and will continue as secretary to Henry Watterson, editor of the Courier-Journal, and to Gen. W. B. Haldeman, editor of the Times. In addition Mr. Johnson, under the supervision of Arthur B. Krock, editorial manager, will revise the filing accommodations of the papers. A complete new equipment has been purchased and Mr. Johnson will direct its installation and completely overhaul the "morgue."

Mr. Johnson, once a printer's devil, on the Courier-Journal, and later a printer, contributor to the editorial columns and circulation manager, has been uninterruptedly in the employ of the Courier-Journal and, since its establishment, of the Times, for forty-seven years.

### AD MEN ENJOY STAFF DINNER

New York Evening Post Advertising Representatives Hear Helpful Talks.

A staff dinner at which nearly fifty members of the advertising department of the New York Evening Post were present was given last Friday evening at the Cafe des Artistes. H. A. Ahern, advertising manager, was toastmaster and greeted seven new members of the staff. Each responded briefly to the welcome and discussed their plans.

Emil M. Scholz, publisher of the Evening Post, made an address on advertising, with special reference to the solicitor, and gave practical pointers on high-grade and effective methods.

The dinner was one of several which the Evening Post has given to its advertising department in appreciation of the work of the members and to afford opportunity for an interchange of constructive ideas.

### BOOK PAPER MEN YIELD

Promises Federal Trade Board to Cease Price Fixing.

WASHINGTON, November 8.—Book paper manufacturers to-day made an agreement with the Federal Trade Commission by which alleged unfair trade practices will be stopped. No further action will be taken on the Commission's complaint that the manufacturers conspired to enhance prices. Manufacturers doing an annual business of \$80,000,000 are affected by the agreement.

The Commission's order to cease price fixing was one of the most sweeping ever issued by that body to protect the public against concerted price raising. Charles F. Moore, of New York, secretary of the Bureau of Statistics, was ordered to desist from all the practices complained of.

H. A. Sawyer, who has been office manager of the Cutler Publications, Boston, the Shoe and Leather Reporter, and The Shoe Retailer, etc., has resigned to become secretary of the National Paint & Oil Dealers' Association, making his headquarters in New York.

### CIRCULATION MEN HOLD HARTFORD CONFERENCE

(Continued from page 14)

advertisers to call upon newspapers for unreasonable "service" in connection with their advertising. He recorded a personal experience in Fitchburg, illustrating his point. An advertiser had asked him to ascertain the amounts of sales made by local dealers of competing products. He asked a local merchant for such information, and was told that it was none of the advertiser's business. The inquiry was resented as impudent. He condemned the frequent demands for free publicity made by many national advertisers. He believed that publisher cooperation with national advertisers should be confined to furnishing full facts about the newspaper's circulation, about the city and its population, its industries, its merchants; that salesmen may be introduced to local dealers, and that the advertiser may be protected by a policy of excluding from a newspaper's columns all questionable copy.

### VISIT OF INSPECTION.

After luncheon the members visited the office of the Hartford Times during mailing hours, inspecting whatever new wrinkles Secretary Wheeler was able to exhibit to them.

The banquet on Thursday evening, at the Hartford Club, tendered to the circulators by the management of the Hartford Times, was featured by a reasonable amount of shop talk, although—as usual on such occasions—the purpose was purely social. The courtesy of the Times, and the handsome manner in which that newspaper entertained the guests of the evening was the subject of much flattering comment.

Unfinished business and informal discussions occupied the Friday morning session, followed by a sight-seeing tour about Hartford in automobiles.

The following members of the Association were in attendance at the Hartford meeting:

J. A. McNeil, president, Bridgeport Post-Telegram; Geo. H. Reynolds, vice-president, New Bedford Standard; H. M. Wheeler, secretary-treasurer, Hartford Times; James P. Barry, Providence Journal; W. S. Mitchell, Portland Express; H. A. Wenige, Bridgeport Standard-American; C. F. Hosley, New Haven Register; Roger Christy, Worcester Telegram; Charles W. Palmer, Woonsocket Call; Seth J. Moore, Lewiston Journal; L. F. Minneman, Waterbury Republican; P. F. Viets, Hartford Courant; L. M. Hammond, jr., Boston Transcript; C. M. Schofield, Worcester Gazette; F. E. Johnson, Taunton Gazette; J. W. Nolan, Springfield Union; Roy Webster, Hartford Courant; R. H. Beach, Springfield Republican; Edward Gans, THE EDITOR AND PUBLISHER.

### OPEN A. A. A. OFFICE MONDAY

James O'Shaughnessy, Executive Secretary, Arrives in New York.

The central office of the Association of American Advertising Agents, in the Metropolitan Tower, 24th Street and Madison Avenue, New York, will be opened Monday.

James O'Shaughnessy, of Chicago, executive of the A. A. A., arrived in New York this week.

### Fix Date of Circulators' Meeting

The next meeting of the New England Circulation Managers' Association will be held in Boston, January 16.



## OVER-SUBSCRIPTION TO LIBERTY LOAN IN SEATTLE DUE TO DISPLAY ADVERTISING

Impressive Lesson on Value of Printed Word, Type-Stressed, Afforded by Results of Campaign in Which Fifty-four Full-Page Ads Were Used—Small Investors Were Reached and Responded.

By W. T. PROSSER,  
Strang & Prosser Advertising Agency, Seattle,  
Wash.

SEATTLE has just completed what is, so far as we can learn, the greatest advertising campaign in any city in the United States, for the second Liberty Loan, and perhaps the most extensive ever carried on in any city in the country for a public movement of this kind.

Fifty-four full pages of newspaper space have been contributed by individuals and local business interests in this campaign, to say nothing of immense quantities of space contributed directly, in small units, by banks, business houses, department stores, etc.

While we were able to supplement our own work in the preparation of copy with a number of mats from the national campaign, and other sources, the greater part of the Seattle campaign was distinctly local, culminating in a page showing Seattle's soldier, on the morning of the last day, all ready to march, but with no feet, the feet being represented by the subscriptions that must be obtained on the last day's drive.

Seattle over-subscribed her minimum by several million dollars, this despite adverse conditions in the lumber industry—the industrial backbone of western Washington—and a shipyard strike that

affected 15,000 of the city's best-paid workers through the greater part of the loan period.

### APPEAL REACHED SMALL INVESTOR.

The advertising campaign had the effect of placing the Liberty bonds in the hands of a tremendously large number of small investors, and enthused the public to a point never before approached in the history of the city.

### THE GOVERNMENT'S OPPORTUNITY.

This last feature, it seems to us, is one of the strongest of all arguments for a national advertising campaign in connection with such a loan issue. The United States Government should direct the mind of the nation in a crisis of this kind—should aid people to think correctly and intelligently on the issues of the war, should indirectly in this way overcome sedition and criticism, should focus the attention of the entire population on such vital subjects as would speed up the war machine and make for the earliest possible victory.

Wouldn't such a patriotic appeal as could be shaped in such a campaign as this eliminate much of the labor trouble by an aroused public sentiment; wouldn't it drive out of high places as well as low the greed and selfishness that is such a handicap to national endeavor; wouldn't it weld together the

whole people so effectively there would be no division of opinion as to why we are in the war, and what we are going to do to win it?

In other words, wouldn't such a campaign bring the Government and every citizen of the United States into such intimate touch that there could be no possibility of misunderstanding—no diversity of purpose?

### NO REAL OBSTACLE.

To argue that once the Government is committed to an advertising policy it must utilize every possible channel or vehicle of publicity—every newspaper, every publication, every billboard, street car, and dead wall in America—is as puerile as to say that every time the Government is in the market for coal it must buy coal from every fuel dealer in the United States.

Government experts buy coal on its scientific heating value—its B. T. U. content. The Government is offered the services of experts who will apply just as rigid tests to advertising media.

The factor of newspaper advertising cost as a means of reaching the public in Seattle was illuminating. Patriotic firms and citizens contributed approximately \$10,000 to make the Seattle campaign a success. Invested in a direct appeal by letter to every resident of Seattle this sum would have provided just one message—instead of fifty-four. Was three cents a piece much to have invested in educating the people of Seattle?

Fully half of those to whom an appeal for donations was addressed responded favorably. In selecting our list of prospects we kept away from regular advertisers—the department stores and other big buyers of space

who are ordinarily called upon to bear the burden of a campaign of this kind. The list was made up of big industrial concerns and wealthy individuals.

We will be interested in knowing if any other city exceeded Seattle's record in this campaign, and also if a double-page advertisement was used anywhere else. But we fervently hope the United States Government will not depend upon charity to make the next Liberty Loan as great a success as the present one.

## CIRCULATION REPORTS

### How Newspapers Have Fared With Prices Increased.

Government circulation reports just filed by the Pittsburgh newspapers reflect great prosperity, of especial interest because on December 1, 1916, all afternoon Pittsburgh papers increased their sales price from one to two cents, equaling the retail prices of the morning newspapers, while all Sunday newspapers were increased from five to six cents per copy.

The Government reports filed on October 1, gave the following figures:

(Daily and Sunday Combined.)

Press .....	117,365
Gazette .....	82,218
Post .....	69,847
Dispatch .....	58,496
(Daily Only.)	
Chronicle-Telegraph .....	88,374
Sun .....	65,795
Leader .....	78,365

The average man discovers—often to his amazement—that he can do a difficult thing, simply through the experiment of trying.

# Concerning Canada

When the representative of "The Editor and Publisher" asked the Managers of Canada's leading newspapers to name a man thoroughly familiar with Canadian conditions and competent to write the copy for their advertisements, he was told to "See Hobart of Hamilton."

I want to handle the Canadian end of a few good American advertising accounts and believe that I have information concerning Canada that would be useful to my clients.

I will call on any manufacturer or advertising manager East of Chicago who desires a personal interview.

**GEORGE F. HOBART**

Advertisers' Agent

805 Bank of Hamilton Bldg.

Hamilton, Canada

# WE HAVE SECURED GUY EMPEY FOR THE NEWSPAPERS

*Get Option At Once*

## FOR HIS TWELVE BIG SUNDAY STORIES

*Released for first publication beginning Sunday, November 25*

The following quotation is a sample of how Empey talks and writes. In these twelve specially written articles he will take readers into the trenches with him, let them hear the first sound of the guns, and bring them close to that tragic Western front that is guarding the bulwarks of civilization—nor will he forget the fun and humor, the good fellowship and sympathy that have also been part of his seventeen months "over there."

"This war will not be over in a few months, as many people think, but it will last two long years or more, and if the eastern front keeps on weakening it means that it will be at least a five year's war and that the United States will have to bear the brunt of it.

In a few months' time long casualty lists will appear in the newspapers and in front of newspaper offices. Names of dear ones will constantly appear in these lists under the captions, Killed, Wounded, Missing.

We will read a name in these lists and then, in imagination, will cross the Atlantic and see what it means.

We are in France. It is night. We come to a ruined, shell-destroyed village. In the red glare of a bursting German shell we see piles of broken bricks and stone, shattered walls and streets choked with scattered debris.

This once peaceful village is deserted by civilians; all that can be seen are soldiers, hurrying to and fro.

We pass into a field dotted with shell holes and huge piles of tossed up earth.

Another shell bursts and in its blood red light we see a dark, strange looking object in front of us. It is an artillery limber and a gun, demolished by a shell. Dead men and horses are lying around it. What is that shapeless object huddled against the hub of that spokeless wheel? It is the mangled body of one of our boys, one of our Sammies, perhaps our father, our husband, our brother, our sweetheart. He is in the uniform of Uncle Sam. His name we read in the casualty list.

Americans, if you want these casualty lists to lengthen day after day, week after week, month after month, and year after year, just sit in idleness.

But if you want to shorten them and see Sammy come marching home, with a German helmet on his bayonet and "Me und Gott" by the scruff of the neck, get out and do your bit, and DO IT NOW."



### Serg. Empey's Record Is Inspiring!

Three years N. G. N. J.; four years N. G. N. Y.; six years U. S. Cavalry—then came the sinking of the Lusitania, the horror of which took Empey to England, where he enlisted—after that seventeen months' first line trench "Somewhere in France."

Since being invalided home he has written "Over the Top," of which 300,000 have been sold—printing day and night from three sets of plates fails to supply the demand for this book. Every hall where he has lectured could have been filled at least twice over. He has lecture engagements covering the next two years throughout the United States.

*"Over the Top with the Best of  
Luck and Give Them Hell!"*

Every American father and mother, daughter and son will read the Sunday paper in which this American boy tells how he did his bit "Somewhere in France."

*First orders received from each territory  
for the series will be accepted*

**McCLURE NEWSPAPER SYNDICATE, 120 West 32nd Street, NEW YORK**

# The Biggest War Feature Ever Offered the Newspapers

## Twelve Weekly Articles

as suitable for your first news  
page as for the magazine section

BY

## Sergt. Arthur Guy Empey

Author of "Over the Top", the book that everybody  
is reading and that cannot be printed quickly  
enough from three sets of plates to meet the  
demands.

In these twelve new articles, written spe-  
cially for the newspapers, Empey will  
tell the real story of the life "over there"  
into which our boys are now entering

### TITLES OF THE FIRST SIX ARTICLES IN THE SERIES OF TWELVE

#### SHANGHAIED AT SEVENTEEN

My first real adventure.

#### HORSES FOR FRANCE

My first sound of the guns.

#### THE FUSILIER GIANTS UNDER FIRE

Putting them over on the Western front.

#### LOVE vs. WINE

The Uhlans score one in the game on the  
Western front.

#### CHRISTMAS IN A DUGOUT

Santa Claus cut off from his base of  
supplies.

#### PRIVATE "GINGER" AS SEEN THROUGH BARBED WIRE

How a man came through the melting  
pot of the trenches.

The titles of the remaining six articles in  
this series will be announced later.

This is timely matter of first impor-  
tance. A "MUST" for your news or  
feature section. Released beginning

## Sunday, November 25

WIRE FOR OPTION

THE McCLURE NEWSPAPER SYNDICATE, 120 West 32nd St., NEW YORK

# EDITORIAL

FREDERICK J. WARBURTON

**I**N the death of Frederick J. Warburton the newspaper publishers of America lose a friend, and this community loses a Christian gentleman and useful citizen.

Mr. Warburton had been secretary and treasurer of the Mergenthaler Linotype Company ever since its organization. He had labored in full sympathy with President Phillip T. Dodge, of that great company, to establish with all American publishers relations of cordial good-will and practical coöperation. Most publishers have known this gentle and unassuming man, and all who have ever had business to do with his company have realized his purpose and policy of lending the strength of the big corporation to that corporation's patrons. It was always Mr. Warburton's chief concern that the users of the linotype should make this great mechanical adjunct the fullest possible aid in the development of their newspapers. Many a publisher will recall his generosity in the matter of long-time credits, and his policy of permitting them to make the linotype pay for itself in increased efficiency and in day-by-day economy. It has ever been the aim of Mr. Dodge and of Mr. Warburton to make the linotype as useful to the struggling newspaper as to the great metropolitan daily.

Mr. Warburton passed away last week, in his seventy-fifth year. His long life had been one of high service to the publishing industry of America and the world. In his home city of Brooklyn he was loved as a citizen. His philanthropies were many. He was a deacon of the Central Congregational Church, made more than locally famous by the ministry there of Dr. Cadman, one of America's foremost orators and preachers. His funeral was held at that church on Monday night, and attracted a vast assemblage, including his late business associates, all eager to pay a last tribute of respect to the memory of an exceptional man. The burial was at Baltimore. Mrs. Warburton was prostrated by his death. His co-workers mourn him as they would a father or brother.

A builder, a business man of vision and conscience and loyalty, Frederick J. Warburton fought a good fight and kept the faith.

**J**UDGE HYLAN was elected Mayor of New York in spite of the opposition of all of the great metropolitan newspapers—except the Hearst papers. When Mr. Hearst refused to make the race in the primaries, throwing his political strength to Judge Hylan, and when the Republicans refused to endorse the Fusion candidate, thus dividing the opposition to Tammany, the result of the election was assured. It had been won by superior tactics on the part of Mr. Hearst and the Tammany leaders. The failure of Fusion left Mr. Mitchel's newspaper supporters a cause which had been lost far in advance of the election. Just what part newspaper influence may have played in the final result may long remain a subject of debate by those who desire to prove some particular point. No man knows much more about the matter than may be adduced from his own personal motive in casting his vote. One thing should not be forgotten: Mr. Hearst has a large personal political following in New York, and other publishers have not. When the Hearst newspapers support a candidate they naturally swing this following with them. That they have done so in this instance, is quite clearly indicated by the returns which show that Judge Hylan, Mr. Hearst's candidate, polled almost as many votes as the other three candidates combined.

**N**EWSPAPERS should guard their classified columns from the exploitation of advertisers who seek to have their messages masquerade under wrong classification. A classification—such as that of "Help Wanted"—should be inviolate. To permit advertisers who are really not offering employment—but who are seeking to sell something—to use these columns is to weaken the appeal and in part to destroy the significance of the classification.

