

# THE EDITOR & PUBLISHER

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## *Bond Houses Know*

Bond houses know where the money is and how to reach it. They have to. It's their business to know.

Twenty-eight leading investment houses used practically twice as much advertising in The Chicago Daily News the first five months of this year as in any other Chicago evening newspaper and with one exception more than in any other Chicago newspaper notwithstanding that the morning papers are issued seven days a week.

The Daily News sells more papers in Chicago and its suburbs than any other newspaper, daily or Sunday.

The buyers of space for these houses appreciate the immense circulation of The Daily News, 92% of which is in Chicago and its suburbs.

They know they cannot cover Chicago quickly and cheaply without The Daily News.

Here's another point, aside from the size and quality of Daily News circulation.

When would *you* decide an important step of vital interest to your family? In the morning with the rush of the day ahead of you or in the evening when the family is at home and with time for deliberate decision?

*Follow the Lead of These Bond Houses.*

## The Chicago Daily News

*"It Covers Chicago"*

# WHY A GOSS?

You are building your business for the future. Then, *why not install a press for permanency?* Make the investment cover the future as well as the present

*The GOSS "Comet"* fortifies the publisher in the big, little town against the necessity for a change of press equipment occasioned by considerable expansion of his field. A drum or a two-revolution press might do for a couple of years—but what then?

*The GOSS "Junior Straightline,"* herewith illustrated, is adapted to a larger field than the "Comet." It, too, insures continued use, and not a new press, when growth demands a larger paper.

The "Junior" is sold with three decks capable of printing 20,000 4, 6, 8, 10 and 12 page papers per hour. Extra decks may be added at any time, making it possible to print 20-page papers at the same speed.

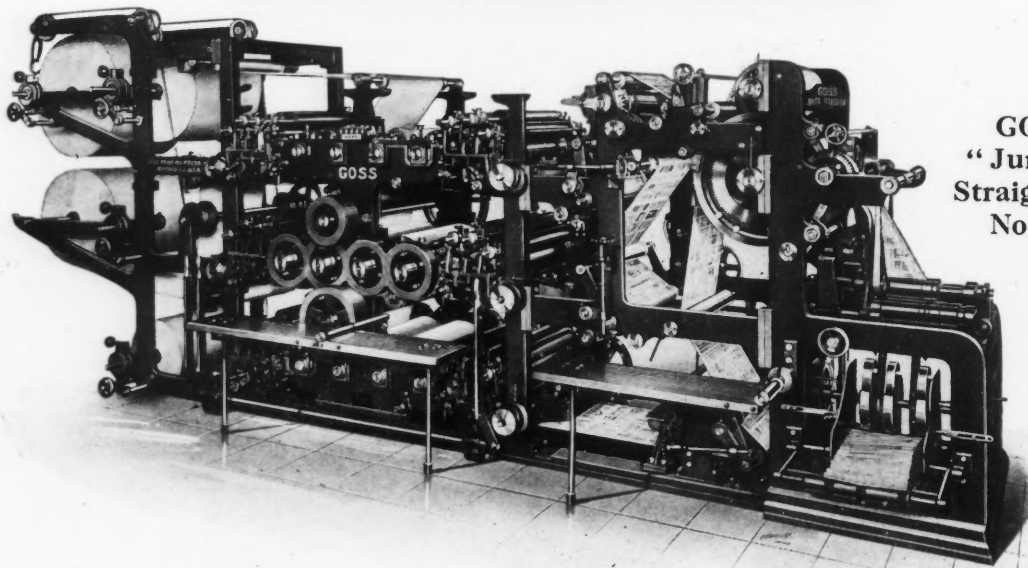
All *Goss* presses are built for such long, continued use. In their manufacture, *Goss* presses are also built for permanency. They are built to last. Nothing but the best of materials and workmanship goes into a *Goss* press.

Let us advise you how you can best look after present and future requirements in your own particular field. *Goss* advice and service places you under no obligation. Write us,

**The Goss Printing Press Co.**

*Main Office and Works*

16th Street and Ashland Ave., Chicago, Illinois  
New York Office, 220 West 42nd Street



GOSS  
"Junior"  
Straightline  
No. 2D

# THE EDITOR & PUBLISHER

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No. 4

## EDITORIAL CONVENTION MAY ENDORSE TRADE COMMISSION'S PLAN TO OPERATE PAPER MILLS

Proposition of the Federal Body to Be Discussed by Editors from All States, at the Thirty-Second Annual Gathering Which Will Convene in Minneapolis Monday Morning—Uniform Advertising Rate Card to Be Considered.

NEWS print prices, and a proposition to endorse the plan of the Federal Trade Commission to clothe it with power to operate the news print mills, fix prices, and distribute that important commodity during the period of the war, will be discussed at the thirty-second meeting of the National Editorial Association, which will open in Minneapolis Monday, July 9.

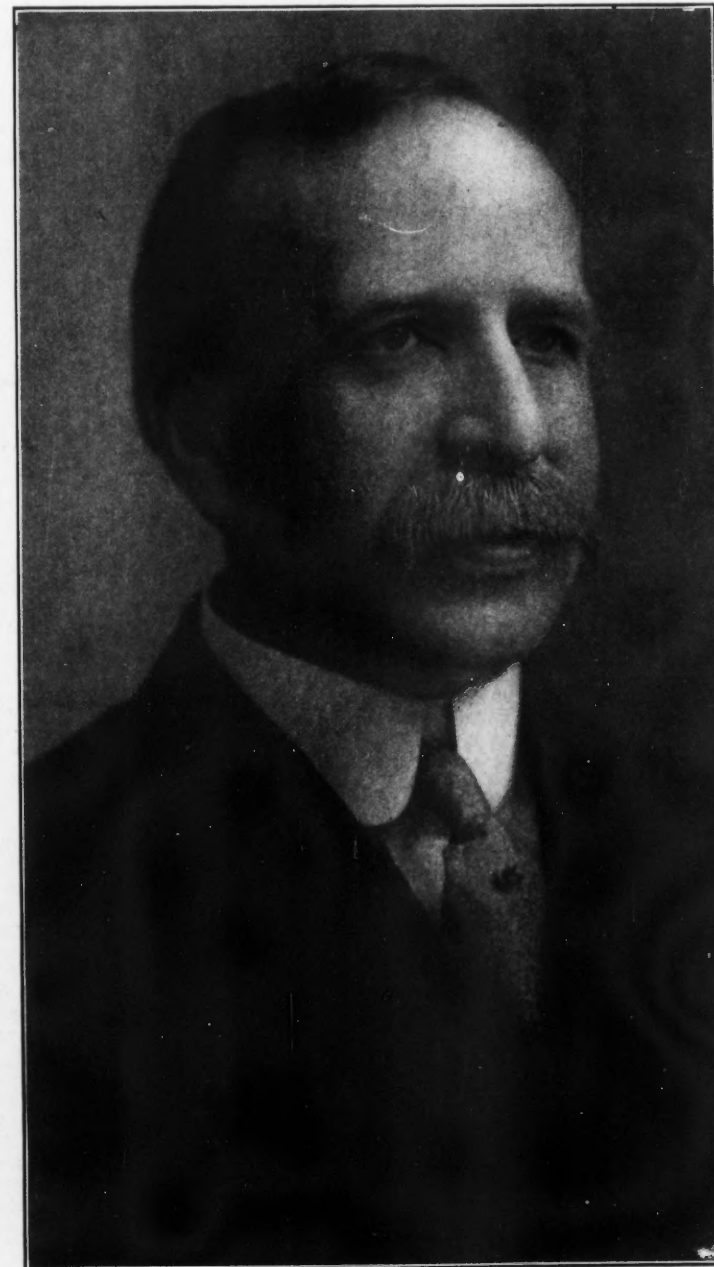
George E. Hosmer, of Denver, chairman of the legislative committee of the Association, has been in Washington during the past week, and will make a report to the members on recent developments in the print paper situation.

The proposition of endorsing the recommendations of the Commission will be discussed at length. There is also likely to develop among the editors a sentiment in favor of calling on those members of Congress who are condemning the Federal Trade Commission to get behind that body and give it the authority it asks, in order to carry out the wishes of Congress. This is a matter that will be debated at length in Minneapolis.

Among the editors there is a feeling, it is said, that the Reed resolution calling upon the Federal Trade Commission for an explanation as to why it has not acted, should give way to legislation giving the Commission the power to act, and placing it on the same foundation in its field that the Interstate Commerce Commission occupies with reference to its authority in handling railway and transportation problems. It is probable that a resolution to that effect will be introduced at Minneapolis, and, it is said, if it is, it will be certain to be adopted. The publishers of the smaller dailies and weeklies of the United States feel, it is said, that time is being wasted when fault is found, and that the solution lies in action by Congress to remove the barriers that confront the Commission, in order to give it the freedom of action it seeks. In other words, the owners of the smaller newspapers of the country, according to those who have investigated, seem to be squarely behind the Federal Trade Commission in its request, and believe that in the plan put forth by that Federal body will be found the solution of the problem during the period of the war.

FAVORS IT AS A WAR-TIME MEASURE.

"We do not believe in Government control," said one publisher, "and we do not believe in unjust private control of a great industry. The one is as vicious as the other. We favor the plan of the Federal Trade Commission merely as a war measure. We feel that after the war, normal competition will undo



E. H. TOMLINSON,  
President National Editorial Association.

what the paper makers have done, by taking advantage of world conditions to enforce upon us a price that is out of all reason. I look for a complete endorsement of the plans of the Federal Trade Commission at the Minneapolis meeting."

## FEDERAL CONTROL OF NEWS PRINT IS SUBJECT OF LIVELY DEBATE IN SENATE

Measure Not Included in Food Control Bill, but Will Have Early Consideration—Senator Smith Says Newspaper Industry Is "Worst Hampered of Any in America," and That Federal Trade Commission Can Bring Relief If Given Power.

WASHINGTON, July 3.

THE control of the supply of news print paper by the Government as far as the pending Food Control bill is concerned, will not be included in this legislation. Senator Smith, of Arizona, the chairman of the Senate Committee on Printing, tried to include print paper in this bill at the point in the Food bill where reference is made to products, such as copper, tin, fertilizers, petroleum, etc., by amending the bill by adding the words "print paper and its products." The amendment was lost in the Senate without a record vote. Senator Smith's amendment created quite a little discussion in which he and Senator Borah took the most prominent parts. Senator Borah, in referring to the amendment, said:

As far as I am concerned, I would not like to see it go in this bill. It is a separate and distinct proposition. In the first place, I am not willing to place the newspapers of the country in such an attitude towards the Government in order to get the material with which to print. I do not know how the Senate feels about it, but I should like to have a full Senate here before the vote is taken, and a word of explanation before it goes in. I do not want to delay the bill, but if the Senate wants to go ahead with it I shall simply call for a quorum and let it go to a vote, and if defeated reserve it for the Senate.

IS A WAR MEASURE.

Senator Smith, of Arizona, in speaking in favor of the amendment, made the following statements:

It is entirely a war clause. It is just as certainly true of half a dozen things in the bill as of print paper. The investigation has shown, and the Senate has the printed findings of the Trade Commission, the condition of the print-paper industry in this country. Animadversions have been made on this floor in the last two days about the outrages which have been perpetrated against 20,000 small papers and their inability to get print paper at all at times, and a profit of 180 per cent. being in the hands of the manufacturers. It has been recommended that this matter be handled by the Government and distributed largely by it. I know no better place to put the matter than in this particular bill for some half-dozen reasons. . . . In this particular amendment we have copper and its products; hemp, lute, sisal, and their products; lead; timber out of which 95 per cent. of the print paper in America is made; farm implements and machinery, and fertilizers. If the Senator can see any reason why lumber, timber, and its products should be included in the bill, and print paper should not, with the known outrageous imposition that those people make especially upon 20,000 of the small papers in the United States, I should like to hear the distinction that can be drawn between the powers granted and the result that is reached favorable to this country in the one case that would not follow more strongly in the other.

We have the report of the Trade Commission that have had this particular matter under investigation something like two years, and indictments have been found against some. That

The proposition to change the rates of postage will also come up, and the plan of establishing a zone system will come in for considerable discussion. Just what action the Association will take cannot be forecasted. It is believed,

(Concluded on page 25)

does not meet the conditions in any particular. I am not willing, and I do not think any member of the Senate would be willing, that the Government should seize and operate the manufacture of print paper in this country, but there is now a condition in this country where some sort of regulation of these extortions is to be made, and, believing that the suggestion of the Trade Commission meet it, I have not hesitated to offer the amendment.

If the fear that power is going to be abused is an argument against this particular provision, it is likewise an argument against every single bill we have passed granting power to anybody.

#### SEES MENACE IN MEASURE

Senator Sherman interrupted to say:

I cannot think, Mr. President, of a more complete press censorship or a more complete method of excluding from the mails than the power that would be given to the Government under this amendment.

Senator Smith replied:

That is true. If you give the power to control at all, that power can be scandalously abused; but if you do not give the power to control at all, that power can be scandalously abused. We have got to trust somebody in an emergency like this. We are talking here as if we were sitting in a peaceful day and listening to the songs of birds. The guns are sounding; we have got to do something; and here this industry is the worst hampered in America.

The Federal Trade Commission did nothing more than to make an effort to provide for an immediate distribution of the paper when manufactured, giving to every manufacturer of paper by agreement with them a fair profit, and to provide that the manufacturers, when they wanted it, got fuel, and to insure the distribution of the paper under an order of the railroads to carry it, thus permitting the paper to go to every part of the country. They have no inclination or desire, according to the report which has been made and which is, or should be, on the desks of the Senators, that the Government should take any further control than that. There is no purpose that the Government should take any further control than that. If objections are made to commandeering this commodity to that extent—and, if you please, "commandeering" is perhaps an unfortunate word in this connection—why is not a similar objection raised to every single item mentioned in the section? Suppose the amendment had read "lumber and timber and their products." It would have caught every news print manufacturer in the United States just as much as does this amendment. The only difference is that the amendment leaves the matter open to no construction whatever, but constrains it itself.

#### STRIKE ONLY A RUMOR

##### Convention of Paper-Making Employees Gives Rise to Strike Story.

The presence of a number of delegates of the paper-making trade at a convention in New York this week, started a rumor to the effect that a strike was likely in the mills in which the unions are recognized. This story was to the effect that the men wanted both shorter hours and an increase in pay, and that the manufacturers were secretly glad, for the reason that it would give them an excuse to close down their plants, by declining point blank to comply with the request of the men. Inquiry at the office of the News Print Manufacturers' Association brought out the information that the report was news there. They had heard nothing about it. President Dodge, of the International Paper Company, stated that there was no trouble with the employees of the mills of his company.

#### Employees Enjoy Outing

Members of the circulation and advertising departments of the Houston (Tex.) Post, with their families, in a party numbering 204, enjoyed their annual outing on the Galveston beach last week for one evening as guests of the Post management. The party journeyed from Houston to Galveston in four special interurban cars.

## WHY HE PURCHASED THE WASHINGTON TIMES

Arthur Brisbane, in a Letter to THE EDITOR AND PUBLISHER, Illuminates His Reasons for Becoming a Newspaper Owner, and Indicates Slight Apprehensions.

July 3d, 1917.

#### THE EDITOR AND PUBLISHER:

I apologize for the delay in answering your telegram. I have bought the Washington Times and am the sole owner. I am continuing my employment with Mr. Hearst's newspaper organization. I am indebted to Mr. Hearst's courtesy, inasmuch as under my contract with Mr. Hearst my exclusive services were at Mr. Hearst's disposition. In addition, Mr. Hearst has given me the right to use the extremely valuable Hearst features to which at least 90 per cent. of the Washington Times's success will be due—if it is successful.

There is no especial "significance" in my purchase of the Times. It was necessary very often for me to go to Washington, in connection with my work for Mr. Hearst's newspapers. I found it rather tiresome to climb around the city, first to one end of Pennsylvania Avenue, then to the other, inflicting my observations and suggestions on very busy public men.

It seemed a good deal better to buy a newspaper in Washington, and have the opportunity to talk to everybody there at once. I may add that the beginning of this enterprise is quite satisfactory. Mr. Shaw, the publisher of the Washington Times, is largely concerned at present with the problem of adjusting the high cost of white paper to the rapidly climbing circulation, and with the fact that the amount of money that I can lose in a newspaper is, of course, definitely limited.

Yours very truly,

ARTHUR BRISBANE.

## EXPORT PRINT PAPER STOCKS SHOW INCREASE

### Shortage of Vessels Results in Piling Up of Stocks Intended to Be Sold Overseas—Total Output of the Continent's Mills Exhibit a Slight Increase for May.

News print stocks for export are piling up, because of the inability to obtain vessels in which to send the paper overseas. The increase in the stocks of one large exporting company exceeds the total increase in storage stocks for the year. The situation promises to continue this way, on account of the demand for shipping for the transport of war supplies. In ordinary times, stocks accumulate between June 1 and September 1. Owing to the fact that many machines have come off of other grades, and have been returned to news print to keep them busy, higher production is promised.

The mills of the Print Manufacturers' Association produced an average of 5,362 tons of paper daily during the month of May, compared with 5,305 for the corresponding period one year ago. The total shipments for the month of May amounted to 138,430 tons, compared with 144,330 tons a year ago. The amount of paper in storage at the end of May was 42,933 tons, compared with 68,633 one year ago.

#### Morning Newspaper Planned

It is said that plans have been completed and all of the capital is ready to purchase or start a number of one-cent morning newspapers in Indiana as soon as the war is over. Indianapolis will be headquarters for the string of papers, and the Indianapolis paper will have a complete up-to-date plant. The general manager and editor-in-chief have been decided upon. They are Indiana men, it is said, who have been successful in their newspaper careers, and are at present publisher and editor, respectively, of one of the Middle West's most successful newspapers. The men behind the movement are aware of the vicissitudes of a newspaper, and the capital behind the enterprise is said to be ample to establish a substantial newspaper property.

A good reputation is like an umbrella. It protects one from the rain of scandal.

## BILL TO MAKE NEWS PRINT PUBLIC UTILITY

### Measure Introduced in House to Give the President Power to Take Over Conduct of the Paper-Making Business, Issue Licenses, and Establish Fair Prices During War.

WASHINGTON, July 6.—News print paper is declared to be a public utility, in a bill introduced in the House by Representative Snook. The bill is similar to the one introduced by Senator Robinson, of Arkansas. It declares that because of the war it is necessary for national security that there shall be an adequate supply and equitable distribution of paper for printing newspapers, magazines, periodicals, books, and other publications, and to prevent the monopolization, scarcity, manipulation, or private control of its supply and distribution, that Government control be established.

In carrying out the provisions of the act, if it shall pass, the President will be authorized to enter into any voluntary arrangements or agreements of any person without compensation, to cooperate with the Government and to coordinate their activities, in order to prevent loss or duplication of effort or funds. The bill gives the President the power to license the importation, exportation, manufacture, and distribution of print paper and the two principal raw materials that enter into its manufacture. When the President announces publicly his intention to do so, no person shall engage in or carry on any such business specified in the announcement unless he shall secure a license. The President shall be authorized to prescribe the regulations governing the conduct of the business to prevent uneconomical manufacture and inequitable distribution. Whenever it is found that the rate or charge of any of any licensee is unjust, he may discontinue and cancel the license, and fix a fair and reasonable rate, and in any suit in any Federal or State court, such finding of the president shall be prima-facie evidence. One year's imprisonment or \$5,000 fine, or both, are provided in the bill as punishment for violations.

Afternoon newspapers of Dallas, Tex., have enlisted the aid of the police in suppressing the practice of newsboys in selling late regular editions as "extras."

## NEWSPAPERS AFFECTED BY SELECTIVE DRAFT

### Newspaper Publishers Everywhere Wondering Just What Will Happen When Men Are Called to the Colors—Enlistments Continue to Include Many Newspaper Men.

The probable influence of the selective draft upon newspaper staffs, editorial and business, is a matter of much speculation among newspaper publishers.

The Philadelphia Press will probably lose, when the men are called, nearly 80 per cent. of its local-room staff, including the city editor. Every member of the sports department is enrolled, and five copy readers are awaiting the summons.

Enlistments from the Omaha newspapers have kept the staffs in a state of disorganization for months. When Fort Snelling, Minn., was made an officers' training camp, there was a scramble for places. Ralph Doud, of the Bee staff, was the first to be appointed. John McArthur, city editor of the Daily News followed. Carl Soat, night telegraph editor of the World-Herald came next. F. C. Winship, of the Bee received a belated appointment and left for Snelling. A. H. Majors, of the advertising staff of the Bee then accepted an appointment. John Ralley, of the Daily News staff, next received an appointment as ensign in the navy attached to the local recruiting station as publicity man. G. K. Cameron, of the World-Herald, joined the British navy and went to Halifax.

Irving E. Ellis of the New Britain (Conn.) Herald, has enlisted in the Coast Patrol Service.

John H. McNeely, editor of the Evansville (Ind.) Journal-News, is now in the Officers' Reserve Training Camp, at Fort Sheridan, Ill. Morris Levi, news editor of the Journal-News, is at Fort Benjamin Harrison, Ind.

Robert G. Tufts, for some time attached to the San Diego (Cal.) Union's art staff, has enlisted in the Army Hospital Corps. R. E. Leighningerm, sporting editor of the San Diego Evening Tribune, has arrived at Berkeley to take the summer course in military training at the University of California. Chester Dorman, of the San Diego Evening Tribune circulation department, has joined the hospital corps and is now located at the naval training station at Goat Island, in San Francisco Bay.

Harry B. Clark, publisher of the Corn Belt Farmer, Waterloo, Ia., is in the Officers' Reserve Corps at Fort Logan, Ark. His duties have been assumed by Paul B. Talbot, advertising manager.

Johnstone Vance, managing editor of the New Britain (Conn.) Herald, and his brother, Robert C. Vance, Yale student, have entered the country's war service. The former has taken examinations for appointment to an executive position while the latter has arrived in France to enter the ambulance service. They are sons of the late Robert J. Vance, former Congressman from Connecticut, founder of the Herald and at one time a Washington correspondent for the New York Sun.

George Gayou, secretary of the St. Louis Ad Club, has resigned and has announced his intention of joining the ambulance corps in France.

James R. Hanniford, of the E. E. Vreeland Advertising Agency, has enlisted with the Canadian forces and is now in Canada awaiting orders.

## SOUTHERN PUBLISHERS CONVENE AT ASHVILLE

Fifteenth Annual Convention of S. N. P. A. to Be Held in Conjunction with Meeting of Southern Association of Advertising Agents—Live Problems to Be Discussed.

The fifteenth annual convention of the Southern Newspaper Publishers' Association will be held at Grove Park Inn, Asheville, N. C., July 9, 10, and 11. In conjunction, the Southern Association of Advertising Agents and the Southeastern Association of Advertising Agents will meet.

The opening session of the publishers' convention will be held Monday morning at ten. Following a roll-call and a reading of minutes, Robert S. Jones, of the Asheville (N. C.) Citizen, president, will give his annual report. He will be followed by W. C. Johnson, of the Chattanooga (Tenn.) News, secretary-treasurer of the Association. Routine business will occupy the rest of the morning session.

Russell R. Whitman, managing director of the Audit Bureau of Circulations, will open the afternoon meeting with an address on "The A. B. C. and Its Value to the Newspaper." He will be followed by Benjamin Wood, general manager of the Wood Flong Company, who will speak on "Dry Mats." An open discussion on the War Tax bill, the news print situation, second-class mail and dry mats, will take up the rest of the afternoon session.

Edwin J. Johnson, secretary of the Southern Association of Advertising Agents, will be the first speaker Tuesday morning, with a talk about that organization. Mr. Johnson is a member of the Johnson Dallas Advertising Agency, Atlanta. He will be followed by Dillard Jacobs, member of the Dillard Jacobs advertising Agency, Atlanta, who will speak about the Southeastern Association of Advertising Agents. St. Elmo Massengale, of Atlanta, of the Massengale Advertising Agency, will be the last speaker on the morning programme. He will talk about "The National Organization of Advertising Agents."

Following the formal programme an open discussion of such topics as the following will be held: "How Is the Good-Will of the Newspaper Determined?" "Has the Federal Trade Commission Accomplished Anything for the Publishers?" "What Forms of Advertising Are Members Rejecting?" "What Percentage of Local Paid Advertising Receipts Should Be Paid Out in Salaries for Advertising Manager and Solicitors?"

The convention will be called to order Tuesday afternoon at 2:30. J. L. Horne, Jr., of Rocky Mount, N. C., will be the first speaker. His topic will be, "An Association of Dailies." He will be followed by F. L. Seeley, formerly publisher of the Atlanta Georgian and now manager of the Grove Park Inn, who will talk on, "Is It Preferable to Run a Hotel or Publish a Daily Newspaper?" W. G. Bryan, publisher of the Atlanta Georgian and Sunday American, will follow with an address on, "Publishing a Small-Town Newspaper."

Reports of committees, election of officers, and discussion of topics, will engage the attention of the publishers during the rest of the afternoon.

F. H. Miller, of the Montgomery (Ala.) Journal, will be the first speaker Wednesday morning. He will talk on "The Value of Attendance at the Annual Conventions of the S. N. P. A." W. T. Anderson of the Macon (Ga.)

## NATIONAL INTERESTS CALL FOR ADEQUATE ADVERTISING OF THE NEXT GREAT BOND SALE!

IN his address to the bankers of Iowa, at Des Moines, May 21, Secretary McAdoo said:

"In all democracies there is one serious defect, and that is the difficulty of arousing the people promptly in cases of emergency to the dangers of the situation. . . . The bond offering is not going to be successful of its own momentum. . . . It is not unreasonable to ask the producer to sell to the Government at a fair profit for the benefit of the people of the country, but it is unfair to ask the producer to sell at cost."

These scattering excerpts from an eloquent and patriotic address appear, on their face, to be an argument by the Secretary of the Treasury in support of a policy of ADVERTISING the Liberty Loan Bonds, and of paying a reasonable price for the advertising—of allowing, indeed, a fair PROFIT to the publisher on his product, which is advertising space.

But, as a matter of fact, in that address, Mr McAdoo did not once refer to the need to advertise the bonds. The problem of arousing the people of the country to the necessity of buying the bonds—of giving to their sale additional momentum—did not appear to him as being in any sense an advertising problem. And in telling how the Government should pay to the producer a fair profit on his product he did not have in mind the one product then and now urgently needed by the Government—advertising space.

In the same address Secretary McAdoo stated that he welcomed criticism—would rather have unjust criticism than to have the right to criticize limited or suppressed.

It is not our purpose to criticize the Secretary of the Treasury—but to OFFER TO HIM A CONSTRUCTIVE AND HELPFUL SUGGESTION.

There remain to be sold Liberty Loan Bonds to the amount of three billions of dollars. The first offering of this great issue will be made, according to present plans, in September. If the Government planned to build a new Dreadnought, beginning the work of construction in September, there would be no thought in any official mind that the materials and the labor required might be secured through donations from patriotic people. Secretary McAdoo would reiterate his conviction that the producers of these things should be paid by the Government, and that a reasonable profit should be allowed to them.

If the people should be asked to contribute the cost of building a Dreadnought, they would respond. But it would be an un-businesslike way of building up our naval strength. It would involve great delays, confusion, and sacrifice.

The sale of the next great bond issue is a task of greater importance to the nation than would be the building of a great warship. It is a task which should call for the same sensible business methods as are used in building and arming our ships and in equipping and supplying our troops.

To fail to recognize it as an advertising task is to fail to be in touch with the spirit and the processes of American life. To fail to provide adequate means for advertising these bonds will be to imperil and cripple the financial strength of the nation in the conduct of the war. Not that the bond sale would utterly fail—for the bonds will be sold, and if the people do not buy them the banks will do so. But that would be bad for business, and thus bad for the nation.

All financial authorities agree that these bonds must be bought chiefly by the people, out of their savings, through what may seem at the moment sacrifices to them. The appeal to the people must be made through the accepted channels of business appeal—the advertising columns of the newspapers.

Secretary McAdoo should ask of the Congress a special appropriation of money with which to ADVERTISE these bonds. Other nations, among our Allies, follow that plan. It is the only plan through which the nation's interests are to be safeguarded.

Will the Secretary of the Treasury, whose sagacity is exceeded only by his patriotism, rise to the occasion—and help put an end to the sorry spectacle of a great nation appealing for private donations with which to meet urgent needs?