**H**ASTY solutions of economic problems, based on compromise, rarely stand the test of sober afterthought. Thus the general conviction that the new Congress will revise the recent postal legislation.

*Nor knowest thou what argument  
Thy life to thy neighbor's creed  
has lent.—Emerson.*

## TURNING BACKWARD

**T**HROUGH an Order in Council, Canada's Government is to prohibit the sale of cereals in package form. Manufacturers are required to dispose of their stocks of package goods by December 1, and retailers are prohibited from selling such goods after January 1, 1918. The Food Controller has secured this official order in the interest of economy, arguing that such goods will sell in bulk at a lower price than in the branded packages now in use.

This is perhaps the most reactionary economic action yet taken by any one of the allied countries in the course of the war. It restores the old era of unsanitary handling of these products, with all of the attendant perils to the health of the people. The invention of the sanitary container for articles of food marked the end of the old order of things, and solved many problems which had hothered the boards of health in all American communities. The trifling cost of the containers figures but negligibly in the summing up of the benefits derived from their adoption. Now our neighbor-nation is to hark back to the outlived days of the open barrels of the old country store period, when foodstuffs were exposed to not merely the elements, but to dirt and flies.

The injustice to the manufacturers involved in this order is very great, as it will destroy, to a great degree, the prestige-value of their products, and will require a complete change in their manufacturing equipment and in their distribution. But the most serious menace involved is to the health of the people—and this should be carefully considered by our Canadian friends.

**M**ARLEN E. PEW, a valued member of the editorial staff of THE EDITOR AND PUBLISHER, has been imperatively summoned to serve the nation in the Bureau of Public Information at Washington. As with so many other men of conspicuous ability whose services have been commandeered by the Government, Mr. Pew feels that the call cannot be turned aside because of any considerations of personal and material interests. He feels that every loyal journalist is, in very truth and of necessity, a "minute man," and that when the call to service reaches him he must be deaf to all else. Marlen E. Pew has made a fine record for himself as a clear-visioned and efficient newspaper man. He has traversed the road of service in his calling with steady zeal and quenchless faith and industry. He will render zealous and highly intelligent service to Uncle Sam, and will strengthen Mr. Creel's organization. His conferees of THE EDITOR AND PUBLISHER family offer to him their heartiest good wishes and to Mr. Creel and his associates on the Committee of Public Information, their heartiest congratulations.

**A** PENNSYLVANIA publisher has made a canvass of the publishers of his State who have increased their selling prices from one to two cents, and learns that, without exception, they propose to adhere to the new price, and the prediction is general among them that conditions in the future may never again warrant the restoration of the old price.

## NO OCCASION FOR NERVOUSNESS

**R**ECENT advices to publishers to retain their composure, to refuse to become victims of "nerves" in the matter of renewing contracts for news print supplies, is sound and safe.

There are now no evidences of a publisher's panic in sight. Some publishers, whose immediate necessities were great, have been able to make contracts within a week or so at \$3 and less at the mills. Rather than consider a higher rate, at this time, publishers should supply their urgent needs from the open market, even if the figure demanded is higher. For it is the belief of those best informed that events are rapidly moving in the direction of a restored competitive market. This would be delayed indefinitely if the publishers should, as they did last year, play into the hands of the manufacturers by accepting any price quoted merely for the sake of securing a supply. This year that menace is not so great. Reserve stocks are much larger. Mills are producing on a larger scale. Sixty-five thousand tons of news print have found their way into this market from a source not relied upon at all a year ago.

The publisher who acts upon vague fears and alarms at this time will pay the full penalty of his timidity. Instead of getting a case of the "flutters" whenever a manufacturer sounds the old cry of increasing costs, the publisher should see to it that his representatives in Congress, during this recess, should receive some real information as to news print conditions, so that they may return to Washington for the December session primed for a fight in behalf of economic justice for the newspapers—and prepared to grant to the Federal Trade Commission authority to intervene for relief.

**A**N economic paradox is presented in the case of the recently suspended Daily News, of Pittsfield, Mass. Published for a period of thirty-seven years, the News's circulation had doubled within the past year and its advertising had greatly increased in volume. Yet the increased costs of publishing caused its suspension. Here we have an example of how increased circulation, without correspondingly increased advertising charges, may bring disaster—especially in a period when white paper costs too much and all other publishing costs are sky-rocketing. It is conceivable that this daily might have weathered the storm if its circulation had not been doubled. And yet, needless to say, this Pittsfield example does not argue against the soundness of fighting for increased circulation—and this is the paradoxical element in the case.

**F**LEMING NEWBOLD, business manager of the Washington Star, has issued a special supplement of that newspaper, for the use of other newspapers and advertising agencies in connection with future bond offerings, containing reproductions of fifteen full-page ads of the Second Liberty Loan, as used in the Washington newspapers. The newspaper advertising for the loan in Washington cost about \$15,000, or sixteen one-thousandths of 1 per cent. of the bond sales made. Mr. Newbold believes that this represents a new low cost mark in advertising. The allotment for the district was handsomely over-subscribed, 84,000 individual bond buyers having been enrolled.

**O**NE of the ever-with-us scandals of American public life is the abuse of the franking privilege by members of the Congress. In a period when there exists great anxiety among Congressmen to safeguard the postal department from losses in carrying second-class mail matter, some restrictions should be devised for the control of members who flood the mails with franked copies of their speeches, all printed at Government expense.

**W**HEN the price of milk is excessive the editor tries to find out who is responsible, and to bring the offenders to book. When the price of news print is excessive, the editor is too much inclined to leave the fight against those who may be accountable to others. This is a mistaken policy. The fight for the restoration of a competitive market in news print is every newspaper's fight.

November 10, 1917. Volume 50, No. 22.

THE EDITOR AND PUBLISHER  
Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York

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

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

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PERSONALS

**N**EW YORK.—William Randolph Hearst who went to California for his health early in the summer, returned to New York this week. Mr. Hearst's health is much improved.

Charles McDonald Puckette, assistant managing editor of the Evening Post, is on his vacation.

Alexander Schlosser, secretary to City Editor Swope of the World, has returned from his honeymoon trip and is again on duty.

R. D. Whytock, the Evening World's correspondent in camp at Spartanburg, has been commissioned as a captain in the aviation section of the Signal Corps there.

Frank McCabe, of the World's business staff, made a gallant fight on Tuesday as Fusian candidate for Alderman in the Twenty-seventh Aldermanic District, but, like a host of others, went down before the Tammany onslaught.

**O**THER CITIES.—A. F. Warner, of the Troy (N. Y.) office of the Albany Knickerbocker Press, has resigned to go to the Rochester Herald. Elmore Baldwin, formerly of the Troy Record, has joined the Knickerbocker Press staff.

William Donovan, for several years a reporter for the Troy Times, has joined the staff of the Troy Record as Water-vliet correspondent.

Russell Phelps, court house reporter for the Omaha Bee, has just entered the balloon training station at Fort Omaha.

Ross S. Nelson has resigned from the staff of the Bluffton (Ind.) Banner and joined the Fort Wayne (Ind.) Journal-Gazette.

J. A. Leason, of Helena, Mont., has been named assistant telegraph editor of the Milwaukee Evening Wisconsin.

August M. Schad, of the Wheeling (W. Va.) Intelligencer editorial staff, has resigned and is attending West Virginia University at Morgantown.

Harry E. Berry, formerly advertising manager of the Moundsville (W. Va.) Journal, is now on the reportorial force of the Wheeling (W. Va.) News.

Roy Swindelle, editor and publisher of the Claxton (Ga.) Enterprise, has entered the training department of the quartermaster's corps of the army at Athens, Ga.

"Cal" Chalmers, former night man on the Brockton (Mass.) Enterprise, has gone to the Brockton Times on a similar beat. Stuart McGuire, city hall and political man for the Times, is now writing Sunday specials for the Boston American. Manuel Rubin has joined the city staff of the Times.

Gov. Brumbaugh has announced as members of his party to accompany him on his tour of the Southern military camps Col. Charles A. Rook, president-editor of the Pittsburgh Dispatch, and Col. Henry W. Shoemaker, president of the Altoona (Pa.) Tribune.

Cecl W. Johnstown, of the editorial staff of the Franklin (Pa.) Evening News, has been appointed managing editor of the Titusville (Pa.) Morning Herald. He succeeds W. A. Caldwell, who has taken a position with the Associated Press in New York.

**C**HICAGO.—Richard Henry Little has returned to his post as dramatic critic for the Herald after spending several months covering military training activities at Fort Sheridan and Camp Grant, Ill.

Mrs. Eunice Tietjens, poet and book reviewer for the Daily News, recently left Chicago for France and will short-

***THE Puritan hated bear-baiting, not because it gave pain to the bear, but because it gave pleasure to the spectators.—Macauley.***

ly begin a series of articles dealing with the effect of the war on the women of Europe.

Harry M. Friend, star reporter for the Tribune, is writing a series of weekly articles at the request of the Raleigh (N. C.) News and Observer, which is owned by Secretary Daniels, giving a résumé of the famous King case, which he covered for the Tribune.

Vandervoort Sloan, formerly with the Chicago Little Theatre, has joined the reportorial staff of the Herald and is covering general assignments.

John T. McCutcheon, cartoonist for the Tribune, recently gave his famous cellarette, which in his bachelor days dispensed cheer to George Ade, Finley Peter Dunne, and other of his cronies, to be sold for the benefit of a charitable institution in Chicago.

Pontaine Fox, the well-known cartoonist, is spending several weeks in Chicago, visiting his friends.

Frank Embrick, formerly of the Herald, has joined the editorial staff of the Tribune.

Herbert Brande, editorial writer for the Tribune, and for a number of years Chicago correspondent for THE EDITOR AND PUBLISHER, spent last week in Minneapolis in company with his family.

Kenneth P. Littauer, formerly a local reporter and later Paris and London correspondent for the Examiner, who has been decorated with the Croix de Guerre and the Order of Leopold II, while flying with the American squadron, is again writing for the Examiner.

**B**OSTON.—Ray Hemlway, formerly of the Herald staff, is now enlisted in the Engineers Corps.

Claude LaBelle, formerly of the Herald staff, is a student aviator stationed at Fort Sam Houston, Tex.

Dustin S. Lucier, formerly automobile editor of the Herald, is in training at Plattsburgh.

Robert J. Fitzgerald, formerly sporting writer on the Herald, is with the 101st Regiment in France.

Herbert G. Thompson, formerly of the financial department of the Herald, is with the draft army at Ayer.

F. W. Parker, Portland, Me., correspondent of the Herald and Traveler, is with the draft army at Camp Devens.

Fred LeBrecque, formerly of the Traveler staff as Quincy correspondent, has enlisted with the Canadian forces.

Townsend Walsh, well known theatrical advance man and author of dramatic biographies, has been made dramatic editor of the Traveler.

John Cadigan, formerly stationed at Police Headquarters for the Journal, has a similar post on the Advertiser.

Robert Surlis, John Reger, Jerry Keating, W. Lee Sommers, and Joseph Mulligan, all of whom were formerly connected with the Journal, have gone over to the Herald.

John L. O'Flanagan, for the past five years in charge of the night city desk of the Herald, and more recently a member of the American copy desk staff, has severed his connection with the latter paper to become managing editor of the Lynn Telegram. Mr. O'Flanagan succeeds Fred O. Spaulding, who has joined the staff of the Knickerbocker-Press, Albany, N. Y.

Albert E. Prince, formerly of the Journal staff, has accepted a post on the Hartford (Conn.) Times.

Marvin S. Bowman, formerly of the

advertising copy desk, is among the Boston newspaper men in training at Camp Devens.

**S**T. LOUIS.—E. P. Lasche has left the Globe-Democrat to be editor of the official publication of the Southwestern Bell Telephone Company.

J. Vion Papin, who has been with the Republic for the last fifteen years, most of which time as market editor, has been appointed grain investigator in the Bureau of Markets, Department of Agriculture, under the civil service.

Will F. Allen, who recently left the Star to be publicity manager of the industrial department of the Missouri, Kansas & Texas Railway, has resigned and will return to the Star as re-write man.

Paul Anderson, who has been representing the Post-Dispatch in East St. Louis, will resume his work in St. Louis for that paper, and A. B. Hendry, now with the Star, will cover the East Side for the former paper.

**D**ETROIT.—Walter A. Smalley, formerly night editor of the Free Press, who has just recovered from a several weeks' illness, has accepted a position on the copy desk of the Journal.

Frank Parlington, who has been on the local staff of the Journal, is now doing police for the News.

George Howe, formerly of the Philadelphia North American, who recently joined the Journal staff, has returned to Philadelphia on account of illness of his wife there.

Myran T. Gillette, Free Press reporter has been made assistant city editor of the Free Press, succeeding John A. Myers, who will enter the Free Press sporting department as fight expert.

**B**ALTIMORE.—Peter Chambliss, formerly of the News, is now on Evening Sun, doing special work.

William J. Malstrom, formerly of the staff of the American, and more recently member of the publicity department of the United Railways, has enlisted in the Naval Reserves.

A. S. Gibson, formerly of the Sun, is now with the News.

David Milhauser, a reporter who tried advertising, has returned to editorial work, and is now with the News.

Calvin Cooper has left the News for the Morning Sun.

**A**LBANY, N. Y.—George A. Rowe, former assistant night editor of the Knickerbocker Press, has joined the staff of the Philadelphia Press.

Charles L. Rundell, for nine years editor of the Chatham (N. Y.) Republican, has joined the reportorial staff of the Knickerbocker Press.

Richard Kirk, of Albany, is now a reporter for the Evening Journal.

William T. Meehan, formerly of the Times-Union and now assistant city editor of the Schenectady Union-Star, has been appointed Schenectady representative on the news staff of the Albany Sunday Telegram.

Anthony N. B. Ansbro has been appointed sporting editor of the Argus.

Miss Katherine Magilton has been appointed Pine Hills section editor of the Evening Journal.

**S**AN FRANCISCO.—Tom Gallagher is acting as mailing editor in the local office of the Associated Press, while Franklin B. Morse is recovering in a hospital from an operation for appendicitis. Stuart Neal is covering the outside job usually taken care of by Gallagher.

George Hyde has been transferred to the Oakland office of the Bulletin, where he is covering courts.

Guy Loomis has joined the Examiner staff.

Edward Clark is now head of the Examiner copy desk.

L. C. Roberts, who has been city editor of the Sacramento (Cal.) Union, has joined the Examiner staff.

Dick Jones, who left the night police beat for the Chronicle to join the artillery, has been transferred to the Intelligence Department of the army.

L. A. Thurston, publisher of the Commercial Advertiser of Honolulu, and J. R. Farrington, son of the publisher of the Honolulu Star-Bulletin, were recent visitors in San Francisco.

Visitors to New York

G. W. Preston, Kansas City Post.  
H. H. Kohisaat, Chicago.



**During the past year the Haskin Letter was written under a date line from twenty nine states the District of Columbia Mexico Canada and Panama.**

## PERSONALS

**INDIANAPOLIS.**—Ben S. Boyce, publisher of the Indiana Daily Times, Indianapolis, who is with the United States army engineers in France, is on the battle line in the Verdun sector. The most recent letter from Mr. Boyce to the Times contained this information. Mr. Boyce enlisted as a private in the engineers, because he wished to see early active service at the front and was informed that the engineers would probably reach the front line first.

Richard Buchanan, for several years editor of the Tacoma (Wash.) News, has resigned and this month will join the staff of the News. He was with the News before going to Tacoma twelve years ago.

**ATLANTA.**—Nell Freeman, formerly on the local staff of the Constitution, and one of the most brilliant newspaper women in the South, has given up her newspaper work to become affiliated with the Suffrage Party. Miss Freeman has accepted the position of private secretary to Mrs. Howard Gould, and is now touring the country with her in the interest of suffrage.

Wilson S. Callender, formerly of the New Orleans Daily States, has been made manager of the automobile department of the Georgian.

Wendell Fentress, formerly with Atlanta newspapers, but recently of the Boston American, is back in Atlanta, covering the City Hall for the Georgian.

Arthur Joyce, who has been a member of the local staff of the Philadelphia Evening Ledger, has recently joined the local staff of the Georgian.

Grady Harris, prominent Alabama and Georgia feature writer, has been detailed as special correspondent at Camp Gordon for the Georgian and the Boston American.

Paul Jones, son of the late Georgia evangelist, Sam Jones, has become affiliated with the Constitution, and will cover the Billy Sunday meetings for that paper. Mr. Jones has been publishing a paper in Cartersville, Ga., the home of the Jones family.

Howard Weaver, for eight years on the copy desk of the Journal, is now on the Georgian in the same capacity.

Frank M. Spangler, formerly of the Montgomery Advertiser, and one of the leading cartoonists of the country, is now with the Georgian.