Telegraph, will tell "How the S. N. P. A. Can Be Made More Valuable." P. C. Starr, of Starr Service Corp., Chicago, will be the last speaker Wednesday morning. His topic is "Efficiency Systems for Daily Newspapers." Open discussion of newspaper problems will take up the rest of the morning session.

Jas. H. Allison, of the Nashville (Tenn.) Tennessean and American, will open the afternoon session with a talk on the "Use of Old Mats." F. C. Withers, of the Columbia (S. C.) State, will tell of his experience with dry mats. New members of the Association will then be given a chance to talk. The report of the committee on resolutions will be heard and an open discussion of newspaper topics will close the convention.

### Bars Liquor Ads

The Woonsocket (R. I.) Call is the second paper in the State to exclude liquor advertising from its columns. The paper adopted its new policy Monday.

## BILL LEVIES SPECIAL TAX ON PUBLICATIONS

Senator Simmons Introduces Measure to Levy 5 Per Cent. Tax on Profits in Excess of \$4,000, with the Scale Increasing as Net Earnings Grow Larger.

WASHINGTON, July 3.—A special tax will be levied upon publishers of newspapers and corporations owning newspapers if the War Revenue bill, reported to-day to the Senate from the Committee on Finance by Senator Simmons, is enacted into law.

A special tax of 5 per cent. of the amount of net income in excess of \$4,000 is levied upon newspapers, and the postal rates upon second class mail matter are increased a quarter of a cent by the provisions of the bill.

Incomes of unmarried men of \$1,000 and of married men of \$2,000 will be taxable also under this new revenue act.

The corporation tax relating to excess profits is also provided for in this bill.

The Revenue bill will probably not be taken up now until some time next week, as the pending Food Control bill will be considered until Friday or Saturday of this week. The provisions of the Revenue bill relating to the new taxes read as follows:

### ANNUAL PROFITS OF \$4,000 EXEMPT.

Sec. 1106. That in addition to the taxes under existing law and under this act there shall be levied, assessed, collected, and paid, for the calendar year 1917 and each calendar year thereafter, upon the net income of every individual, corporation, partnership, or association arising from the publication of newspapers, magazines, or periodicals, entitled to be entered as second-class mail matter (whether or not so entered), a tax of 5 per cent. of the amount of such net income in excess of \$4,000.

Sec. 1101. That on and after thirty days after the enactment of this act the rate of postage on all mail matter of the second class shall be, in addition to the existing rate, one-fourth of a cent per pound or fraction thereof.

In addition the bill provides that there shall be levied a tax equal to the following percentages of the excess profits: 12 per cent. on profits not in excess of 15 per cent.; 16 per cent. when between 15 and 25 per cent.; 20 per cent. when between 25 and 50 per cent.; 25 per cent. when between 50 and 75 per cent.; 30 per cent. when between 75 and not in excess of 100 per cent.; 35 per cent. between 100 and 150 per cent.; 40 per cent. when between 150 and 200 per cent.; 45 per cent. when between 200 and 250 per cent.; 50 per cent. when in excess of 250 per cent. A corporation or partnership shall be deemed to be engaged in but one trade or business, and all its income shall be deemed to be received from such trade or business.

### Georgia Weekly Press Association

The annual meeting of the Georgia Weekly Press Association will be held at Thomasville, Ga., July 16-18. Included among the speakers are William J. Harris, member of the Federal Trade Commission; W. T. Anderson, president of the Southern Newspaper Publishers' Association, and Henry C. Hammond, judge of the Superior Courts of the Augusta circuit.

### Journalism in Japan

The second Japanese supplement of the New York Evening Post included a splendid article written by Senator Ichiro Tokutomi, president of the "Kokumin Shimbun," entitled "Rise of the Japanese Newspapers as Popular Journalism."

### TAKING REFERENDUM VOTE

Result of Poll of the A. N. P. A. Has Not Yet Been Announced.

The referendum vote now being taken by the American Newspaper Publishers Association to determine the sentiment of the members as to the proposition of the Federal Trade Commission, is not known yet. By instruction from the officers, no information is to be given out until the vote has been completed. The percentage of those who have voted who are for or against the proposition is, therefore, not yet known.

### South Carolinians Meet

Sixty-five editors and publishers attended the annual convention of the South Carolina Press Association, held at Beaufort, S. C., June 28 and 29. The convention was presided over by William Banks, editor of the Columbia (S. C.) Record and president of the Association. The guests of honor were Admiral Beatty and Major Kilbourne, of Charleston.

## PUBLIC LEDGER SUES TO PROTECT CABLE SERVICE

Charges that International News Service Makes Unauthorized Use of London Times Dispatches, American Rights to Which Are Owned by Philadelphia Newspaper.

The Philadelphia Public Ledger Company has filed a bill in equity in the United States District Court of the Philadelphia district against the International News Service, charging that the International has "pirated" news belonging to it in somewhat the same manner recently charged and decided to be unlawful in the case of the Associated Press vs. International News Service.

The bill of complaint alleges that the Public Ledger, among other means of gathering news, has a contract with the London Times, by which news of special interest and importance concerning the conduct of the war and other related matters, gathered by the London Times agencies, are cabled to the Public Ledger for its exclusive use in the United States, with the privilege of reselling the cable messages to other newspapers.

The bill then sets forth that the Public Ledger, in pursuance of its privilege to re-sell, had done so to various newspapers in other cities, selling its service to only one in each city. The bill states that the success of the service is largely due to the fact that it is exclusive in the various cities where the papers in question are published.

### ALLEGATIONS IN COMPLAINT.

It is alleged the International News Service, on account of its having been excluded from the use of the cables in consequence of violations of the censorship, has pirated the Public Ledger Company's news cabled from the London Times.

This, it is alleged, was done principally by copying the messages or cables from early editions of the Public Ledger and the New York Sun, which have the service, and telegraphing them to the International subscribers in the West, availing itself of the difference in time so as to enable its subscribers in the Western cities to publish the news simultaneously with those newspapers to which the Public Ledger has sold the service, and in some cases in advance of such publications.

It is alleged this has been done systematically by the International and that it has represented that the news articles so telegraphed had been collected by it from independent sources.

The Public Ledger prays for an injunction to prevent such piracy in the future.

### "ANOTHER ANGLE TO BE TOLD."

Fred J. Wilson, general manager of the International News Service, when seen by a representative of THE EDITOR AND PUBLISHER on Thursday, said that the Public Ledger would have considerable difficulty in proving the charges made.

"There is another angle to the story to be told," said Mr. Wilson, "and that will be told in court. That angle will give the whole matter an entirely different complexion."

### First Trench Newspaper

Le Poilu, the first newspaper published in the trenches, has reached a daily circulation of 30,000 copies, and, like the French soldiers who read it with laughing eagerness, it is "advancing."

## WORLD GIVES AMBULANCE

Entire Staff of Paper Unites to Aid Service in France.

The staff of the New York World is again showing its patriotism. This time the action has taken the form of the donation of an ambulance, costing \$1,600, for service in France. The entire staff of the World—editorial, business, and mechanical—is contributing, and at the rate the money is coming in the fund will be subscribed within a few days.

In a bulletined invitation to the morning World editorial staff to contribute, Managing Editor Charles M. Lincoln said, in part:

"We shall soon have many members of the staff in active service, some of them 'over there,' and the gift by the others of an ambulance will be a fine thing. It will give enduring satisfaction to the rest of us who, for one reason or another, are to continue in the arts of peace."

The heads of departments of the World are in charge of the contributions in their respective departments.

## MRS. JOSLYN IN LEGAL BATTLE

She Protests Against Assessor's Valuation of Her Estate.

Mrs. Sarah H. Joslyn, widow of the late George A. Joslyn, president and founder of the Western Newspaper Union, with headquarters at Omaha, is having a legal battle with the County Assessor before the County Board of Equalization to get her tax assessment reduced.

Mrs. Joslyn had made her returns at \$562,715. The County Assessor, in the course of his campaign to boost tax assessments of all business concerns and corporations, decided the Western Newspaper Union should be increased. So he boosted Mrs. Joslyn's assessment to \$4,552,542. This was more than eight times the figure Mrs. Joslyn had given as the valuation of her estate, which is largely corporation stock in the Western Newspaper Union.

## ABSORBS RIVAL NEWSPAPER

Hugh H. Thomson Merger Ridgway (Pa.) Democrat With the Advocate.

The Ridgway (Pa.) Publishing Company, publisher of the Daily Record and the Weekly Advocate has elected officers for the ensuing year as follows: President, Hugh H. Thomson; vice-president, E. C. Powell; secretary, C. R. Slade; treasurer, T. Van Horne; directors, Messrs Thomson, Powell, Slade, William Thomas, and A. S. Grosh. Mr. Thomson was appointed editor of the two publications and general manager of the plant.

On the recommendation of Mr. Thomson, the company decided to take over the Weekly Democrat, a rival publication in Ridgway, and merge it with the Advocate. The transfer of the plant took place July 2, and the new publication will be known as the Advocate-Democrat.

## A. B. C. Audits Made

The Audit Bureau of Circulations has completed an audit of the circulation accounts of the following newspapers: Corning (N. Y.) Evening Leader, Jamestown (N. Y.) Evening Journal, Jamestown (N. Y.) Morning Post, Lansing (Mich.) State Journal, Lexington (Ky.) Herald, Lexington (Ky.) Leader, Memphis (Tenn.) Commercial Appeal, Memphis (Tenn.) News-Schmiter, Meridian (Miss.) Star, Racine (Wis.) Times-Call, Westerly (R. I.) Sun, Winoona (Minn.) Republican-Herald.

## MILLARD'S REVIEW APPEARS

Up to Date Weekly Will Promote Cordial Relations with China.

THE EDITOR AND PUBLISHER is in receipt of Vol. 1, No. 1. of "Millard's Review," of the Far East, published weekly at Shanghai, China, by Thomas F. Millard, well-known American newspaper man and author, who is now editing the China Press, of Shanghai.

Typographically, the new publication is almost identical with the "New Republic." In an editorial Mr. Millard frankly admits that he has patterned his publication after the New Republic.

Millard's Review is filled with ably written articles of interest to residents of the Far East. It is dedicated to the commendable programme of promoting cordial relations between China and the United States.

The first number of the new publication carries a large amount of advertising. If the volume of advertising carried in this first number is to be typical of the amount which is to appear regularly, it is safe to predict that Mr. Millard and his publication face a bright and happy future.

Mr. Millard is assisted by J. B. Powell, formerly of the University of Missouri.

## NAUTICAL GAZETTE SOLD

America's First Shipping Paper Purchased by New York Evening Post.

America's oldest shipping journal, the Nautical Gazette, has been acquired by the New York Evening Post Company and appears under new management. The title of the publishing company remains The Nautical Gazette, Inc. Oswald Garrison Villard is president; Emil M. Scholz is vice-president and treasurer, Robert B. McClean is secretary. Walter B. Hayward, city editor, and for years a writer for the Evening Post, is the supervising editor of the Nautical Gazette. James Gray, who for the past year has been editor and one of the owners of the Gazette, remains with the paper as assistant editor. The paper was established July 1, 1871, by Osborn & Breck.

## Annual Convention I. T. U.

More than 200 reservations have been made by delegates and printers from New York and Pennsylvania and the New England States, for the tour to Colorado Springs, Col., in August, when a double event will be commemorated—the twenty-fifth anniversary of the Union Printers' Home and the sixty-third annual convention of the International Typographical Union. The exact dates are August 13 to 18.

## Appointment Made Permanent

Frank P. Goss, city editor of the Seattle Post-Intelligencer and lecturer in the department of journalism at the University of Washington, will continue on the journalism faculty next year. Mr. Goss, who succeeded Lee A. White, was appointed to fill the vacancy temporarily. Mr. Goss will be in charge of the courses in feature writing, exchanges, syndicates, editorial writing and the policy and history of journalism.

## Joins Associated Press

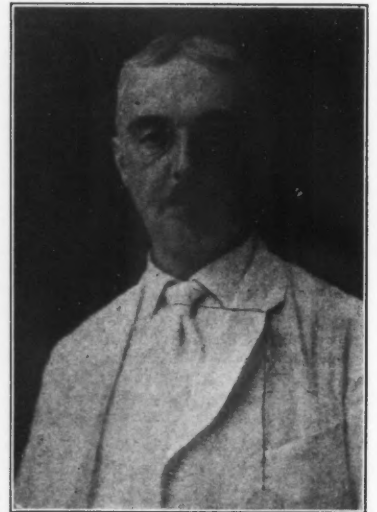
R. H. Heppie, a senior in journalism in the Kansas State Agricultural College, has left school to take a position with the Associated Press.

## COL. JOHN R. CALDWELL DEPORTED FROM CUBA

Well Known New York Newspaper Man Is Arrested, and Sent Out of the Country, Without Being Given an Opportunity to Defend Himself Against Charge of Ridiculing Government.

Col. John Randolph Caldwell, well known American correspondent located at Havana, Cuba, was arrested and deported from that country last week. He was charged with bringing the Government into ridicule and odium. Col. Caldwell was accused, he says, of writing articles for an American magazine reflecting on the President of the Republic in such a way as to make the Government of Cuba ridiculous.

"I was arrested and confined in Cabanas Castle June 27, and held incommunicado until Thursday, when I was placed aboard a steamer and sent second class to Key West. I was not allowed to communicate with friends, or to get any of my belongings. The



COL. JOHN R. CALDWELL.

order for my arrest was given by President Maro G. Menocal. Of course, it is nonsense to think that I would make such criticism of President Menocal or his family. I have been in the newspaper business too long to engage in personalities. I conducted a news bureau in Havana, sending out matter to American newspapers, of which the New York Evening Post is one. My name was signed to my articles, all of them, and anything I wrote was open and above board. In nothing that I have written has there been anything calculated to bring the Government or the President of Cuba into ridicule or odium, much less his family. I was not allowed to defend myself or answer the charges. Of course, I could establish my innocence if given the opportunity, but that was denied to me. I don't know who wrote the offensive communication.

"I was landed at Key West last Friday, and spent a few days in Washington, on my way to New York."

Col. Caldwell is a well known New York newspaper man and correspondent. He was on Park Row years ago, specializing as a political writer, and has seen service in the newspaper business in many parts of the world.

## Amateur Journalists Meet

The National Amateur Press Association held its annual convention in New York, starting Tuesday and ending Thursday.

## RUSSIAN DAILY SELLS FOR 31 CENTS A COPY

It Is Printed in English, and Gives News of Interest to Americans Who Are Living in Russia—from Press Once a Week, and Typewriter Balance of the Time.

A copy of the Russian Daily News, the highest priced newspaper in the world, has reached THE EDITOR AND PUBLISHER. It sells for .60 rubles a copy. Translated into plain United States English, this means .309 cents a copy, in round numbers, 31 cents, since in this country there is no method provided for dividing up a penny and calling it money. The yearly subscription price is 100 rubles, which, in the kind of coin Uncle Sam passes round is equivalent to \$51.50—some subscription price.

It cost 82.4 cents a line for advertising on the first page. This sum translated into Russian, according to the Cossack editor, reads 1.60 rubles a line, but on the second page the same line, according to the same authority, is 51.5 cents a line, or 1 ruble.

The paper is printed in English. Whether the readers have to perform the same gymnastic feats to get at the subscription price or the cost of advertising is not stated.

One thing is certain—it is a well printed and well written paper. It is a single sheet, 13x20 inches, five columns to the page.

The articles are signed, the initials of the writers being given. The paper is printed only once a week, on account of the difficulty of getting labor and materials, and excessive high costs. The other issues are mimeographed. The paper is printed for the benefit of the English-speaking people of Russia, and depends entirely, the editor says in his announcement, on their support. One paper was sent by Arthur Elliott Sproul, formerly of THE EDITOR AND PUBLISHER, who is now in Russia. It was enclosed in an envelope which was opened and examined in the course of its journey from that country to this, by both Russian and French censors.

H. Custis Vezey is editor of the Russian Daily News. Under the name of the editor appears the following "Molka, 14 Apt 42, Entrance Temporarily Kenushennaya 5." When asked what that meant in the kind of language talked in the Middlewest, the Cossack editor threw up his hands, said he had been away from Russia for a long time, and besides, had a bad memory.

## LOVING CUP FOR SERVICE

Missouri Newspapers Compete for Trophy Offered for Constructive Work.

Rules governing the award of the loving cup offered by the School of Journalism of the University of Missouri to the Missouri newspaper accomplishing the most constructive work in journalism on behalf of good citizenship during the next twelve months have been announced. The rules were formulated by a committee consisting of the president and two former presidents of the Missouri Press Association—H. J. Blanton, of the Paris Appeal; William Southern, jr., of the Independence-Examiner, and Fred Naeter, of the Cape Girardeau Republican. The contest is open to every Missouri newspaper.

The rules provide that the cup shall be awarded to the Missouri newspaper which in the twelve months ending April 1, 1918, does, in its field, the most constructive work on behalf of good citizenship.

## NEWSPAPER MAKERS AT WORK



COL. WILLIAM HESTER.

COL. WILLIAM HESTER, president and general manager of the Brooklyn Eagle, is one of the few survivors of a galaxy of brilliant men whose names will occupy pages in the history of the American press. He came into the newspaper business and associated with such men as Greeley, the elder Bennett, Dana, Reid, and others, giants in the profession, who were prominent in the middle and last half of the nineteenth century. Col. Hester started at the bottom, and worked his way to the top. A nephew of Isaac Van Anden, the founder of the Eagle, he was schooled by his uncle in every department of that newspaper. He commenced as a fly boy, in the days when the Eagle was printed on an old-style cylinder press, and when candles were used for illumination. He opened the office in the morning, as boys were required to do in those days, and he turned the key in the door at night, for he was the last one to leave. At one time he counted out the entire circulation to the Eagle's carriers. In fact, he did a little of everything. He learned the printing trade, and for a time he set type. He worked his way through all of the departments, for he was being prepared for a great and a long career such as seldom falls to the lot of man. From 1852, when he started at eighteen years of age, until 1917 is a long time, but in that period he has done much. He has accomplished more than many men do. While he has achieved a national reputation, he has done so by confining himself strictly to a local field. Col. Hester followed the ideals of his uncle, and during his administration of the property, he has widened and expanded the Eagle's sphere of influence. His one thought has been to make of it a paper that is typical of Brooklyn, that is so closely identified with it that to think of the Eagle is to mention Brooklyn, and to speak of Brooklyn is to call to mind the Eagle. It was his ambition to make the Eagle so well known, and its service endorsed in such a manner, that when a Brooklyn citizen went away he would have the Eagle follow him, just as a man from a small town takes his home paper when he goes to the great city. Col. Hester wanted the Eagle to be to Brooklyn not only what the small town paper is to its community, but more. He wanted to go further. It was his desire, in developing an intensely local field in one of the world's largest cities, to give to the readers of his paper at the same time the news of the whole world. He recognized this years ago, and in order to do this he cooperated with the early press associations, and was one of the organizers of the Associated Press in the days when it was necessary to send the dispatches across the East River from New York by messenger boy.

Col. Hester not only kept step with the advance of Brooklyn, but ahead of the times. Col. Hester wanted a paper that would go into the homes. He planned to print such a paper that even those who do not agree with the policy of the Eagle will respect it for its sincerity. And in this he has succeeded.

The same policy that obtains in the news columns also runs through the business office of the Eagle. Col. Hester does not want and will not permit a solicitor to get advertising simply for the purpose of increasing receipts. Long before the time when so much was heard about service to advertisers, Col. Hester was rendering it to his patrons. It was not necessary for Col. Hester to reform any of the methods of the Eagle, to conform with present methods and standards of advertising practice, for the reason that years ago he was doing the very things that many others now advocate.

Col. Hester has a keen mind. He is one of those men who has a faculty for collecting the facts of a proposition and after weighing them carefully reaching a conclusion as to what the result will be. Three years ago, on the assassination of the Austrian Archduke and his morganatic wife, Col. Hester, who was just leaving Europe for America, stated that that affair would prove to be the match that was to light the Balkan powder magazine and convert Europe into an armed camp. There were few who would agree with him. But he foresaw the events that afterward took place, and they followed one another in just the order in which he said they would. This incident is only one of thousands that may be told about him. He follows world events closely, knows Brooklyn intimately, has hosts of friends, is loved and respected by his employees, to whom he generously gives credit for making the paper what it is, but who unanimously insist that his leadership, judgment, and forethought has made the Brooklyn Eagle what it is to-day.

## BUSINESS BETTER THAN USUAL, SAY PUBLISHERS

"Business as Usual" Slogan Meets with Little Enthusiasm Among Newspaper Makers — Managers Report Present Conditions Are Good — Future Business Will Be Better.

"Business is better than usual. We have little sympathy for the slogan, 'Business as Usual.'"

That summarizes the reports concerning business conditions in general and the influence of the war upon newspapers in particular, received by THE EDITOR AND PUBLISHER upon request from newspaper publishers all over the United States.

Since the beginning of the war the newspapers have been confronted with a marked increase in the cost of nearly everything—print paper in particular—used in newspaper-making. Publishers have been compelled to pay higher wages to employees to meet the increased cost of living. Many have been obliged to pay more for telegraph service. Publishers have met this situation in a number of ways:

- (1.) By increasing advertising rates.
- (2.) By raising subscription rates. Within recent months this country has witnessed what is generally regarded to be the inevitable disappearance of the one-cent newspaper.
- (3.) By reducing the size of the newspaper. Not only have newspapers cut down the number of pages, but many have also changed from the seven-column, 13-em measure to the eight-column 12- and 12½-em measure.
- (4.) By eliminating returns.
- (5.) By getting along with smaller staffs. This has been possible because of the increased amount of telegraph news used and the consequent decreased amount of local news. This has not worked as a hardship on employees, because of the number of men enlisting for military service.
- (6.) By eliminating some syndicate features. Many publishers question the wisdom of this kind of a cut in expenses.

### PITTSBURGH'S PROSPERITY TYPICAL

The situation in Pittsburgh is typical of many cities where nearly every one has prospered because of war orders. The newspapers have shared the prosperity and have made records in advertising gains. Charles R. Sutphen, business manager of the Dispatch, reports that advertising in the Dispatch, since the war began, has reached a total never before approached in the paper's history. This applies to all kinds of advertising.

A. P. Moore, editor-in-chief of the Pittsburgh Leader, reports that May, this year, was the biggest advertising month in the history of the paper. Since the beginning of the war, the Leader has enjoyed a twenty per cent. increase in the amount of advertising carried.

T. R. Williams, business manager of the Pittsburgh Press, gives statistics for April, May, and June to prove that Pittsburgh is to-day having genuine prosperity. In April the Press gained 118,000 lines, in May 140,000 lines, and in June 150,000 lines.

Arthur E. Braun, vice-president and treasurer of the Pittsburgh Sun and Post, reports that the Sun is carrying 30 to 40 columns of advertising a day more than last year at this time. The Post's daily and Sunday editions are also showing material gains in advertising.

The Pittsburgh Gazette-Times and Chronicle-Telegraph have also had war

business gains. D. B. Smith, treasurer, reports that "as every one knows, when business is good, advertising is good, and as business has been phenomenal in Pittsburgh, naturally, advertising has reached a great total volume."

New Orleans is a good example of the cities which have experienced the ups and downs of war business. However, New Orleans newspapers have ably adjusted themselves to conditions.

#### OUTLOOK AT NEW ORLEANS GOOD.

"About a year ago the New Orleans Item cut out returns week days and Sundays, city and country," reports James M. Thomson, publisher of the Item. "In common with all the papers, the Item advanced its country mail rate to \$7.80 a year. We have also increased the price of the Sunday paper to the dealers to three cents wherever competitive conditions would permit. The great bulk of our circulation rests on a fifteen cents a week delivery price for the daily and Sunday, and seventeen cents where the paper is bought for two cents week days and five cents Sundays through newsboys or special distribution agencies. As there has been no change in price on the bulk of our circulation, or the bulk of circulation of our competitors, there has been a natural tendency for the circulation of all the papers in this field to increase.

"In our local advertising there has been a steady increase in volume this year over last year. We think that there would have been a larger increase if it had not been for the war. Some foreign accounts are missing because of the war, but these are more than made up by an increase in local accounts.

"As for the outlook, it is rather unprecedented. The prospect for business and increased advertising is excellent. The manner in which New Orleans and Louisiana oversubscribed their quota of Liberty bonds and also their allotment to the Red Cross Fund, indicates the sound underlying conditions and great accumulation of wealth that have taken place in the New Orleans newspaper territory within the past few years."

John L. Ebaugh, business manager of the New Orleans Times-Picayune, reports that the first result of the war was an increase in circulation of 5,000. Foreign advertising has dropped off, but the loss has been more than offset by the increased amount of local advertising.

H. C. Chaplain, business manager of the New Orleans Daily States, reports that his paper has gained in circulation and has lost a small amount of advertising. Local advertising is on the increase.

T. A. Robertson, managing editor of the Cleveland Leader and News, believes that the war has hastened the inevitable coming of the two-cent newspaper. Even W. H. Dodge, president of the Scripps-McRae League of Newspaper, in Ohio, Iowa, and Oklahoma, which is represented in Cleveland by the Press, admits that the day of the one-cent newspaper is numbered.

#### PUBLISHERS REPORT GOOD TIMES.

C. M. Marvin, of the Cleveland News, reports that business is better than usual. Frederick G. Bonfils, one of the publishers of the Denver (Col.) Post, reports that "circulation, local and foreign advertising of the Post is growing faster during the period of the war than ever in the history of the paper. Since the United States entered the war the paper's business has made a tremendous jump forward."

Baltimore publishers report increased advertising. They look for the annual slump during the hot months, but add that the outlook for the future was never brighter.

Milwaukee publishers look for an unusual increase in business in the fall. Business at present is good, but they look for a big increase after the hot months are over.

Louisville is a city which has had war prices without war orders. Louisville publishers, however, have been able to meet conditions satisfactorily. Advertising rates have been increased about twenty per cent. Pink and green paper for the sport and first edition of the afternoon papers, the Evening Post and the Times, have been discarded. The price of sport editions has been advanced from one to two cents. Circulation rates have not been changed.

One of the interesting facts to be gleaned from a study of the reports from publishers is that most newspapers at the beginning of the war experienced a marked increase in circulation as would be expected. Up to the time that the United States entered the war circulation increases had dropped back to normal gains from month to month. With the entry of the United States circulation again grew larger. Publishers predict that the newspapers will experience another increase when the selective draft is put into operation. Despite the censorship, it is believed enough news will be passed upon which will make the newspapers of unusual interest to families whose sons are in France.

Enlistments are cutting large holes in editorial and business staffs of newspapers, in fact, are draining all departments. Publishers are confident that when the men are drafted a large number of women will be employed to do newspaper work of a kind which has previously been closed to them.

#### FINED FOR CONTEMPT

##### Providence Tribune Ordered to Pay \$250 for Publication of Matter.

The Providence Tribune Company has been fined \$250 by Judge Brown, in the United States District Court there, for contempt of court, committed when an article was printed in the Tribune, November 22, 1916, about the cocaine traffic, at that time under investigation by the Federal grand jury.

John J. Fitzgerald, attorney for the Tribune Company, in filing an answer to the Government's complaint, contended that the publication of the article did not obstruct the administration of justice, and that there was no intent to do so.

Before sentence was imposed it was explained to the court that two persons mentioned in the published story upon which the complaint was based were material witnesses, but the publicity given had resulted in the men leaving the city.

In the course of his statements, Mr. Fitzgerald referred to the benefit that newspaper publicity often proves in unearthing criminal matters, but Judge Brown declared if the United States were looking for advertising, the request for it should come from the office of the United States Attorney.

"I can well understand," the Court said, "that the press might have felt that it was doing no harm by publicity. Nevertheless, there had been certain instructions given. The District Attorney's office should be protected while presenting matters to the grand jury. There should be no deterrent."

#### McFAUL GOES TO ST. PAUL

##### Becomes Advertising Director of the Dispatch-Pioneer Press of That City.

A. J. McFaul, the advertising director of the St. Paul Dispatch-Pioneer Press, is one of the best-informed and most enterprising men in the business. He has had wide experience, in both the editorial and the advertising departments of daily newspapers. As an advertising man, he has made good in a way that few men have. Mr. McFaul was educated in the Twin Cities, to which he returns after an absence of eleven years. His first newspaper work was on the Minneapolis Tribune, of which he was successively reporter, Northwest



A. J. McFAUL.

editor, telegraph editor, make-up man, and Sunday editor. Then he went to the Chicago Tribune, after which he took charge of the publications of the National Cash Register Company, in Dayton, O. His next step was to become associated with Frank Seaman, Inc., of New York, where he was first copy writer and then solicitor. He returned to Chicago as retail advertising manager for Marshall Field & Co., taking on the additional burden of sales manager of the "Store for Men." His next advancement was to the Western management of O'Mara & Ormsbee, special newspaper publishers' representatives, with offices in Chicago and New York.