**DALLAS.**—Erice Hoskins, sporting editor of the Times-Herald, has resigned and will go to California.

Bradley B. Hogue, who has been in charge of the publicity work of the Dallas Consolidated Street Railways Company, has quit publicity work to accept his old position with the Times-Herald.

J. A. Norris, formerly of Wichita Falls, Tex., has accepted a position as reporter on the Morning News.

Miss Ione Ragsdale, society editor for the Morning News, has resigned.

**SIoux CITY, Ia.**—Four members of the Journal reportorial staff last week enlisted in the navy as members of the Radio Signal Corps. They are John M. Thompson, Renne Taylor, Abe N. Berg, and John Peterson.

R. D. Wilde, formerly managing editor of the Mitchell (S. D.) Republican, has assumed the managing editorship of the Tribune. He will succeed John H. Kelly, who entered the Officers' Training Camp at Fort Snelling, Minn., and won a commission as first lieutenant of infantry.

John A. Coughlan, who recently retir-

ed as editor of the Journal after a connection of eighteen years with that newspaper, has located on an orange ranch at Orlando, Fla., which he acquired several years ago.

Frank R. Wilson, publisher of the Sioux City Daily News until it suspended publication, was in Sioux City recently arranging for the visit of Secretary of the Treasury McAdoo in behalf of the Liberty Loan campaign. Mr. Wilson is connected with the publicity bureau of the Treasury Department.

Edgar V. Moore, formerly of the Wichita (Kan.) Eagle, is now on the sports desk of the Tribune.

C. E. Sanders, formerly editor of the Garretson (S. D.) News, has joined the editorial staff of the Journal.

J. Donald Ferguson, of the Kansas City Star, has joined the Tribune as editorial writer.

James H. Lowry, formerly managing editor of the Dubuque Telegraph-Herald, has arrived to assume the State news desk on the Tribune.

**SEATTLE.**—Life membership in the Seattle Press Club has been voted to Bailey Williams, day telegraph operator of the Associated Press in Seattle, in recognition of the sacrifice he made in giving up a quart of his blood in a transfusion operation in a vain attempt to save the life of the late Jabez B. Nelson, veteran newspaper man, who died recently. Williams is now back at his post and has almost completely recovered from the effects of the operation.

Teel Williams, editor of the Boatman and former member of the reportorial staff of the Times, who was sent to Camp Lewis to join the new National Army about a month ago, has returned to Seattle. He was rejected by army surgeons.

John H. Dreher, police reporter on the Times, is back on the job after being laid up at his home for nearly two weeks from injuries received in an automobile accident.

**TACOMA, Wash.**—Charles B. Welch, managing editor of the Tribune, announces the following staff changes; M. J. Mingo goes from the city editorship to the position of news editor, Harry J. Higgins shifting from the telegraph desk to the city desk. J. Ernest Knight is now on telegraph, his place on sports being taken by J. W. Egan, who had formerly been doing special sport assignments for the Tribune.

Miss Zilfa Phillips, for many years society editor of the Ledger, is now doing feature and society for Tribune.

George Miller, former court reporter for the Ledger, is now on the commercial run of the Tribune.

Elliott Metcalf has also shifted from the Ledger, handling police for the Tribune at present.

**CANADA.**—J. W. Dafeo, managing editor of the Winnipeg Free Press, has been in the east for a few days visiting his son, who is a student at Bishop Ridley College, St. Catharines.

Captain George T. Scroggie, son of George E. Scroggie, advertising manager of the Toronto Mail and Empire, has been wounded in action. He was in command of the Eaton Machine Gun Battery of Toronto.

W. E. Smallfield, publisher of the Renfrew, Ont., Mercury, and a past president of the Association, has volunteered his services for a month as assistant manager of the Canadian Press Association, pending the selection of a successor to A. R. Alloway.

Stewart Lyon, managing editor of the

Toronto Globe, who has just returned from acting as correspondent of Canadian Press Limited in France, was the guest of honor at the first meeting of the Toronto Press Club for the season. He gave the Club some inside information on the war situation.

PUBLISHERS PUZZLED  
OVER WAR TAXATION

(Continued from page 7)

to deduct from the net income shown by the return, as a credit, the amount of dividends received from corporations whose income is subject to the income tax, but no such deduction is permitted for the purpose of the additional income tax on the income of corporations.

The return must contain the total amount of capital stock outstanding or in the absence of capital stock the total

amount of capital employed in the business; total amount of bonded or other indebtedness; gross income; deductions as specified; net income after making these deductions; various statements, explaining deductions.

War excess profit taxes form an important feature of the new system, but as it does not apply to newspapers it is omitted from this estimate.

## Iowa Editors to Meet

The third annual conference of Iowa newspaper men will be held at Iowa City November 23 and 24, under the auspices of the State University of Iowa. The principal speakers will be Hopewell L. Rogers, business manager of the Chicago Daily News and president of the American Newspaper Publishers Association, and N. A. Huse, vice-president of the American Press Association.

The  
House of  
Taylor

## HOTEL MARTINIQUE

BROADWAY, 32D STREET, NEW YORK



One Block from Pennsylvania Station

Equally convenient for amusements, shopping or business.

157 Pleasant Rooms, with Private Bath

\$2.50 PER DAY

257 Excellent Rooms, with Private Bath, facing street, southern exposure,

\$3.00 PER DAY

Also Attractive Rooms from \$1.50

The Restaurant Prices are Most Moderate

400 Baths  
600 Rooms

## Add These To Your Service

LONDON  
FINANCIAL  
CABLES

How London regards the financial situation and the relations between the two countries is information eagerly sought by American business men.

London represents the European aspect both of our own financial operations and those of the entire world. Even though our own opinions may differ, the English view-point is an important factor.

The London correspondent of The New York Evening Post occupies a most favorable position. He has the confidence of important government and banking officials.

These London cables have another value, in that deductions can be made from the financial trend, which reflect directly London's feeling about the war's progress, and which are not permitted direct expression.

*They appear every Saturday in Financial Section of The Evening Post, and can be secured for simultaneous publication by any newspaper which is desirous of completing its news service.*

For syndicate terms, write or wire

Syndicate Department

New York Evening Post

More Than a Newspaper—A National Institution

20 Vesey Street

New York

**TWO CHIEF OFFICERS OF THE CHICAGO TRIBUNE ENLISTED IN NATION'S FIGHTING FORCES**



Major Robert R. McCormick, president, Chicago Tribune; Lieutenant J. M. Patterson, chairman, Board of Directors, Chicago Tribune.

**T**O the Chicago Tribune belongs the distinction of having its two chief officers enlisted in the fighting forces of the United States.

The president of "The World's Greatest Newspaper," Robert R. McCormick, is a major of the Fifth Field Artillery, with the American Expeditionary Forces, and the chairman of the board of directors, Joseph Medill Patterson, is a lieutenant of the One Hundred and Forty-ninth Field Artillery.

These famous editors are on leave of absence for military service for the term of the war.

Lieut. Patterson saw war service as a correspondent for the New York Journal in 1900. Following that campaign he became a reporter for the Chicago Tribune, followed successively by appointments as assistant Sunday editor, editorial writer, assistant editor, and chairman of the board of directors and secretary of the company. He is well known for his books and plays, not the least notable of the latter being "The Fourth Estate."

Major Robert R. McCormick is a lawyer as well as editor by profession. He has held numerous civic and political positions of honor in Chicago, and is best known as president of the Tribune Company.

**DOING THAT BIT**

The Savannah (Ga.) Morning News is flying a service flag with nine stars.

The St. Paul Dispatch-Pioneer Press is flying a service flag with forty-nine stars.

The Newport (R. I.) Herald is displaying a service flag with three stars.

The Providence Journal is flying a service flag with thirty-three stars.

Robert J. and John P., sons of Robert H. Deery, superintendent of the New York World's composing room, are in the nation's service.

Employees of the Portland (Ore.) Evening Telegram subscribed to \$12,000 of the Liberty bonds. Oregon Journal employees invested \$21,200 in bonds.

The Elizabeth (N. J.) Daily Journal carried eight pages of Liberty bond advertising. Elizabeth ran over \$200,000 on a \$4,000,000 allotment.

W. Ed Myers, of the Toledo (O.) Blade's promotion department, showed his devotion to his country and his flag when he induced the members of the Toledo Ad. Club to buy \$3,000 worth of Liberty Bonds, after the members had already subscribed what they seemed to think they could afford.

William H. Maas, a reporter on the St. Louis Republic, won the first prize for the best human interest story written on the Second Liberty Loan in a contest among reporters of the Eighth Federal Reserve District. Mr. Maas will receive \$50 for a story on Maggie Orrick, an old Scotch woman, who invested her life savings in bonds. The two other prizes also were won by reporters on

the Republic. Louis Aubrey DeBord will receive \$25—the second prize—for a story of two children who ran away to invest their pennies in bonds. Hazel Carter will get \$10—third prize—for a woman's story of the loan.

Too young to fight, too young to have accumulated enough money to buy Liberty bonds, but not too young to be patriots, the 200 city carriers of the Kansas City Post hit upon a novel way of doing their "bit" which resulted in the sale of \$50,850 worth of Liberty bonds. Just a week before the Liberty loan campaign closed, the carriers were wondering what they could do to help out in the crisis. At length, they solved the problem. A committee of five carriers called upon William M. Barton, publisher of the Post, and made him this proposition: "Will the Post buy \$10 worth of Liberty bonds for every new subscriber gotten by city carriers next week?" Although the Post had just bought \$20,000 worth of Liberty bonds the carriers were taken up. By Monday morning they had mobilized their forces and were determined to show the Post the stuff they were made of. By six o'clock Saturday night they had gotten 5,850 new subscribers, and the management made out a check for \$50,850, which the carriers presented to the Liberty Loan committee of Kansas City.

**Ottawa to Advertise**

The Department of Agriculture, Ottawa, has made an appropriation of \$20,000 for a campaign in the interests of hog raising. The agricultural press will be used and copy will be written and placed by the McConnell & Ferguson Agency, London and Toronto.

It is an axiom that an advertiser never pays for a good piece of copy as much as it is worth. But he always pays too much for indifferent copy, no matter how little it may be.

**WISCONSIN**

is one of the wealthiest, busiest, and most prosperous states in the country. Nearly a billion dollars annually in manufactures, nearly a half a billion in crops and plenty of river, lake and rail transportation. The

**NEWSPAPERS**

of Wisconsin excel in both news and advertising. The people of the state are good, solid citizens, the cities and towns are well built and well governed, (none better), and commerce thrives everywhere.

**PAY**

attention to this state when you are making up your plans for distribution and advertising. You can't find a more fertile territory in which to sow the seeds of a good product, well advertised, and

**ADVERTISERS**

who have used the newspapers of WISCONSIN, will bear out the assertion that there are none better for results and prestige.

**HERE THEY ARE**

	Circulation	Rate for 5,000 lines
Beloit News (E).....	* 6,000	.02
Eau Clair Leader-Telegram (M&E&S)....	*† 8,282	.0286
Fond du Lac Commonwealth (E).....	*† 5,106	.0143
Green Bay Press Gazette (E).....	* 9,264	.02
Janesville Gazette (E).....	*† 7,373	.0214
La Crosse Tribune-Leader Press (E & S)*†	14,324	.025
Madison, Wisconsin, State Journal (E)...	* 13,385	.03
Madison, Wisconsin, State Journal (S)...	* 10,199	.03
Milwaukee Evening Wisconsin (E).....	* 36,896	.06
Milwaukee Journal (E).....	*110,964	.12
Milwaukee Journal (S).....	* 97,349	.12
Milwaukee Leader (E).....	* 36,843	.07
Milwaukee Sentinel (M&E).....	* 49,665	.08
Milwaukee Sentinel (S).....	* 51,677	.11
Oshkosh Northwestern (E).....	*†13,277	.03
Racine Journal News (E).....	*† 7,219	.02143
Racine Times-Call (E).....	* 6,050	.0150
Sheboygan Press (E).....	*† 5,497	.0143
Superior Telegram (E).....	* 14,254	.03

\* A. B. C. Statement April, 1917.  
† Commercial survey of city sent on request.

## MARLEN PEW DRAFTED FOR GOVERNMENT WORK

Member of Staff of The Editor and Publisher Called for Editorial Service in Washington—Has Enjoyed Brilliant Newspaper Career Since a Boy of Thirteen Years.

Marlen E. Pew, of THE EDITOR AND PUBLISHER, has been drafted for editorial service in Washington by the Committee on Public Information. He took up his new duties Monday.

Mr. Pew worked in the printing office of a weekly newspaper in Cleveland, when a boy of thirteen, and has been smelling ink ever since. During the ages of sixteen and seventeen he was a reporter for the Akron (O.) Beacon. At eighteen and nineteen he was a reporter for the Cleveland Press. At nineteen, twenty, and twenty-one, he was New York correspondent for the Scripps newspapers.

Later Mr. Pew was desk editor for several years for the Publishers' Press Association. He started the Sunday service of the Publishers' Press Association, now the United Press Association. For two years he did all sorts of jobs for the New York Evening Journal. Later he was New York representative of the Newspaper Enterprise Association, of which he is one of the creators. Then he became editor-in-chief of the N. E. A., at Cleveland. He started the San Francisco or Pacific branch of the N. E. A.

Following that he was managing editor of the Boston Traveler. Then he was New York manager of the United Press Associations, of which he had a part in forming from the Publishers' Press, Scripps-McRae press association. Later he was editor of the Philadelphia News-Post, a militant four-page Scripps daily. He is the founder of the Press Illustrating Service. He is the inventor of "Multitone," a half-tone for newspapers giving lights and shades without screen effect. For years he has been a frequent magazine contributor.

Marlen Pew is one of the most brilliant newspaper men in America. He is the author of a series of articles on immigration laws which caused reform legislation. He obtained an interview from Boss Cox, of Cincinnati, which, he said, contributed to his downfall as boss. He obtained the first interview from John D. Rockefeller, with a story of his business life and a defence of his economic theories. He got Mary Baker G. Eddy to write a newspaper signed article. He reported the Panama revolution and story of the Canal venture. He reported many strikes, stories of the Lawrence textile strike causing a Congressional investigation.

His stories of the cases of the two women condemned to death, one in Pennsylvania, and one in New Jersey, caused Governors to act and both women were saved. One is now enjoying her freedom and is a good citizen living in New York. Ten years ago he wrote an exposé of the United States Senate which resulted in investigations and genuine action. And so one might go on.

Mr. Pew is a rare reporter and writes wonderfully well. He possesses a well-balanced sense of values. His news judgment is always reliable. He has a habit of sparking ideas and happily is also able to work them out. He is profoundly analytical. He is always thorough.

Mr. Pew is also a most companionable sort of a man. He is the kind of a man that red-blooded, ambitious, enterpris-

ing men, like. His companionship is stimulating.

A service flag with one lone star hangs in the office of THE EDITOR AND PUBLISHER to-day. That little flag will always recall to Mr. Pew's associates, happy thoughts about a prince of good fellows. THE EDITOR AND PUBLISHER wishes him well.

## NEWSPAPER THAT WAS IS NOW NEWSPAPER THAT IS

(Continued from page 5)

the Boston Herald-Journal and the Traveler. One strong institution thus replaced three weaker ones.

"THE PRODIGAL SON" WELCOMED BACK.

Mr. Higgins would not admit to THE EDITOR AND PUBLISHER that he should be accredited with any miracle-working in connection with the rebirth of the Boston Herald. "The prodigal son of journalism was given a warm welcome back by the people of New England," he said. "They were glad to see it rise again. This is as I view it. There has been nothing of the inspirational in the part I have played; nothing of the genius. What I have done has been the obvious thing to do, just what any other man would have done, just what you would have done sitting in my chair. It seems to me more judgment is required in the newspaper game in deciding what not to do than in deciding what to do. Naturally I am gratified with the results achieved. I am glad to see the Herald again take its proper place in New England journalism, and glad of the opportunity to have had a modest part in its rejuvenation."

Thus speaks the man who has done the "impossible," but who is sure that he has merely done the "obvious," and that a lot of happy circumstances have worked for the victory. "To him who hath shall be given."

In what has been called the most difficult newspaper field in America, Boston, J. H. Higgins has, within a few years, changed the whole newspaper situation. He has cleared away the dead wood, and has put into the veins of an old and once glorious newspaper the vigor of increasing youth. He has transformed deterioration into growth. He has transformed the newspaper that "was" into the far greater newspaper that "is." And he has worked this wonder through bringing the Herald back again to the front-line trenches in the fight for those things in life which New Englanders, in common with all Americans, value—safe and sane public policies, just and wise business policies, a clear road for the chariot of progress. So, in his fifth city, he has wrought well and faithfully.

## COMPEL FRENCH PAPERS TO INCREASE PRICES

(Continued from page 6)

Nowadays the "newsie" complains that he has not always a dollar as capital to buy a hundred, and so has to take only fifty, and he regrets the day when, with a capital of forty cents, he could make a profit of sixty, which suited him far better than using a capital of fifty cents to make fifty.

ANOTHER CHANGE FOR THE PRESS.

In addition to the change in their price, Paris papers have had another, but one that meets general acceptance. The office of the censorship was at first placed on the south side of the river, far away from all newspaper offices and printing shops. It has recently been

# Newspaper Publishers and Advertising

Publishers of newspapers are, perforce, sellers of advertising space.

The right sort of newspaper publishers have nothing else to sell.

Their influence, editorially, is not for sale. That is given. And their revenue comes from the space they sell.

They are, therefore, thoroughly familiar with advertising values, advertising solicitation, advertising power and advertising results.

Solicitation that has nothing but solicitation back of it does not get very far with these men. They know. They can see the matter from every angle.

Therefore, when the newspaper publishers of the country finally decide and act on that decision, it is evidence, per se, of the value of the medium they select. In October, 1917, newspapers used the trade papers as follows:

THE EDITOR AND PUBLISHER	58,182 agate lines
The Fourth Estate	20,596 agate lines
Printers' Ink	14,063 agate lines
Advertising News	10,462 agate lines
Newspaperdom (2 issues)	4,906 agate lines
Associated Advertising (1 issue)	2,324 agate lines

### Advertising and Selling did not issue in October

This means that THE EDITOR AND PUBLISHER carried more newspaper advertising than all of these other trade papers combined.

Figured by pages, by agate lines, by inches, any way that space can be figured, THE EDITOR AND PUBLISHER is the trade paper in the estimation of the newspaper publishers in the country.

And these men buy space in THE EDITOR AND PUBLISHER because they know that it is the best buy in the market.

*Newspapers use space in their trade publications for the purpose of advertising their advertising to the buyers of space—to the men who direct the newspaper advertising campaigns for the big and little national advertisers. These buyers of space are naturally most interested in the trade newspaper which gives them most information, of an authoritative kind, about newspapers. That THE EDITOR AND PUBLISHER answers to that test is no longer a matter of dispute. That, through advertising in its columns, newspapers may keep space buyers keenly interested in them is a matter of certainty! That the publishers of newspapers realize this is attested by the above figures.*

## The Editor and Publisher

Suite 1117, World Building 63 Park Row, New York

moved to the Bourse, right in the centre of everything and near to the Rue de Croissant, the street where the majority of papers are printed only the big papers doing their own printing in Paris. The change means a great saving of time, as it formerly took even a cyclist some twenty minutes to take proofs to be censored, and the same to bring them back. When the move was made the censorship thought of forbidding newspapers leaving any blank spaces in their columns, where the censor had cut something out, as such

blanks have the effect of causing anxiety among readers who are liable to imagine that some grave news is being kept from them. This measure, however, has not been insisted upon, as it would be impossible in practice to carry it out, as suppressions are often requested (the censor invariably "requests" suppressions, seldom "orders" them) at the last moment before going to press.

The man who does it himself at first avoids having to do it himself eventually.



LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE CARTOON THAT WASN'T USED—THAT'S TRAGEDY; IT'S TRAGEDY WHEN SOME CARTOONS ARE USED

WHEN the Czar of Russia changed his name to plain N. Romanoff, it was some tragedy to that self-satisfied individual, but when said Czar lost his job, the tragedy reflected itself in remote places from Petrograd. One was Cleveland, O., for there labors one James Lavery, gifted artist, as



JAMES LAVERY.

one of his associates would say, but more familiarly known as Jim Lavery, Press cartoonist. The fall the Czar, unwittingly, took out of Jimmus was worse than the one James got when he fell off a scaffold while painting a sign in Cincinnati. It came about because the elegant cartoon he had sat up all night to do was ditched, or sidetracked, or whatever happens to elegant cartoons that won't fit in with the day's news. The managing editor had a hunch that a series of high things, like the high-level bridge, the high cost of living, and the like, would make a good story, but it had to have a cartoon to go with it. "Get busy," said the M. E. to James. The idea was vague. It required some thinking. Thinking occupied the following

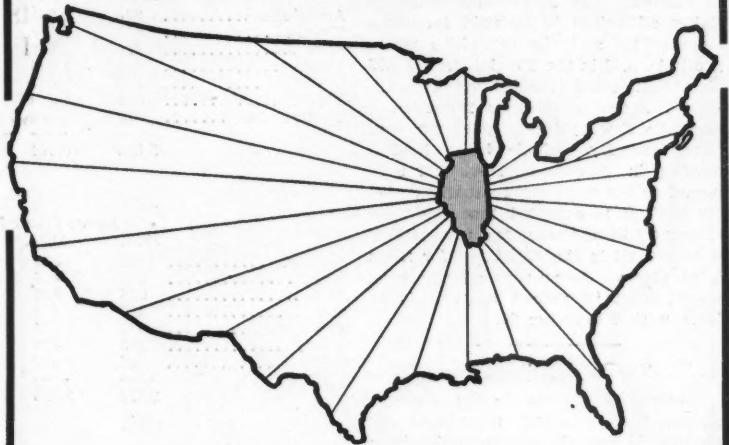
twelve hours, but along about daylight the next day the idea crystallized, and the cartoon was an accomplished fact. "Just what we want, eh?" said the M. E. to the C. E., who, of course, said yessir. "Now get a move on and finish it up. Need it for the first edition," said the M. E. But just as the finishing touches were being placed upon the work of art, the Czar of Russia lost his job, and the copy boy dashed up and spake thusly: "Czar of Russia's lost his job, and the managing editor says you needn't finish that cartoon, and he wants to see you about a Russia cartoon, and hurry up and get in there."

A cartoon that requires a sleepless night to produce is worth framing, it seems. Jim Lavery has that cartoon framed.

Jim is a typical Press find. Two or three years ago he had never drawn a picture that saw the light of day in the printed page. As hinted before, he was painting signs, and thereby met the high cost of living with considerable ease. His activities in that branch of brush and ink work might read like a travelogue, for he painted signs in every big city in the country, from Maine to California, with the exception of Cleveland. When he hit Cleveland he went to work on a sign, and as variety interspersed some pictures with the wording. These pictures James admitted were funny. Whether any one else thought so or not, they were sufficient to attract the attention of Ollie May, Leader cartoonist. May and Lavery got acquainted. Lavery wished he could draw for a newspaper, too. Just then the editor of the Press made it known he could use a first-class cartoonist, and Lavery was ushered into the sanctum sanctorum. "Go to work," said the E. And James did, and has been doing that little thing ever since. He has invented some quaint characters which give the Press distinction. He invented the Wampus Cat, which blats about sport topics in rhyme; George Davis's short shavings have finer wit because of the Lavery sketches that go with them; leading lights of Cleveland cannot escape his quaint strokes.

# ILLINOIS

## The Pivot State of the Union



### An Ideal Try-Out Territory For Nationally Advertised Merchandise

Illinois has a wonderful balance in the proportion of its urban and rural population; in the wealth and variety of its agriculture and manufacture.

#### ILLINOIS

Third in population—5,638,591 people—  
over 4,500,000 of them native born

First in farm land value  
First in packing industry  
Largest grain market  
Largest railroad center

Most central by water and rail  
Second in railroads  
Third in coal mines  
Third in manufactures

### Success Is Assured In Illinois

Success in Illinois means that an appreciable influence of that success will radiate North, South, East and West throughout the entire United States and Canada.

The Master Key to open the doors of the HOMES of Illinois is the following leading newspapers of the State—Intimate in their influence, powerful in their resultfulness and located in the heart of population and wealth:

	Paid	2,500	10,000
	Cir.	Lines	Lines
Aurora Beacon News (E).....	15,664	.04	.04
Bloomington Pantagraph (M).....	16,677	.03	.03
Chicago American (E).....	326,998	.40	.38
Chicago Examiner (M).....	193,000	.30	.25
Chicago Examiner (S).....	513,000	.53	.46
Chicago Herald (M).....	179,184	.36	.25
Chicago Herald (S).....	211,763	.40	.28
Chicago Journal (E).....	108,220	.24	.21
Chicago Daily News (E).....	392,001	.43	.43
Chicago Post (E).....	55,477	.25	.12
Chicago Tribune (M).....	381,675	.50	.35
Chicago Tribune (S).....	614,418	.60	.45
Elgin Courier (E).....	7,517	.0143	.0143
Rate after April 1st, 1918—2c per line flat.			
Freeport Journal-Standard (E).....	6,154	.015	.015
Galesburg Evening Mail (E).....	9,147	.015	.015
Moline Dispatch (E).....	8,856	.0125	.0125
Peoria Star (E).....	21,201	.045	.035
Quincy Journal (E).....	7,534	.02	.02
Rock Island Argus (E).....	6,400	.015	.015
Sterling Daily Gazette (E).....	5,228	.017	.017
Government Circulation Statements, October 1, 1917.			

**NAMED NEWS PRINT CONTROLLER**  
 Commissioner R. A. Pringle, of Canada,  
 Given Important Powers.

(Special to THE EDITOR AND PUBLISHER.)

MONTREAL, November 7.—R. A. Pringle, K. C., who has been investigating the Canadian news print situation, has been appointed Controller of News Print and Book Print for the Dominion of Canada. His duties will consist in fixing all prices to be paid for these commodities and the quantities which are to be sold in the Dominion. He will also be expected to cooperate with the United States authorities in securing adequate news print supplies for both countries. Mr. Pringle is to hold a meeting in Toronto on November 9 in regard to the news print situation. After that, it is expected that the Government will announce the price which is to prevail in the Dominion for news print paper. At present a temporary arrangement in regard to price is in force until November 20.

**Thanks Canadian Press**

TORONTO, November 5.—On the eve of the Victory Loan campaign, Sir Thomas White, the Canadian Minister of Finance, has addressed a letter to the press of Canada in which he says, "I desire to express my deep appreciation of the invaluable services which have been rendered by the press of Canada through the Canadian Press Association in organizing and handling the press publicity for this loan. The copy which has been prepared to date and the fine spirit of all who have been engaged in its preparation and the other publicity work have amply confirmed my view as to the efficiency and zeal with which the campaign would be conducted."

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

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

		Total Pages Printed		Gain or Loss.	Total Vol. of Advtis'g		Advertising Gain or Loss.	Total Reading		Reading Gain or Loss.
		1917.	1916.		1917.	1916.		1917.	1916.	
<b>Morning Papers</b>										
American	928	940	12 loss	382½	386	3¾ loss	545¼	554	8¼ loss	
Herald	882	1,008	126 loss	286¾	368	81¼ loss	595¼	640	44¼ loss	
Sun	624	668	44 loss	168¼	193¼	25 loss	455¼	474¼	19 loss	
Times	976	1,056	80 loss	529½	525¾	3¾ gain	446½	530¼	83¾ loss	
Tribune	658	680	22 loss	186	204¾	18¾ loss	472	475¼	3¼ loss	
World	958	980	22 loss	564½	571¼	6¾ loss	393½	408¾	15¼ loss	
Commercial	310	312	2 loss	83½	72	11½ gain	226½	240	13½ loss	
	5,336	5,644	308 loss	2,200¼	2,321	120¼ loss	3,135¼	3,323	187¾ loss	
<b>Evening Papers</b>										
Journal	628	592	36 gain	329¾	317¼	12½ gain	298¼	274¾	23½ gain	
Mail	486	436	50 gain	221½	235¼	13¾ loss	264½	200¾	63¾ gain	
Post	538	534	4 gain	144	152½	8½ loss	394	381½	12½ gain	
Sun	490	450	40 gain	245¼	238¼	7½ gain	244¼	211¾	32½ gain	
Telegram	652	624	28 gain	311¾	301¾	10 gain	340¼	322¼	18 gain	
World	492	432	60 gain	252¾	199	53¾ gain	239¼	233	6¾ gain	
Globe	438	452	14 loss	242	262	20 loss	196	190	6 gain	
	3,724	3,520	204 gain	1,747½	1,706	41½ gain	1,976½	1,814	162½ gain	
<b>Brooklyn Papers</b>										
Eagle	968	1,092	124 loss	370	418¾	48¾ loss	598	673¼	75¼ loss	
Standard Union	400	436	36 loss	235	237	2 loss	165	199	34 loss	
	1,368	1,528	160 loss	605	655¾	50¾ loss	763	872¼	109¼ loss	
<b>Summary</b>										
	Total Pages Printed			Total Volume Advertising			Total Pages Reading			
	1917.	1916.		1917.	1916.		1917.	1916.		
Morning	5,336	5,644		2,200¼	2,321		3,135¼	3,323		
Evening	3,724	3,520		1,747½	1,706		1,976½	1,814		
Brooklyn	1,368	1,528		605	655¾		763	872¼		
	10,428	10,692		4,553¼	4,682¾		5,874¼	6,009¾		

# THE AULT & WIBORG CO.

HOME OFFICE, CINCINNATI, OHIO

EASTERN DIVISION:

Office, 57 Greene St., New York

Factory, Jersey City, N. J.

Branches: Baltimore, Philadelphia, Boston

MAKERS OF FINE  
 PRINTING AND LITHOGRAPHIC INKS—

ALSO

## News Ink

## URGE PUBLISHERS TO GO SLOW WITH CONTRACTS

**Paper Committee of A. N. P. A. Shows that, Despite Effort to Decrease News Print Tonnage, International Paper Company Is To-day Producing More News Print than Ever.**

Supplementing the advice to publishers to go slow on next year's news print contracts, unless terms and conditions are satisfactory, the committee on paper of the American Newspaper Publishers' Association this week made the following additional statement:

"It might be observed that this is a safe course for publishers to pursue, for the further reasons that paper manufacturers cannot now turn their machines off news print, as they have threatened to do. The markets for other grades of paper are decidedly soft, and many of these mills are running only 60 per cent. capacity. It is true many claim they are deliberately reducing production to maintain prices firm in a soft market, but in spite of this prices have softened substantially, and this grade of paper is difficult to sell. The International Paper Company during the summer months produced two hundred to three hundred tons a day more news print than their normal production, which is about thirteen hundred tons a day. They have retained for a year past Charles F. Duncan, formerly with the Marathon Paper Mills and the Minnesota & Ontario Power Company, associated with Dan J. Albertson, engineer of Kalamazoo, Mich., for the particular business of examining all their mills and turning as many machines as possible off news print and on specialties and other grades.

"In spite of this systematic and scientific attempt to avert their tonnage, and in spite of the fact that a year ago they were running sixty-two machines on news print and have now only fifty-two, they are making more news print paper, because the machines now running are their most modern machines, having a capacity for larger production than the older ones being taken off. This shows in the face of such attempt to divert machines off news print, how little has been accomplished and how improbable it is that further machines can be switched in this way, under the existing markets.

"For this reason, publishers need not be afraid if they have to depend for their next year's supply on the open market, that so much paper will be diverted that it will create a scarcity. Since the announcement of the recommendation of the Paper Committee, urging publishers to adopt the policy of only making contracts at a satisfactory price and under satisfactory contract conditions, we have had reports from a large number of publishers, who, by insisting on this position, have now been able to obtain contracts under prices and conditions endorsed by the Committee and certainly on a much better basis than if they had allowed themselves to be coerced into a panicky frame of mind, as was the case last year. To some extent, at least, it is now a seller's market.

"Further, it must be borne in mind that the new postal rates and zone system now in force against newspapers, and which provided such amusement for paper manufacturers and their trade journals at the time the Government imposed these unjust taxes on newspapers, are now developing to be a substantial item in reducing next year's paper consumption. A number of very large newspapers will have their cir-

ulation reduced tremendously by these new postal rates and by the proposed increase in rates by express companies. This will all tend, of course, to reduce circulation. In addition to all the other economies and reductions which are now effective, the differential between production and consumption is very substantially now in favor of the publisher.

"A further reduction in consumption is indicated by the fact that advertising figures to date throughout the country show a decrease of, roughly, 10 per cent. over last year, which will further decrease the consumption of paper."

### USE NEWSPRINT FOR WRAPPING

**South American Countries Use Print Paper Because It's Cheapest.**

The United States Department of Commerce has made public the following:

"Practically all the newsprint paper that is received by Peru, Bolivia, and Ecuador now comes from the United States. Even before the war it formed the bulk of the American shipments to the first-mentioned country, and represented almost one-third of the total Peruvian imports of paper. Since the outbreak of the war there has been a heavy increase in the imports because of the fact that news print is admitted free of duty, and, with the rise in the price of all other grades of paper, the retailers have found it the cheapest kind that they can obtain for wrapping purposes. Now that it has gained extensive use for this purpose, it is believed that the imports will continue to increase even after cheaper wrapping paper is again available."