Then Charles K. Blandin, president of the Dispatch Printing Company and publisher of the St. Paul Dispatch-Pioneer Press, sent for him. He had been watching Mr. McFaul's progress. Speaking of him, Mr. Blandin said: "Mr. McFaul is a man of wide experience in all branches of the advertising field, and should make a valuable addition to our staff."

#### Farm Dailies Consolidated

Ward A. Neff and George H. Neff, of the Daily Drivers Telegram, and A. C. Davenport, of Omaha, publishers of the Corn Belt Dailies, have purchased the Chicago Farmers' and Drivers' Journal and the Chicago Live Stock World. Announcement has been made that the two papers will be consolidated as the Chicago Daily Drivers' Journal. Ward A. Neff will be located in Chicago directing the policy of the consolidated daily. These publications are represented in the Eastern territory by Knill-Chamberlain, Inc., New York and Chicago.

No matter how dark the night, daylight is just ahead.

#### EASTERN CIRCULATORS HOLD ANNUAL MEETING

##### New England Association of Circulation Managers to Meet in Annual Convention at New Bedford, July 11-12—Delegates to be Guests of Benjamin H. Anthony.

Circulation managers from all parts of the East will attend the annual meeting of the New England Association of Circulation Managers which will be held at New Bedford, Mass., July 11 and 12.

Most of the delegates will arrive in New Bedford on an early morning train and will go at once to the office of the New Bedford Standard to register. Following that an automobile trip around the city will be taken. Points of interest will be visited.

At 1:30 a business session will be held at the Standard office. At the close of the routine business several pleasure trips about the city will be taken and at 4 o'clock the convention will be resumed. The speakers for the first day include: J. P. Barry, of the Providence Journal and Bulletin; H. M. Wheeler, of the Hartford (Conn.) Times; C. M. Schofield, Worcester (Mass.) Gazette; C. F. Hosely, New Haven (Conn.) Register; F. A. Chapman, Providence Tribune; W. S. Mitchell, Portland (Me.) Express; F. E. Johnson, Taunton (Mass.) Gazette; George H. Reynolds, New Bedford Standard; H. E. Duncan, Fitchburg (Mass.) News; J. A. McNeil, Bridgeport (Conn.) Post-Telegram.

On the evening of the first day the annual dinner of the association will be given at Tabitha Inn. Brief addresses will be made by A. E. MacKinnon, of the Philadelphia North American, D. B. G. Rose, of the Louisville Post and J. M. Annenberg, of the Schenectady (N. Y.) Union-Star.

On the second day, the party will meet at the Standard office at 9 a. m. At 9:15 the party will go to Cuttyhunk by boat. The members will there be the guests of Benjamin H. Anthony, publisher of the Standard, at the Ailen house. For all those who care to stay over, a number of other pleasure trips have been planned during the afternoon.

#### TO LEARN FRENCH

##### Brooklyn Eagle Starts Class for Instruction of Enlisted Men and Women.

About sixty men and women, one-half of them enlisted for some sort of war enterprise, have accepted the invitation of the Brooklyn Eagle to receive practical instruction in French. The class meets in the Eagle Auditorium. Jacques Bars is the instructor.

In presenting Professor Bars to the class on behalf of the Eagle, Hans von Kaltenborn, assistant managing editor of the Eagle, said:

"The purpose of the Eagle in organizing these lessons is to render practical patriotic service. American soldiers and American nurses are already on French soil. Thousands of others have enlisted or are about to enlist in some form of service which may call them to France. To every one of these an elementary knowledge of the French language is of the utmost importance. The Eagle, with the cooperation of Prof. Jacques Bars, here provides opportunity for the acquisition of this knowledge."

#### Growing Up

The New York Evening Telegram was fifty years old last Sunday. The first issue was published July 1, 1867.



**FEDERAL REGULATION OF NEWS PRINT APPROVED**

New-York State Press Association Passes Resolution Favoring Legislation to Give Full Authority to Federal Trade Commission—Frank E. Gannett Re-elected President.

Frank E. Gannett, publisher of the Elmira (N. Y.) Star-Gazette and the Ithaca (N. Y.) Journal, was re-elected president of the New York State Press Association at the closing session of the three-day convention held at Ithaca June 27, 28, and 29. Elias Vair, of the Waterloo News, was re-elected secretary-treasurer.

Millard V. Atwood, publisher of the Gorton & Lansing Journal, was elected a vice-president to succeed W. B. Sanders, of the Nunda News. The other vice-presidents were re-elected. They are: W. O. Green, Fairport Mail; Gardiner Kline, Amsterdam Recorder; Louis Wiley, New York Times, and W. J. Allen, Adams Journal.

The executive committee was elected as follows: C. H. Betts, Lyons Republican; G. A. Willard, Boonville Herald; J. H. Potts, Troy Times; John Crowley, Little Falls Times; Williston Manley, Canton Plaindealer; Frank Walker, Hamburg Independent; Lee W. McHenry, Oneida Democrat-Union; J. F. Fulgarth, Babylon Signal. Messrs. Crowley and Manley succeed J. K. Wallbridge, Saratogian, and L. C. Sutton, Massena Observer.

The Association adopted a resolution pledging loyalty to the flag.

**APPROVAL OF TRADE COMMISSION PLAN.**

A resolution was also adopted endorsing the action of the Federal Trade Commission in recommending Government control of print paper mills. It was also proposed in the resolution that an effort be made to have the Canadian Government assume control of Canadian print paper mills and that the two Governments work in cooperation in controlling the manufacture and sale of news print.

The speakers Thursday were: M. V. Atwood, Groton Journal, "Sure You'll Lose Subscribers," an argument for the pay-in-advance plan; Frank Walker, Hamburg Independent, "The Country Newspaper and Its Editor"; Emerson Demeree, Harpursville Budget, "Country Correspondence"; Jason Rogers, New York Globe, "Newspaper Efficiency"; Courtland Smith, president American Press Association, "Foreign Advertising and Legislation"; L. B. Palmer, general manager, American Newspaper Publishers Association, "Print Paper and Newspaper Problems"; John Clyde Oswald, president, the American Printer, "The Paper's Appearance"; John F. Rolfe, Corning Leader, "Developing Advertising by Service"; A. O. Bunnell, secretary-emeritus, "Reminiscences of the 1869 Convention in Ithaca."

A memorial service was held Wednesday in memory of William B. Howland, of the Independent, and William Berri, of the Brooklyn Standard Union.

**Resents Contemporary's Statement**

Major James Hale Steinman, one of the owners of the Lancaster (Pa.) Intelligencer, in a recent issue of his paper resents and denies the statement made by the New Era, of that city, that his appointment to a position in the Adjutant-General's office, with the rank of major, was purely political. The Intelligencer, relating the history of the appointment, states that Major Steinman "mailed his application to the adjutant-general, took his examination, and passed by sheer force of merit."

**LITTLE TRAGEDIES OF A NEWSPAPER OFFICE**



**THE CARTOONIST'S FIRST TRY**

**H. T. Webster Gives His Impressions of the Reception the Young Artist Gets.**

When the gay young cartoonist blows into a newspaper office for the first time, and tries to sell a picture, he is in for bunch of thrills that comes only to the budding cartoonist. If you don't believe it try it. Ask H. T. Webster, who makes the people of more than forty towns laugh every day. It's his idea of a little tragedy in the newspaper office. He shows it in great shape in the accompanying cartoon. Webster's series on Our Boyhood Ambitions, Life's Darkest Moments, The Thrill that Comes Once in a Life-Time, and Are You One of These Spineless Creatures and others have attracted national attention. They are the real thing. They go straight to the point. They are all to the good. Every man looks at them and laughs—because he's been there, O, so many times! And Webster knows just how to put the thing over.

Of course it's easy now, when they're all grabbing for his stuff, but there was a time, you know, when he could appreciate the feeling of the boy in the cartoon. That was when he started out. He studied art in Chicago for twenty days, when the school he attended went out of business. He went to Denver and got a job on the old Republican, as cartoonist. The position carried with it a lot of honor, but nothing in the envelope at the end of the week. He was a cartoonist unknown to the ghost on his weekly peregrination through the office. Then he went to the Post, where he got real money for his work. In two months he concluded that he was cut out for a big town, so he left for Chicago. Here he took a census of all the editors in the city, leaving his name and address with each one, at the same time slipping the information that he was working on a fireman's schedule, and was subject to call night or day—all he

ed with a round trip Whaleback ticket wanted was a try. When he dug the last \$5 note out of his pocket, things became to look serious, so he connect-



H. T. WEBSTER.

to Milwaukee, and to save expenses and the better prepare his plan of campaign, remained up all night. In Milwaukee there was nothing doing in the eats line, for he lost \$4 change during the excitement of purchasing his ticket. The prospect in Milwaukee didn't resemble the aurora borealis, so he went back to Chicago and wrote jokes for the Chicago Daily News, which he illustrated. This provided three squares a day and a hall bed room. About this time the Inter-Ocean recognized him, and he was told to come over quick. He heard them the first time. He was with the Inter-Ocean three years, and then went to the Cincinnati Post. Then he took a trip around the world, afterwards settling in New York, and became connected with the Associated Newspapers. His cartoons are printed in New York by the Evening Globe.

**SMALL PAPERS ENDORSE PRINT PAPER CONTROL**

Publishers of Small Dailies and Weeklies Stand Behind Federal Trade Commission's Plan to Set News Print Price During the War, George Hosmer Says.

Publishers of small dailies and weeklies generally are in favor of endorsing the plan to give the Federal Trade Commission authority to take control of the news print mills of the country, set the price at which the paper will sell and regulate the distribution, to the end that there will be sufficient for all, at fair rates.

George E. Hosmer, chairman of the Legislative Committee of the National Editorial Association, who has been in Washington for the past several days, investigating, paid a visit to New York July 4. In an interview for THE EDITOR AND PUBLISHER Mr. Hosmer said:

**EDITORS FAVOR THE PLAN.**

"So far as I know, there is practically no opposition among newspaper men, either large or small, to the plan of the Federal Trade Commission to have the Government take over the plants of the various news-print manufacturers and operate them during the period of the war, thereby insuring a sufficient supply at a reasonable price for all publishers. Since this report was made, I have conferred with newspaper men, particularly of the smaller daily and weekly class, in twelve or fifteen States, running all the way from the Atlantic coast nearly to the Pacific, and have yet to find any opposition to the plan. As to the suggestions that have been made from some sources, in some of the trade press, that if the Government has charge of the manufacture and distribution of paper it will mean a complete censorship of newspapers, for a Federal Administration body would refuse to furnish paper to any one that censured the Government, I can best answer by quoting H. B. Varner, of North Carolina, with whom I talked in Washington last night. He said that he much preferred to have the Government censor him than to have the news print manufacturers censor his product. I feel that he has put the matter tersely, and that if the Government does not take over this proposition, according to the plan of the Federal Trade Commission, many of the newspapers of the country are going to suffer severely. The smaller newspapers are particularly thankful to the Trade Commission at this time for the paper they have furnished them since last April, even though the big manufacturers, who agreed to furnish paper at a reasonable price, failed. Independent mills have furnished the paper through the Commission, to newspapers in more than twenty States, at prices from 25 to 33 1-3 per cent. under the prices quoted by jobbers and mills direct. In some cases this paper has been distributed through designated jobbers, who have been paid about 10 per cent. for handling, in other cases through State associations or committees from associations, who have handled it as a patriotic duty, without expense to the newspaper men. Unless there is a decided change of attitude on the part of jobbers, it seems to me there can be no doubt but what, as a result of these experiments, there will be a vast increase in co-operative buying when the news print market settles to normal conditions."

The egotist doesn't know that he doesn't know.

## WAR NEWS DISPATCHES FROM ABROAD NOT TO BE VISED IN WASHINGTON IN FUTURE

Policy of Diverting Cablegrams to Capital for Censorship Quickly Abandoned—George Creel in New York for Conference With Officials of Press Associations Regarding Arrangements for Viseing News of Troops Abroad in This City.

CO-OPERATION between newspapers, press associations, and Government officials in an effort to prevent any leak of military information likely to be of help to Germany, is indicated as a result of the rescinding of the order by Secretary of War Baker, to divert all cable dispatches regarding the movements of troops in France, to Washington for visé. The diversion of cable dispatches to Washington, which was ordered without notice, came as a surprise last Tuesday night. The lifting of the ban Thursday evening, it was said, was due to the passing of the emergency that made it necessary.

### MAY VISE NEWS IN NEW YORK.

Nothing definite has been worked out, but it is expected that if dispatches are to be viséd at any time in the future, the work will be done in New York, thus minimizing the delay. George Creel, chairman of the Committee on Public Information, came over from Washington Friday to confer with the management of the press associations and the editors on the subject.

This was brought about by the statement that Germany was advised of the sailing of the American expedition, prepared a trap for it, on the high seas, and attacked the convoys, with the result that one German submarine was sunk. A dispatch to the Associated Press from the American flotilla base in British waters was carried by the Associated Press Thursday afternoon, which was later withdrawn, to the effect that the version of the German submarine attack was inaccurate.

Spies and their work in this country, the manner in which they are sending out information for the benefit of the Central Powers, agitate Washington and occupy the attention of every officer of the Government charged with the safety of the country's military establishment. In this respect, it is the belief that information is reaching Germany through commercial messages, filed in the guise of business communications to points in neutral European countries, from which they are sent into Berlin.

### DIVERTS DISPATCHES.

All this resulted in the diverting of dispatches to Washington. Some messages received in New York and sent to the Capitol for examination by the War Department were not released to the newspapers by Thursday afternoon, and in the case of afternoon newspapers, whose time is measured in a constantly decreasing number of minutes, the delay proved serious. In some cases they missed publication entirely. Adequate facilities had not been provided for handling the messages in Washington.

Thursday afternoon the Associated Press sent out a dispatch received from the base of the American flotilla in British waters in which it was stated that the private attitude of officials there was to the effect that the story issued on Tuesday, on the authority of Secretary Daniels, respecting attacks by submarines on the American expeditionary force, was inaccurate, and stating that there was no submarine attack. The statements given out in

Washington were held to be inaccurate. This dispatch created a sensation.

### WITHDREW THE DISPATCH.

After a telephone talk between the Washington manager of the Associated Press and Secretary Daniels, Thursday afternoon, the Associated Press sent out a dispatch requesting all papers to "kill" the item, adding "investigation convinces the Associated Press that the dispatch was unjustified in the light of official reports from Admiral Gleaves and in the light of the official announcement made at the time by Secretary Daniels . . . Admiral Gleaves reports his gunners were certain of having destroyed one submarine and were certain they made hits on others."

Speaking on the subject, Secretary Daniels said:

"Do you suppose for a moment that I would have allowed that announcement to go out under my name if it had not been based upon the official report from Admiral Gleaves?"

George Creel became incensed when asked for his version, denouncing the man who sent out the Associated Press story and condemning newspapers which might publish it. He said that nothing that has happened in the war so far has aroused the patriotism of the American people as much as the Fourth of July announcement. He referred to attacks by "nasty newspapers," and said that if everything the country does during the war is to be attacked by "nasty newspapers we might as well begin right here to put an end to the discussion by paying no attention to them."

### MR. CREEL SPEAKS.

It was suggested that the publication of the official dispatch from Admiral Gleaves would clear up the matter, to which Mr. Creel responded, according to the New York World, that "the nasty newspapers would even try to discredit that if we were to publish it." Such a publication, he stated, would give the enemy information as to just where the ocean rendezvous was. The suggestion to Mr. Creel that it was probable that the facts were in the hands of the Germans before this story of the attack was printed in the United States, brought forth the reply that the report came in several days before it was given to the public. He said that the dispatch from Admiral Gleaves was rather cryptic, that it was read over in the presence of Secretary Daniels and Admiral Benson. After the reading, Mr. Creel said he elaborated on the text of the deciphered message, and then wrote the announcement which appeared over Secretary Daniels's signature.

Thursday night Secretary of War Baker rescinded his order diverting all news dispatches about American troops sent from France to Washington for visé.

The Committee on Public Information Thursday night issued to the newspapers the following precautions, regarding the character of news which should not be printed:

### NEW RULES FORMULATED.

"(1.) Information tending directly or indirectly to disclose the number or

identity of troops in the expeditionary force should not be printed.

"(2.) Only names of staff officers may be used. Names of line officers, also reference to individual units, should not be printed.

"(3.) Information calculated to disclose location of permanent base should not be printed.

"(4.) Information designed to betray eventual position of American force on the firing line should not be printed.

"(5.) All reference to returning transports must be suppressed."

The statement is made that the cable dispatches were not diverted to Washington until July 3, after Secretary Baker had congratulated Secretary Daniels on the safe arrival of the last vessels of the American expeditionary force.

### SEEKS TO PROTECT NAME

Public Ledger Made Defendant in Suit Filed by Evening Telegraph.

Herman L. Collins, president of the Philadelphia Evening Telegraph, has filed a bill of complaint against the Public Ledger Company, asking the court to enjoin the defendant from publishing in its newspaper any article under the pseudonym "Girard" of which Mr. Collins is not the author. A hearing was held Tuesday, when Thomas Raeburn White, counsel for the Ledger, after listening to argument, asked for a continuance of the case that he might prepare an additional brief.

Mr. Collins began a column in the Public Ledger at the time Cyrus H. K. Curtis purchased the property in 1913. It was carried on the editorial page under the title "Girard's Topics of the Town," and signed by the pen-name of "Girard." This department continued until Mr. Collins left the Ledger for the Telegraph about two weeks ago, and was a widely read and attractive feature. Since June 23, the Ledger column has been continued by another writer under the same signature, leaving the public generally under the impression that Mr. Collins was still writing the articles. This furnishes the basis of the complaint.

### Cargill Calls for Optimism

"Optimists have a peculiar value at this time when there is so much cry about poor business, starvation, and all sort of direful things predicted by calamity howlers because this country entered the war," said A. B. Cargill, advertising manager of the Milwaukee Sentinel, speaking at a noonday luncheon of the Optimists' Club. It was possible for people who take a wrong view of things to do a great deal of harm, he said, but a great deal of good could be done by men who do not go to the front, by giving their unqualified support to the Government and aid in putting down the hard times hysteria which appears to afflict so many persons.

### And Even Quicker, My Lord

A New York newspaper reporter interviewed Lord Aberdeen, former Governor-General of Canada, recently. "And when will this appear in the paper?" Lord Aberdeen asked. "Tomorrow," said the reporter. "My word, but you do things quickly in this country."

The man who curbs his appetite adds years to his life.

Character carries a man through to success.

### RUMORED PAPER MILL SALE

Unconfirmed Report to Effect W.R. Hearst Has Purchased Tidewater Mill.

A report to the effect that W. R. Hearst had purchased the Tidewater paper mill was in circulation during the past week. It could not be confirmed, and no one at the offices of his newspapers in New York who was asked about it could give any information. Inquiry at the office of the North American Pulp & Paper Co. was to the effect that there was no information to be given out. The Tidewater plant makes about 100 tons of news print a day.

### McGraw Repudiation Case Up

Martin W. Littleton acted as counsel for the New York Chapter of the Baseball Writers' Association when the McGraw repudiation case came up at a meeting of the board of directors of the National League in New York yesterday morning. John J. McGraw was quoted June 14, as criticizing John K. Tener, president of the National League, in a number of New York newspapers. The interview was repudiated by McGraw, who said he did not make the statement or give out an intimation that might be construed in any way to reflect on Tener. This threw the responsibility on the baseball writers. At a meeting of the New York Chapter of the Baseball Writers a resolution was passed asking President Tener to reopen the case, which was granted.

### Seabrook's Diary Wins Donations

Ten thousand dollars have been raised for the American Ambulance Field Service in France by the circulation of a diary written by W. B. Seabrook, of Atlanta, a newspaper man who was in that service last summer and fall. Seabrook sent his original notes from France to Henry D. Sleeper, of Boston, Mass., American representative of the service, and the latter had them printed in a very attractive little booklet for private distribution. So enthusiastic was the interest aroused in the service by the description of the experiences of the men, that donations amounting to ten thousand dollars have already been sent to Sleeper, and he has written Seabrook a letter warmly thanking him for the diary.

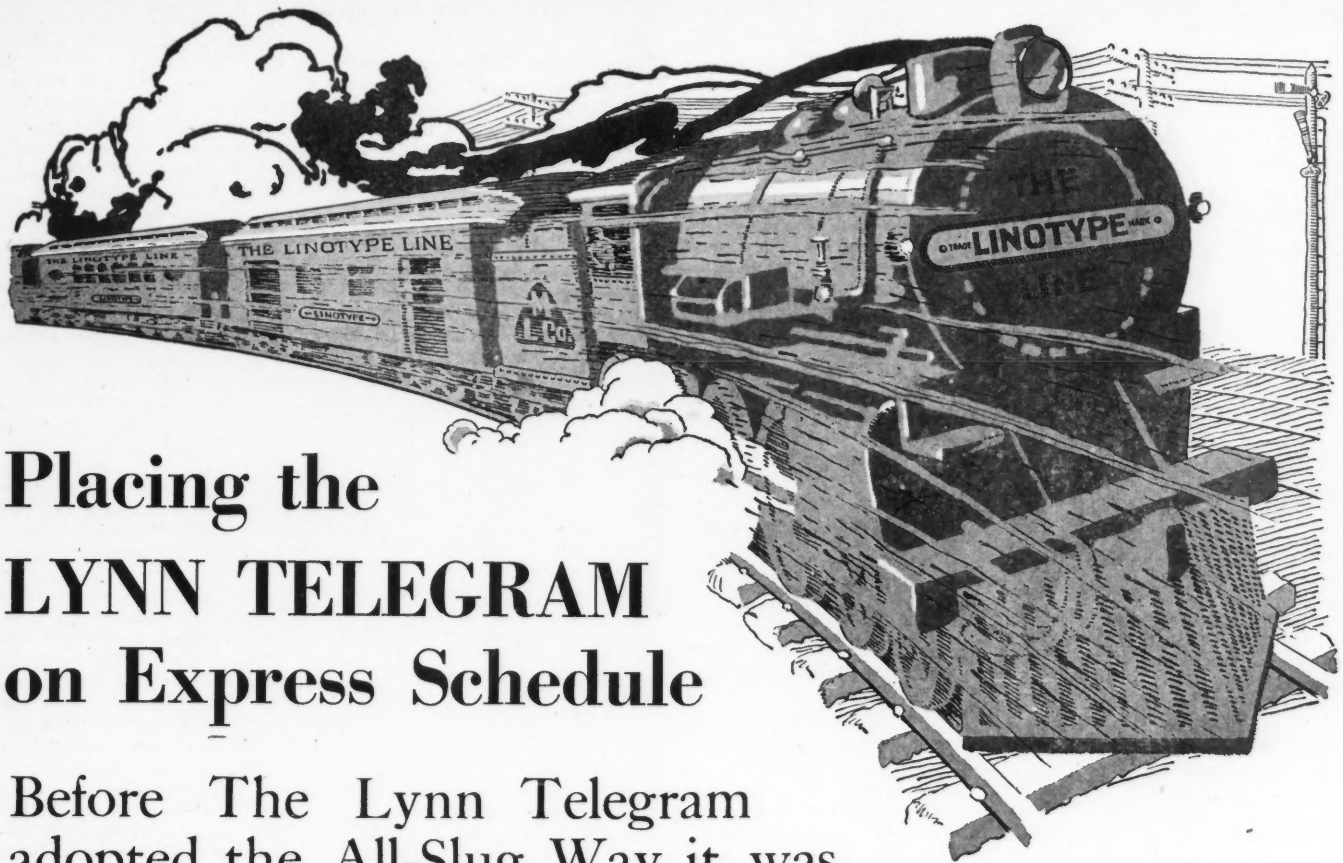
### New Home for Jewish Daily Courier

M. Philip, Ginsburg, founder and publisher of the daily Jewish Courier, of Chicago, has anticipated the thirtieth anniversary of that paper by letting contracts for a new home. The building will have a twenty-five-foot front and a depth of 125 feet. It will be located at 1214 South Halsted Street, the present site.

### The Interview was Released

A recent issue of the New York Times contained an interview with Constantine, deposed king of Greece, which was obtained by Adamantios Th. Polyziodes, Athens correspondent of the Times, last year. Mr. Polyziodes, at the time, pledged that the interview would not be published except by special permission of the king or in the event that he died or was deposed. His dethronement by the Entente met the conditions and the interview was published.

Success is on the other side of the wall.



## Placing the LYNN TELEGRAM on Express Schedule

Before The Lynn Telegram adopted the All-Slug Way it was invariably late on the street and in the homes. Mr. F. W. Enwright, the publisher, realized that in order to correct this condition, he must speed up his composition methods. After careful investigation he installed

**5 Model 18 Linotypes 2 Model 14 Linotypes**

Within two days the Telegram was on the street an hour earlier than ever before. Here is what publisher Enwright says about the improved composition method that put his paper on an express schedule:



The  
All-Slug  
Route to Profit

“The Linotypes are the only proposition, not only from a newspaper standpoint, but also for job work. They are the talk of the town and will greatly aid us in circulation and the general building up of our paper.”

*Put your composition on an “Express Schedule.” “The Linotype Line” is a folder that tells how. Write for it.*

**MERGENTHALER LINO TYPE CO.**

TRIBUNE BUILDING, NEW YORK

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO

## NEWSPAPER MAN PROVES CH FOR THE MAYOR

**William M. McCormick, Reporter for the Chicago American, Scores Big Beat for His Newspaper and Is Instrumental in Having New School Board Unseated.**

The unseating of Chicago's new School Board, with its accompanying resolutions calling for Mayor Thompson's impeachment and resignation—all of such sudden occurrence and importance that it rocked the city to its foundation—may be traced directly to the work of a newspaper man, William B. McCormick, City Hall reporter for the Chicago American.

McCormick had been doing the City Hall run for several years for the American, and his work in Chicago's perplexing entanglement has been the subject of much comment. In view of his labors, the American was enabled to get a big beat on the City Council's blunder and what the Council would do at its next meeting. He was rewarded with an extraordinarily large bonus.

The story dates back to the Council's confirmation of Mayor Thompson's nine appointees to the School Board. Following the expose by Jacob M. Loeb, president of the Board, that certain trustees were to be appointed to serve the means of "spoils politics," a wave of indignation enveloped the city.

### CITY PROTESTS ACTION.

"Don't confirm the trustees," pleaded every one.

Turning deaf ears to the people, the Council by a vote of 44 to 25 confirmed the appointees. Thirty-five of the 44 were Democrats, although the appointments came from a Republican Mayor.

With unprecedented haste the trustees were sworn into office the same night, and, early the next day, without announcement, swooped down upon the School Board, held a special meeting, turned things topsy-turvy, and elected their own men to the positions of President, Vice-President, Secretary, Business Manager, and Attorney. The last two positions pay \$10,000 a year.

The protest of the public, expressed through the newspapers, was instantaneous. Aldermen repented. They did not believe such action possible. Everybody was asking what could be done about it.

### SITUATION LOOKED HOPELESS.

Aldermanic deals were hinted at. Ways and means were discussed to remedy the condition. High-priced lawyers turned to the law for a way out. Officials and citizens set about to find a manner in which the trustees could be unseated. The task was apparently hopeless.

The Council meeting was on Monday, June 18. The new trustees met on Tuesday. Early Wednesday morning McCormick went to the City Clerk for advance sheets of the printed proceedings of the meeting Monday. He wanted to find a way out. Reading through the record he found:

"Alderman Franz moves to table the motion to reconsider the appointment." McCormick, trained parliamentarian, immediately understood. Here was the solution. The motion to reconsider was tabled, hence, under the rules, the confirmation of the appointments could be reconsidered.

He brought this information to the attention of Alderman Eugene Block, who couldn't believe that the Administration had made such a fatal error,

### M'CORMICK SEES TABLES TURNED.

What happened at the next Council meeting is history. The stories have been printed. McCormick lined up the Aldermen for a reconsideration of the confirmation. The Mayor, opposing such action, adjourned the meeting, but the Aldermen, with McCormick, had anticipated such a move. Aldermen were told to keep their seats, which they did. They held a legal session without the Mayor—moved to reconsider and refused to confirm. This was done by a vote of 41 to 20. The tables were turned. Then followed the resolutions of impeachment and resignation.