### AWAIT INVESTIGATION RESULTS

**Believed Canadian Government Will Fix News Print Prices Soon.**

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, November 2.—It was announced to-day by the Minister of Customs that, pending action by the Government to fix the prices of news print in Canada, the prices which have been in effect until the temporary regulation will be extended until November 20. It is expected that by the latter date the Government will be in a position to announce a scale of prices that will be effective for the duration of the war.

The first hearing in connection with the supplementary inquiry into the cost of halftone news print and book papers, being made at the instance of the Trade and Class Section of the Canadian Press Association, will be held on Thursday or Friday next in Toronto. The Section are employing I. F. Hellmuth, K. C., as their counsel.

### Extend Price Hearings

WASHINGTON, November 8.—Hearings on the stabilized price question have been again extended by the Federal Trade Commission, announcement being made that the hearings must be concluded on Wednesday, November 14, to which date they were adjourned. The testimony of the last two sessions was confined almost wholly to advocates of standard price legislation.

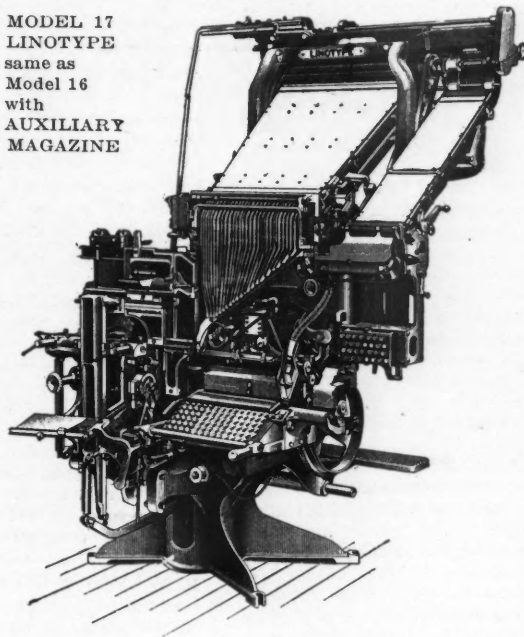
### Setting It Right

In the Special Annual Sunday Newspaper Number of THE EDITOR AND PUBLISHER the name of John O'Hara Cosgrave, editor of the New York Sunday World, was inadvertently spelled "Cosgrove." No, the long-suffering printer was not at fault—the mistake was due to an editorial oversight.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

MODEL 17  
LINOTYPE  
same as  
Model 16  
with  
AUXILIARY  
MAGAZINE



## No waiting for mats to clear the bar with the MODELS 16 and 17

EACH MAGAZINE has a separate distributor. Four to six different faces, assembled in the same line, can be "sent up" and each matrix will automatically seek its proper channel along the proper bar. While distribution takes place the operator can shift his magazines and set his next line—no waiting for matrices to clear the bar.

Before buying a composing machine, have your foreman look into this and many other exclusive Linotype features. Our representatives will explain and demonstrate them to him at any time you say.

*Write our nearest agency*

## Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO, Canadian Linotype, Ltd.

## FILIPINOS FIND THAT IT PAYS TO ADVERTISE

Representatives of the United States Department of Commerce Reports that the Usual Methods of Advertising in the Philippines Are Practically the Same as in This Country.

"The usual methods of advertising in the Philippines are practically the same as in this country—that is, the principal mediums are newspapers and other periodicals, billboards, and circulars," writes J. F. Boomer, commercial agent, in a recent Department of Commerce report. "The price charged for billboards heretofore has been 50 cents per month per square foot where the sign is painted on the board; or where paper signs are posted, 20 cents. These prices have been increased somewhat by recent legislation by which the Government has levied a tax on billboards of approximately 10 cents per square foot per year. The same legislation has also placed certain restrictions on the erection of billboards, so as to circumscribe this form of advertising considerably.

"There are about a hundred periodical publications in the islands, practically all of which carry advertising. The great majority of these, however, are more or less valueless as advertising mediums because of their restricted circulation and because of the poverty of the readers reached by them. Published in Manila there are three dailies in English and two weeklies controlled by Americans, and eight dailies in Spanish, most of which have sections in Tagalog, and are controlled by Filipinos. These are the chief advertising mediums in the islands. The rates charged by the American papers are, generally speaking, higher than those of the native publications. The former run about \$6.75 per column inch per month for display matter, with reductions for larger space and longer contracts. The native papers' charges vary from about the same rate down to 50 per cent. less. The weeklies charge about \$3.15 per inch per month, with corresponding reductions.

"The axiom that it pays to advertise unquestionably holds true in the Philippines. Those of the Filipinos who can read seek eagerly for books and periodicals. At the same time, they are ready to spend up to and often beyond the limit of their means. Their buying power, moreover, is increasing as wages rise and the volume of insular exports expands.—Local firms which have put standard American articles on the Philippine market through advertising have demonstrated that publicity is as potent among the Filipinos as in America, subject of course to the limitation resulting from the smaller average income."

### TIPS FOR THE AD MANAGER

WILLIAM H. RANKIN Co., 104 South Michigan Avenue, Chicago, handles the advertising of the Sealy Mattress Company, of Sugar Land, Tex., manufacturers of "Sealy" mattresses. Will use newspapers and magazines during the coming year.

BUSH ADVERTISING SERVICE, INC., 100 Broad Street, New York, handles the advertising of the Locomobile Company of America, Bridgeport, Conn., makers of "Locomobile" cars and "Riker" trucks.

RUEBEL-BROWN, INC., 229 Boatman's Bank Building, St. Louis, and Ross D. Brenner & Co., 300 Chestnut Street, Philadelphia, Pa., handle the advertising of the Ella R. Berry Pharmaceutical Company, Chemical Building, St. Louis,

manufacturers of Berry's creams, herbs, tea tablets, complexion powder, toilet soaps, etc.

CRITCHFIELD & Co., INC., Brooks Building, Chicago, handles the advertising of the Cullen Motor Company, of 112 West Lake Street, Chicago, manufacturers of "Columbian" rowboats and motor boats.

MOSS-CHASE COMPANY, INC., 110 Franklin Street, Buffalo, N. Y., handles the advertising of the American District Steam Company, of North Tonawanda, N. Y., manufacturers of the "Atmospheric Heating System."

GEORGE H. PIERRE, 364 Du Pont Building, Wilmington, Del., handles the advertising of the Du Pont Chemical Company, of Wilmington, Del., manufacturers of pharmaceuticals and chemicals.

F. WALLIS ARMSTRONG ADVERTISING AGENCY, North American Building, Philadelphia, handles the advertising of the Victor Talking Machine Co., Camden, N. J. Reported to be sending out orders to newspapers for their holiday trade.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, again placing copy with a selected list of newspapers for the P. H. Hanes Knitting Co., "Hanes" Elastic Knit Underwear, Winston-Salem, N. C.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, placing special copy with newspapers in selected sections for John Duncan Sons, "Lea & Perrins" Sauce, 241 West Street, New York.

BARROWS & RICHARDSON, Drexel Building, Philadelphia, handles the advertising of Huylers Candy, 64 Irving Place, New York.

BIRCH-FIELD & Co., 110 West 40th Street, New York, placing orders with some New York city newspapers for Smith Island Oysters, Smith Island, Va.

ERWIN & WASEY Co., 58 East Washington Street, Chicago, placing orders with newspapers generally for Goodyear Tire & Rubber Co., "Neolin Rubber Soles," Akron, O.

ERWIN & WASEY Co., 58 East Washington Street, Chicago, handles the advertising of the McDougall Co., "McDougall" Kitchen Cabinets, Frankfort, Ind.

FRIEND ADVERTISING AGENCY, 347 Fifth Avenue, New York, handles the advertising of the Goldwyn Picture Corporation, Rogers Peet Building, New York. Placing orders with newspapers generally.

P. F. O'KEEFE ADVERTISING AGENCY, 43 Tremont Street, Boston, handles the advertising of the Knights of Columbus War Fund, New Haven, Conn.

THE BEERS ADVERTISING AGENCY, of Havana and New York, is sending out renewals for Poslam & D. D. D. to Cuban papers, also some new business for Castoria in interior towns of Cuba. They are also sending out fall and winter business for Sloan Liniment and Dr. Bell's Pine Tar Honey, for West Indies and Latin-American countries in tries in which this business is being placed are Bermuda, Porto Rico, Cuba, Jamaica, Panama, Trinidad, Barbados, British Guiana, and British Honduras.

FRANK PRESBREY Co., 456 Fourth Avenue, New York, handles the advertising of the Seaboard Air Line, New York. Reported will shortly send out copy to newspapers.

FRANK PRESBREY Co., 456 Fourth Avenue, New York, placing copy with newspapers generally for the Equitable Life Assurance Society, 120 Broadway, New York.

RUTHRAUFF & RYAN, 404 Fourth Avenue, New York, handles the advertising

of the National Salesmen's Training Association, Candler Building, New York.

FRANK SEAMAN, 461 Eighth Avenue, New York, handles the advertising of the Great Radium Spring Water Co., "Mayflower" Ginger Ale, Pittsfield, Mass.

WALTER B. SNOW & STAFF, 136 Federal Street, Boston, handles the advertising of the Aberthaw Construction Co., Boston. Placed some orders with New York city newspapers.

VANDERHOOF & Co., Marquette Building, Chicago, making up a list of newspapers for Minerva Laboratories, 5 South Wabash Avenue, Chicago.

VAN PATTEN, INC., 50 East 42d Street, New York, handles the advertising of the Chalmers Motor Car Co., "Chalmers" automobile, Jefferson Avenue and New Belt Line, Detroit. Reported all orders will come through above agency.

CORNING-FIRESTONE AGENCY, St. Paul, making up newspaper list for McKibbin Hat campaign. Same agency placing Gordon Hats and Gordon Furs copy. Same agency placing advertising for "Ba Ba Lined Coats, wool-lined coats for men and women made by McKibbin, Driscoll & Dorsey, St. Paul.

### LOW ADVERTISING COST

Washington Star Presents Striking Facts About Loan Campaign.

The Washington Evening Star recently issued as a part of a regular edition a sixteen-page section devoted entirely to the campaign in Washington for the second Liberty Loan. These striking facts are presented:

Only 65-1,000 of 1 per cent. was the percentage of cost of advertising.

\$23,050,550 worth of bonds were sold. \$20,000,000 was Washington's maximum allotment.

\$3,050,550 is the amount Washington exceeded its maximum.

84,388 were individual subscribers. \$15,000 was the total amount spent for advertising.

Over the signature of Fleming Newbold, business manager of the Evening Star Newspaper Company, this statement is made:

"Newspaper advertising is the dynamic force that helped the bankers and business men of Washington make the second Liberty Loan a tremendous success. This was only made possible by the wonderful work done by the Liberty Loan Committee of Washington and the hundred or more volunteer speakers and workers drawn from Washington's splendid citizens."

A copy of the Star's Liberty Loan presentation of the advertising campaign, consisting of fifteen splendid full-page ads, which appeared in the Star, will be sent upon request to any one interested.

### To Revive Press Club

Revival of the Albany (N. Y.) Press Club, which became disorganized through a misunderstanding more than a dozen years ago, will be attempted within a month, in Albany at least, and probably on a much larger scale, with branches in Troy and Schenectady. Several representatives of each of the five newspapers in Albany have sounded the sentiment of workers, and declare they have found an enthusiastic demand for the reorganization.

"To err is human," therefore to err persistently and habitually is to be very human—thus very admirable. Seems to be something wrong with the adage, somehow.

### Form Detroit Journal Club

More than fifty members of the Detroit Journal business, circulation, editorial, and mechanical staffs took part in the organization of the "Journal Club" Monday evening, to bring the various activities of the paper closer together. The club, which will meet twice a month, is modeled after the Toledo Blade Club. George Thomas, head of the mailing department, is president; William Govier, foreman of the composing room, vice-president; Victor Wainwright, circulation manager, is secretary and treasurer, and Robert M. Weir, business manager, is chairman of the board of directors. Every department is represented.

### Buy Linotypes

The following newspapers recently purchased multiple magazine linotypes: Youngstown (O.) Transylvania, Cleveland (O.) Gospel Herald, North Adams (Mass.) Transcript, Wilmington (Del.) Evening Journal, Baltimore (Md.) Sun, Versailles (Mo.) Statesman, Schenectady (N. Y.) Gazette, Baltimore (Md.) Herald, Boston (Mass.) Gazzetta del Massachusetts, Buffalo (Mo.) Reflex, Richmond (Ind.) Palladium, Dodgeville (Wis.) Chronicle, Troy (N. Y.) Times, Fitzgerald (Ga.) Herald, Cumberland (Md.) Daily News, Sparta (Ga.) Ishmaelie, Ottumwa (Ia.) Courier, Youngstown (O.) Telegram, Youngstown (O.) Vindicator.

## 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., Kansas City.

**GLASS, JOHN,**  
1156-1164 Peoples Gas Bldg., Chic.

**O'FLAHERTY'S N. Y. SUB-**  
**URB LIST,**  
225 W. 39th Street, New York.  
Tel. Bryant 6875

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6  
Months Ending April 1, 1917

**36,670 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**The S. C. BECKWITH SPECIAL**  
**AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**WITH THE AD AGENCIES**

Donald B. Wheeler, formerly art director of the United Service Selling Company, of Cleveland, has joined the forces of the E. P. Remington Agency, of Buffalo.

Clarence L. Davis, formerly of the House of Hubbell, Cleveland, and Donald B. Wheeler, formerly art director of the Fowler-Simpson Company, Cleveland, have been added to the service staff of the E. P. Remington Agency, Buffalo.

J. E. Durst, formerly with the advertising department of the Dayton Engineering Laboratories Company, has joined the Geyer-Dayton Advertising Company, Dayton, O.

R. B. Houston, for four years with the Western office of Cosmopolitan, has resigned to join the Chas. H. Touzalin Agency, of Chicago.

Richard N. Northrop has been made vice-president of the Spafford Advertising Agency, of Boston. He was formerly associated with the Greenleaf Company, of that city.

W. H. Denney, formerly with Foster Debevoise Company, of New York, has joined the staff of Sherman & Bryan.

J. Horace Lytle, formerly vice-president of the Sloman Advertising Company, Dayton, O., has joined the Campbell-Ewald Company, Detroit.

H. W. Kastor, who founded the H. W. Kastor & Sons Advertising Co., of Chicago and St. Louis, was seventy-nine years old on October 26, and the anniversary was celebrated by a family reunion of the sons in St. Louis. Mr. Kastor retired from the business about fifteen years ago. He still is in splendid health. The advertising company was founded by Mr. Kastor in 1895. He had been a publisher in St. Joseph, Mo., for twenty-seven years previous thereto.

Louis Melamed, of the Corning-Firestone Agency, St. Paul, is now acting as advertising manager for the firm of Lindeke, Warner & Sons, St. Paul. The position was formerly held by Allen L. Firestone, who is now in the Officers' Training Corps at Fort Snelling, Minn.

Allan L. Firestone, of the Corning-Firestone Advertising Agency, St. Paul, has enrolled as a member of the Officers' Reserve at the Fort Snelling, Minn., training camp.

**Carry Heavy Advertising**

As a result of a merchandising couple-up with big publicity plan, a recent issue of the Topeka (Kan.) Daily Capital, carried 39,550 agate lines of display advertising, and the Merchants' Journal, also published in Topeka, carried 34,944 agate lines of display advertising, in the interest of one wholesaler. All of which speaks well for B. P. Bartlett, manager of promotion for the Topeka Daily Capital and other Copper publications.

**Newark Editor Indicted**

Two indictments on charges of treason have been returned by the Federal grand jury in Trenton, N. J., against Benedict Prieth, former treasurer of the New Jersey State Republican Committee and publisher of the New Jersey Freie Zeitung, a German daily newspaper of Newark. Mr. Prieth is charged "with making and conveying false reports to promote the success of the enemies of the United States."

**LEAVES VANDERHOOF COMPANY**

Frank M. Comrie Named Vice-President of Thielecke Company, Chicago.

Frank M. Comrie, well-known advertising expert, and for many years a member of the firm of Vanderhoof & Co., Chicago, became vice-president of



FRANK M. COMRIE

the Thielecke Advertising Company, 327 South La Salle Street, Chicago, on November 1.

Mr. Comrie began his career as a member of the J. Walter Thompson Company, advertising agents. Later he became a member of the firm of Vanderhoof, Condit & Comrie, which was recently, for the sake of brevity, changed to Vanderhoof & Co. In his new work he will be associated with E. H. Thielecke, founder of the agency which bears his name.

**NEWSPAPER AD FIELD**

Clifton Aires has been appointed advertising manager of the Washington Herald.

Shelley B. Ford, for three years on the advertising staff of the New York Times, has become associated with the New York Evening Journal.

Will Hessian, for ten years with the advertising department of the Oregon Journal, Portland, in June enlisted as a private in Troop B. Oregon Cavalry, and last week was recommended for a commission as second lieutenant. He is now at Camp Greene, Charlotte, N. C.

Robert Liggett, former automobile salesman, has joined the display department of the St. Paul Dispatch-Pioneer Press.

**Providence Journal Leads**

The Providence Journal, which up to Wednesday had collected \$24,696.17, for the "Our Boys in France Tobacco Fund," is believed to be leading the newspapers of the United States which are raising money for tobacco for American soldiers at home and abroad. According to available figures, no other newspaper has passed the \$10,000 mark.

**A. N. P. A. Change**

The Oneonta (N. Y.) Daily Star has been transferred from the associate to the active class of membership in the American Newspaper Publishers Association.

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.

<p><b>ALABAMA</b></p> <p>NEWS ..... Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.</p>	<p><b>MONTANA</b></p> <p>MINER ..... Butte Average daily 13,781. Sunday 22,343, for 6 months ending April 1, 1917.</p>
<p><b>CALIFORNIA</b></p> <p>EXAMINER ..... Los Angeles A. E. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD ..... San Jose Post Office Statement ..... 11,434 Member of A. E. C.</p>	<p><b>NEW JERSEY</b></p> <p>JOURNAL ..... Elizabeth</p> <p>PRESS-CHRONICLE ..... Paterson</p> <p>COURIER-NEWS ..... Plainfield</p>
<p><b>GEORGIA</b></p> <p>BANNER ..... Athens A gilt edge subscription—not a mere circulation claim.</p> <p>JOURNAL (Cir. 55,428) ..... Atlanta</p>	<p><b>NEW YORK</b></p> <p>COURIER &amp; ENQUIRER ..... Buffalo</p> <p>IL PROGRESSO ITALO-AMERICANO—New York.</p> <p>DAY ..... New York The National Jewish Daily that no general advertiser should overlook.</p>
<p><b>ILLINOIS</b></p> <p>HERALD-NEWS (Circulation 15,190) ..... Joliet</p>	<p><b>OHIO</b></p> <p>VINDICATOR ..... Youngstown</p>
<p><b>IOWA</b></p> <p>THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.</p> <p>SUCCESSFUL FARMING ..... Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p>	<p><b>PENNSYLVANIA</b></p> <p>TIMES ..... Erie</p> <p>DAILY DEMOCRAT ..... Johnstown</p> <p>TIMES-LEADER ..... Wilkes-Barre</p>
<p><b>KENTUCKY</b></p> <p>MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 52 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.</p>	<p><b>TENNESSEE</b></p> <p>BANNER ..... Nashville</p>
<p><b>LOUISIANA</b></p> <p>TIMES-PIGAYUNE ..... New Orleans</p>	<p><b>TEXAS</b></p> <p>CHRONICLE ..... Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.</p>
<p><b>MICHIGAN</b></p> <p>PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. E. C. and A. N. P. A. Flat Rates—One time ad., 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p>	<p><b>UTAH</b></p> <p>HERALD-REPUBLICAN ..... Salt Lake City</p>
<p><b>MINNESOTA</b></p> <p>TRIBUNE, Morning and Evening... Minneapolis</p>	<p><b>VIRGINIA</b></p> <p>DAILY NEWS-RECORD ..... Harrisonburg Largest circulation of any daily paper in the famous valley of Virginia.</p>
<p><b>MISSOURI</b></p> <p>POST-DISPATCH ..... St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average ..... 362,858 Daily and Sunday ..... 195,985</p>	<p><b>WASHINGTON</b></p> <p>POST-INTELLIGENCER ..... Seattle</p>

**ROLL OF HONOR**

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

<p><b>ILLINOIS</b></p> <p>SKANDINAVEN ..... Chicago</p>	<p><b>NEBRASKA</b></p> <p>FRIB PRESS (Cir. 128,864) ..... Lincoln</p>
<p><b>NEW YORK</b></p> <p>BOULEVARD DELLA SERA ..... New York</p>	

**CITY CIRCULATORS HOLD IMPORTANT CONFERENCE**

Newspaper Publishers Succeed in Reversing Ruling of Commissioner of Internal Revenue Concerning War Tax on Express Packages—Decision Subject to Review.

Important problems of distribution of newspapers were discussed at a meeting of the Circulation Managers' Association of Greater New York, held in the offices of the Staats-Zeitung Thursday afternoon.

The war tax of one cent on each twenty cents or fraction of that amount charged by express companies was first taken up. It was originally ruled by Internal Revenue Commissioner Roper that it would be necessary to weigh each package separately to determine the individual charge and tax. Newspaper publishers protested that such a ruling would result in considerable delay and confusion in transporting newspapers. As a result of the protest, newspaper publishers were told by Mr. Roper that the tax would be assessed according to charges based on bulk weight of newspaper bundles, and that it would not be necessary to weigh each package separately. This ruling, which is subject to review by Secretary McAdoo, will mean a saving of time and money to publishers using express companies for distribution.

At the request of the Publishers' Association of New York, the circulation managers of the newspapers of Greater New York considered the question of withdrawing from news companies and wholesale dealers the wholesale rate on newspapers wrapped in bundles in the mailing rooms of the different newspapers, to be shipped direct to retail dealers. It is the opinion of some of the New York publishers that the news companies and wholesale dealers should be required to pay a service charge for wrapping and binding newspapers which are sent direct to retail dealers. Other publishers declare that by wrapping and binding the newspapers in their own mailing rooms they are facilitating the distribution of their newspapers, eliminating delay and the possibility of error, and that the newspapers should be willing to meet this additional expense. The entire matter was submitted to the circulation managers. Opinion was equally divided. A vote was taken which resulted in a tie.

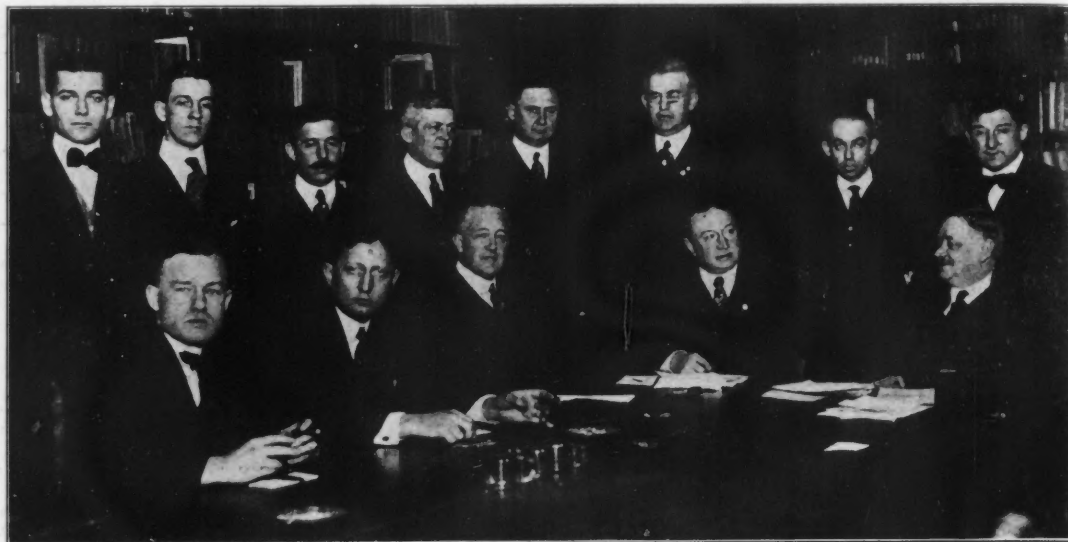
The managers also discussed the question of distribution of newspapers at the army camps.

The names of those present and the names of the newspapers they represented follow:

James McKernan, World; T. W. Clay, Evening Mail; M. Burke, Brooklyn Eagle; Arthur Le Compte, Herald and Telegram; Charles Flanagan, Times; J. C. Mansfield, Journal; L. W. Keyes, Tribune; C. M. Cruse, Telegraph; William Henry, American; Samuel P. Booth, Globe; R. R. Clelland, Evening Post; E. J. Barry, Sun; Frank P. O'Raw, Tribune; William Hoffman, Staats-Zeitung; M. Eisman, foreign newspapers.

Mr. McKernan presided, and Mr. O'Raw acted as secretary.

**CIRCULATION MANAGERS' ASSOCIATION OF GREATER NEW YORK**



Standing, from left to right: C. M. Cruse, Telegraph; R. R. Clelland, Evening Post; J. C. Mansfield, Evening Journal; M. Burke, Brooklyn Eagle; William Henry, American; Charles Flanagan, Times; L. W. Keyes, Tribune; William Hoffman, Staats-Zeitung. Seated, from left to right: Samuel P. Booth, Globe; T. W. Clay, Evening Mail; Arthur Le Compte, Herald and Telegram; James McKernan, World; Frank P. O'Raw, Tribune.

**CIRCULATORS TO MEET IN SYRACUSE NOV. 15**

Quarterly Meeting of New York State Circulation Managers Will Present Opportunity to Have "Circulation Ills" Diagnosed and Treated by Experts—Local Publishers to Give Luncheon.

The quarterly meeting of the New York State Circulation Managers' Association—the second since the organization of this body—will be held on Thursday, November 15, at the Onondaga Hotel, Syracuse.

The Syracuse members of the association have planned attractive side features for this meeting, among these being visits of inspection to the plants of the three Syracuse daily newspapers.

"Circulation Ills," it is announced will be scientifically and effectively "treated" by the specialists who will attend this convention, and any circulator who has anything bothersome to contend with, is invited to have a diagnosis made and a prescription written by some other member who may have had personal experience in dealing with similar ailments.

The programme for the morning session includes a paper by James McKernan, of the New York World, dealing with the lessons learned at the Atlanta I. C. M. A. convention. Charles E. Blewer, of the Binghamton Press, will outline his plans for encouraging independent carriers and country agents. G. N. Therrien, of the Buffalo News, will discuss improvements in mail distribution. M. A. Miner, of the Utica Observer, will tell how an evening newspaper, with strong competition in the morning field, may stimulate rural route circulation.

There will be a general discussion concerning the value of a bulletin service to circulation departments, and of

the problem of extending credit to out-of-town dealers.

At the Thursday afternoon session, R. D. M. Decker, of the Albany Knickerbocker Press will discuss the problem of shortage of newsboys and carriers occasioned by the draft; and W. C. Hixson, of the Syracuse Post-Standard, will present his views as to the value of branch offices in towns of 5,000 to 50,000 population, and the value of localized editions.

In the afternoon general discussion, the problem of circulation at army camps, and the attitude of circulators toward newsboys' clubs and associations will be debated. The meeting will be open for questions and answers.

At the close of the Thursday morning session a luncheon will be tendered to the members by the Syracuse publishers at the Onondaga Hotel.

The officers of the association are: J. M. Annenberg, president, Schenectady Union-Star; James McKernan, vice-president, New York World; J. O. Taft, secretary-treasurer, Binghamton Republican-Herald.

Directors—Two years—Wm. Henry, New York American; A. J. Gerber, Syracuse Journal. One year—R. D. M. Decker, Albany Knickerbocker-Press; M. D. Treble, Buffalo Times.

**Put Over Beat**

The Washington Herald has been receiving the congratulations of friends upon obtaining and publishing an exclusive story that the Washington Navy Yard is to be doubled, which means that the Government payroll in the city will be increased about \$6,000,000 a year. The Herald made a clean beat of it.

**Joins Sealy Company**  
OTTO S. BRUCK, of Dallas, prominent as an advertising man and well known for his work as a member of the Dallas Advertising League and of the Associated Ad Clubs of Texas, has accepted a position as advertising manager for the Sealy Mattress Factory, at Sugarland, Tex.

The Best Known Slogan in St. Louis



Trade Mark Registered

Foreign Advertising Representatives  
**STORY, BROOKS & FINLEY**  
Chicago Philadelphia New York

**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

A good story told in  
**The Evening Mail**

will "get home." Its 160,000 readers are intelligent, of comfortable circumstances. The Mail has a greater purchasing power, per unit, than any other N. Y. evening paper.

**The New York Evening Mail**

Food Medium of New Jersey

**Trenton Times**

A. B. C.  
2c—12c Per Week  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

**HIGH LIGHTS ON THE FOREIGN SITUATION**

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers,  
**THE INTERNATIONAL NEWS BUREAU, INC.**  
J. J. BOSDAN, Editor

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

**15 School Street, Boston, Mass.**

**VEXATIOUS CIRCULATION PROBLEMS AT ARMY CAMP**

**George H. Reynolds Tells Circulators at Hartford Convention About Difficulties Encountered in Securing Proper Distribution at Camp Devens—Officers Show Spirit of Co-operation.**

"The Circulation Problem Met at the Ayer Army Cantonment," was the subject of a paper read at the Hartford meeting of the New England Circulation Managers' Association by George H. Reynolds, of the New Bedford Standard, who has been active in straightening out the tangles in the distribution of New England dailies at Ayer. Mr. Reynolds said:

"Just when most of us were getting our second wind in the race to serve the drafted men with their home paper regularly at the Ayer Camp, an official representative was appointed and apparently the game was to be conducted 'on the level,' but we soon found our efforts were again all in vain.

"What happened at Ayer (Camp Devens) in connection with newspaper sales between September 20 and October 13 is a long, sad story.

"Prior to those dates two concerns had attempted to serve the workmen and the first quota of men, but did not find it very profitable.

"First reports from the camp led me to believe that mail subscriptions should not be solicited, for two reasons: First, poor mail service; second, possibility of frequent transfers of men at short notice—necessitating many changes in addresses, with inevitable losses of papers.

"Short time mail subscriptions have, however, proved to be the most satisfactory to many newspapers outside of the fifty-mile zone.

"Before the third quota of men left we sent a letter to each drafted man advising him to subscribe, and obtained forty-two monthly orders, accompanied by cash.

"Inability to perfect adequate distribution facilities probably best explains the failure of the young man who was given exclusive rights for the sale of newspapers at Camp Devens from September 28.

"The problem was indeed a tough one. To successfully handle forty or more newspapers outside of Boston was a task in itself. Handling of Boston papers left little time for this young man and his brother to give to other newspapers. They evidently had no idea of the extra expense and labor necessary to make proper distribution. Apparently no system and definite plan had been worked out prior to the time (September 28), that they took charge. The problems which were encountered with the Post Exchanges were not fully appreciated by most circulation managers.

"The water has passed beneath the bridge; but I want to be fair with young Murray.

"It was rather aggravating to receive a telegram from him on the evening of October 8, stating that there was a demand for the Standard, and to send 100 copies, despite the fact that that number had been sent daily addressed to him for ten days previous. The following morning a two-page letter was received from H. E. Duncan, of the Fitchburg News, prefaced with the remark that he had been 'expecting a loud wail from the Whale City,' regarding the way 'outside papers were not being taken care of at Camp Devens.'

"I then hurriedly made my third visit to Camp Devens, with the determination of finding out what was going on. I met Mr. Duncan at Ayer station—saw Mr. Christy at Worcester the same night. Next morning at 3:40 rode in Worcester Telegram machine to Fitchburg, took 5:10 A. M. train for Ayer to make trip on Murray truck, which left Ayer Station at 6 A. M. for Camp Devens, with Boston morning papers. What I learned from New Bedford boys and their officers further confirmed complaints and reports; and, 'loaded for bear,' I started for headquarters.

"Major Wainwright referred me to Captain Foote and we discussed the situation for two hours. Then in an afternoon conference with Mr. Schofield and Veits, in Worcester Gazette office, Mr. Murray stated he was 'sick of the whole business' and 'going to quit the following Saturday.'

"I had then practically made arrangements with the Post Exchange where most of the New Bedford boys were located and on my return home received confirmation, and since that time all has been peaceful and apparently satisfactory as regards sale of Standards at Camp Devens.

"On Sunday morning after the second quota of 900 drafted men left New Bedford, the writer in a 'flivver' took 300 copies each of daily and Sunday Standards to Camp Devens, ninety-six miles away.

"Arriving there soon after breakfast we had no difficulty in persuading those homesick New Bedford boys to accept our papers. Never will I forget their expressions of gratitude."

The man who can get out of a rut can "go over the top" of any difficulty.

**OF INTEREST TO CIRCULATORS**

The Phoenix, Arizona, Gazette is making a fall subscription drive, offering six prizes to carriers, newsboys, and agents. Commissions will be paid to every entrant who fails to win a prize.

Morris Sherman, former publisher of the Mid-West Construction News, in Omaha, is now South Omaha circulation manager for the Omaha Daily News.

William S. Haddock, circulation manager of the Pittsburgh Press, was recently elected Sheriff of Allegheny County.

One of the many stars on the New York Tribune service flag is there in honor of J. J. Daney, of the circulation department. He was among those to answer the call of his country. Because of former experience as an electrical engineer, he was appointed second machinist's mate. After an intensive period of special training Mr. Daney has successfully passed the examinations, and has been appointed chief machinist's mate, which is the highest honor that could be accorded him in this classification. For four years, ever since he left his home in Holly Springs, Miss., he has been a most successful circulation man for the Tribune.