The anti-Administration forces now contend the new trustees are out of office. The latter say they were legally confirmed and deny the legality of the Council's later action. State's Attorney Hoynes and Corporation Counsel Ettelson are now fighting it out in the courts and the cases will probably go to the Supreme Court.

And all the civic bodies and public officials who point to McCormick as the man who made possible what all Chicago desired—a reconsideration of the confirmation of the new trustees.

### RESIGNED, BUT RECONSIDERED

**Henry Watterson, in Additional Affidavit, Tells of Episode of Last October.**

Additional papers filed recently in the Chancery Court, at Louisville, concerning the pending litigation over the control of the Louisville Courier-Journal and the Louisville Times, revealed that Henry Watterson last October grew weary of the lack of agreement between himself and Bruce Haldeman, and that he offered his resignation. He was persuaded by the directors to withhold this for a time.

The papers, which were filed by Judge A. P. Humphrey for Henry Watterson, were in the form of additional affidavits from Mr. Watterson to show "the irreconcilable nature" of the differences between himself and Bruce Haldeman. In these affidavits Mr. Watterson includes a copy of a letter to him by Bruce Haldeman, in which Mr. Haldeman reproaches Mr. Watterson for spending so much time in "Southern climes and in Europe," and says that if Mr. Watterson and others "would stick to business it would be better for all parties."

### Beswick Made Business Manager

Samuel T. Clover, editor and publisher of the Richmond (Va.) Evening Journal, has promoted Walter A. Beswick, for the last year advertising manager, to be business manager. Mr. Beswick will continue to give his personal attention to the direction of advertising affairs. The Evening Journal advanced its subscription price from one cent to two cents, June 4.

### Sun's Tobacco Fund

The New York Sun has started a tobacco fund for the American soldiers in France with an initial contribution of \$1,000. Within a few days the fund passed the \$5,000 mark, and the Sun's patriotic enterprise has been applauded by officers in the service and by many public men.

### For the Newest Democracy

The New York Evening Post will publish a Russian supplement on July 21.

## AGRICULTURAL EDITORS HOLD ANNUAL SESSION

**Representatives of Eighteen Educational Institutions Attend Convention of American Association of Agricultural College Editors Held at Ithaca, N. Y., June 29 and 30.**

A programme of agricultural advancement to cover possibly twenty years and to be worked out through State and Federal agencies is the proposal which will be placed before agricultural authorities of the United States by the American Association of Agricultural College Editors, which met at Ithaca, N. Y., June 29 and 30. The plan, suggested by R. W. Green, of Cornell University, will be taken up by a committee consisting of Mr. Green, G. W. Wharton, of the United States Department of Agriculture, and Harry Potter, of the University of Tennessee.

The meeting of the Association at Cornell was attended by representatives of eighteen institutions, from States as far west as Utah and as far south as Mississippi. The membership of the organization consists of men engaged in editorial and other journalistic work in the United States Department of Agriculture and in the various agricultural colleges and experiment stations. The members of the Association prepare news and advertising copy, edit bulletins and other publications, and in many cases teach agricultural journalism.

### SHOWS VALUE OF PUBLICITY.

The importance of work of this character to the industries of the country was concretely shown at the meeting by F. H. Jeter, of North Carolina. Mr. Jeter told how, through a publicity campaign by his college on the value of soya beans for human food, five mills entered the business of crushing soya beans. This has resulted in a greatly increased acreage of the crop and in extensive advertising of the product.

G. W. Wharton, chief of the division of publications of the Department of Agriculture, effectively compared the conducting of agricultural propaganda to a selling campaign. "We who try to help farmers," said Mr. Wharton, "are sometimes prone to overlook the fact that the farmer's price for accepting ideas is a very tangible one to him. It often involves change of methods and risking the use and return of his fields for a planting season before he personally is convinced that we are right."

Dean A. R. Mann, of the College of Agriculture at Cornell University, laid stress on the importance of agricultural journalism, asserting that the development of this field was yet to come. Dean Mann, who was formerly engaged in agricultural editing, struck a responsive chord with his hearers when he remarked that "the opposition of an author to criticism is usually in inverse proportion to his literary skill."

M. G. Osborn, of Louisiana, discussed the place of agricultural news in the country paper. Dr. G. E. Myers, of New York, told of the use of motion pictures in agricultural education. N. A. Crawford, of Kansas, discussed the relation of courses in agricultural journalism to agricultural news service. F. C. Dean, of Ohio, presented the report of a committee on a style-book for agricultural college editors, which is soon to be published.

### NEW OFFICERS NAMED.

Nelson Antrim Crawford, professor of industrial journalism in the Kansas State Agricultural College, was elected president of the Association, succeeding

J. E. McClintock, of Ohio State University. Harry Potter, of the University of Tennessee, was elected vice-president and F. C. Dean, of Ohio State University, secretary-treasurer. Additional members of the executive committee are Bristow Adams, of Cornell University, and Miss Nelle Tracy, of Purdue University. The next annual meeting will be held at the University of Tennessee in Knoxville.

### STAFF LOSES TWENTY-NINE

**Minneapolis Tribune Hard Hit by the Call to War.**

The Minneapolis (Minn.) Tribune staff has been hard hit by the nation's call to arms, and still the selective system is yet to come. Twenty-nine members, representing practically every department of the institution, have enrolled to do their bit for Uncle Sam. A few days ago they ground out their last bit of dope, laid aside shears and paste-pots, posted their ledgers, pasted their last "dupes," checked their routes, saw the last edition off to the press-room—and went out to be made into soldiers.

The editorial department is hardest hit, and would have suffered even worse had all who sought admission to the Fort Snelling training camp been accepted. As it is, nine members have gone, six seeking commissions, the rest to drive ambulances for France or learn to fly among the clouds.

Their departure left in the office the sobered folk of age and responsibility who are taking over the abandoned tasks with what semblance of cheer they may command, and face with what may be a form of heroism, the necessity of breaking in the inevitable recruits—mostly of the fair sex—that must be drafted to fill the depleted ranks.

The Tribune's Washington correspondent, George F. Authier, was among those who offered his services as an embryo officer, but was rejected upon failure to pass the physical examination.

Following is the complete list: Editorial, E. J. D. Larson, A. P. Keefe, C. J. Shannon, W. J. McNally, J. H. Tucker, D. W. Lovelace, Yale Squire, J. H. Baker, R. S. McCullough; mechanical and press room, Leo Owens (superintendent), Carl Blank, Harold McKenzie, Harry Johnson, Eddie Lindell; auditing, Kingsley Murphy, Joseph Yaeger; circulation, Veere Skiff, Dewey Anderson, William Wold, Ben Nystrom, Emanuel Burke; composing-room, William Coleman, Francis Coleman, Guy Taylor, Emmet Devine, George Larson, Gerald Hill, George Engel; advertising, William Morill.

### To Assure Good Service

Circulation Manager Thomas F. Jackson, of the New Britain (Conn.) Herald, has adopted progressive methods to assure thorough delivery on carrier routes by utilizing Western Union messenger boys as assistants. Regular customers on carrier routes who fail to receive their paper by a certain hour have only to call the local Western Union office, explain the purpose of the call, and a paper is delivered without charge.

### In the Red Cross Drive

Fresno, Cal., newspapers recently carried twelve especially well written advertisements boosting the Red Cross, which were written by the Berg Advertising Agency of Fresno. The ads appeared on twelve consecutive days and proved effective in getting the desired results.

## *With Our "Sammies" in France*



Henry Wood

W. S. Forrest

Wm. Philip Simms

(Three of the United Press staff Correspondents in France snapped on the quay at Boulogne where they greeted General Pershing upon his arrival in France.)

*They are writing history that comes by cable*

## CUTTING OUT LOST MOTION IN WRITING ADVERTISING FOR A DEPARTMENT STORE

How the Information Is Gathered, Put Together, and Set, and the Method Employed in Pasting the Proof Slips Into a Dummy that Lessens the Printer's Work, Makes for Speed and Insures Greater Accuracy.

By H. R. DRUMMOND.

ONE day, not long ago, an editorial friend of mine and I were discussing sundry, diverse, numerous, and various topics relative to newspapers and newspaper-making, and he expressed a curiosity as to how an advertising man gets his ads into the papers—what various stages of preparation are gone through with and how the finished product is finally ready for release.

After I told him of the way I did the work, he suggested that, in his estimation, it would be interesting to collect and run a series of stories, showing how the advertising managers of various big stores throughout the country do their work.

For the sake of being specific, therefore, I am going to tell of the way I handled things in the advertising department of Bloomingdale's during my two years in that store.

### ANTICIPATED TROUBLE.

When it became known that I was going to Bloomingdale's as advertising manager, good friends of mine came to me and warned me to keep away from it.

However, I took the job. I had a pretty thorough understanding that I was to be advertising manager and not merely an office boy. I was to have authority, and was to be held responsible. I was not to be interfered with.

Frankly, I went at the work with the expectation that I would find trouble and plenty of it.

I found, however, that the real cause of all the trouble had been temporarily sidetracked, and my work was extremely pleasant.

### TROUBLES OVERCOME.

Of course I found trouble. That is found everywhere. But the troubles I ran into were easily surmounted because H. C. Bloomingdale, who at that time was in charge of the business, was with me and gave me the moral support I needed to put my plans and ideas into operation.

Before going to work I visited the various composing rooms and learned, from the men in charge, that, with possibly one exception, Bloomingdale's was the hardest copy in the city to handle.

It generally got in late, got in in bad shape, and was subject to so many changes and make-over that it was an abomination unto the composing room. I knew that I was not particularly struck with its appearance, and I had my mind made up to make radical changes as soon as I got my hand in.

### TYPE STYLE ADOPTED

First, I determined to use Cheltenham bold type for display heads and Cheltenham bold italic for sub-heads. Then I figured on using:

Single column, 12-point Cheltenham bold, followed by 10-point Cheltenham bold italic.

Double column, 18-point Cheltenham bold, followed by 14-point Cheltenham bold italic.

Triple column, 24-point Cheltenham bold, followed by 18-point Cheltenham bold italic.

Four columns, 30-point Cheltenham bold, followed by 24-point Cheltenham

bold italic, and no ad was to be wider than four columns.

This naturally raised a storm of protest on the part of the buyers, for they all wanted to run the advertising and tell the advertising department just what to do. And every buyer, quite naturally, had his or her own idea as to what he or she wanted.

You see they had been in the habit of getting just what they ordered, and it did not suit them to have to take what they got.

Then I fixed that single-column copy was to be set in 8-point type, double-column in 10-point, triple- and four-column in 12-point type.

The next thing was to box all departments in one point rule boxes, breaking each box, top and bottom. At the top break I set, in agate old-style italic, "At Bloomingdale's" and at the bottom, in the same type, I gave the floor directions.

These typographical rules were made after some study, and they stuck.

### WORKED WITH PRINTER.

In marking copy for the printer everything was marked for the column width wanted, and depth necessary—giving the printer all the room he needed, but making the request that everything be set solid.

The use of bastard measure was stopped, and straight-column widths used in everything.

Then I requested galley proofs, which were cut up by the office boy, after which the ads were made up on a drawing board, using thumb tacks to stick the various "takes" in the trial make-ups, interchanging and making over in the office, until the ad suited, when the boy pasted the ad to the big sheet and it was done.

This meant that the printer man handled the matter when he set the original copy—and did not touch it again until he transferred it to the final make-up.

### MORE TROUBLES.

This, however, did not all come as easy as I write it.

There were interviews—stormy, some of them, where very plain, blunt, conversation was exchanged—but, after a while the buyers seemed to make up their minds that the advertising manager was running the advertising department.

Many and oft were the times they went to the front office and registered protests—and many and oft were the times that they were sent about their business.

I made up a form which each buyer was compelled to fill out and sign, attaching it to the copy for the ad. On it the following questions were asked:

Paper preferred. Date of insertion. Goods. Number on hand. When received. Cost. First selling price. Reduced price. Why reduced. When last advertised. At what price. Buyer's signature.

### BUYERS OBJECTED.

At first many of the buyers hedged on filling these out, but they were given to understand that their copy would not be returned to them, neither would any one request or demand their sending these tickets, but that the whole matter would be chucked into the

waste basket unless the ticket was filled out, and they eventually fell into line.

This system had much to do with the honesty of the ads, too. More than once I went into a department with a ticket and demanded to be shown, and more than once I found that Mr. Buyer had taken a chance on getting by.

### TELLING THE TRUTH.

Bloomingdale's are big distributors of job lots and seconds, and at first it hurt to have such goods labelled as job lots and seconds, but I did not hide the light under a bushel. Job lots were called job lots and seconds were called seconds, and the type was not reduced in size for this purpose. The whole advertising reflected the spirit of fair play, a spirit which was fostered by H. C. Bloomingdale.

Of course, there were buyers, and plenty of them, who tried to tell us just how to write ads. They seemed to think, some of them, that it was our business to do just as we were told, and some of them even objected to our correcting their misspelled words.

### ILLUSTRATING SHORT CUTS.

Just to illustrate the length buyers, some of them, anyway, will go to misrepresent their goods, and how we worked to check them, I want to tell of an incident that happened last summer.

It was in connection with the clearance sale. The suit buyer wanted to use two prices on his goods and in his advertising. Of course, this was out of the question as far as I was concerned, and he went over my head to the boss.

Then, there was a conference, and Mr. Bloomingdale said he could do it.

Next came the copy. Here were \$25 suits reduced to \$10. That looked funny to me and I went into the stock to find out about it.

They were there all right—only not all right. There were suits that had started the season at \$25, had been reduced to \$20, then to \$17.50, then to \$15 and finally to \$12. They had been stickers at every price and he was finally going to try to get rid of them at \$10.

I told him that, if I used a comparative price or quoted a reduction, I would say that they were reduced from \$12 to \$10, and that \$12 was as much a "regular" price as \$25 was. This idea of telling the real truth did not meet the approval of the buyer, and the two price advertisements were not run.

### NO TROUBLE WITH PRINTERS.

But, as far as trouble with printers, that was eliminated. Practically all copy was typewritten, and was edited before going to the paper. Changes were few and far between, copy went to them in ample time, and we did everything possible to cooperate with the composing rooms.

I made it my business to become personally acquainted with the superintendents of the composing rooms, and now and then spent an evening going around renewing acquaintances and looking for trouble, which I seldom found.

If advertising managers would make it a personal matter to know printers, and to get ideas from printers, much of the trouble now existing would be eliminated and it would be easier for every one.

Of course, this all depends on the advertising manager's ability or opportunity to be advertising manager and not a new office boy at the beck and call of every man, woman, and child in the place.

## VIGILANCE WORK GOES ON

Local Committees Succeed in Protecting Deluded Would-be Investors.

A recent report of the Better Business Bureau of Indianapolis, of which David P. Porterfield is secretary, indicates the manner in which some of the local vigilance committees of advertising clubs are following up and cooperating with the work of the National Vigilance Committee of the Associated Advertising Clubs.

As the result of the report of the National Vigilance Committee on the advertising of a rubber corporation, an Indianapolis man was aided, through the Indianapolis Better Business Bureau, in pressing a claim for the return of \$1,000 he had invested in the enterprise.

In another recent instance, the Better Business Commission of Cleveland reported one Cleveland man was about to put \$5,000 into an enterprise of a doubtful character just at a time when a report of the National Vigilance Committee was issued describing the operations of the concern. The investor kept his money which, as later developments have indicated, was about equivalent to saving the entire \$5,000.

## ADS TALK CONSERVATION

Electric Truck Announcements Challenge Attention of Readers.

Fred Nelson Carle, advertising manager for the General Vehicle Company, of New York, has originated what he terms the Conservation Series of Advertisements, to bring the electric truck to the attention of the public. Mr. Carle, who is a student of economics, made a thorough investigation of the transportation problem, stops, delays, and the like, and the expense thus incurred. Then he took up the cost of trucking by horses, for long and short distances, transportation cost by gasoline-driven motors, and the expense as applied to electrically propelled trucks. He conceded a place for horses in teaming and grants the superiority of gasoline on long hauls. The illustrated advertisements, which have appeared in Boston recently, have attracted a great deal of attention.

## Making Advertising Timely

Before the Three-Family House bill became a law in New York State, the advertising department of the Brooklyn Eagle worked up a page advertisement among builders, architects, and real-estate people, whose business would be benefited by the law. The news that the Governor had signed the bill came over the wire on a Saturday night at 10:30 and the page ad appeared the following day. The page appeared four times.

## Little Circulators Celebrate

One hundred and twenty newsboys and carriers of the Peoria (Ill.) Journal and Transcript will hold their annual picnic at Al Fresco Park, Ill., Wednesday. C. B. Julian, circulation manager of the Journal and Transcript is in charge.

## Ad Men Enlist

Seven men from the Taylor-Critchfield-Clague Co., of Chicago, have enlisted in Battery E, First Illinois Artillery. They are: Raymond C. Blackwell, R. Tuttle, Roy Scrymiger, H. Beck, H. H. Hudson, Trygve Tveter, and Wm. J. Barron.

# SOUTHERN ADVERTISING IN WAR TIMES!

With an area almost as great as the Central Empires, these States are in the **BEST** position to with-stand the stress of **WAR**, and meanwhile buy and **PAY** for the comforts, conveniences and necessities of life.

The **VALUE** of Southern farm products last year was more than **FOUR BILLION DOLLARS**, and the value of other products exceeded **TEN BILLIONS (Dollars, not Marks)**.

*The prospects are **NOWHERE** so promising for good returns on an advertising investment today, as in the Southern Newspapers.*

The Southern people are eager for **NEWS**, and they read their newspapers **AT HOME**. They are particularly interested in the advertisements **BECAUSE** they have now more money to spend on **THEMSELVES** than ever before.

*Their **FRUGAL** past has blossomed into **PRESENT PLENTY**, and finds them with many **WANTS** but **MORE NEEDS** they would have disowned for "luxuries" just a while back.*

Come on down here with your advertising and you will get a **ROYAL** welcome, and if you keep your printed word **WITH YOUR GOODS** you will pretty soon have a trade you can **CAPITALIZE**;

**THE TRADE that STICKS!**



Papers Welcomed in Southern Households			
	ALABAMA.	Net Paid Circulation	2,500 10,000 Lines Lines
Birmingham Ledger (E)		33,259	.06
Birmingham Age-Herald (M)		17,000	.07 .05
Birmingham Age-Herald (S)		28,000	.08 .06
Birmingham News (E)		38,936	.07 .07
Birmingham News (S)		41,106	.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)		20,783	.06 .06
KENTUCKY.			
Louisville Courier-Journal (M)		26,294	.10 .07
Louisville Courier-Journal (S)		49,058	.12 .09
Louisville Times (E)		43,805	.10 .08
Louisville Herald (M)		49,072	.07 .07
Louisville Herald (S)		42,869	.07 .07
Lexington Herald (M)		8,239	.0179 .0179
Lexington Herald (S)		8,239	.0179 .0179
TENNESSEE.			
Chattanooga News (E)		13,951	.03 .03
Chattanooga Times (M)		25,815	.06 .06
Chattanooga Times (S)			
Memphis News-Scimitar (E)		45,000	.11 .10
Memphis Commercial Appeal (M)		63,981	.12 .10
Memphis Commercial Appeal (S)		102,081	.14 .12
Nashville Tennessean & American (M)		36,665	.05 .05
Nashville Tennessean & American (S)		39,129	.06 .06
Nashville Banner (E)		50,557	.07 .07
Knoxville Sentinel (E)		19,036	.05 .04
NORTH CAROLINA.			
Asheville Times (E)		9,176	.015 .015
Charlotte Observer (M)		12,309	.055 .025
Greensboro (M)		10,988	.03 .025
Daily News (S)		14,645	.03 .025
SOUTH CAROLINA.			
Columbia Record (E)		11,325	.025 .025
Columbia Record (S)		9,216	.025 .025
Columbia State (M)		18,561	.05 .04
Greenville Piedmont (E)		4,769	.0143 .0143
GEORGIA.			
Atlanta Georgian (E)		46,122	.08 .07
Atlanta Sunday American (S)		85,027	.12 .10
Columbus Ledger (E)		7,425	.0215 .0178
Augusta Chronic (M&S)		8,000	.035 .025
Macon Telegraph (M)		19,719	.04 .04
Macon Telegraph (S)		19,719	.04 .04
Augusta Herald (E)		12,049	.03 .03
Augusta Herald (S)		12,049	.03 .03
Savannah News (M & S)		14,037	.04 .03
FLORIDA.			
Pensacola News (E)		4,628	.0139 .0139
Pensacola Journal (M)		5,309	.0172 .0172
Pensacola Journal (S)		5,309	.0172 .0172
Jacksonville Times-Union (M & S)		24,508	.055 .055
Jacksonville Metropolitan (E)		18,185	.04 .04
LOUISIANA.			
New Orleans Item (E)		55,043	.10 .10
New Orleans Item (S)		68,875	.12 .14
New Orleans Times-Picayune (M)		55,336	.10 .10
New Orleans Times-Picayune (S)		68,299	.12 .12
New Orleans Daily States (E)		37,462	.08 .06
New Orleans Daily States (S)		36,569	.08 .06
VIRGINIA.			
Richmond News Leader (E)		39,401	.08 .06
Newport News Press-Times-Herald (M&E)		10,355	.025 .025
Newport News Daily Press (S)		6,993	.025 .025
Norfolk Virginian Pilot (M)		25,691	.05 .05
Norfolk Virginian Pilot (S)		33,016	.06 .06

Southern People read their papers at home

## LIQUOR ADS BARRED IN ALL BONE DRY STATES

Newspapers and Publications that Accept Liquor Advertisements Now Make Up Two Mail Lists, to Comply with New Federal Law—Some Papers Eliminate Liquor Ads.

Advertisements of intoxicants of any kind, printed in newspapers, magazines, and all classes of publications, are barred from the United States mails if addressed to any city or town in any State where it is unlawful to advertise or solicit orders for liquor. The law went into effect last Sunday. It affects twenty-three States wholly and eleven partially. In some cases entire counties are affected, while in others cities only are involved, as stated in THE EDITOR AND PUBLISHER, May 26.

The result of this has been the making over of the mail lists of many of the newspapers and magazines of the country, and, in many cases, the dropping of liquor advertisements from papers, in order to avoid confusion.

Violations of the law are punishable by a fine of not more than \$1,000, or six months' imprisonment, or both, and for a subsequent offence imprisonment for not more than one year. Those who violate the provisions of the act may be tried and punished either in the district in which the unlawful matter or publication was mailed, or to which it was carried by mail for delivery.

In order to avoid making mistakes, a number of newspapers have decided not to take liquor advertisements in the future and others refuse to permit liquor advertisements to go in the mail editions. Some magazines accept no liquor ads, while those that do make up two mail lists, one for the States where it is not unlawful to circulate publications carrying advertisements of intoxicants and another for the dry States. In order to avoid a remake-up of the edition that goes to the States where such publicity is not unlawful, blank space appears in place of the liquor ads in the banned territory.

Some magazines, it is understood, have suggested to the advertisers that they utilize the space in the dry territories for the advertising of mineral waters and non-intoxicating beverages.

### "DRY" TERRITORY.

In the list sent out by the Government for the guidance of publishers, the names of the towns in the different counties of the States that are partially dry are given. In New York, Middletown is placed under the heading of Delaware County—and it is in Orange County. Rochester is shown to be in Ulster, instead of Monroe County.

The States wholly affected by the new Federal law are: Alabama, Arizona, Arkansas, Colorado, Georgia, Idaho, Iowa, Kansas, Maine, Mississippi, Nebraska, North Carolina, North Dakota, Oklahoma, Oregon, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, Virginia, Washington, and West Virginia.

The States partially affected are towns in certain counties in California, Connecticut, Delaware, Louisiana, Maryland, Massachusetts, Minnesota, New Hampshire, New York State, Ohio, Texas—and portions of routes in prohibition sections of Texas.

The law will apply to Alaska after January 1, 1918, and Indiana after April 3, 1918; Michigan, April 30, 1918; Montana, December 31, 1918, and Utah, on August 1, 1917.

Thoughtlessness is the cause of nearly all of the misery in the world.

## FAVOR ZONE SYSTEM

Indiana Democratic Editors' Oppose Ad Tax—Support Postal Increases.

Loyal and unreserved support to all organizations and movements for the successful prosecution of the war was pledged by the Indiana Democratic Editorial Association in resolutions adopted at its midsummer meeting, June 29, at Indianapolis.

The editors also adopted a resolution favoring a graduated zone system for second-class postage. "We favor rates of one cent a pound for the first zone, and one-half cent a pound for each additional zone. We are opposed to the proposed tax on advertising receipts, which is unjust and unfair," read the resolution.

Another resolution adopted was the following: "The Indiana Democratic Editorial Association, representing 150 Indiana newspapers, favors and urges the adoption of a graduated zone system for second class postage. We favor rates of 1 cent a pound for first zone, and ½ cent for each additional zone."

The Indiana State Board of Accounts is preparing a set of regulations governing the publication of legal notices and legal advertising in newspapers, and the Board has submitted its draft of the rules to the presidents of the Democratic Editorial Association and the Republican Editorial Association for examination and suggestions. This subject was considered by the meeting, and a committee consisting of John Heller, Decatur; Ben McKee, Lebanon; George Purcell, Vincennes; Charles Foster, Monticello; E. A. Gast, Warsaw; A. J. Rhodecker, Brownstown, and H. W. Morley, Angola, was appointed to cooperate with a similar committee which the Republican Editorial Association will be asked to appoint, to confer with Gilbert H. Hendren, State Accountant.

### Barry Returns from Russia

Griffin Barry, former San Francisco newspaper man and associate editor of Collier's Weekly, who has been engaged in relief work in Europe for two years, arrived at San Francisco, via Vladivostok, a few days ago, was met by his father, and left for the East. After reporting at Washington he will write a series of articles on his experiences in Belgium and Russia. Barry, who was a police reporter on the San Francisco Chronicle twelve years ago, has been acting as special assistant to David R. Francis, American Ambassador at Petrograd, assigned to relief work. His duties included the distribution of money and clothing among German and Austrian prisoners and supervision of relief work among the two million civilian prisoners in Russia.

### Japan Making Wood Pulp

United States Consul-General George H. Skidmore, stationed at Yokohama, states that since the European war began the wool pulp industry has developed in Japan to a wonderful extent. There are dense forests in Hokkaido and other places where cheap labor makes it possible to produce a constantly increasing supply. Coal and sulphur are also cheap. The market in Japan, is rather slow, so that the export field offers a most desirable outlet. Prices are far below those quoted in Sweden and Norway. No wood pulp is being imported, and with present prices Japan can compete in the American market, and even in Europe, with distinct advantage to herself.

## PUBLISHERS CUT DOWN NEWS PRINT WASTAGE

Consumption Now Lower than It Was During this Period of 1916, with Open Market Prices Softening as a Results—Publishers' Mill Will Affect Prices.

Publishers economies have been carried to such a point that there has been a softening in the open market news print prices. High prices are quoted, and stories are in circulation as to shortage, particularly among the smaller publishers, but when they decline to pay the high rates, they invariably get a lower quotation. This is attributed to the fact that publishers' economies have reduced consumption to the minimum. Less paper is being used to-day than was the case a year ago.

This is particularly true in the book paper market, which is overstocked. Dealers who would only sell in case lots, and then not in mixed stock, are to-day breaking the ease as to weights of paper purchased. In one case a salesman dropped his price 33 1-3 per cent, to get the business.

It is said that news print has been selling close to 3 cents f. o. b. mill, and none of it for more than 4 cents, the bulk of it for less than 3½ cents a pound during the past week, where the consumer stood his ground and declined to pay the higher price.

### MORE PAPER IN SIGHT.

With the organization of the Sound Paper Co., in which publishers are interested, there will be an addition of 400 tons of news print a day available for January, 1919 delivery. The new mill, north of Seattle, in Washington, will be completed in the latter part of 1918. This plant will work on a basis of cost plus \$10 a ton profit, the entire output of the mill is under contract, and will be delivered to points east of the Rocky Mountains. The plant is located at tide water, so that shipments may be made to Atlantic Coast points through the Panama Canal. Eventually the mill will output 1,000 tons of paper daily. While 400 tons a day have been contracted, it is believed that in erecting the plant it will be on a basis of 500 tons, in order to have a surplus to dispose of.

The bringing of this new tonnage on the market will release a similar amount for other publishers, in the mills through which those who are interested in the Sound Paper Co. are now getting their supply.