**Complete A. B. C. Audits**

The Audit Bureau of Circulation has just completed the audits of the circulation records of the following newspapers: Burlington (Vt.) Free Press, Eureka (Cal.) Humboldt Times, Miami (Fla.), Herald and Daily Metropolis, Rutland (Vt.) Herald, Sacramento (Cal.) Bee and Union, San Bernardino (Cal.) Index.

**CREATE SEPARATE DEPARTMENTS**

Philadelphia Ledgers Now Have Distinct Circulation Organizations.

The rapid growth of the Philadelphia Ledgers, Public and Evening, has made it necessary to create two distinct departments for the handling of circulation.

Frank A. Clark, whose energy and ability have been largely responsible for the remarkable record of the Evening Ledger, will be able under the new arrangement to devote his entire attention to its further development.

The circulation management of the Public Ledger, daily and Sunday, has been placed in the hands of E. S. Dobson, who was for ten years circulation manager of the Detroit News. Mr. Dobson is a director of the International Association of Circulation Managers, and is widely known for his sound, progressive circulation-building methods.

To stop a leak is to prevent a disaster.

**The McClure Method**

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS: The greatest possible variety from which to choose. The submitting of each feature to your own editorial judgment. The opportunity to order a budget consisting only of what you want. A material reduction from individual prices on budgets. Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate  
120 West 32nd Street, New York City

Says the

**NEWS-TRIBUNE of Duluth**

"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."

**Central Press Ass'n**

New York Cleveland

**PIERRE C. STARR**

STARR SERVICE CORPS,  
548 Transportation Bldg.,  
Chicago, Ill.

Specialists in cost systems for Daily Newspapers having over 10,000 circulation only. Send for publishers opinions.

**Readers Decide**

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
37 WEST 39TH ST., NEW YORK

**Service Banners**

Size 15 x 19 inches. Printed in four colors on heavy enameled stock. Shows large picture of Our Flag with National Anthem, and in bold type at the bottom: "A Man From This House Is Fighting For His Country." Price \$35.00 per thousand. Can be given free or offered on coupon plan for five cents. Many thousands being used. This banner should be in every home. It is a custom in other countries now being adopted here.

Write to-day for sample

**S. BLAKE WILLSDEN**  
29 E. Madison St. Chicago

**WILDER & BUELL**

Newspaper Features  
and  
Advertising Copy

225 Fifth Ave. New York



**DOMINATES**

Its field in purchasing ability per family and yet at lowest advertising cost per thousand.  
"TO-DAY'S HOUSEWIFE"  
GEORGE A. McCLELLAN  
General Manager  
New York



**IF IT'S GOOD**

it will be in the NEA service FIRST. An on-the-jump service for an up-to-the-minute newspaper. And it doesn't cost much. A trial will convince you that the NEA is indispensable.

**THE NEWSPAPER ENTERPRISE ASSOCIATION**  
1279 West Third Street  
Cleveland, Ohio

**The True News**

**—FIRST—**

**Always—Accurately**

International News Service  
World Bldg. New York



## TIPS TO DEALERS

## New Concerns and Old That Are or Will Be in the Market for Supplies.

ALBANY, N. Y.—The Il Monitore Publishing Company, of Manhattan, was chartered November 5 by the Secretary of State, with a capital of \$100,000, to carrying on a publishing and review business. The directors elected are: Anthony Cipolla, Montclair, N. J.; Claudio Arrezzo, Brooklyn, and Salvatore de Paulo, Newark, N. J.

ALBANY, N. Y.—The Sparkhill Publishing Company of Sparkhill, Rockland County, N. Y., filed with the Secretary of State a notice November 5 of increase in capital stock from \$10,000 to \$15,000.

## CHANGES IN INTEREST

MANCHESTER, Kan.—W. E. Phillips, of Buffalo, Okla., has leased the Journal here from W. E. A. Wood.

GRANT, Mich.—W. H. Morley, former publisher of the Herald and Independent here, and now publisher of the Angola (Ind.) Herald, has resumed charge of the former paper, and will publish both papers.

AMBIA, Ind.—Robert Lee Witter has purchased the Journal here from W. F. Morgan.

ANDREWS, Ind.—E. W. Gumert, publisher of the LaGro (Ind.) Press, has been selected by business men of Andrews, Ind., to be manager and publisher of the Andrews Signal. He will publish both papers.

TOOMSBORO, Ga.—Col. George Carswell, editor of the Irwinton (Ga.) Bulletin, has purchased the Wilkinson County Banner here.

SHOALS, Ind.—Harry G. Strange, publisher of the Logootce (Ind.) Sentinel, has purchased the News here, and will continue the publication of both papers.

## SUSPENSIONS

DAVIS CITY, Ia.—The News, for years edited and published by Grant Mallory, has suspended.

MARSHFIELD, Ore.—The Coos Bay News (weekly), established in 1873, by T. G. Owen, has suspended. For thirty-six years the News has been owned and edited by G. A. Bennett.

## CONSOLIDATIONS

HAZELTON, Pa.—The Sentinel, evening newspaper here, has bought out the Daily Standard, morning daily. Henry Walzer and George T. Kirkendall, owners of the Sentinel, will be publishers of the merged paper, which will be known as the Standard-Sentinel, occupying the morning field exclusively.

GREENFIELD, O.—The Republican here has taken over the Journal and the newspapers have been consolidated.

NORMAN, Okla.—Three weekly and three daily newspapers which were

published here have been consolidated into one daily and one weekly. J. J. Burke, editor of the Transcript, and J. O. Fox, editor of the Cleveland County Enterprise, has purchased the plant of the Democrat-Topic. The Democrat-Topic has been suspended and the Transcript and Enterprise consolidated.

COSHOCTON, O.—Fred W. Wallace, manager of the Morning Tribune here, has purchased the Times-Age and will publish from the Tribune a new paper to be known as the Tribune-Times-Age. Three daily editions, morning, noon, and evening, as well as a Sunday paper, will be published.

## TRIAL OF PAPERMAKERS SET FOR COMING WEEK

(Continued from page 8)

such paper by devoting thereto certain of its plant and equipment appropriate for that purpose, but which for the time was being utilized for other grades of paper. Said Frank J. Sensenbrenner also was largely interested in the manufacture and sale of sulphite pulp, which is used in the manufacture of such paper.

George F. Steele was the secretary of the News Print Manufacturers' Association, a voluntary trade association composed of said concerns above listed, which had no constitution, by-laws, nor minutes of proceedings. Said George F. Steele, by reason of the fact that he has testified before said grand jurors concerning the matters charged in this indictment in obedience to a subpoena, is not indicted or made a defendant to this indictment.

Said defendants and said Steele, by reason of their said several interests and connections with said manufacturing concerns with which they were so connected, have, throughout said period of time, had the active management and control of the affairs and business of those concerns; and because said defendants and said Steele were possessed of full knowledge of the affairs and business of all of said listed concerns, acquired as hereinafter stated, and because those manufacturing concerns with which they were connected were together carrying on a large part of said trade and commerce, to wit, 55 per cent. thereof, and had the facilities for carrying on a still greater part thereof, to wit,

65 per cent., said defendants and said Steele were able to dominate said trade and commerce and were able to dictate to said listed concerns as to the manner in which they should carry on said trade and commerce, and were able, through their said knowledge and said connections, to encroach upon said trade and commerce of such of said listed concerns as might fail to submit to the regulations, rules, and decisions hereinafter mentioned; and said defendants and said Steele have, continuously throughout said period of time, concertedly constituted themselves a body for regulating the trade and commerce of all of said concerns, with the object of requiring, inducing, and coercing each of said concerns to carry on its said trade and commerce subject to such regulations, rules, and decisions as said defendants and said Steele should prescribe and announce from time to time.

Said regulations, rules, and decisions were to consist in requiring all of said concerns, in carrying on their said trade and commerce, (a) to refrain from competing with each other or with the Great Northern Paper Company, of Millinocket, Me., in the matter of securing new customers for their paper; (b) to refrain from competing with each other as to the quality of paper to be sold in said trade and commerce; (c) to refrain from competing with each other as to delivery of, and furnishing storage for, paper sold but not delivered (d) to refrain from competing with each other as to terms of credits, rate of interest upon open accounts, the dates of the beginning and ending of contract years, the methods of making sales of such paper through salesmen, dealers, and jobbers, the payment of return freight upon the cores upon which their paper should be wrapped, payment of charges for cartage, and allowing of claims for waste or damaged paper; (e) to engage in simultaneous representations to the public, to their customers, and to each other, of alleged increased cost of manufacture and of alleged shortages of such paper, and to manufacture insufficient quantities of such paper, with the object of concertedly working for materially higher prices in such trade and commerce; (f) to cooperate in discouraging the erection of new mills or the installation of new machinery for the manufacture of such paper; (g) to cooperate in preventing new concerns from competing with said concerns by transferring orders and contracts for such paper to such new concerns on condition that such

new concerns should not compete with said concerns; (h) to furnish from time to time to said News Print Manufacturers' Association, at No. 18 East 41st Street, in the Borough of Manhattan and in said Southern District of New York, for the information of the defendant and of said Steele, full and complete information and data concerning their contracts with their customers, and the quantity of such paper manufactured, carried in stock, or sold by them, and also concerning the capacity of their several plants and other details of their several businesses.

Said concerns were to be required to submit to such regulations, rules, and decisions, in the carrying on of their said trade and commerce, notwithstanding the fact that because said concerns were independent of each other, they should, and, but for said unlawful conspiracy, they would, have competed freely and fully with each other as to all said matters, and should and would have conducted their said trade and commerce free from such regulations, rules, and decisions.

Said defendants and said Steele, in and for engaging in said unlawful con-

## The New York Times Fashion Section

The Rotogravure Fashion Section of The New York Times, Sunday, October 7, will present an unusual series of photographs of fashionable women's wear, obtained in Paris especially for The New York Times. Reproduced in the soft, sepia tones of the perfected rotogravure process, the photographs will show every detail of the newest gowns, wraps, suits, blouses, hats, lingerie and accessories. In the same issue of The Times, there will be authoritative articles on the styles for the coming Autumn and Winter.

## ADVERTISERS

If you have any product or service to offer to the shipping, trade, you can advertise it most advantageously in

## THE NAUTICAL GAZETTE

the recognized weekly journal of ships, shippers and shipbuilding. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year  
20 Vesey Street, New York

The Times-Dispatch  
Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

## Story, Brooks &amp; Finley

Special Representatives

200 Fifth Ave. New York  
People's Gas Building Chicago  
Mutual Life Building Phila.

In Minneapolis, St. Paul, Omaha

## The Daily News

Has first call among wise space buyers. Circulated in the most prosperous section of the world.

## C. D. BERTOLET

1110 Boyce Building, Chicago

New York Representatives:  
A. K. HAMMOND E. E. WOLCOTT  
366 Fifth Avenue.

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

The Pittsburgh Post  
ONLY  
Democratic  
Paper In  
Pittsburgh.



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

The PITTSBURGH PRESS  
Has the LARGEST  
Daily and Sunday  
CIRCULATION  
IN PITTSBURGH

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

THE CHICAGO EVENING POST occupies a distinctive position among the newspapers of Chicago and the middle West.

The Chicago Evening Post carries more automobile advertising and automobile news than any other Chicago newspaper, morning or evening, based on six issues a week (Sundays excepted).

The Chicago Evening Post is read by a class of people who are financially able to buy, thus eliminating waste circulation, the bane of the quality advertiser.

Automobile advertisers have consistently placed the bulk of their advertising in the Chicago evening field in

The Chicago Evening Post



spiracy, have, in fact, throughout said period of time, so prescribed for and announced to said concerns such regulations, rules, and decisions for the carrying on of the trade and commerce of said concerns in the manner aforesaid, have required and induced said concerns so to carry on their said trade and commerce, and have coerced them into so carrying on their said trade and commerce; and said concerns have in fact been compelled to submit to said regulations, rules, and decisions, and to carry on their said trade and commerce in compliance therewith.

And so the grand jurors aforesaid, upon their oath aforesaid, do say, that said George H. Mead, Philip T. Dodge, George Chahoon, jr., Gordias H. P. Gould, Edward W. Backus, Alexander Smith, and Frank J. Sensenbrenner, together with said George F. Steele (who, as aforesaid, is not herein indicted), throughout the period of time aforesaid, in said Southern District of New York, in manner and form and by the means aforesaid, unlawfully have engaged in a conspiracy in restraint of trade and commerce among the several States and with foreign nations; against the peace and dignity of the United States, and contrary to the form of the statute of the same in such case made and provided.

H. SNOWDEN MARSHALL,  
United States Attorney.

BAINBRIDGE COLBY,

Special Assistant to the Attorney-General.

OLIVER E. PAGAN,

Attorney, Department of Justice.

### STORY OF GROWTH OF AMERICAN JOURNALISM

(Continued from page 10)

silk sagathies, florettas, bearskins, common and hair grazets, tabbles, ducapes, stay galloon and twist, men's and women's thread, dowlaz, ozenbrigs, etc.

An advertisement in the New York Weekly Post-Boy in 1756 showed that Barnum was not the first to discover that the American people liked to be fooled once in a while:

To be seen at the sign of the Golden Apple, at Peck's Slip, price six-pence, children four coppers, a large snake-skin, 21 feet long, and four feet one inch wide. It was killed by some of Gen. Braddock's men by firing six balls into him, close by the Allegheny Mountains, supposed to be coming down to feed on dead men. When it was killed there was found in its belly a child, supposed to be four years old, together with a live dog! It had a horn on its tall seven inches long, and it ran as fast as a horse. All gentlemen and ladies desirous to see it may apply to the subscribed at Peck's Slip.

LEFT COPY AT POST OFFICES.

In many localities advertisements for colonial papers might be left at the local post office. Sometimes the post office made public in print standing announcements similar to the following, which appeared during the middle of the eighteenth century in the Pennsylvania Gazette at Philadelphia: "Advertisements for the German and English Gazettes printed at Lancaster by Miller and Holland are taken at the post office." In fact, the colonial post office always stood ready to help the newspaper when the postmaster was not financially interested in the printing plant. William Brad-

ford, the publisher of the first colonial weekly in New York, made an arrangement with Richard Nichols, postmaster, in 1727, whereby the latter accepted advertisements for the New York Gazette at regular rates, and sold single copies of the paper at what to-day would be the stamp-window.

When John Campbell first sent out his written news-letters to colonial Governors they were mailed without cost. Later, when he printed his letters under the title, The Boston News-Letter, he undoubtedly was able to mail many of them free, and only had to pay a nominal charge in other cases. One of the reasons why the colonial printer-editor desired to be postmaster was undoubtedly the opportunity that was afforded by such an office to make advantageous arrangements with local post-riders to deliver newspapers. Certainly the postmaster-editor possessed better facilities for the distribution of his paper than rival editors; Benjamin Franklin and William Weyman have already borne testimony to this fact.

Franklin was a master at the art of securing free distribution of his Pennsylvania Gazette. In his issue for January 28, 1735, he published the following item: "By the indulgence of the Honorable Colonel Spotswood, Post-Master-General, the printer hereof is allowed to send the Gazettes by the post, postage free, to all parts of the postroad, from Virginia to New England."

Much fun has been made of these early newspapers by historians who gave only a passing glance at their contents. When studied carefully these papers interpret the times in a way not found elsewhere. The news, though often quaintly told, is there for him who will hunt for it. "Boiled down to the bone," and lacking the scare head, it is too often overlooked by the merely curious, who see only the moral essay which was given first place—because readers were interested in such topics. Moses Coit Tyler, who studied these early papers with a sympathy for the condition under which they were produced, has left tribute to their literary influences:

Our colonial journalism soon became, in itself, a really important literary force. It could not remain forever a mere disseminator of public gossip or a placard for the display advertisements. The instinct of critical and brave debate was strong even among those puny editors, and it kept struggling for expression. Moreover, each editor was surrounded by a coterie of friends, with active brains and a propensity to utterance, and these constituted a sort of unpaid staff of editorial contributors, who, in various forms—letters, essays, anecdotes, epigrams, poems, lampoons—helped to give vivacity, and even literary value to the paper.

(To be continued November 24.)

#### Newspaper Man Kills Himself

J. La Mont Perkins, formerly a newspaper man and recently an editorial writer employed by Collier's, New York, committed suicide last Saturday by jumping from the window of his bedroom on the ninth floor of the Hotel Bossert, Brooklyn. Ill health as a result of financial losses is given as the explanation for his act.

The Reconnaissance is a well-written, attractive newspaper. It is carrying a healthy number of advertisements.

### 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.

EXPERIENCED MAN wants business or office management small city daily or circulation management of metropolitan paper. Thorough knowledge. Personal habits guarantee reliability and efficiency. Address W. 3467, care Editor and Publisher.