The cost operation of this mill, it is said, will be the lowest on the continent, if not in the world. The Sound Paper Company was organized by S. P. Westen, former publisher of the Seattle Post-Intelligencer. It is capitalized for \$10,000,000.

The Sound Paper Co., is one of several mills in which publishers are interested, and which are to be constructed in the next eighteen months or two years. The plan is in line with the policy of the Paper Committee of the American Newspaper Publishers Association, which is developing an increase in paper tonnage, in order to protect publishers of the United States against an unwarranted increase in the price of news print, due to shortage, and a repetition of the auction market that existed during the last half of 1916.

The man who tells the truth never has to explain his position.

## FOR CO-OPERATIVE PURPOSES

Eastern Publishers' Association Organized to Secure Advantages in Buying.

The Eastern Publishers' Association was organized in New York Saturday by publishers of weekly newspapers in Eastern States. The new organization proposes to open an office in New York, with Louis E. Peck, formerly with the American Press Association, in charge. It will be Mr. Peck's work to obtain by collective bargaining lower prices for print paper and printing supplies. He hopes, also, to obtain foreign advertising for the weekly press of the East.

Mr. Peck, who for a number of years has been a Connecticut newspaper publisher, was elected secretary and manager of the organization. Until his New York office is opened he will conduct the affairs of the Association from his office in Stratford, Conn. The other officers elected are:

President, George C. Woodruff Litchfield (Conn.) Enquirer; first vice-president, F. W. Ferrell, Chateaugay (N. Y.) Record; second vice-president, E. T. Johnson, Pocomoke City (Md.) Ledger; third vice-president, F. L. Moser, Spring City (Pa.) Press; legislative committee: Edward C. Kraus, Saranac Lake (N. Y.) News; Norman B. Nuss, North Wales (Pa.) Review; J. B. Varley, Somerville (N. J.) Messenger; F. W. Lyon, Milford (Conn.) Citizen; George Kelley, Boothbay (Me.) Register; Arthur Howard, Salem (Mass.) Mercury; D. J. Hanrahan, Berlin (N. H.) Reporter.

Mr. Peck is managing editor of the Stratford (Conn.) Times, and Mr. Woodruff, head of the new organization, is president of the Connecticut State Editorial Association.

The next meeting of the organization will probably be held at Albany, N. Y.

## SCHOLZ WARNS PUBLISHERS

Should Not Stock Up on Book and Writing Papers Just Now.

Emil M. Scholz, publisher of the New York Evening Post, presented the following recommendation at a recent meeting of the Publishers Association of New York city:

"A member of this Association reports that the manufacturers of all sorts of papers, including book paper and writing papers, are urging their customers to buy quantities of paper during July at a small concession in price. The present price for all grades of paper is still extortionate, and members are warned against playing into manufacturers' hands by taking from them their surplus product at an exorbitant price when the demand is dull.

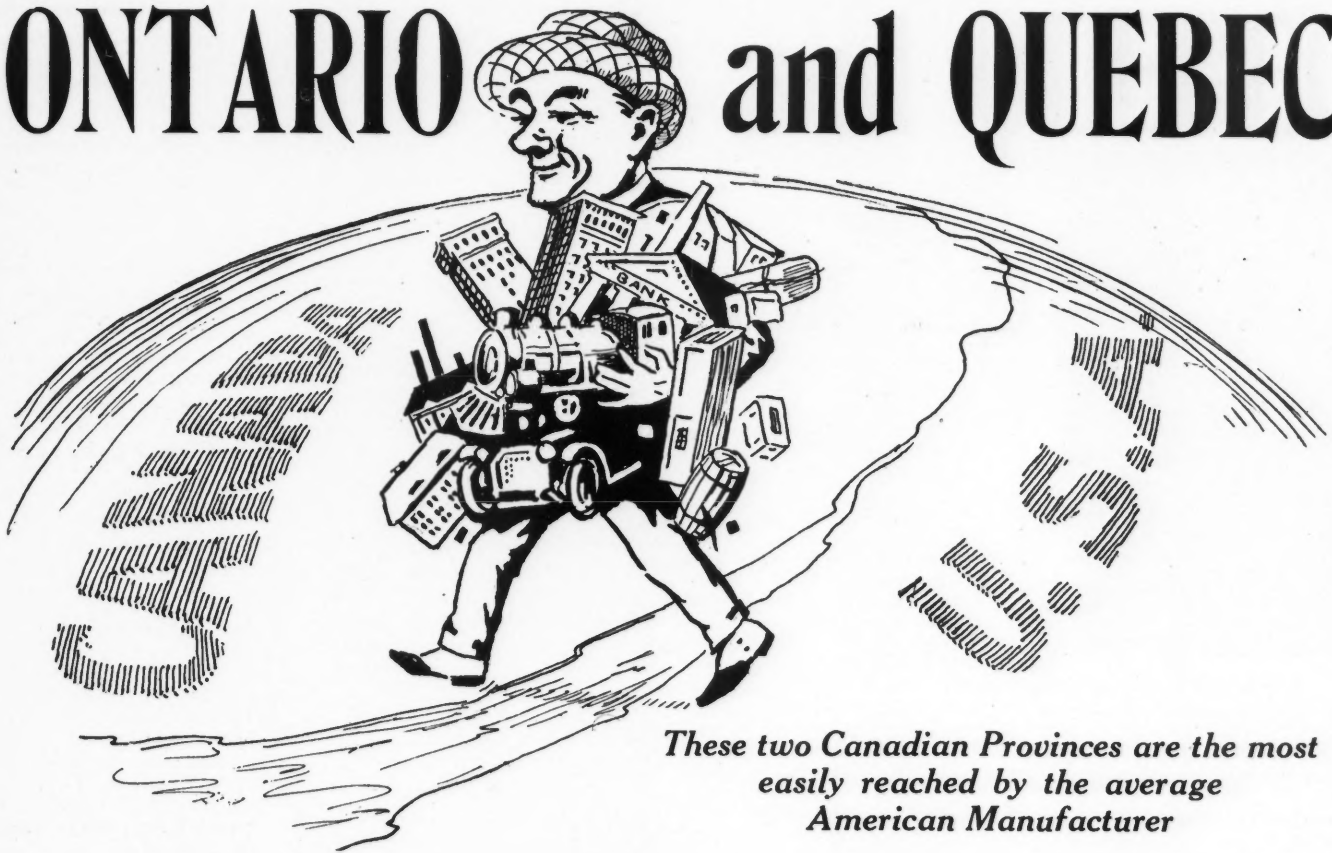
"Do not buy writing, wrapping, or book papers in any quantities during the summer, or stock up unnecessarily even for a slight concession in price, or you will pay the penalty in the early part of the season when the demand stiffens up."

### Harry D. Vought Critically Ill

Harry D. Vought, railroad editor of the New York Commercial since that paper was first published as a daily, is dangerously ill at his home in Montclair, N. J. Mr. Vought was stricken the latter part of February with threatened pneumonia, but he recovered sufficiently to resume his duties for a couple of weeks, when he had a relapse. Since then his condition has been very critical. After serving six years as secretary of the International League of Press Clubs, he was elected president and was succeeded in that office by the late Joseph Howard.



# ONTARIO and QUEBEC



*These two Canadian Provinces are the most easily reached by the average American Manufacturer*

THEY offer the greatest population and wealth in the most restricted area—five-eighths of Canada's population inhabit the strip extending from Windsor, Ontario, to Quebec City

And the fact that two-fifths of these are of French extraction, and claim French as their Mother tongue is no reflection on their purchasing power. Richer in water-falls than any other province, Quebec is utilizing thousands of horse power for industrial and public utility purposes. Her pulp and paper industries seem destined to lead the world as her forests are practically inexhaustible. Her asbestos mines contain 95% of the world's supply of this material, while its copper and iron are adding considerably to Canada's industrial production.

The French Canadian, known to story books has developed into a keen agriculturist whose butter and cheese enjoy a country-wide fame. True, both sons and daughters, of which he is apt to have a goodly supply, still help on the farm or perhaps work at the factory whose chimneys dot the Province and rival the church spire in their upward climb—and as of yore, he does put money away, seldom he spends his all. But he buys good food, his children wear good clothes, to go to the excellent schools which the Province now provides.

The local merchant trips it to New York or Chicago, and even hies himself to the sunny South to forget for a while his zero days.

**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	.0425	.04	
Hamilton Herald (E)	16,000	.04	.035	
Kingston British Whig (E)	5,641	.015	.01	
London Advertiser (M N & E)	31,766	.045	.035	
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	.015	.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	.02	.015	

**PROVINCE OF QUEBEC**

Population 2,002,731—English 397,392

French 1,605,339

Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M) (2c-\$6 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.054	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

994,372 1.4442 1.7669

## GOES INTO SPECIAL FIELD

## E. C. Griffith Becomes Western Manager for O'Mara &amp; Ormsbee.

E. C. Griffith, who has been connected with the Chicago Daily News as associate advertising manager for the past four years, has become Western manager for O'Mara & Ormsbee, Inc., news-



E. C. GRIFFITH.

paper publishers' representatives, with offices in the People's Gas Building, in Chicago. Mr. Griffith, who took his new position July 1, succeeded A. J. McFaul, who is the new advertising director of the St. Paul (Minn.) Dispatch-Pioneer Press. Before going to Chicago, where he has made such a splendid record, Mr. Griffith was for seven years engaged in newspaper work in Minneapolis. At one time Mr. Griffith was associated with the editorial departments of newspapers in Chicago and Milwaukee.

## Russian Paper in Turkey

William L. Jenkins, United States Consul at Trebizond, Turkey, reports the establishment of the first Russian newspaper in that town under the name of the Trebizondsky Voenni Listok. The paper is to be issued every Sunday as a regular two-sheet newspaper, but on other days, Monday excepted, telegrams only will be published on a single sheet. It is sold for six kopecks (three cents) per copy, or two rubles (\$1.03) for two months. The yearly subscription rate has not yet been announced. Advertisements are accepted at the rate of twenty-five kopecks (\$0.13) a line of brevier type in front of the text, and fifteen kopecks (\$0.08) at the end.

## For Church Advertising

The Episcopal diocese of Kansas has a committee on publicity, at whose head is N. A. Crawford, head of the department of journalism at the Kansas State Agricultural College, Manhattan, Kan., which will attempt to obtain effective dissemination of church and religious news throughout the diocese. The church recommends the appointing of a publicity agent in each parish.

## Former Newspaper Woman Honored

Mrs. Frederick H. Colburn, of San Francisco, formerly a newspaper woman of this city, is one of the first four women to be appointed a director on the advisory board of the Navy League. This appointment puts Mrs. Colburn in charge of the activities of the women of the Navy League west of Chicago, numbering 400,000.

# By the Side of the Road

## By Thomas Dreier

"My message in its fashion shall be an appeal to enthusiasm in things in life, a call to do things because we love them, to love things because we do them, to keep the eyes open, the heart warm, and the pulse swift, as we move across the field of life."

David Starr Jordan.

RICHARD MANSFIELD was one of the greatest actors of his age. He achieved that position after years of steady, heart-breaking work. His was never the easy life.

Margaret Wycherly, who played in his company, tells us that he succeeded so conspicuously because he always threw all he had into his work. He never saved any part of himself.

"In rehearsals," says Miss Wycherly, "Mr. Mansfield always tried to save himself somewhat. But within five minutes after he had spoken his first line, he was back in his part, putting forth his best self as intensely as if he were acting before an audience. This tremendous application of nervous force probably made him super-sensitive to any laxness on the part of the members of his company. He was so highly strung that he appeared to be affected by his characters. I do not believe that there is one-tenth of the feeling one's part on the stage that certain actors lead us to believe. The player that really feels and enters into his part is truly a very large object. But Mr. Mansfield was one that actually seemed a changed man."

And, let this be said, no man who does not love his work with his whole heart and soul can pour himself into it with abandon.

I HAVE JUST BEEN READING a little essay entitled "Of Faces and Their Making." Here is the opening paragraph:

"Everything is wonderful and opens into the vast; why call the human face the greatest wonder? Because it is the spot where that which we call *mind* comes nearest to the surface of that which we call *matter*. Language reveals the unseen self within us. Thinking, the face reveals the unseen self within us, feeling—the one reporting to the ear, the other to the eye. Of all the sounds on earth a word, of all the sights on earth a human face, make us aware there is a world within a world. Therefore are these two things, a word, a face, the two arch wonders of creation."

MANY OF OUR FRIENDS who fail to do as we would have them may have good reasons for it.

A man out in Illinois of whom I think a great deal seems to be hopelessly behind in the race. Others have gone ahead of him in the amount of money they have made and the fame they have achieved. But no sane man, after looking into the life of this apparent failure would condemn him.

His reasons for living as he does are even better than Donald MacLean's was for losing the race.

At a Highland gathering one Donald MacLean had entered for a number of

events. The first of these was a quarter mile. Donald certainly didn't distinguish himself in the quarter mile. Of eight runners he was last.

"Donald, Donald," cried a partisan, "why did ye no run faster?"

Donald sneered. "Run faster?" he said contemptuously. "An' me reservin' myself for the bagpipe competition."

MY BELIEF IS THAT the most successful church is one in which the people preach. No minister whose life is spent with his nose poked into books, and who doesn't touch life itself at countless points, can speak words that will burn themselves into the hearts of his people.

Ministers talk too much about forgiveness and not enough about understanding. It is easy to forgive. One can be ignorant and do that. But to understand calls for clear vision, for knowledge, for all that the person who touches life only by proxy can understand but dimly.

I have friends who are murderers, who have stolen, who have raised checks, who have lived with women out of wedlock, and women who live with men under the same conditions. I have friends who have always obeyed conventional law, and friends to whom law means nothing. I have friends with high ideals, and some whose ideals never rise higher than their stomachs. And, what is most glorious, I like them all and feel that I understand them.

What I myself have been matters little. I thank my Maker that I have wasted few minutes in Trappist monasteries. I have tried to express myself completely—physically, mentally, and spiritually. I have tried to be of use to my neighbors, and if being frank and fearless and fairly gentlemanly can be counted in favor, I have met with some success.

And my life, as I know, is still in its infancy. My work is a child. But all that I have lived, all that I have adventured, all that I have enjoyed and suffered, will, perhaps, help millions of my neighbors to "live deliciously."

I do hope that our friendship will know little repression, and that, as a result of it, all of us will be enabled to live with greater abandonment in the expression of ourselves in the work set for us to do. One must be human before one can desire to be divine.

The day in which baseball games are permitted to disorganize and monopolize whole newspaper offices, is fast waning. American publishers have put millions of dollars into this sport, often with meagre results.

## FROM ACROSS THE SEA

## Want Ad in Philadelphia Bulletin Brings Reply from Belgian Soldier.

The long-distance want ad record has been, if not broken, at least mightily bent by the Philadelphia Evening Bulletin.

On March 17 a two-line "Situation Wanted Female" ad appeared in the Bulletin. The want ad brought replies from local employers, but it also brought a reply, most unexpectedly, from a Belgian soldier interned in Holland. How the Bulletin containing the ad happened to reach him, the soldier does not say. But he knew of a stenographer's position left vacant, and somehow the little ad pleased him and so he answered it. Which only goes to show that it is not easy to estimate the far-reaching influence of a "two-liner."

## LAMBERT'S NAME CLEARED

## Was Not Connected With German Plots Against Great Britain.

Ambrose J. Lambert, a New York newspaper reporter, was named in February last by several newspapers as one of the men sent abroad in 1916 by Albert A. Sander and Karl W. Wunnenberg in connection with a scheme to supply information to Germany. Sander and Wunnenberg at the instance of United States Attorney Marshall were indicted by a Federal Grand Jury, and on March 22 pleaded guilty to launching a military enterprise against Great Britain. They are now serving sentences in Atlanta Penitentiary.

Lambert returned to this country on April 18 from Copenhagen. When informed that his name had been connected with the plot of Sander and Wunnenberg he presented himself at the office of United States Attorney Marshall. Mr. Marshall has written Lambert a letter stating that he has not made or authorized any statement connecting him with any investigation made by the United States Attorney's office. The letter concludes: "So far as the records of this office are concerned there is not the slightest evidence that you had any connection whatever with the scheme which brought about the conviction of Sander, Wunnenberg, and Bacon."

## MR. DAVISON'S APPRECIATION

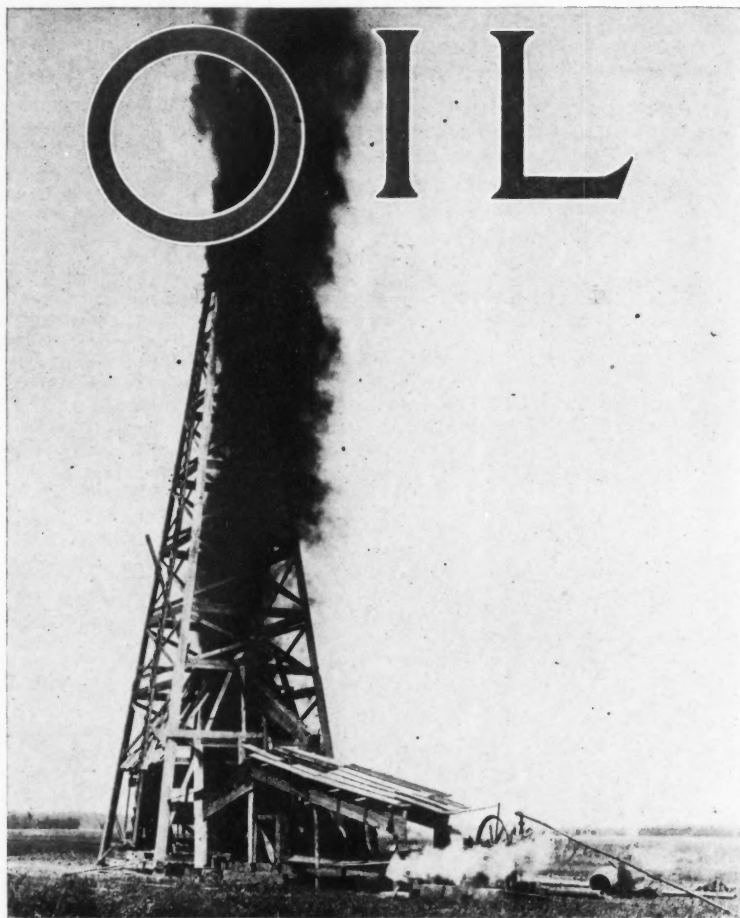
## Red Cross Chairman Thanks This Newspaper for its Co-operation.

THE EDITOR AND PUBLISHER is in receipt of a letter from Henry P. Davison, chairman of the American Red Cross War Council, expressing the appreciation of the Council for the assistance rendered by this newspaper in the work accomplished during Red Cross Week. Mr. Davison writes:

"With Red Cross Week behind us and our faces turned toward the great work ahead, one of the first things I want to do is to express to you our sincere appreciation of the assistance rendered by your paper in helping the Red Cross. I have in mind particularly an editorial in your issue of June 16, 1917, entitled "Red Cross Week," which was most helpful. Your co-operation is of very great value in the work we are trying to

## Fire Damages Texas Paper

The office of the Taylor (Tex.) Daily Press was recently badly damaged by fire. The paper was forced to suspend publication for several days.



## *Facts, Figures and Prophecy*

**O**IL has become of absorbing interest to the lay-business man of the United States.

That he may know the complete story, from an angle greater than that of the stock-selling circular and the trade report—is the purpose of the Oil Industry Supplement of The New York Evening Post.

The Oil Industry Supplement, after the fashion of Evening Post Supplements, is not written as a modern business adventure—from the angle of romantic achievement. Its first aim is: Information.

It compiles all the intimate, inside details of the industry—covering oil wells, oil exploration, financing,

shipping, selling. It discusses the uses of oil—as a motive power, as gasoline, and in its other developments. It goes into the larger aspects of oil—its place in commerce, its place in the war, its future.

Articles are historical, analytical, scientific, commercial and general. The writers have been picked, not so much for their ability to spin readable tales—but for their practical knowledge. Contributors include some of the highest authorities.

It will be a fact-full issue, from which the trade and the business

man, generally, may gather a 360-degree perspective of the industry as it is today.

It will be studied and filed by him along with the Japanese Supplement, the Greater - Port - of - New York Supplement and others of previous issue. For he has come to know the value of Evening Post supplements; they perform a service of information-compilation for him which he can obtain in no other way.

The advertising columns of the Oil Industry Supplement will be a directory of leading firms connected with the industry.

# Oil Industry Supplement The New York Evening Post

August 31st

Send for folder containing advance table of contents.

# E D I T O R I A L

## THE NEXT BOND SALE

IS it wise, is it even thinkable, that any vital part of the nation's task in this war should be left to private initiative?

Right results are always the fruitage of right methods. Is the selling of the next great war bond issue—amounting to three billions of dollars—to be left to private initiative?

A great advertising campaign will be essential—full-page copy must be used in practically all of the important newspapers of the country. If called upon to do so, patriotic citizens will contribute the money with which to pay for SOME advertising—while some newspapers will contribute space, in spite of the fact that advertising space is the commodity from whose SALE they must derive their incomes.

The newspapers and private individuals have shown great generosity in donating space and money with which to pay for space to advertise the first sale of Liberty Bonds. If called upon, in a like manner, to donate food supplies, clothing, or equipment for our first expeditionary forces to go abroad they would have responded with equal zeal. But the War Department made no such call upon them. The Government BUYS these things—for it is generally conceded that the equipment of military forces should not be left to private initiative and patriotic donations.

The Secretary of War would consider himself shamefully handicapped if no appropriations were available for the purchase of equipment and supplies for the army. He would use every possible pressure upon the Congress to remedy the matter. He would insist upon an appropriation as a safeguard for the nation.

The Secretary of the Treasury rests too easily under a similar handicap. He has no money legally available for use in advertising the greatest bond issues in the history of the nation. Yet we have not been aware of any strong appeal or protest from Mr. McAdoo to the Congress. His advisory committee on advertising has urged upon him a rational plan for a campaign of paid advertising. Is it not certain that, if Mr. McAdoo should see fit to submit to Congress a statement of the urgent need for a suitable appropriation for advertising the next great bond issue, the response would be prompt? Is it conceivable that any sensible man in Congress should oppose such an appropriation?

The present plan is to offer the loan about September 1, and to receive subscriptions to it until the last day of the year. The task will be to raise three billions of dollars in a period of four months. It can be done—will be done—for the American people realize that it MUST BE DONE.

But it is AN ADVERTISING TASK—because it is a selling task. The bonds must be MERCHANDISED. They must be offered to the people through appeals which, while not minimizing that of patriotism, open purses. THE PEOPLE MUST BE SHOWN HOW THEY MAY PURCHASE THESE BONDS OUT OF THEIR CURRENT EARNINGS AS WELL AS THROUGH THEIR SAVINGS. They must be made to realize that the Government is not asking SACRIFICE—but is offering OPPORTUNITY; that the purchase of a bond will not involve a hardship, but will improve the financial resources of every purchaser.

About 800 full-page ads appeared in the newspapers in connection with the first Liberty Bond sale. These ads were largely responsible for the gratifying oversubscription of the loan. Without their influence the bonds might still have been sold—but the banks would have been forced to take a greater proportion of the loan. These ads were either contributed by the newspapers or paid for by private donations. They did not cost Uncle Sam a penny. If he had paid for them the entire cost would have been but a few hundreds of thousands of dollars, at most. IT WOULD HAVE BEEN A GREAT INVESTMENT.

The newspapers should clarify this whole situation for the enlightenment of their readers and of the Congress. It should not again happen that one of the nation's greatest tasks in this war should be left to the processes of chance. It is the part of patriotism to see to it that the next bond sale is not bungled.

**I HAVE found you an argument; I am not obliged to find you an understanding.—  
Samuel Johnson.**

## IS IT WORTH WHILE TO SAVE \$17,500,000?

THE members of the A. N. P. A. are voting on the proposal to have the Congress give to the Federal Trade Commission authority, as a war measure, to fix reasonable prices for news print and to supervise distribution of this commodity. The vote is still in the balance, and returns may not be complete for another week or so.

Some of the publishers are, perhaps, a little bit confused as to what action to take because of the Reed resolution, adopted by the Senate, calling upon the Commission to explain why it has not instituted civil processes against the manufacturers to compel them to desist from unfair commercial practices. This should not serve to sidetrack the main issue—that of granting to the Commission UNMISTAKABLE AUTHORITY to compel manufacturers to be satisfied with reasonable profits and to manage the problems of production with a view to meeting all legitimate demands for paper.

In its letter of submissal to the Senate, preceding the presentation of its formal report as to the conditions in the news print industry, the Commission indicated that a profit of \$10 per ton would be a generous one for the manufacturers. It is also indicated that this rate of profit may be assured to them, under present conditions, WITH A SAVING OF \$17,500,000 THIS YEAR TO THE PUBLISHERS.

In other words, through prevailing excessive prices the publishers are being taxed this year for this enormous sum over and above a generous profit for the manufacturers. There has been shown no disposition on the part of the manufacturers and jobbers to relinquish any part of this super-profit. If the publishers are to have relief, it must be through legal intervention on the part of the Government. The Commission has asked of the Congress authority to afford this relief, in the public interest. That power should be given to it.

As we have pointed out in these columns, the principle of Government ownership of industries is not involved; nor is there any possible menace in store for newspapers whose policies may not appeal to Washington officials. Neither is there a possible danger that a newspaper now under contract for a specified tonnage will have that allotment reduced in the supervised distribution, for no contract, made at prevailing excessive prices, could be claimed to call for a larger tonnage than is urgently required by that newspaper. The sum of the proposed legislation is this: that newspapers shall be safeguarded from excessive charges for, and uncertain supplies of, news print. Publishers whether members of the A. N. P. A. or not, should be a unit in support of the proposition, and should let their convictions be known at once to their Representatives in the Congress.

## A LOYAL PRESS

IF the news of the arrival in France of our soldiers was made public here prematurely, the fault lies with the foreign censorship—not with the American press associations or newspapers. In releasing the news for publication the press associations simply followed a rule formulated by the Bureau of Public Information at Washington, under which dispatches already passed by French and British censors are no longer under the ban. It is now claimed that, as units of the transport fleet were still at sea when this publication was made, their safety was menaced. Yet there was no intimation in the dispatches covering the arrival of the troops that other detachments were still at sea.

While it is perfectly apparent that German spies here have been in communication with their Government, there seems to be a shocking neglect on the part of our Government to close to them all possible avenues and channels of communication. Ships cannot sail from any American port without the fact being observed by hundreds, or even thou-

sands, of people—including German spies. At present there is no possibility of preventing these spies from knowing when ships sail, but there should be ample means of preventing them from getting such information to the German authorities.

It is inconceivable, for instance, that the United States Government should permit the transmission of private cable messages in code to any country, neutral, allied, or enemy. It may be essential to the safety of our forces that no cable messages of any sort may be permitted, aside from those of the Government itself, or without specific governmental approval. Mails and telegraphic messages for Mexico should, obviously, be opened, examined, and delayed in transmission. Avenues of communication with Mexico should be safeguarded as carefully as are those with Germany, or with the Scandinavian countries.

The newspapers have been more than 99 per cent. loyal—which is the mark given to them by Mr. Creel. The mark earned is 100 per cent.—plus. And the "plus" mark has been earned by the constructive coöperation they have extended to the Government—greater, more effective, more unanimous than the press of any country has ever given to that country's cause and interests in time of war. And what has been done is in earnest of what will be done. No "harm to the republic" will come through its free press.

## THE PROFITS TAX SHOULD APPLY TO ALL LINES OF BUSINESS

THE Senate Finance Committee, in framing the War Revenue bill, has adhered to the proposition to impose a profits-tax on newspapers whose net earnings are in excess of \$4,000 per year. A profits-tax is an admirable revenue measure—but it should apply to ALL LINES OF BUSINESS. There is neither reason nor justice in singling out one line of business and exempting others in establishing such a tax.

To outside observers it would appear that certain men in the Congress are determined to "hit the newspapers" in some destructive way. As they have failed to enact a restrictive censorship law, and as the proposed tax on gross advertising revenues aroused a storm of popular protest, they have held to the hope of finding some means for crippling the newspapers, and so they now support a measure of taxation which would be wholly proper if made to apply universally, but which, if limited only to one industry would be obviously unfair.

Are the net earnings of newspapers in a class apart, so far as taxation is concerned? Are we to penalize a newspaper's earnings and exempt those of a tradesman? Is there any reason why a newspaper, showing an annual profit of \$5,000, should pay a tax of 5 per cent. on \$1,000 of that amount, while a butcher, for example, making a similar profit, should escape such taxation?

As any discriminatory legislation is unconstitutional, why proceed with this proposition? Why not adopt the business profits tax as a principle, and place upon all lines of business an equal share of the burden?

CHARLES F. W. NICHOLS, the Chicago advertising man, who was chairman of the Advertising Committee for the Liberty Loan Committee of the Seventh Federal Reserve District, is proud of the fact that it was possible to raise and to spend, for space in the Chicago newspapers, about \$26,000 for advertising the Liberty bonds. This expenditure covered about thirty-four pages. It did not include the advertising which was paid for by the stores. Mr. Nichols believes that Chicago holds the record for actual cash expenditure for space, although a greater number of pages—about sixty-five—were used in Detroit.

EVERY day some department of the Government calls upon the newspapers for aid in getting a message to the people. And the response is always unanimous. The people are keeping in touch with their Government nowadays, more than ever before, through their newspapers.

## PERSONALS

**N**EW YORK.—L. B. Palmer, manager of the American Newspaper Publishers Association, spent the Fourth at Bay Head, N. J., fishing.

Rollin Kirby, cartoonist for the New York World, is away on his vacation. During his absence the editorial cartoons are being drawn by George Rhese. Albert Levering is doing the "Metropolitan Movies" feature in the meantime.

James W. Wells, assistant manager of the World's biographical department, will leave Monday for a two weeks' outing in Sullivan County, N. Y.

Elton Burroughs, who has been for more than twenty years real-estate editor of the World, is on his vacation, and his place is being filled temporarily by Joseph A. Jackson.

Edward Rudolph, William Keegan, H. Tholens, and Daniel Breen, of the Evening World's editorial staff, are on their vacations.

George L. Bricker, who has been associated with news associations in New York and Pittsburgh, has joined W. W. Davies, manager of the Australian Press Association, in New York, as assistant.

**O**THER CITIES.—Fred L. Bloodgood, who for seventeen years has represented New York evening newspapers in Jersey City, N. J., has been named secretary to Director of Parks and Public Property, A. Harry Moore.

Mrs. W. E. DeBary, feature writer for the Des Moines (Ia.) Daily Capitol under the name of Mildred Marquette, has resigned and has gone to Chicago to join her husband. She was given a farewell dinner by Des Moines newspaper women.

Edmund C. Hubbel, formerly a well-known New York newspaper man and for several years on the staff of the Yonkers (N. Y.) Statesman, is in the St. Joseph's Hospital, Yonkers, recovering from an operation. As a result of an infection of a toe, he had to have a leg amputated.

A. E. Magnell, for many years representative of the Hartford (Conn.) Times at New Britain, Conn., has been elected chairman of the New Britain fire commissioners. Herbert M. Camp, who retired recently as correspondent for the Hartford Courant to enter the real estate business, has also been named a fire commissioner.

Paul Pinckney, editor and publisher of the San Mateo (Cal.) Times is enjoying a needed rest. D. A. Raybould is editing the Times during Pinckney's absence.

Burton Lawrence, who has been residing in Burlingame, Cal., for some time past, has returned to Paso Robles, Cal., and resumed his place on the Press.

Bert Coleman has jumped from the marine boat to the copy desk on the Seattle Post-Intelligencer.

William T. Day, for the past eight years a reporter on the Santa Cruz (Cal.) Morning Telegraph, is now with the Sacramento (Cal.) Evening Bee.

Robert Donaldson, recently of London, is reading copy on the Seattle Times.

Gilbert Gordon, reporter on the Everett (Wash.) Tribune, is now telegraph editor of the Yakima (Wash.) Herald, which recently put on full Associated Press service.

Perley H. Boone, of the Chicago Tribune and the Calumet Country club, took home the bacon at the June tournament of the Chicago Press Golf club held recently. Basil Wyriek of the Associated finished second.

Announcement has been made of the appointment of Ernest Jerome Hopkins,

recently with the San Francisco Bulletin, as head of the department of journalism at the University of Southern California, at Los Angeles, to succeed Bruce Bliven, who is now with Printers' Ink, New York.

C. F. Stout, circulation manager of the Plainfield (N. J.) Courier-News, has been ill with typhoid fever for the past eight weeks.

William G. Gredig, who has been managing editor of the Athens (Ga.) Herald since it was established, has resigned to return to Atlanta to become a member of the staff of the Constitution.

George H. Boynton, editor and publisher of the Hamilton (Tex.) Herald, has been elected Mayor of Hamilton.

Adams Colhoun, veteran employee of A. H. Belo & Company, of Dallas, Tex., publishers of the Dallas Morning News and allied publications, has resigned to accept a position of director of publicity for the Interstate Cotton Seed Crushers' Association.

"Uncle Charlie" Gibson, editor of the Texas Odd Fellow and veteran paragrapher on the Waxahachie (Tex.) Daily Light, celebrated his seventy-fifth birthday last week with a quiet little birthday party.

Max Sherower is now editor of the Japanese Salesman, of Yokohama, Japan, and also acts as correspondent for System and Pearson's Magazine.

Cullen A. Cain, former managing editor of the Topeka (Kan.) State Journal, has become editor and manager of the Bisbee (Ariz.) Daily Review.

**W**ASHINGTON.—Nelson Sheppard, who resigned from the Central News Bureau here to join the marines, is now in France.

Elias L. Dourmashkin, city editor of the Russky Golos, the Russian daily of New York city, is in Washington accompanying the Russian Commission, which is making a tour of America.

T. P. O'Connor, the distinguished editor, of London, is a guest of Senator Phelan, of California.

Lord Northcliffe addressed the National Press Club on the Fourth of July.

**P**ROVIDENCE, R. I.—Herbert Jackson has resigned from the Pawtucket Times, after eleven years' service, to accept a position as foreman of the plant of Thompson, Thompson Company.

James Hogan, of the Evening Tribune, is covering the Brookline murder case. Ralph P. Bailey, police local man, is covering the Peabody murder trial at East Greenwich.

Kenneth MacMullen, formerly with the Brockton Times, is a new Journal reporter.

J. Harold Williams, night rewrite man on the Journal, is enjoying a two weeks' vacation. Sam Otis, local copy editor, is finishing his vacation this week.

**B**UFFALO, N. Y.—Frank R. Dolbee, of the Commercial staff, has resigned to enter another line of business.

Frederick T. Turner, of the Cleveland News, formerly of Buffalo, will return here to rejoin the Times staff.

John D. Wells, managing editor of the News, spoke Sunday evening at the annual meeting of the Roycrofters, at East Aurora.

*THE earth was made so various, that the mind of desultory man, studious of change and pleased with novelty, might be indulged.*  
—Cowper.

Will R. McCord, a former Pittsburgh newspaper man, was in Buffalo about a month, in charge of the Red Cross publicity.

Raymond Meyers, of the Times, has become a member of the staff of the Commercial.

Elmer Poole, telegraph editor of the Commercial for many years, has resigned to accept another position.

Robert C. Stedler, sporting editor of the News, has been away from his desk several days on account of illness.

Fennell J. Smith, a former Buffalo newspaper man who joined the Naval Militia while working in Cleveland, was a visitor here this week.

Rober O. Conant, of the News copy desk, has been ill for several weeks.

**S**AN FRANCISCO.—Mrs. Gertrude Potter Daniels, newspaper and magazine writer, was a recent visitor here.

Thomas Trebell, with the Associated Press has taken a two months' leave of absence. He intends to go to New York.

Major John F. Careere, managing editor of the Humboldt Daily Standard of Eureka, Cal., was a recent visitor here.

Thomas Gallagher, a veteran San Francisco newspaper man, is now with the Associated Press here.

**M**ILWAUKEE, Wis.—Stewart Heath, formerly with the Sentinel, has joined the staff of the Free Press.

Stanley Cochems, telegraph editor on the Evening Wisconsin, is back from a Northern fishing and outing trip of two weeks. Mr. Cochems covered 1,300 miles in an auto during his vacation tour.

J. E. Harris, of the Sentinel copy desk, has gone to a similar position on the Journal.

Paul Welty, formerly of the Cleveland Leader, is a new acquisition to the copy desk of the Free Press.

Herman Ewald, city editor of the Free Press is entertaining a very young lady who arrived at his home last week. Weight eight pounds.

Adolph Franz, assistant city editor of

the Evening Wisconsin, has resigned to take up the duties of dramatic editor for the Sentinel.

Benj. Steinel, sporting editor of the Evening Wisconsin, last week received a surprise in the shape of a letter from his son Jack, announcing that the latter had arrived in France with the American unit to join Gen. Pershing.

**I**NDIANAPOLIS.—W. H. Blodgett, staff correspondent for the News, and his wife are spending ten days at French Lick.

Ramsey Poundstone, of the Richmond (Ind.) Palladium, has been appointed private secretary to Richard N. Elliott, newly elected Congressman from the Sixth District.

E. M. Warfel, formerly of the Richmond (Ind.) Item, and private secretary to Congressman Comstock, has been appointed publicity agent for the Indiana State Council of Defense.

W. M. Herschell, of the News staff, whose patriotic poem, "The Kid Has Gone With the Colors," was reproduced in newspapers all over the country, has written the words for a war song entitled "Long Boy." The music is by Barclay Walker, a well-known composer.

James C. Kelley has returned to the copy desk on the News.

Hector Fuller, dramatic and feature writer on the Star, is "doing" the training camp at Fort Benjamin Harrison.

Horace H. Herr, editor of the Indiana Forum, has been elected secretary of the Indiana Initiative and Referendum League.

## Visitors to New York

Hugh H. Thomson, of the Ridgway (Pa.) Record.

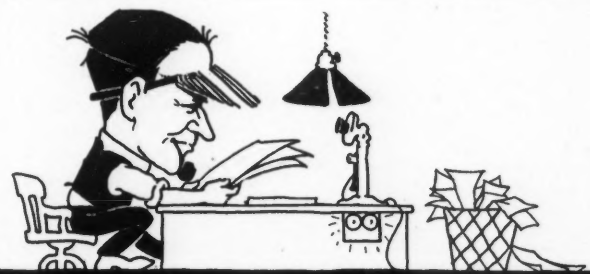
Chas. A. Stauffer, business manager, Phoenix (Ariz.) Republican.

Thomas Rees, publisher, Springfield (Ill.) State Register.

Col. Robert Ewing, publisher New Orleans States and Shreveport Times.

George E. Hosmer, chairman, Legislative Committee of the National Editorial Association, Denver, Col.

Some men oppose war, even to the extent of allowing an aggressor to do as he pleases unopposed. That kind of a man would let his house burn to the ground though he had the water at hand with which to extinguish the flames.



The editor always feels comfortable about printing the Haskin Letter because he knows it is reliable.

## PERSONALS

OMAHA, Neb.—Fred Carey, political reporter of the Daily News, has been re-elected president of the Press Club.

Charles C. Rosewater, former business manager of the Bee, and brother of Victor Rosewater, editor of the Bee, is visiting here on his first return from Los Angeles, where he went some months ago to take over the business management of the Express.

Anthony M. Easterling, with the Associated Press, has been transferred to Lincoln with the general Nebraska headquarters, which was recently moved from Omaha to Lincoln.

Henry Richmond, old-time newspaper man in Omaha, has been made general secretary of the Nebraska State Council of Defence.

Richard L. Metcalfe, former associate editor of Bryan's Commoner, now editor and publisher of the Omaha Nebraskan, was recently made chairman of the secret-service committee of the State Council of Defence.

T. W. McCullough, associate editor of the Bee, has two sons who have received commissions in the army and will soon go to the front.

Sans F. Woodbridge, the oldest newspaper man in Omaha, who has been on the World-Herald for some thirty-five years, is taking his vacation in New York.

T. W. McCullough, for many years managing editor of the Bee, has been made associate editor, and Monroe Reeves, formerly of the Chicago American, has been appointed managing editor of the Bee.

Senator G. M. Hitchcock, owner and publisher of the Omaha World-Herald, is a possible candidate for the Presidential nomination on the Democratic ticket in 1920. A local daily paper Tuesday carried a column story on his candidacy.

Val Peter, editor and publisher of the German Tribune, is buying up a lot of German country weeklies throughout the State.

Victor B. Smith, for six years with the World-Herald as political reporter, has resigned and accepted a position as secretary of the Business Men's Association of Omaha.

ST. PAUL.—L. G. Hood, late instructor in journalism under W. P. Kirkwood in the University of Minnesota, has gone to the copy desk of the Pioneer Press.

Ray I. Tennant, head of the service department of the Dispatch and Pioneer Press, is finding life rather strenuous. Busy enough anyway, he is drilling two nights a week as a member of the Citizens' Auxiliary.

Howard N. Huelster has been transferred from the service department of the Dispatch and Pioneer Press to the reportorial staff. He is succeeded by D. W. Birdsall, former reporter for these papers, who covered the State capitol.

## A "Printless" Newspaper

What is believed to be the first "printless newspaper" in America is now a flourishing institution in Switzerland County, Ind. The "newspaper" is a daily telephone bulletin furnished to the subscribers of the Farmers' Telephone Company. At a certain hour each day the exchange operators in all parts of the county call the subscribers to the telephone and report news developments of interests. Weather forecasts, births, deaths, weddings, accidents, serious illness, elopements, and divorce suits are reported.

## OUTGROW THEIR BIRTHPLACES

## Most of the Big New York Editors Were Born Elsewhere.

By JON A. JACKSON.

It is a remarkable fact that few of the men whose names stand out in New York city newspaper work are natives of the metropolis. Although not confirmed by statistics, it is also known that most of the reporters and writers in general on the city press come from other towns, most of them from the South and West.

It is not easy to say why newspaper men trained in other cities do most of the writing for Manhattan. Perhaps it is because the men who get their start on little papers have a broader experience which fits them to make a success.

If one runs down the list of New York journalists he will find places of nativity not included in his geography. For instance, Frank I. Cobb, editor of the World, was born in Shawnee County, Kan. "Who's Who" doesn't name the town. Frank A. Munsey, owner of the Sun, first saw the light in Mercer, Me. Charles M. Lincoln, managing editor of the World, was ushered into the world at Bath, Me. Garett Garrett, managing editor of the Tribune, was born at Panama, Ill.

Two who did the unconventional thing and picked out New York as a nice place to be born in were Ogden Mills Reid, owner of the Tribune, and James Gordon Bennett, owner of the Herald. Mr. Bennett afterwards became displeased with his choice, and has spent most of his time in Paris.

Oswald Garrison Villard, owner of the Evening Post, was born in Wiesbaden, Germany.

Adolph S. Ochs, owner of the Times, came from Cincinnati. Louis Wiley, the business manager, was born in Hornell, N. Y., but went while very young to Mt. Sterling, Ky. Herbert Bayard Swope, city editor of the World, and Keats Speed, managing editor of the Sun, are also Kentuckians.

Ralph Pulitzer claims St. Louis as the place of his nativity. Others who came to New York are Frank H. Simonds, Concord, Mass.; Carl V. Van Anda, managing editor of the Times, Georgetown, O.; Franklin P. Adams, Chicago, and Don Marquis, Walnut, Ill.

William Randolph Hearst was born in San Francisco; Arthur Brisbane in Buffalo; S. S. Carvalho in Baltimore; John Temple Graves in Willington Church, S. C.; and Bradford Merrill in Salisbury, N. H.

## No Summer Luncheons

The St. Louis Ad Club will discontinue regular luncheon meetings during July and August. An executive committee meeting will be held every two weeks during these months. The annual meeting of the Club will be held during October at the Statler Hotel.

## Cartoonist Fights for Uncle Sam

Charles McCarthy, cartoonist, musician, prize fighter and soldier, who served ten months in the regiment of Princess Pat, took out naturalization papers in St. Paul recently, and enlisted in C battery, First Minnesota field artillery.

## Fire in Mercury-Herald Office

A fire recently destroyed the editorial rooms and art department of the San José (Cal.) Mercury-Herald, owned by Congressman E. A. Hayes and his brother, J. O. Hayes.

## PROSPEROUS FINNISH DAILY

## The Tyomies Purchases Building at Superior, and Will Add to Equipment.

The Tyomies Publishing Company has decided to permanently locate in Superior, Wis., and has purchased for \$25,000 the building now occupied by the plant at Tower Avenue and Sixth Street. The Tyomies Company removed to Superior from Hancock, Mich., in October, 1914. Forty-five persons are on the payroll, which annually aggregates about \$50,000. The plant is equipped with modern machinery for printing, publishing and bookbinding. Plans are under way for entirely remodelling the building, and it is the intention of the company to have a thoroughly modern and up-to-date establishment.

The decision of the Tyomies Company to permanently locate in Superior is due to the fact that that Wisconsin city is the centre of the Finnish population, besides having the advantage of good railroad facilities. The railroad service afforded at Superior enables the company to get its papers all over the Central States with more dispatch than would be possible from any other city. The Tyomies is the largest Finnish daily newspaper published in America.

## Editorial Leads to Shooting

Judge James E. Fulton, City Attorney of Oneida, Scott County, Tenn., who was shot by J. E. Bell, editor of the Oneida News, last week, died Monday. The shooting was the result of an editorial criticism of Fulton and his threat to settle the matter with pistols.

## Ad Pupils Under Test

A recent issue of the Milwaukee Journal contains a page of advertisements which were solicited and prepared by the students of advertising in the School of Journalism of Marquette University. The page was a practical demonstration of the work done in the advertising class.

When anything goes wrong, myriads of men arise to say, "I told you so." These men are usually among the missing when it is time to give praise for something that comes out right.

Wanted—  
A Man

We have a position for a young man, ambitious and a hustler, who is not needed for military service.

Experience in newspaper or advertising work, while desirable, is not essential.

The qualities we most desire are energy, loyalty, good sense, adaptability and good address.

We have a permanent place with opportunities for advancement to offer the right man. Do not call or phone.

Address:

The Central Press Ass'n.  
310 World Bldg., New York

## The New York Evening Post

begs to announce that it has  
acquired the entire control of

## The Nautical Gazette

A Semi-Monthly Journal devoted to the American Merchant Marine, Ship-building Industry and Port Development.

Beginning with the first issue in July the size will be greatly enlarged and the sphere of the journal greatly extended. The editorial supervision will be under the jurisdiction of Walter B. Hayward.

Subscription price \$2.00 per annum  
Advertising rates on application  
Member of Audit Bureau of Circulations

PUBLISHED AT TWENTY VESEY STREET, NEW YORK  
By THE NATION PRESS, Inc.

## NORTHCLIFFE CENSORS CENSORSHIP ADDRESS

**Tells Members of National Press Club About Censorship in Great Britain and Declines to Permit Publication of the Speech—Gives Censorship Interview to New York Sun.**

After delivering a corking address on censorship, the mistakes and disadvantages of the methods followed by the British in the early stages of the war, Lord Northcliffe censored his own remarks, and declined to let the members of the National Press Club at Washington print his speech. He talked about an hour, July 4, and at the conclusion of his address said that he had been endeavoring in the frankest way to be an aid to America and her newspapers—and then asked that no part of his speech be printed. He said he expected to be in the United States for several months, and some time in the future would be glad to return and deliver an address which the correspondents could publish.

After he had deleted his own remarks, he was introduced to those present. Before speaking he was entertained at dinner in the roof garden of the Press Club.

The leak that occurs through the medium of the private cablegram, in the guise of a commercial message, is more to be feared than anything printed in the newspapers, according to the warning uttered by Lord Northcliffe, and published in the New York Evening Sun.

### CENSORSHIP IS THREE-SIDED.

"The censorship question?" he said in reply to a query. "If the censorship can effect the saving of a single American life, it is worth the while. The present censorship in Great Britain, about which you inquire, was arrived at after more than two years of experiment, and is worthy of consideration.

"It is roughly divided into three sections, the most important being the cable censorship. Then, follow in their respective order, newspaper censorship and the censorship of mail.

"These censorships aim primarily at information likely to help the enemy and at the discovery of information which may be of assistance to the Allies.

"The cable censorship of private and commercial messages presents the greatest difficulty.

"It would be easy for a well-informed spy to cable to a neutral country a few domestic or business phrases conveying news of priceless value to the enemy. Spies who have been caught, tried, and shot in England have usually been found in possession of what appear to be business codes.

"In one case I remember the spy and his accomplice posed as travelling salesmen in Dutch cigars. Various brands of cigars represented certain kinds of ships.

"People are much too prone to consider the newspaper leak as open to all eyes, and not to consider the private cable leak, which is the really deadly one.

"Power to open all overseas mail, such as is possessed by the British Government, is also essential.

### NEWSPAPER CENSORSHIP.

"Newspaper censorship is a comparatively simple matter, helped, as it is, by the good-will of the newspaper men themselves, who, in Great Britain, frequently help the censor.

"Newspaper censorship in England is

effected through the channel of an institution known as the press bureau. The story of its early eccentricities is best forgotten. It has now as one of its heads Sir E. T. Cook, formerly one of our leading newspaper editors. All war news passes through this central establishment. Technical army and navy matters are referred by the press bureau to experts. Delays occur, but delays are part of the war. The commander-in-chief in the field, Sir Douglas Haig, has supreme control of all news sent out by the correspondents with his armies. There you have our censorship at a glance.

"Democracies are entitled to the fullest news of their soldiers and sailors. The war correspondent is no longer regarded as a nuisance, as in the early days of the struggle. He is looked upon as a valuable ally, and is so treated by

the British and French armies.

### TRUTH PREVENTS UGLY RUMORS.

"We have found that the more news the fewer ugly rumors. Press comment is invaluable to democratic government. The newspaper foci the ideas and suggestions of millions of watchful minds. It often affords valuable pointers to Government departments. Its criticisms suggest and stimulate. The recent struggle for the reestablishment of a free press in Great Britain has restored liberty of expression to patriotic writers.

"The systematic publication of the good and bad is a means of giving confidence to the governments of democracies."

Lord Northcliffe was interrupted by the announcement: "Senator Kellogg to see you."

"Senator Kellogg? Oh, yes, the Senator from Minnesota, I believe?" he inquired of the interviewer, who nodded.

"Ah, good morning, my dear Senator," came from outside the room, and ended the interview.

The Best Known Slogan  
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

## The Editor and Publisher and The New York Globe

In 1912 The New York Globe bought twenty-seven two inch cards, and some half pages of advertising space in THE EDITOR AND PUBLISHER.

In 1913 The New York Globe bought 3,997 agate lines of advertising space in THE EDITOR AND PUBLISHER.

In 1914 The New York Globe bought 4,880 agate lines of advertising space in THE EDITOR AND PUBLISHER.

In 1915 The New York Globe bought 13,944 agate lines of advertising space in THE EDITOR AND PUBLISHER up to August 31st.

Since September 1st, 1915, The New York Globe has bought a minimum of 672 agate lines, or one full page in every issue of THE EDITOR AND PUBLISHER.

In 1913 The New York Globe sold 4,360,574 agate lines of advertising space.

In 1914 The New York Globe sold 4,081,723 agate lines of advertising space.

In 1915 The New York Globe sold 5,547,018 agate lines of advertising space.

In 1916 The New York Globe sold 5,921,522 agate lines of advertising space.

"Physician heal thyself" is an admonition often given and seldom followed.

Particularly is this true regarding sellers of advertising space.

As a general rule, seemingly, sellers of advertising space lack faith in advertising space to sell advertising space.

Witness, however, here and there, a seller of advertising space who has enough faith in advertising space to use advertising space to sell advertising space.

One of the particularly bright and shining lights who has won signal success in selling advertising space is Mr. Jason Rogers, Publisher of The New York Globe.

Mr. Rogers is credited with an ability to visualize the future and foresee results in a manner that is wonderfully efficient and result producing.

The record of advertising carried by The New York Globe during 1913, 1914, 1915 and 1916, together with the record of advertising placed in THE EDITOR AND PUBLISHER by The New York Globe is significant, to say the least.

Of course this advertising was backed up, first with a good paper, second by intensive solicitation, third by largely increased circulation, but advertising advertising has made all these other things easier for the man who did them, and has demonstrated the efficiency of good advertising space, also, the value of consistency and persistency.

It is particularly noticeable that, since September 1st, 1915, The New York Globe has had at least one page in EVERY number of THE EDITOR AND PUBLISHER.

THE EDITOR AND PUBLISHER can be of material assistance to the publishers of other papers in increasing their advertising.

## The Editor and Publisher

Suite 1117 World Building, New York City

Member Audit Bureau of Circulations

Think of it—an advertisement every issue for over five years.

## HOW STUDENT HEARST KEPT HIS FLAG FLYING

W. H. McMasters Relates Story of Big Publisher's Harvard Days, Illustrating His Early Passion for Political Independence—Not to be Balked in His Support of Butler.

Boston, July 3.—Wm. H. McMasters, the publicity man, was the speaker at the Concord Reformatory on Sunday to the boys of the first grade. This was Mr. McMaster's third appearance at the Reformatory during the past two years.

He took as his subject the text "Do Your Own Thinking," and illustrated it by numerous stories that were right up to date.

Speaking of Lord Northcliffe, he said: "When the big war started Lord Northcliffe didn't hesitate to think, speak and write his own views. It looked for a while as though he would wind up in the Tower of London to be tried for treason, but he stood by his own conscience and he finished as Representative Extraordinary of Great Britain to the United States where he will do more to help win this war than any Englishman we can name."

The speaker talked on the freedom of the press and said that the personal, unprejudiced views of the editors were needed more in time of war than in time of peace.

"And don't imagine that you are not going to get honest views from the press," he said.

"Some of the editors may not agree with you or with the President or with each other, but that isn't a test of honesty."

"One of our most virile newspaper forces is William R. Hearst, owner of the great Hearst publications. I am going to give you a story about Mr. Hearst that shows the type of man he was and let you judge whether a man of that character cannot be trusted to go the limit for what he believes is right."

"Back in the campaign of Benjamin F. Butler, for Governor of Massachusetts, on the Democratic ticket, Butler attacked the colleges for not paying taxes on property used for commercial purposes. The colleges all came back strong, especially Harvard, where Butler made himself about as popular as the Kaiser would be at Oxford University, to-day."

"One day a big flag, with Butler's picture on it and the wording 'For Governor—Benjamin F. Butler,' was flown from the window of a house used as a dormitory near the Harvard University grounds."

"It was taken down in the afternoon and the Boston papers spoke of the incident, saying it was only a college prank and would not be repeated."

### YOUNG MAN WAS RESOURCEFUL

"The next day the flag flew again, and was hauled down during the afternoon, with more comment in the papers, and a statement from the faculty. It was not to be flown any more. But two days later the flag was flying once more, and this time it stayed up, flaunting Butler to the people of Harvard."

"Colonel Drinkwater was chairman of the Democratic State Committee and he became officially interested in the matter, which by this time was attracting all sorts of attention and press comment. So he decided to get the facts for campaign purposes."

"He drove over to Cambridge and called at the dormitory. Inquiring who

it was that was flying the Butler flag, he was told that it was 'Billy Hearst, of California.'

"He went up to the room and rapped. Young Hearst let him in and the Colonel said that he wanted to thank him for showing his colors right in the home of the enemy."

"That all right, Colonel," said Hearst. 'I may be only a student here, but I do my own political thinking and I am with Butler.'

"You had to haul down the flag a couple of times, I understand?" suggested the Colonel.

"Oh, yes," answered Hearst. "They made a little fuss and I had to pull it in, but I assure you, Colonel, as the son of a Democratic Senator from California, that it will stay up till the end of the campaign."

"That is good news," said the Colonel 'and I know General Butler will appreciate it. By the way, Mr. Hearst, would it be asking too personal a question if I inquired how you finally fixed it so that the flag is to stay up?'"

"Oh!" said Hearst, with a shrug of his shoulders, 'it was easy enough. When I found out there was going to be any trouble about it, I looked up the owner and bought the house.'

"We can't afford in times like these," said the speaker, "to put any curb on men like Hearst and other editors who do their own thinking and go the limit for what they believe is right."

## AND NOW IT'S THE COPY GIRL

Buffalo Evening News and St. Paul Dispatch Report Innovations.

Exit the copyboy. Enter the copy-girl.

City Editor William F. O'Connell, of the Buffalo Evening News, having tried for two weeks to get youths of the male species to rush copy, in desperation inserted the following ad in the classified columns of the News:

"Wanted, girl 15 to 16 years, with knowledge of typewriting, to answer 'phone and do office work in editorial department. Apply city editor, Evening News."

The response to the ad was all that could be desired. The lass, said to be the first copy girl in an American newspaper office, seems to be making good. The city editor calls her a find, but the staff is trying to figure out some way to get the attention of the remaining copy boys. They seem more desirous of serving the young lady than responding to the call, "Copy."