MAGAZINE EDITOR.—Temporarily in minor position because of re-organization; will consider offer from literary, political or high class business periodical, progressive in political outlook; both executive and writer; knows French, foreign travel; over a decade's experience; minimum salary that will be considered \$3,000. Address W. 3469, care Editor and Publisher.

TELEGRAPH EDITOR.—Eight years' lead line New England Daily. Competent Man, manage copy desk, knows make-up. Address W. 3468, care Editor and Publisher.

YOUNG ADVERTISING MAN, with seven years' practical experience, wants position with a Southern Daily in town of not over 40,000. Recently employed as Advertising Manager of a small daily, handling complete department, in come of the advertising about \$40,000 yearly, preparing advertising copy, rough lay-outs and assisting merchants in conducting sales. Successful in creating new business and building up foreign accounts. Can furnish evidence of ability and endorsement of the business men where last employed. An untiring worker, married and exempt from present draft. Position must offer room for expansion. Address W. 3475, care Editor and Publisher.

### HELP WANTED

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

AD WRITER FOR DAILY PAPER.—A young married man from Middle West is needed to establish a copy department for a large daily paper. Position requires ability to draw and sketch as well as ideas and ability to write. Preference given to men who can show a record of accomplishment in present position. For a good man this is a good opportunity in a large and growing organization. Give details in first letter and samples of art and copy work. Address W. 3471, care The Editor and Publisher.

CLASSIFIED MANAGER WANTED.—Large city paper has opening for a young experienced classified manager. Must combine a thorough knowledge of development of the small or "transient" ads with ability as solicitor and ability to handle help. Prefer a man not over thirty now employed as classified manager in city of 200,000 or under. For such a man this position offers a promotion and an opportunity for advancement in a large organization. Give details and evidence of qualifications in first letter. Preference given to man from middle west. Address W. 3472, care Editor and Publisher.

ARE YOU A MAN with a record of industry, honesty and accomplishment now employed as advertising solicitor or manager on a smaller daily paper? If so, and you have a desire for the larger field and bigger possibilities we can use you in our advertising department. Good salary and advancement. Write us about yourself. Address W. 3473, care Editor and Publisher.

### MISCELLANEOUS

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

DOUGLAS TYLER—By communicating with R. M. Glinter, Pittsburgh, Pa., you may learn something to your advantage.

### FOR SALE

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

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

STEREOTYPE FLAT SHAVER—For Sale a stereotype flat shaver in good condition. Address for price and description. The Wichita Eagle, Wichita, Kans.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

FOR SALE.—Goss clipper press, prints four to sixteen pages, motor and stereotype equipment, price \$2,500, terms. Address V. 3460, care Editor and Publisher.

FOR SALE.—Best equipped newspaper plant in New England. Everything new and ready to operate. 5 linotypes and all steel furnishings. Goss press. Plant just closed, other interests demand attention of owner. Price low for immediate sale. Address for particulars, Daily News, Pittsfield, Mass.

If you had really accomplished the tasks set for yourself—but which, finally, were added to your list of things which died from Procrastination—what a big factor you might now be in your world!

### \$2500 Cash

available for first payment on an attractive weekly newspaper property. New England, southern and far west locations preferred.

Proposition P. W.

**Charles M. Palmer**

Newspaper Properties

225 Fifth Avenue, New York

AUBREY HARWELL

HENRY F. CANNON

### HARWELL & CANNON

Sales  
Purchases  
Consolidations  
Appraisals

Newspaper and Magazine Properties  
TIMES BUILDING NEW YORK

### NEWSPAPER FOR SALE

In the Sunny South

Small daily in growing southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179X.

Small city daily and a high class weekly in desirable Idaho locations. Nos. 7001X and 579X.

Special offer in small city daily in rich Colorado field. No. 598X.

### H. F. HENRICHS

Newspaper Properties  
LITCHFIELD, ILL.

### YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

### FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg., Springfield, Mass.

### Canadian Press Clippings

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

### The Dominion Press Clipping Agency

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

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

74-76 CHURCH ST., TORONTO, CAN.

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

### Hemstreet's

### PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York

### GOSS OCTUPLE STRAIGHTLINE PRESSES

with Two or Four Folders

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

## H. M. SCHRAUDENBACH, HEARST EDITOR, DIES

Was for the Last Eleven Months a Director in the Firm of Vanderhoof & Company, Advertising Agents, Chicago—Served on Different Hearst Newspapers for Sixteen Years.

Harry Mills Schraudenbach, newspaper editor of sixteen years' service with the Hearst papers, and for the last eleven months a director in the firm of Vanderhoof & Company, advertising agents, Chicago, died suddenly last week after a brief illness.

Mr. Schraudenbach was a graduate of the North Division High School, Chi-



Photo by International Film Service.  
HARRY M. SCHRAUDENBACH.

ago, and of the Northwestern University. His athletic prowess while attending these institutions brought him into the newspaper game. He started in the sporting department of the Chicago Evening American in 1900.

Under the name of Sol Plex he became an authority on boxing, and his ringside gossip was read from coast to coast. Later he was made sporting editor of the Chicago Examiner. Following that he was successively night city editor and news editor of that paper.

He then went to Atlanta to become Sunday editor of the Georgian, only to return later to Chicago to become news editor of the American, and in 1914 returned to the Examiner as city editor. Last November he resigned his post to become an advertising director for the firm of Vanderhoof, Condit & Comrie, which recently became Vanderhoof & Company.

He was stricken while on his way to work, and was rushed to the Columbus Hospital, where he died. Physicians, diagnosing his case as acute ulcer of the stomach, made heroic efforts to save his life, but to no avail. He is survived by his widow, father, and mother, Mr. and Mrs. August Schraudenbach, of Hartland, Wis., and a sister, Mrs. A. M. Field, of Madison, Wis. Burial was at Hartland last Tuesday afternoon.

### OBITUARY NOTES

HAROLD PULSIFER BALE, well-known Boston and New York newspaper man, was killed recently in an automobile accident at Cresskill, N. J.

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

CYRUS WILLIAM DAVIS, surveyor of the Portland (Me.) customs district and founder of the Waterville (Me.) Morning Sentinel, died recently in Portland, aged sixty-one. Mr. Davis was twice Democratic candidate for Governor of Maine, Secretary of State under Gov. Plaisted, and former Mayor of Waterville. Mr. Davis recently went to Rockland, Me., to speak on behalf of the second Liberty Loan. While there he caught a severe cold which developed into pneumonia, resulting in his death.

WILLIAM S. LAWYER, pioneer newspaper man, publisher and author, died recently at his home in Binghamton, N. Y. He established the Binghamton Democrat in 1857.

MRS. KATE WALLACE (MUNN) FOWLE, wife of Arthur A. Fowle, managing editor of the Boston Globe, died recently.

WILLIAM M. SMITH, former telegraph editor of the Kansas City Times, died recently in St. Louis.

HARVEY F. KELLER, well-known Ohio and Missouri newspaper man, died recently in Cleveland.

JOHN W. M. KIGER, one of the best known of Baltimore newspaper men of a decade ago, died recently in North Dakota.

ARTHUR KOENIG, aged sixty-nine, first president of the Milwaukee German Press Club, which office he held for a number of years, died at his home in Wauwatosa suburb last week.

ADOLPH BLEYER, aged sixty-five, veteran Milwaukee newspaper man, for years with the Evening Wisconsin, died last week.

C. J. CURTIS, former acting Mayor and for several years editor of the Astoria (Ore.) Lower Columbian, died recently, aged sixty-four.

LEVI L. ALRICH, editor of the Cawker City (Kans.) Public Record since 1879, died recently at his home in Cawker City. He went to Kansas from Pennsylvania in 1858.

WILLIAM F. PETILLON, aged seventy-three, died at Richmond, Cal., recently. He was one of the pioneers of journalism in Western Kansas, having been publisher of the Dodge City Democrat for twenty-two years.

ARTHUR HALLAM, head of the service department of the Root Newspaper Association, of New York, died recently at his home in Whitestone, L. I. He was in his thirty-ninth year.

H. O. HARDEN, of Stoutsville, O., died recently at the age of seventy-five. He was editor of the Fairfield-Pickaway News.

MRS. NANCY CORNELIA CRITCHER, mother of Edward Payson Critcher, of the Chicago Herald, died recently at Estero, Fla.

MAJOR JAFFRAY EATON, grandson of the late Senator Jaffray, president of the Toronto Globe, and himself a promising member of the Globe staff, was killed in action on October 26. He was serving as a subaltern in the Fourth Canadian Mounted Infantry, and had only been in France for a couple of months. He was

extremely popular in newspaper circles in Toronto, represented the Globe on the executive of the Toronto Press Club, and was organizer, captain, and best shot of the Newspapermen's Rifle Association. He was thirty-two years of age.

RALEIGH C. SMITH, one of the best-known newspaper men in Maryland, died Wednesday in Baltimore. He had been in failing health for about two years, but was actively engaged as a member of the editorial staff of the Baltimore News until a year ago.

SAMUEL T. WOOD, for twenty-six years an editorial writer on the Toronto Globe, died after a long illness on November 6. He was originally a mechanic, but his interest in economics and his writings and speeches on the subject attracted the attention of Sir John Willison, then editor of the Globe, who invited him to join the staff as a special writer.

### WEDDING BELLS

Capt. Charles S. Bird, jr., youngest son of Charles Sumner Bird, president of the Boston Daily Advertiser, and Mrs. Bird will be married to-day in Boston to Miss Julia Appleton, daughter of Mr. and Mrs. Randolph M. Appleton, of Boston.

Newspaper men of Seattle were recently enlisted by Cupid in consummating a hurried war marriage. Charles L. Sheely, veteran Spokane police reporter, now a chief boatswain's mate in the navy, stationed at Bremerton, received orders to go to another port. The change looked like it would be permanent, so Sheely wired to his sweetheart, Miss Edith Smith, in Spokane to rush to Seattle. She came, but arrived late at night. Sheely went to the office of the Post-Intelligencer, and "borrowed" the courthouse reporter. They ousted the marriage-license clerk at his home, and hurried to the courthouse. A license was obtained and the marriage ceremony took place while two newspaper

men "stood up" for the pair. Sheely then returned to Bremerton and the bride to Spokane.

Announcement has been made of the engagement of Miss Bonnie Morgan, of New Martinsville, W. Va., and Williard Ball, who was a member of the Wheeling (W. Va.) News reportorial staff until August, when he entered the Officers' Reserve Training Corps at Fort Benjamin Harrison, Ind.

The engagement has been announced of Miss Helen Williams, daughter of Dean Walter Williams, of the School of Journalism of the University of Missouri at Columbia, to Capt. John Franklin Rhodes, who received his commission at the Officers' Training Camp, at Plattsburgh, N. Y., last summer and is stationed there as special instructor. The wedding will take place in Columbia, December 1.

**Topeka**  
**Daily Capital**

Average net paid circulation for the six months ending Oct. 1, 1917, as sworn to in Government report.

**33,924**

*Arthur Capper*  
Publisher  
TOPEKA, KANS.  
Member A. B. C.

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

**MANHATTAN  
PHOTO-  
ENGRAVING CO.**

ENGRAVERS  
AND DESIGNERS

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

U. S. P. O. and A. B. C. Report  
**The New Orleans Item**  
period ending October 1, 1917  
**Daily 60,756**  
**Sunday 77,438**  
**Average 63,217**

USE  
**UNITED  
PRESS**  
FOR  
Afternoon Papers

General Offices, World Bldg., New York

We can increase your business—  
you want it increased.  
You have thought of press clippings  
yourself. But let us tell you  
how press clipping can be made a  
business-builder for you.

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

## The Pittsburg Dispatch

solicits your business on the  
basis of genuine and established  
merit.

WALLACE G. BROOKE  
Brunswick Building, New York  
THE FORD-PARSONS CO.,  
Peoples Gas Building, Chicago

H. C. ROOK,  
Real Estate Trust Building, Philadelphia

# Canada Prepares for Peace

During the first two years of the war, Canada had an unprecedented expansion in commerce and industry. Orders for munitions and war equipment kept every one busy and prosperous.

But British munition plants have now been developed and are able to meet the major requirements of the War Department.

Is Canada adapting herself to the changed conditions? Would it be wise for an American Manufacturer to undertake an advertising campaign in Canada at this time?

Compare the present with 1915 and 1916, the most prosperous of the war years.

For the twelve months ending August, 1917, Canada's imports showed an increase over the previous twelve months of **54%**

Railway Earning Increased **55%**

The imports were chiefly from the United States, and the principal items were comforts and luxuries.

Canada's progress is unvarying, her prosperity continuous.

War is an old story to Canadians. They have been in it for over three years and will be in it to the victorious end, but they are already preparing themselves for the reconstruction that will follow "peace with victory".

Canadians want American goods and have the money to buy them. They want those goods now and will continue to want them. There are no dark clouds on Canada's horizon.

The way to reach buying Canadians is through the columns of Canada's leading daily papers in Canada's most populous district.

## PROVINCE OF ONTARIO

Population 2,523,274

	Circulation.	Lines.	
	Net Paid	2,500-10,000	
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0525	.05
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	39,944	.06	.05
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.025	.0225

## PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

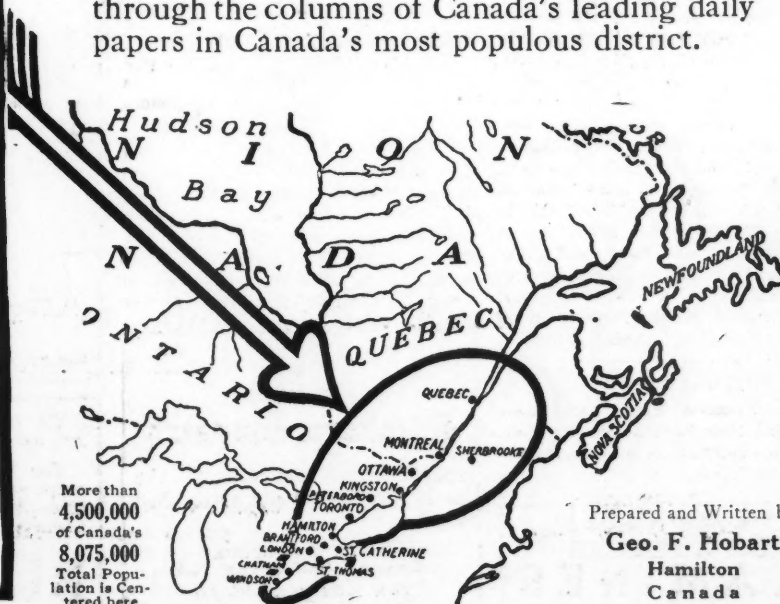
Montreal Gazette (M) (2c-\$6 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.051	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

978,258 1.4042 1.1344

The newspapers listed on this page offer 978,258 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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



More than  
4,500,000  
of Canada's  
8,075,000  
Total Population is Cen-  
tered here

Prepared and Written by  
**Geo. F. Hobart**  
Hamilton  
Canada

# Facts Advertisers Should Know

No. 5

When the distant advertiser commences to plan a campaign of national advertising through newspapers which may include anywhere from 300 to 1000 daily newspapers and numerous trade weeklies, he today, through the result of the activities of the Audit Bureau of Circulations, can buy space with much greater efficiency than at any previous time.

Outside of a few of the larger national advertisers in the country, few realize that the present Audit Bureau of Circulations is the natural result of The Globe's fight in New York City to establish the highest possible value for each thousand of net paid proved circulation back in 1911 and 1912.

With one exception, the New York World, The Globe was the first of the New York daily newspapers to plainly state its net paid circulation and prove it by regular audits of the old Association of American Advertisers. Whenever it issued a statement of this kind it was met with irresponsible claims of other newspapers representing gross print, high water marks, and such.

The idea of reorganizing the old Association of American Advertisers into the present Audit Bureau of Circulations to include a larger number of advertisers, the newspapers, and other mediums and the advertising agents of the country for the purpose of making the movement for definite known circulation nation-wide in its scope was a Globe suggestion.

Long before any other newspaper in the United States was aware of the development, The Globe was in frequent conference with the old Board of Control of the Association of American Advertisers and the undersigned had the honor of formulating the plan which, with slight modifications, was finally adopted.

The national advertiser today can buy circulation in practically any worth while publication in the United States in the full confidence of receiving the exact amount of circulation he pays for, and further than that can secure from the reports of the A. B. C. much other valuable data regarding distribution and other details of circulation.

With its present refinements, worked out by able committees representing advertisers, agencies and publishers, the A. B. C. method of circulation verification and reporting is the most perfect device for the protection of the advertiser and honest publisher that has ever been conceived.

JASON ROGERS.

New York, November 7, 1917.

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**The New York Globe - - 200,000 a Day**

**Member A. B. C.**

---

CHICAGO  
People's Gas Bldg.

**O'MARA & ORMSBEE, Inc.**  
Special Representatives

NEW YORK  
Brunswick Bldg.