The St. Paul Dispatch has made the innovation of hiring a girl for printer's devil, not being able to secure a boy for the work. She is Miss Margaret Milligan, aged sixteen, and she is making good. Old printers looked askance at the innovation, but now they admit that the lass who does errands and carries proofs from the shop to various business houses is faster on her feet than the average boy. "She hears better," it is said, "and furthermore she brings into those vexatious periods when galleys get pled and the world rocks, a young girl's smile."

### New Executive Committee

Edward Doty, president of the Alabama Press Association, has named the following executive committee of that organization: Frank Jullan, Sheffield Standard; Edward W. Barrett, Birmingham Age-Herald; Webb Stanley, Greenville Advocate; C. B. Flannel, Gunterville Democrat; C. A. Verbeck, Gadsden Journal.

## TELLS MANUFACTURERS HOW ADVERTISING PAYS

William A. Thomson, Director of the Bureau of Advertising, Visits Makers of Nationally Distributed Products on Pacific Coast, and Tells of Newspaper Efficiency.

William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, is in Seattle, where he is bringing to the attention of manufacturers of nationally sold products the merits of newspaper advertising. Mr. Thomson left for the Pacific Coast a few weeks ago, going first to Los Angeles and the section contiguous to it, calling on those whom he saw on the occasion of his previous visit, and also seeing new prospects. Everywhere he has been received with the best of good feeling. Publishers are coöperating with him and have assisted him in many ways. Mr. Thomson is working on a plan suggested by the members of the Chicago Association, when he visited that city just after the A. A. C. W. convention. He finds the manufacturers of the Pacific Coast responsive, and interested in the plans he has put before them. He will return through the northern portion of the country.

### An Advertising Stunt

The Daily News Record, New York daily newspaper covering the textile and men's apparel manufacturing field, is now carrying a page advertisement each week called the "Business Index," a classification of business articles appearing weekly in current periodicals. The page is prepared by the Fairchild Sales and Advertising Management Service, of New York.

## TO SPECIALIZE ON COLOR WORK

Powers Brothers Open Their Third Photo-Engraving Plant in New York City.

The Powers Colorotype Co. is the name of the third plant established by the Powers Brothers. The new branch, which is located at 115 East 23rd Street, will handle color plates to the exclusion of all other classes of business, specializing in three and four color process work. The increase in this class of business made it necessary to separate that division, in order that the matter of color reproduction might be developed without the intrusion of any other character of work. The new plant is in charge of F. T. Powers.

### More Than a Million Lines Each

Considerable interest has been created by the publication of figures showing the amount of advertising printed in eighty-five leading newspapers in fifteen principal cities of the United States during May. A study of the figures shows that thirteen of the newspapers carried advertising in excess of 1,000,000 lines, as follows: Detroit News, 1,865,346; Chicago Tribune, 1,506,444; Detroit Free Press, 1,210,510; Chicago Daily News, 1,208,292; St. Louis Post-Dispatch, 1,177,461; Cleveland Plain Dealer, 1,139,925; Philadelphia Inquirer, 1,168,200; Los Angeles Times, 1,131,900; New York World, 1,107,380; Washington Star, 1,090,129; New York Times, 1,084,538; Minneapolis Tribune, 1,008,448; Minneapolis Journal, 1,006,404.

### In Foreign Ad Field

The Hutchinson (Kan.) Gazette announces the appointment of Stevens & King, Inc., New York and Chicago, as foreign advertising representatives.

## Circulation Manager Wanted

YOUNG man wanted with a reputation for diligent effort and inelligent application. Must be well educated and be capable of working long hours in emergencies. The concern requiring the man is one of the most eminent daily newspapers in America.

Address fully, giving age, experience, and salary expected.

Address Circulation Manager (Personal), Box 794, New York City.



## NEWSPAPERS RESPOND TO ALL CALLS FOR SERVICE

Government Finds Every National Task Lightened Through Loyal Co-operation of the Press, Yet Propositions for Special Taxation and Restrictions Continue to Gain Hearings in Congress.

WASHINGTON, July 2.—Washington is now the news centre of the world. Never before did the American Press play the important part it does to-day and in proportion to the importance of the news from Washington is the value of the trained Washington correspondent.

Men gifted in the art of writing cleverly, men full of wholesome information, trained diplomats, shrewd politicians, skilled in the art of "Sherlock Holmes" and above all, masters of confidence for they are interested with the secrets of the nation—such is the calibre of men who are ever on the alert here feeling the pulse of the heart of the news centre of the world. That the press is playing its part, and an important one, is conceded by all. The Government recognizes its vital importance for disseminating the news upon which so much depends. The arm of the President must be guided by the people. The people can best be reached through the medium of the newspaper.

Strikingly in illustration are the requests that daily come from the President and his Cabinet in appeal to the press to disseminate proclamations regarding the war, and orders concerning important decisions of the Executive Branch of the Government.

### TO KEEP IN TOUCH WITH THE PEOPLE.

The President appeals daily that his proclamations may be well disseminated by the newspapers of the country. The Secretary of War appeals to the newspapers to aid in securing recruits for the army; the Secretary of the Navy appeals to the press in various ways about orders regarding the navy; the Secretary of Agriculture appeals to the editors to disseminate information urging the housewives to conserve by preserving and canning fruits—and so it goes. All of which information the American press carries fully and gratis. The Secretary of the Treasury concedes that the \$2,000,000,000 Liberty Loan could not have been floated without the aid of the press. The fund for the aid of the American Red Cross in this time of urgent need for that worthy organization, could not have been raised without the aid of the newspapers.

The printing of the names of those registered in the army, so that the public generally may assist the War Department in finding out who are the "slackers" could not be accomplished without the valuable aid of the press. The important legislation of Congress, which body is daily passing stringent laws, the observance of which is most vital to the American people, heavy penalties being imposed for their non-observance, could not be disseminated without the aid of the daily paper. And with it all ninety-nine per cent. of the American papers are observing the voluntary censorship they have imposed upon themselves, whereby they are withholding information of aid to our enemy from the American people, and thereby withholding it from a source where it could be obtained by the enemy, thus greatly aiding the Government in its momentous work.

### THE NEWS CENTRE OF THE WORLD.

Five of the average eight columns of the first page of the great American metropolitan dailies are dated from Washington. Thus the statement that

Washington is the news centre of the world, is no idle boast, and it is only a matter of a short time when President Wilson will put in force the power given him in the espionage law—the privilege of placing embargoes upon food-stuffs and the necessities of life so essential to many of the European countries which are wholly dependent upon America for their supply. Thus the National Capital is the vital centre for the dissemination of news for the world.

The telephone, telegraph and cable companies are multiplying their lines of communication to and from Washington many times. Recently a large cable, carrying many hundreds of wires, was laid between Washington and New York, all placed underground.

And with this great influence and power and aid of the press to the Government, Congress has under consideration methods of especially singling out the press, or the newspapers of the country for a tax. It can be but conceded that those who are in protest against the imposition of this tax are right in their position, for without the aid of the press, in times like this, the Government would be in a sorry way for the dissemination of news so valuable to the achievement of its aims.

The American press has given to the Government, columns upon columns, page upon page, and is doing so, and will continue to do so regardless of tax impositions.

## N. E. A. MAY ENDORSE COMMISSION'S PLAN

(Continued from page 3)

however, that the general sentiment will be to maintain present conditions, in order not to disturb the newspaper business during the war period.

The committee on advertising will make its report, and an attempt will be made to secure the adoption of the rate card, based on circulation, which has been prepared after months of investigation and considerable work on the part of those who have investigated the matter.

Some action will be taken at the meeting next week to put into effect a plan to secure a site for a home for retired editors, which has been discussed at the annual meeting for a number of years. It is believed by the advocates of the home that a strong committee will be appointed, with instructions to select a site for a home, and that this will be decided upon at the meeting to be held in 1918. The idea of those who have had the matter in charge seems to be that during the coming year the necessary data upon which to found the home must be collected, and with the title to a site secure within the next twelve months, that it will be possible to launch the project successfully at the next annual gathering of the Association.

### CENSORSHIP WILL ALSO COME IN FOR DISCUSSION.

There has been no decision yet as to whether the trip to Canada will be made. A number of the editors are in favor of it.

The thirty-second annual meeting will open in the Convention Hall of the West Hotel at 9:30 A. M. Monday morning.

The programme for the meeting was printed in THE EDITOR AND PUBLISHER June 16.

Lord Northcliffe may be present and deliver an address to the editors. This point has not been settled as yet.

John Clyde Oswald has notified President Tomlinson that he goes into camp July 7 and will not be able to be in Minneapolis.

# FOR SALE

2—R. Hoe Co. Straightline Sextuple Newspaper Perfecting Presses.  
Three rolls, four plates wide.  
Running speed per hour of each press with two "Formers" and two deliveries:

48000—4, 6, 8, 10 and 12 page papers all the sheets inset.

24000—14, 16, 18, 20, 22, or 24 page papers all the sheets inset.

24000—16, 20 or 24 page papers, collected, i. e., composed respectively of two 8 page, two 10 page and two 12 page sections, laid one on the other and folded together.

12000—28 or 32 page papers, collected, i. e. composed respectively of two 14 page, and two 16 page sections laid one on the other and folded together. All folded, counted and pasted if desired.

Suitable for above described presses there are:

2—"Hoe Equipoise" curved plate casting boxes.

2—"Goss" curved plate trimming machines.

1—"Hoe" curved plate shaver.

1—"Hoe" curved plate finishing block.

1—"Goss" Double Steam Table.

9—Form Tables (4 wooden, 5 iron),

All in first class condition.

# THE LEADER— THE NEWS

CLEVELAND, OHIO

## TIPS FOR DEALERS

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

NEW YORK—B. C. Forbes Publishing Co., Inc.; publishing and printing; \$50,000; B. C. Forbes, W. Drey, A. Colvin, 260 Broadway, New York.

DOVER, Del.—Street & Smith, Inc.; to carry on business of publishers, printers, etc.; \$4,000,000; George C. Smith, Ormond G. Smith, F. W. Garvin, all of New York.

BOSTON. — Greek-American Review Company; newspaper; \$30,000. President, Seraphim G. Canoutas, Brookline, Mass.; treasurer and clerk, Lillian V. Brown, West Somerville, Mass.

NEW YORK—Aerial News, Inc.; publishers and printers; \$5,000. F. N. Smith, Thomas Daly, H. O. Demmer.

BOSTON—Lewis J. Hewitt Company; \$30,000; printing and publishing business. President, Frank Lewis, West Roxbury, Mass.; treasurer, Lewis J. Hewitt, Brighton, Mass.; clerk, Henry D. Wiggin, jr., Brookline, Mass.

INDIANAPOLIS. — The Indianapolis Methodist; to print and publish a newspaper devoted to the Methodist Episcopal churches; directors, Albert Storms, James M. Ogden, Clarence E. Weir.

WILMINGTON, Del.—Eastern Advertising Corporation; carry on a general advertising agency business; \$750,000; M. L. Rogers, L. A. Irwin, H. W. Davis.

DENVER, Col.—The Mining American Publishing Company, incorporated with \$5,000 capital. Incorporators: W. G. Edwards, 804 Continental Building; C. A. Ferguson, E. Hamilton.

## CHANGES IN INTEREST

LOS ANGELES, Cal.—Charles Lapworth and Eldridge Rand have purchased the Graphic from A. D. Porter.

FORT BRAGG, Cal.—P. A. Slye and C. C. Craddock are the new publishers of the Chronicle.

LAGUNA, Cal.—Cyrus Isaacs, formerly with the Riverside (Cal.) Enterprise, has taken charge of the Life.

ARMSTRONG, Ia.—W. O. Howard has sold the Journal to L. B. Hospers.

WICHITA, Kan.—W. H. Purdy, of the Journal Publishing Company, purchased on June 28 the Price Current and Southwest Farmer from Ray Reed.

BURDEN, Kan.—S. Day has purchased the Times, and will increase the size of it to an eight-page, five- or six-column paper.

BRANSON, Mo.—E. J. Hoenshell has sold the White River Leader, a local weekly, to Frank Laughlin, who has been connected with the Pittsburgh (Kan.) Headlight for the past twenty-six years.

## CONSOLIDATIONS

PECOS, Tex.—John Hibdon, editor of the Enterprise, has purchased the plant, subscription list, and good will of the Times, and will consolidate the two papers.

ASHLAND, Kan.—Carl O. Headrick, of the Record, has purchased the Clipper and consolidated the two papers under the name of the Ashland Clipper.

FORT DODGE, Ia.—The Daily Messenger and the Daily Chronicle, local afternoon newspapers, have consolidated.

If you can't push—pull with the crowd, but don't block the way.

The man who wastes time is throwing away part of his life.

## SUSPENSIONS

CAMAS, Wash.—The Pilot has been suspended. The publishers have left Camas and the plant has been sold and taken to Vancouver, Wash.

AMHEARST, O.—The Advertiser has been suspended because of the high cost of print paper.

REDWOOD CITY, Cal.—The Daily Star has been suspended.

NEWTON, Tex.—The News has suspended publication. C. E. Gilbert, publisher, has enlisted.

## NEW ENTERPRISES

KANSAS CITY, Mo.—The Western Coal Journal is the name of a new local weekly coal paper. C. J. Siebens is president, H. C. Davison is editor, and W. H. Baldwin is associate editor.

## Advocates Two-Cent Coin

The Cleveland Plain Dealer, in an editorial, is advocating the return of the big copper two-cent piece, one of the reasons being that it will be more convenient when daily newspapers raise their price to two cents, as they may be forced to do at any time. The Cleveland public is being prepared in many ways for an increase of daily paper prices to two cents. Cleveland started a similar agitation for a three-cent piece when Tom L. Johnson proved that a street-car system could charge a three cent fare and make money.

## Staff Honor Volunteers

The Miami (Fla.) Herald staff assembled in a body recently to honor two of its members, Walter W. Thompson and Leo Wolfe, who have enlisted in the naval militia. Thompson has a lieutenant-commander's commission, and Wolfe is a seaman. Col. Frank B. Stoneman, editor of the Herald, complimented the departing volunteers and presented them, on behalf of the staff with suitable gifts.

## Shows Its News in Films

The Cleveland Plain Dealer is filming its news. Recently three Cleveland motion-picture houses released the first issue of the Plain Dealer Motion Picture Magazine. The principal daily happenings of the city will be put into pictures and circulated through the theatres. Daily assignments are given by V. B. Gray, assistant city editor, and the filming is done under the direction of Samuel Brodsky, of the Argus Company, makers of educational and industrial films.

## Journalism Course Revised

The Kansas State Agricultural College will next year go upon the semester basis. Hitherto the school year has been divided into three terms. The journalism curriculum, which leads to the degree in bachelor of science in Industrial Journalism, has been revised to include thirty-four hours of journalism, eighteen hours in the social sciences, eighteen hours in agricultural or some other industrial line of study, and a number of subjects of more general character.

## To Enlarge Plant

The San Francisco Daily News has obtained a building permit to make \$20,000 improvements and additions to the News Building.

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

## REPORTERS MAY GO TO FRANCE

## Baker Favors It, but Will Defer to French Opinion.

WASHINGTON, July 5. — Assurances has been given by Secretary Baker that the American press would be allowed as liberal representation as practicable with the first expeditionary force to be sent to France under Major-Gen. Pershing. Because the troops are going to French soil, he said, it is deemed necessary to reach an understanding in advance with the authorities there as to the limitations to be placed upon the publication of information which might be of value to the enemy.

Gen. Pershing will report to the Department as soon as he has talked the matter over with French officials and arrangements for American correspondents to accompany the troops will then be made.

Secretary Baker indicated his own desire to tell the American people just as much as possible of what American troops are doing while at the front.

## Changes on Lexington Herald

Two members of the Lexington (Ky.) Herald staff have resigned their positions and gone to the Officers' Training Camp at Fort Benjamin Harrison. They are Presley T. Atkins and Herbert Graham. With these changes and the installation of the Herald in a new building, there has been a reorganization of the Herald staff, with J. M. Van Derveer, formerly with the New Orleans Item, as managing editor. Maurice Burnaugh, well known on the stage as "Peter Page" has also joined the Herald forces.

## Sweden Holds Up Pulp

Sweden is holding up 200,000 tons of wood pulp, and American manufacturers who have been bidding for it have given up hope, on account of the conditions imposed by the sellers. There has been an extreme advance in price. In addition, a deposit is required, to be forfeited if any of the pulp finds its way to another country, a condition to which American manufacturers refuse to agree.

## Argentina May Make News Print

Owing to the increased price of news print and the difficulty in getting a supply, capitalists of Argentina contemplate the erection of a paper mill in that country for the supply of the newspaper publishers there, utilizing the pulp of the Arauca pine, which is said to be suited for the purpose. Spanish capitalists have asked for permission to establish a mill there, in order to supply paper for Spain also.

## GRAND RUSH FOR FLAGS

## D. B. G. Rose, of Louisville Post, Has Established a Flag Factory.

David B. G. Rose, more familiarly known to the members of the I. C. M. A. as "Alphabet" Rose, who is the circulation manager of the Louisville (Ky.) Post, the president and general manager of the Standard Printing Company of Louisville, a past potentate of the Mystic Shrine, Past Thrice Potent Master of Union Lodge of Perfection Ancient and Accepted Scottish Rite, Valley of Louisville, and past president of the I. C. M. A., has established a flag factory in Louisville, Ky., and has already, according to press reports, received orders in excess of 350,000, with more arriving hourly. The first order received was for 150,000 flags, from Portland, Ore. One of the next orders came from San Francisco. Business houses in New York, Philadelphia, Chicago, St. Louis, and Cleveland have bombarded the Louisville factory in an effort to obtain control of the total output.

According to Mr. Rose, all the flag factories in the United States are working night and day and cannot catch up with orders before the latter part of July.

He who earns money has added to the wealth of the world, for he has given something in return. He who steals money tries to get something for nothing, and that is impossible for at some time or place he must repay with compound interest.

Baltimore is today enjoying the fruits of a substantial solid prosperity built before the days of war booms. Business is active and here to stay. Let THE BALTIMORE NEWS help you get your portion of it.

for **BETTER BUSINESS**  
in Baltimore  
CONCENTRATE IN THE  
**BALTIMORE NEWS**

Net Daily Circulation **88,685**  
JUNE 1917

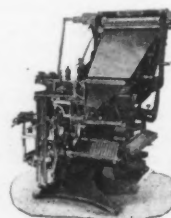
GAIN over Same period  
1916, **11,297**

Special Representatives  
**DAN A. CARROLL** NEW YORK  
Tribune Building,  
**J. E. LUTZ**  
First National Bank Building, CHICAGO

## INTERTYPE

## "The BETTER Machine"

Model A, \$2100    Model B, \$2600    Model C, \$3000  
Single Magazine    Two Magazines    Three Magazines  
SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA



The Intertype is popular because it is BETTER; because it is standardized and interchangeable; because it is simplified and reliable; because, model for model, it is obviously superior to similar machines of other manufacture.

**INTERTYPE CORPORATION**  
Terminal Building    Brooklyn, N. Y.

## FIRST HALF OF 1917 SHOWS GAIN IN ADS

New York Newspapers Cut Down Number of Pages Printed During June, 1917, More than 1,000 Compared with the Same Period Twelve Months Ago—Gains and Losses.

The daily newspapers of New York show an advertising increase of 557 pages for the first six months of the present year. During that time they printed 56,416,567 lines, compared with 55,075,884 lines, a gain of 1,340,683 over the number carried for the first six months of 1916. This figure includes \$33,926 carried by the Press (now consolidated with the Sun) for the first six months of 1916. Eliminating the Press figures, the gain would be about 909 pages. The greatest amount of advertising carried by one paper for the past six months was 6,864,661, and the smallest 2,023,231 lines. Losses were sustained by five papers. The greatest loss was 227,633 lines and the smallest 28,475 lines. The figures are from the statistical department of the New York Evening Post.

During the month of June, 1917, the daily newspapers of New York city printed a total of 9,670 pages, compared with 10,824 for the same period one year ago, a saving of 1,154 pages. During the month just closed they printed 9,162,609 lines of advertising, compared with 9,495,034 a year ago, a decrease of 332,425 lines, or about 139 pages less advertising. These figures include those of the Press. Eliminating the Press, the decrease was 172,554 lines, or approximately 71 pages. Gains were shown by seven newspapers. The largest amount of advertising printed by any one newspaper in New York last month was 1,078,263, and the smallest was 304,270 lines. The greatest gain was 77,525, and the smallest 4,483 lines. The greatest loss was 70,309 lines and the smallest 3,453 lines. The greatest number of pages printed by any one daily during the past month was 908 and the smallest 362.

### Ad Solicitors in Contest

A. G. Newmyer, business manager of the New Orleans Item, is conducting a contest among his display and classified advertising solicitors with a trip to San Francisco in 1918, to attend the Associated Advertising Clubs of the World convention as the prize. The contest started July 1, and will end in June, next year. A point system has been worked out whereby rewards will be made for meritorious services rendered.

### New Members of S. N. P. A.

The Fort Worth (Tex.) Star-Telegram and the Beaumont (Tex.) Daily Journal have become members of the Southern Newspaper Publishers' Association. The organization now has 100 members.

### Boston Post Bars Liquor Ads

The Boston Post has announced to advertising agents and advertisers that after July 1 no liquor advertising of any kind will be accepted for publication in the daily or Sunday editions.

### Limiting Liquor Advertising

The Pittsburgh Dispatch will hereafter carry liquor advertising on Wednesdays and Sundays. This advertising will be eliminated from editions going into dry territory.

### DEVICE TO CLEAN TYPE

Atlanta, Ga., Printer Applies for Patent on Long-Needed Invention.

A type-cleaning device which is expected to save much time and labor in the printing industry has been invented by Franklin P. Gaffney, of Atlanta, Ga. Mr. Gaffney, who has been in the printing business in Atlanta for sixteen years, says the invention is extremely simple, but is not duplicated in the records at the Patent Office in Washington. He has made application for a patent, and when it is granted expects to dispose of it quickly.

The Gaffney type-bath device, as it is known, makes it possible to clean type by the case. In printing offices the only way now to clean type is to dig out the letters individually and give them a bath. By Mr. Gaffney's invention an entire case may be transferred to the bath case in ten seconds, soaked until clean, and transferred back in another ten seconds.

The inventor says he got the idea about six months ago, while handling some old type in his office. It took him a very short time to complete the model of the new device.

### "ADVERTOURIST" HAS HARD JOB

Without Sanction of Club Censors He is Under the Ban.

In Florida they have dubbed the schemer "The Advertourist" and have put him under the ban. Secretary B. R. Kessler, of the Jacksonville Advertisers' Club, invented the name. The various advertising clubs in Florida have combined, and every scheme to secure advertising from merchants must be passed on by the censors of the club before the man can do business. If the censors endorse the scheme, they give a permit allowing the man to solicit ads.

The members of the clubs will not talk business with a man soliciting ads unless he first shows this permit, so that a man who tries to do business without the permit or endorsement, is limited to such merchants as are not members of the clubs was formed at St. Augustine on Tuesday last.

The man who has a cost system, which he does not keep, is in the same boat with the fellow who lets his fire-insurance policy run out.

### New Orleans Item's Anniversary

The New Orleans Item which was founded in June, 1877, has entered upon its fortieth year of service.

**C**HICAGO people have learned to look to The Chicago Evening Post for automobile news.

**C**The Post's automobile page is edited by E. G. Westlake, probably the best-known automobile writer in the middle West.

**C**The Post is read by the intelligent and influential people of Chicago—the ones who are interested in and can afford to buy the automobile advertised in its columns.

**C**Automobile advertisers, consequently, get profitable returns from the money they spend for space in

The Chicago Evening Post

WHERE NEWS IS TOLD,  
OUR INK IS SOLD!

# News Ink

That we are meeting competition on quality successfully, and that our prices are favorable considering this quality, is proven by our vastly increased business within the past year. This is largely due to the fact that we manufacture our own Carbon Black.

Surely with this firm back of you, pressroom troubles can be reduced to a minimum. Not only our salesmen, but also our chemists will co operate with you in inaugurating a service that will not only meet your requirements, but will also make you consider us a part of your own organization, the resulting service being to our mutual advantage.

We sincerely urge a trial of our News Ink, for either Flat-bed or Web presses.

THE AULT & WIBORG CO. OF NEW YORK  
57 GREENE STREET NEW YORK, N. Y.

WHEN BUYERS THINK,  
WE SELL THE INK!

## "MY-T-FINE" NEW AD ACCOUNT IN DAILIES

Advertising Copy Placed by Delmonico Agency Is Attracting Attention—Appearing in Metropolitan Newspapers at the Present Time—Other Accounts Going Out.

DELMONICO, WALLACE & CUTLER, 299 Madison Avenue, New York, place "My-T-Fine" D. & C. Flour, manufactured by the D. & C. Distributing Company. The ad is small, but attractive, featuring "My-T-Fine," and is to be followed, it is said, by other advertisements to sustain interest in the campaign.

THE ATLANTIC ADVERTISING AGENCY, 116 Nassau Street, New York, is sending out orders to the larger city dailies for the Home Supply Co., of New York.

THE HAMTON ADVERTISING AGENCY, of Binghamton, N. Y., is placing mail order copy for the Union Laboratory, the Etna Company, and the Aero Company of Binghamton, N. Y.; the Royal Electric Company of Endicott, N. Y., and the Novo Company of Philadelphia.

THE TAYLOR-CRITCHFIELD-CLAGUE Co., of Chicago, handles the bath brush account of the Knickerbocker Manufacturing Co., 211 West Schiller Street, Chicago.

THE NELSON CHESMAN Co., of St. Louis, handles the account of the manufacturers' Distributing Co., 1127 Pine Street, St. Louis, and the Haverford Cycle Co., 503 Market Street, Philadelphia.

STROUD & BROWN, INC., 303 Fifth Avenue, New York, are placing contracts with newspapers in New York city and vicinity for "Forest Mills Underwear" and "Gordon Hosiery" made by Brown-Durrell & Co., 17 West 19th Street, New York city.

THE A. M. SWEYD Co., 347 Fifth Avenue, New York, is placing 42-line 1-time orders with newspapers generally for the Hudson Products Co., 44 East 23d Street, New York.

THE J. WALTER THOMPSON Co., 242 Madison Avenue, New York, is asking for rates on automobiles and accessories concerns.

THE VREDEBURGH-KENNEDY Co., 171 Madison Avenue, New York, is placing orders with newspapers in selected sections for the Alonzo O. Bliss Co., Washington, D. C.

THE KEESHAN ADVERTISING Co., 312 Empire Building, Oklahoma City, is asking for rates in newspapers and farm publications.

THE CHARLES H. FULLER Co., Chicago handles the following accounts: Commercial Vehicle Motors Co., 910 So. Michigan Avenue, Chicago; Golden Rule Cutlery Co., 212 Sheldon Street, Chicago; Maxfer Truck & Tractor Co., 5053 So. Wabash Avenue, Chicago; National Kellastone Co., 19 So. La Salle Street, Chicago; Winther Motor Truck Co., Kenosha, Wis., and Independent Coffee Co., Milwaukee, Wis.

THE ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York city, is making 6,000-line contracts with some New York State papers for "Twenty-Mule-Team Borax," manufactured by the Pacific Coast Borax Co., New York city and Oakland, Cal.

J. D. BARNHILL, INC., 110 West 34th Street, New York city, is again making contracts with some Western newspapers for A. C. Penn Co., hardware, 100 Lafayette Street, New York city.

THE GEO. BATTEN Co., 381 Fourth Avenue, New York city, is placing a try-out campaign for "A.B.C." Yeast, made

## APPOINTS WESTERN AGENT

Meriden (Conn.) Record Names Western Representative.

E. E. Smith, who is vice-president of the Meriden (Conn.) Morning Record, has been associated with that newspaper for thirty-two years. He came to the paper as assistant business manager in 1885, and is to-day one of the three principal stockholders, as well as vice-president and treasurer of the company. Mr. Smith has always made it a prac-



E. E. SMITH.

tice to handle the national advertising that appears in the Record through the home office, and is one of the best-known men in the field, being personally known to nearly every space buyer east of the Rocky Mountains. His policy is to be continued in the East. Gilman & Nicoll have been appointed Western representatives and will have charge of the Record's national advertising west of Pittsburgh and Buffalo. The Record's Western office is located in the Tribune Building, Chicago.

by the Whitney Yeast Co., Woolworth Building, New York. The campaign will be through the medium of a number of Massachusetts newspapers.

THE ERWIN & WASEY Co., 58 Washington Street, Chicago, Ill., places the advertising of the "Oakland" automobile, of the Oakland Motor Car Co., Pontiac, Mich.; this agency also handles the account of the Redden Motor Truck Co., Inc., Jackson, Mich., and the auto accessories account of Whittier Co., Chicago.

THE NICHOLS-FINN ADVERTISING Co., 222 South State Street, Chicago, is again placing contracts with some Western newspapers for "Ajax Tires," made by the Ajax Rubber Co., 1796 Broadway, New York city; this company is placing one-page, one-time orders with large Sunday newspapers, for the Jackson Auto Co., Flint, Mich.

THE WM. H. RANKIN Co., 104 South Michigan Avenue, Chicago, Ill., is renewing newspaper contracts for Wilson & Co., meat packers, 41st Street and Ashland Avenue, Chicago, Ill.

THE SCHECK ADVERTISING AGENCY, 9 Clinton Street, Newark, N. J., is placing new schedules with newspapers for July and August for the "John Ruskin" cigar, manufactured by the I. Lewis Cigar Manufacturing Co., 112 East 19th Street, New York city.

SHERMAN & BRYAN, 79 Fifth Avenue, New York, are placing orders with Western newspapers for "Lackawanna Underwear," made by A. S. Haight & Co., 61 Worth Street, New York.

## BATTEN COMPANY GETS PORTO RICAN CONTRACT

Vice-President Little Is Now in San Juan Arranging Details with Fruit Exchange for Advertising Island's Citrus Products—He Gives Some Interesting Opinions.

The merits of Porto Rican oranges, pineapples, and grapefruit are to be given wide publicity for the first time, through the George Batten Company, of New York.

Frank H. Little, vice-president of the company, is now in San Juan arranging details with the Porto Rico Fruit Exchange. The campaign will be made throughout the Eastern States and Canada, to begin with the coming citrus crop. On Wednesday, Mr. Little met at the Exchange fruit-growers from all parts of Porto Rico and explained to them the plans he has in mind for pushing publicity concerning their products. Mr. Little told them that he believes that Porto Rico has a very distinctive place to make for itself in the United States market, and that such a place can only be attained through advertising.

In an interview in San Juan, Mr. Little said: "Last night I was in a drug store here and commenced to look around for the lines of goods we advertise and which are distributed through stores of that class. There were eight distinct articles that I looked for and I found every one of them in that store. That was a distribution I scarcely expected to find in Porto Rico, a distribution made possible through advertising."

### HE LOOKS FOR SUCCESS.

Of the prospects of fruit advertising, an experiment of vital importance to Porto Rico, Mr. Little said:

"It isn't just products that one sells nowadays—it is a product plus a reputation."

"If Porto Rico has good products to sell and a good reputation for those products, she can sell both at once and sell both at a better price and much more easily than products alone."

"That is why I am interested in the plans of the Porto Rico Fruit Exchange. They sound right and reasonable and long-headed. They have insisted on putting the fruit on a definite high standard basis of grades and quality. That is fundamental, for you can't have or keep a good reputation without something good to back it up."

"Time and again others have proved the value of standard quality—growers of fruit in other parts of the United States, manufacturers of all sorts of goods, every one, in fact, who sells honestly and who wishes to sell again and again to the same party."

"It is not I personally who says this, but I say it for my firm and from our twenty-six years of experience in this business, in which time we have been the pioneers in advertising many lines of merchandise."

### ALL BACKED BY MERIT.

"The potash and nitrates you use in your fertilizer we have advertised for twenty-odd years. Our advertising made Iver Johnson the largest maker of revolvers in the world and gave them the 'hammer the hammer' trade-mark. Ostermoor has been the leader in mattresses, Prophylactic in tooth-brushes, Pebeo in tooth-pastes, Hygia in nursing-bottles, Porosknit in underwear, Clicquot Club in ginger ale, Sunshine in biscuits, Hamilton in watches, Dutch Boy in white lead, Dromedary among dates.

"There is no good reason why the advertised brand of Porto Rico fruit may not assume its rank right along with these already well-known brands."

I believe the fruit-growers in Porto Rico are on the right track. We have 150 people in our offices in New York, Chicago, and Boston who are ready to help you. If you don't make the mistake of some other similar organizations, which is mainly failing to stick together on whatever is decided, you can make rapid progress."

The shipments of Porto Rico citrus fruit have increased largely every year and now are valued at several millions of dollars annually. Each year brings more acres of groves into bearing and sees improvement in the grade of fruits. To defray the expenses of the first advertising campaign the growers have subscribed on the basis of the number of boxes of fruit shipped by each. The brand of the Fruit Growers' Association will be a guarantee of the high quality of the fruit, thus protecting the consumers.

### More Money Than Was Needed

St Louisians who subscribed to the fund raised by the local advertising club for handling the convention of the A. A. C. W. have received checks covering 11.65 per cent. of their contributions, the committees in charge having managed the finances so carefully that this refund was made possible.

Some men are expert in name only.

## 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 Broadway St., New York.  
Tel. Rector 2573

**LEVEY, H. H.,**  
Marbridge Bldg., New York.  
Tel. Greeley 1677-78.

## Publishers' Representatives

**CONE, LORENZEN & WOODMAN,**  
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

**O'FLAHERTY'S N. Y. SUB-URB LIST,**  
22 North William St., New York.  
Tel. Beckman 3636

## New Orleans States

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

**36,670 Daily**

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

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.  
**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

**AD FIELD PERSONALS**

MARTIN L. PIERCE, the new president of the Canton (O.) Adcraft Club, will be formally installed July 19, when the club's annual picnic will be held.

HARRY TIPPER, business manager of the Automobile, will address the Young Ad-Men's Club of New York, Friday, July 13.

HARRY BLACK, formerly with the advertising department of the Omaha World-Herald, is now with the advertising department of the Omaha Daily News.

C. L. OLIVER, recently advertising manager of the Omaha Bee, has gone to Denver as business manager of the Mining American.

RICHARD A. CARRINGTON, with the advertising department of the Omaha Bee for five years, has been named advertising manager.

GEORGE F. SLAVIN, of the advertising department of the Omaha Bee, has gone to Colorado for his health.

JOSEPH W. ZORNA, of Lorenzen, Green & Kohn, publishers' representatives, 225 5th Avenue, New York, has joined the Eighth Coast Defense, New York National Guard. He will join the colors on July 15.

CLAUDE ABELL, who has been connected with the advertising department of the New York Globe, has gone back to his first love, the American, after an absence of about two years. Mr. Abell was connected with the advertising department of the American for ten years.

R. C. PINKERTON, who has been with Chicago newspapers for six years, has joined the advertising staff of the Oklahoma City Daily Oklahoman.

L. C. JACKSON has resigned as classified advertising manager of the Oklahoma City Oklahoman to go into the tire business. He is succeeded by W. C. Grimes, formerly with the Fort Worth (Tex.) Record.

G. W. PRESTON, former advertising manager of the Omaha Bee, is now doing special publicity work in Omaha.

R. A. McNoun, recently copy writer for the Warfield Advertising Agency of Omaha, is now with the advertising department of the Omaha Bee.

EARL ALLEN, formerly commercial reporter for the Omaha Daily News, is now a copy writer for the Darlow Advertising Agency of Omaha.

CHARLES W. MEARS, advertising manager of the Winton Co., will address the Cleveland Advertising Club Wednesday night on "Gathering and Compiling Data for the Manufacturer." This is the second of a series of summer lectures.

DON C. ESTES, of Owosso, Mich., is now advertising manager of the Waukegan (Ill.) Gazette.

JAMES I. CLARKE, formerly in the editorial department of the New York Sun, has been named advertising manager of

the National Bank of Commerce of New York.

T. J. SULLIVAN, for many years with the Detroit News, has been named assistant to M. R. Hiits, advertising manager of the Puritan Machine Company.

LEWELLYN E. PRATT has accepted the chairmanship of the Advertising Club of New York.

**LOYAL JEWISH EDITORS**

**Doing All They Can to Aid Recruiting in New York.**

The Jewish League of American Patriots, organized recently in New York city, has decided to open permanent headquarters at once on the East Side, probably on East Broadway. At least six recruiting stations will be established immediately, a training school for nurses will be started, and a general committee of one hundred, including the most prominent Jews in New York, will be formed.

Announcement is made that editors of all the Jewish newspapers have promised to give at least a page a week to recruiting propaganda, thus following the lead of the Hearst newspapers.

Samuel Untermeyer has been elected president and chairman of the executive board of the League. Mr. Untermeyer, it is said, will defray most of the expenses of the League.

Joel Slonim, of the Jewish Morning Journal, was elected secretary. Samuel Weinburg, publisher of the Day, was elected treasurer. Members of the executive committee are Judge Aaron J. Levy, representing the Wahrheit; William Edlin, editor of the Day; Peter Virnick, editor of the Jewish Morning Journal; Leon Kamiki, publisher of the Jewish Daily News; Herman Bernstein, representing the Jewish-English weeklies, and L. C. Miller, representing the Jewish weeklies.

**Wants National Editors**

Miami, Fla., which was indorsed by the New York convention of the National Editorial Association, for the 1918 meeting, is putting forth its claims vigorously. Editors and publishers in all sections of the country are receiving letters telling about the city, the sights to be seen, and the entertainment promised to the editors if they will hold their 1918 meeting in that city.

**Ohio Editor Enlists**

William J. Prince, jr., editor of the Piqua (O.) Press, has enlisted in the regular army.

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

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA</b>	<b>MONTANA</b>
NEWS ..... Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER ..... Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
<b>CALIFORNIA</b>	<b>NEW JERSEY</b>
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL ..... Elizabeth
MERCURY-HERALD ..... San Jose Post Office Statement ..... 11,434 Member of A. B. C.	PRESS-CHRONICLE ..... Paterson
<b>GEORGIA</b>	<b>NEW YORK</b>
BANNER ..... Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER ..... Buffalo
JOURNAL (Cir. 55,428) ..... Atlanta	IL PROGRESSO ITALO-AMERICANO—New York.
CHRONICLE ..... Augusta	DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>ILLINOIS</b>	<b>OHIO</b>
HERALD-NEWS (Circulation 15,190)..... Joliet	VINDICATOR ..... Youngstown
<b>IOWA</b>	<b>PENNSYLVANIA</b>
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	TIMES ..... Erie
SUCCESSFUL FARMING ..... Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	DAILY DEMOCRAT ..... Johnstown
<b>KENTUCKY</b>	TIMES-LEADER ..... Wilkes-Barre
MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE</b>
<b>LOUISIANA</b>	BANNER ..... Nashville
TIMES-PICAYUNE ..... New Orleans	<b>TEXAS</b>
<b>MICHIGAN</b>	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,563. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	<b>UTAH</b>
<b>MINNESOTA</b>	HERALD-REPUBLICAN ..... Salt Lake City
TRIBUNE, Morning and Evening... Minneapolis	<b>VIRGINIA</b>
<b>MISSOURI</b>	DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
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	<b>WASHINGTON</b>
<b>MISSOURI</b>	POST-INTELLIGENCER ..... Seattle

**ROLL OF HONOR**

The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	<b>NEBRASKA</b>
	FREIE PRESSE (Cir. 123,384)..... Lincoln
<b>ILLINOIS</b>	<b>NEW YORK</b>
SKANDINAVEN ..... Chicago	BOELLETTINO DELLA SERA..... New York

**Mr. Publisher—Are You Taking Chances?**

You can't afford to do it these days. Starr Cost System & Survey will not only acquaint you with your present opportunities (scientifically) but will keep you reliably informed on what's happening each and every day hereafter—giving you a look ahead. Avoid worry. Cease depending on antiquated sources of information. Recognize that all action is followed by equal reaction. Work with a definite policy based on fundamental statistics (automatically) gathered.

*I will gladly write you.*

**PIERRE C. STARR,** Starr Service Corps. 548 TRANSPORTATION BLDG. CHICAGO, ILL.  
*Only Organization of Its Character in the World Serving Newspapers*

## GOOD NEWS PRINT FROM OLD NEWSPAPERS

Repulping Shows a Loss of 20 Per Cent. and Gives a Grayish Sheet, but Which Is Not Displeasing to the Eye, and Which Is Easily Read—If Freely Used It Would Keep Prices Down.

Old newspapers may be repulped for the making of news print, but the color is changed in the process. The black ink that forms the printed surface is distributed through the mass, imparting to it a grayish appearance. The plan has not been followed by paper manufacturers, according to Philip T. Dodge, of the International Paper Co., for the reason that publishers have demanded a perfectly white sheet of paper. The grayish tint is not displeasing to the eye, Mr. Dodge stated, and black print appears well on its surface.

Old newspapers, repulped, show a loss of 20 per cent. in remaking. In other words, 80 per cent. less original stock would be required for every 100 pounds of paper made, were it possible to collect old papers for the purpose, there would be a shrinkage of 20 pounds, and a saving in original stock of 80 pounds. If these figures are magnified to the maximum of consumption, it would mean that if it were possible to collect all the printed paper of the country for repulping, the amount would total something like 2,000,000 tons. Twenty per cent. loss would mean that 400,000 tons of original stock would have to be supplied to make up for that much shrinkage, and 1,600,000 tons of original stock would be saved.

In other words, it would mean that, on the present basis of consumption, the amount of original stock necessary for the making of 2,000,000 tons of news print would last over a period of five years, instead of one year.

### DIFFICULTIES IN THE WAY.

There are two difficulties in the way of repulping old printed papers. The first is the opposition of the newspapers, and the second is the problem of collecting the old stock. It is possible to overcome the first, in the opinion of a prominent publisher, if newspaper men would agree to the adding of old printed stock to the original at the mill, permitting the sheets that go to the newspaper offices to become gradually grayer. This may take place over a term of several years, or less time, during which there will be an opportunity to work out the problem of collecting the old papers. At the present time that is the obstacle second only to the opposition of publishers to a change in color.

The work of collecting the old papers is a tremendous task. The present system will not do. There would have to be new plans, a modification of old ones, and a rearrangement of the method of handling, classification, and shipment. If a plan could be worked out, whereby old papers could be sorted and collected by the school children—and it has been successful where it has been attempted—and carried to the school, to be taken up by a junk man, who will cart them to central points, much of the difficulty would be overcome.

### SYSTEMATIC COLLECTION NECESSARY.

If sufficient tonnage could be collected, and the distance is not too far from the mills, or favorable freight rates are obtained, the problem of supplying a sufficient quantity of news print would be less complex, there would be more than sufficient to go around, and the price of news print should be lower than at

present. The price would depend, of course, on the cost of collection. By systematizing collections, it is the belief of a number of publishers it would be possible to restore old-time prices of news print of 2 cents a pound.

### PUBLISHERS MUST TAKE INITIATIVE.

"The first move will have to come from the publishers themselves," said a prominent newspaper man in discussing the matter, "the publishers must agree to accept grayer paper. They must ask for it. Then, they must wage a campaign of conservation, and assist in plans to simplify the collection and disposal of old printed newspapers. The greater the supply of them going back to the mill, the smaller the amount of original stock will be necessary to utilize in the making of paper for the future. It is a matter that is up to the publishers themselves. At the present time they are getting one kind of paper, because they refuse to take any other. If they will accept the grayer-toned print, and if they will assist in the collecting of the old papers to bring this about, they can help themselves, aid the manufacturers, conserve the forests, and assure the future supply of news print for the United States.

"Publishers must do more than that. They must cooperate with the Government to bring about reforestation of denuded areas. They should petition the Federal Trade Commission to investigate the matter of collecting old papers and the practicability of producing grayish paper. They have gained a concession in price. Now that they have accomplished that much, they must not sit back supinely, and wait until they have to make this fight over again. Publishers must not be lax. They must be wide awake. They must take advantage of everything that will tend to keep prices down.

### FEDERAL TRADE COMMISSION AID.

"They should ask the cooperation of the Federal Trade Commission in working out a plan to collect old newspapers, and devise some way of getting them back to the mills at a cost that will be less than the felling of trees in the forests, floating logs down the streams, and grinding them or boiling them into pulp. If they can do that, they will get the price of paper back to 2 cents—and possibly they can get a lower price—and they can keep it there. But

## SCOOP

on his vacation

The 5-year comic success  
5 and 7 col. sizes; smaller size  
requires only 1/2 space.

The International Syndicate  
Established 1889 Baltimore, Md.

**NEWSPAPER**  
prosperity is based on circulation.  
**FEATURE**  
elements of the right kind make and hold circulation.

**SERVICE**  
by experts means material and methods that have been PROVED.

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

Newspaper Feature Service  
M. KOENIGSBERG, Manager  
87 WEST 59TH ST., NEW YORK

if they are satisfied with a temporary victory, they will lose everything they have gained, and it will cost much more in the future.

"The publishers can have cheap paper permanently—and more of it than they can use, if they will use grayer paper. Now that the entering wedge has been started, it will be good time for newspaper men to write to the Federal Trade Commission and suggest that that body act on the matter."

### TIPS FOR THE AD MANAGER

W. J. DANIELSON & SON, Providence, R. I., handles the advertising of the Brooks Tennis Racket Co., of that city.

THE CRAMER-KRASSETT Co., of Milwaukee, Wis., handles the carbon remover account of the Works Co., Racine, Wis.

THE IRELAND ADVERTISING AGENCY, 136 South Fourth Street, Philadelphia, is placing advertising in Southern newspapers for the Trueshape Hosiery Co., Wayne Junction, Philadelphia.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, are sending out orders for the Union Fibre Co., 39 Cortland Street, New York.

THE CHARLES F. NICHOLS Co., 30 East Jackson Boulevard, Chicago, is sending out orders for "Bear auto crank release," made by the Bear Manufacturing Co., Rock Island, Ill.

### Want A. B. C. Membership

Recent applicants for membership in the Audit Bureau of Circulations are: Banner, Athens, Ga.; Independent, Harrisburg, Va.; Farmers' Magazine, Toronto, Canada; Nova Scotian and Weekly Chronicle, Halifax, N. S., Canada; American Exporter, New York, N. Y.

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

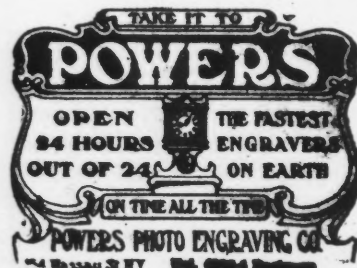
JOHN B. GALLAGHER CO.  
11 South La'Salle Street  
Chicago

**INVESTORS**  
PUBLIC SERVICE, Inc.

UNBIASED FINANCIAL NEWS

To Newspapers—Daily & Sunday  
AT PRACTICALLY NO COST  
TO THE PUBLISHER

Write for Details.  
SINGER TOWER, NEW YORK



### TRIBUTE TO NEWSPAPER ADS

C. W. Godwin Commends Los Angeles Tribune and Daily Papers Generally.

C. W. Godwin, advertising manager of the Hanes Knitting Mills, of Winston-Salem, N. C., who has been in Los Angeles planning a campaign for the expenditure of \$130,000 in the Golden State, paid a tribute to the advertisements that appear in the Morning Tribune of that city. He said:

"I was particularly impressed with the merit of the printing. Few magazine advertisements are set as well. Everything seems to stand out and command attention. I have been advertising freely in magazines and newspapers throughout the United States. Newspaper advertisements are best. Newspapers establish the closest connection between producer and consumer."

Mr. Godwin is accompanied by a staff of twelve men.

### Kilmer Publishes New Book

Joyce Kilmer, a member of the journalism faculty of New York University, has just published a book through the Harpers entitled "Literature in the Making." It is a collection of interviews—originally published in the New York Times—with such men as William Dean Howells, Booth Tarkington, James Lane Allen, Rex Beach, Robert Herrick, and others.



## LIVE STUFF

is what is sent out every day in  
NEA service. YOU can get it.

THE NEWSPAPER  
ENTERPRISE ASSOCIATION  
1279 West Third Street  
Cleveland, Ohio

There is always room for the best  
feature

## Goldberg's Cartoons

for example

The Evening Mail Syndicate  
203 Broadway, New York

## R. J. BIDWELL CO.

Pacific Coast Representative of

## DAILY NEWSPAPERS

SAN FRANCISCO OFFICE  
of the  
Editor and Publisher

742 Market Street  
SAN FRANCISCO

**HOW TO CREATE HOST OF CIRCULATION BUILDERS**

**John B. Cox Tells How Carriers May Accomplish in Tributary Territory as Much as They Have Done in the Cities — Easy to Enlist Boys in Work.**

How the city carrier boy has come to be the real means of increasing city circulation is told to THE EDITOR AND PUBLISHER by John B. Cox, St. Paul circulator.

"Not so many years ago the only policy considered worth while to follow for increasing city circulation was by means of the house-to-house solicitor," said Mr. Cox. "It was not an uncommon thing for a newspaper with a circulation of about 15,000 or more to employ from six to a dozen men and women for this work.

"Soon after, this was run into the ground. Results began to grow slack and many complaints were received from the people relative to the bother caused by canvassing forces. Something new had to be sprung. Out popped the premium and the canvassing crews became worse than ever. This grew for a few years, some papers making money out of their premiums and holding a few as regular readers.

"Others found it cost them a pretty penny and proved a losing game. But few showed any real net increase. Enormous numbers of new orders were taken, but few showed increased circulation. Circulation managers saw that new tactics must be employed to get readers to stick and to hold up the continual loss of subscribers.

"Then came forth the efforts of the carrier boy. It did not take long to organize and systematize the city work and the young lad became the real factor of city circulation work. He is continually on the ground, watching for new business and trying to increase his profits.

"So it came about that the city carrier boy was the real solution for increasing the city circulation and holding the total to the high-water mark. The development in this line has saved many publishers thousands of dollars a year.

**NO TRAVELLING MEN REQUIRED.**

"But few publishers have gone with this plan of work outside of their home cities. Have you stopped to think of the great work along this same line that can be carried on in the small towns in your trading territory? No doubt you have thought of the expense there is to it and the number of travelling men that would have to be employed to take care of it.

"But you are on the wrong track. Think how easily you can lay out these same plans that you have so successfully carried on in your city and put them into type. Print them by the hundreds, get them into the hands of every boy in the territory (boys' names are easily procured), to every drug store, to every hotel, and to every news dealer. You can turn out a thousand circulars for less than a single road man will cost you for a week. This includes postage and handling. "After you get your lineup started,

begin to teach the boys how they can make money by handling your papers. Show them how to get business and start out for themselves. Show them how to get subscribers and keep them keyed up to working all the time.

"Show the druggist how easily he can make some money by taking mail subscriptions. Get a man on every rural route to act as your representative. Show him how he can make a little money by getting his neighbor to subscribe. Be sure to have some one in every locality always on the lookout for your interests and you will find that in a short time you will have a large army of circulation workers plugging for you all the time."

**DISPUTES WET MAT FIGURES**

**Publisher Foster, of Houston (Tex.) Chronicle, Answers Mr. Withers.**

M. E. Foster, publisher of the Houston (Tex.) Chronicle, has written to W. C. Johnson, secretary of the Southern Newspaper Publishers' Association, Chattanooga, Tenn., a letter disputing the claims of E. C. Withers, of the Columbia State that wet mats can be made for six cents each. Mr. Withers's letter, which appeared in THE EDITOR AND PUBLISHER, was later distributed by the S. N. P. A. to its members, in its Bulletin.

Publisher Foster has had the foreman of the Chronicle do some figuring, with the result that he estimates the cost of wet mats at fifteen cents per mat. Details of every item of this cost are given in his letter to Secretary Johnson. The net cost of dry mats in the Chronicle office is six cents each. Wet mat materials have more than doubled in price in the last two years.

**Will of Geo. H. Frost**

Through the will of George H. Frost, formerly publisher of the Engineering News and late president of the Courier-News Publishing Company, Plainfield, N. J., which has just been filed for probate, the bulk of the estate, valued at more than one million dollars, is left to four sons, Charles H., Francis, W. Harwood, and Edwin Frost. The widow receives a family home in Plainfield.

**Portland Press Suffers Fire Loss**

Fire in the Portland (Me.) Press Building recently destroyed the three top floors, causing a loss estimated at \$50,000. Bartley Connolly, advertising manager of the Press, was injured. The Press is being published in the plant of the Evening Express.

**The Evening Mail**  
New York

Last year **GAINED**  
**178,965 lines**

of  
Dry Goods Advertising  
Only one other N. Y. evening paper exceeded this record, and three of them showed losses.  
**The New York Evening Mail**

**WAR MEDAL FOR JOURNALIST**

**Italian Correspondent Voluntarily Led Troops Against Austrians.**

To Achilles Benedetti, war correspondent of the Roman Giornale d'Italia, belongs the honor of having won a war medal though not under arms. The King, in conferring upon him the Silver Medal for Valor, wrote that it was for "having voluntarily taken part in two very severe engagements in the first-line trenches with a regiment of infantry during the actions of Neva Vas and Hudl Lug"; that "while the enemy's artillery fire was raging he incited by his example and cheering words the soldiers, left leaderless, to advance, giving a splendid example of courage, coolness, and devotion."

The battles in which Benedetti so distinguished himself were on October 10 and November 1, 1916. He was in the first-line trenches getting a "story" when the fierce artillery attacks of the Austrians were directed against the soldiers with whom he was chatting. They were infantry, and before the Italian artillery could cover them their officers were killed. Benedetti at once assumed command and led them on, thus saving the positions.

Though many journalists have been decorated for conduct in the field, Benedetti is the first to have won a war medal while on his professional duties. Benedetti received his decoration at the press bureau at Gen. Cadorna's headquarters.

Dare to do something bigger than you have ever done.

You're bigger than any difficulty you meet.

**Order FLAGS Now**

**FOR CHURCHES, SCHOOLS, SHOPS AND YOUR OWN OFFICE**

The best buy to-day is our 5x8 ft. Mohair flag, embroidered stars and beautifully tailored stripes. Will outlast any other flag made. Price \$12.50 each. Same style flag, size 4x6 ft. at \$9.50 each.

Write for particulars on other flag offers.

**S. BLAKE WILLSDEN**  
Headquarters for Flags  
29 E. Madison St. Chicago

**QUALITY CIRCULATION BUILDER**

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

No Evening Paper Is Complete Without A Bedtime Story  
Over 50 Papers Now Use  
**HOWARD GARIS Bedtime Stories**  
because they are without question the best.

Write us for samples and terms

**The McClure Newspaper Syndicate**  
120 West Thirty-Second Street, New York

**Newsboy Appeals for Recruits**

Master Joe Schneider, one of Boston's brightest newsboys, did his "little bit" in the way of a rattling speech in front of the United States Army recruiting tent on Boston Common, last Saturday night. Young Schneider, who is but 14 years of age, thrilled an audience of more than three thousand people as he made a patriotic plea to the young men present to join the colors.

**Celebrating Good Work**

Two hundred and twenty-four newsboys were the guests of the New Bedford (Mass.) Standard, at an outing held Tuesday at Cuttyhunk, Mass. Nearly every carrier who made the trip had succeeded in getting new subscribers recently.

**500 Newsies to Make Merry**

Five hundred Cleveland Press newsboys are in training for the annual Press picnic which will be held at Euclid Park, August 1. Jack Lynch, assistant business manager, is preparing for 5,000 guests.

**The Times-Dispatch**  
Richmond, Virginia

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

**Story, Brooks & Finley**  
Special Representatives

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

**The True News**  
**—FIRST—**

**Always—Accurately**

**International News Service**  
World Bldg., New York

**MANHATTAN PHOTO-ENGRAVING CO.**

ENGRAVERS AND DESIGNERS



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

**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.

**NEWS BUREAU, INC.**  
15 School Street, Boston, Mass.

## TEUTON EDITORS USING MUCH INK IN TYPE WAR

Cry Has Been Raised that German Characters Used in Printing and Handwriting Have Led to Misunderstanding—Pleas Are Being Made for Utilization of Roman Letters.

A Berlin cable says that in the midst of the World War the German papers have a war of their own which does not lack ferocity if, instead of blood, only ink is shed.

The *casus belli* is the charge that one of the chief reasons for Germany being misunderstood by all the rest of the world is to be found in the German characters used in printing and handwriting.

This cry was first raised by a Rhenish manufacturer of pens, but was soon taken up by many newspapers, while other newspapers, mostly Conservative, party organs, entrenched themselves behind tradition to fight off the onslaught of the iconoclasts.

The latter, led by the Berliner Tageblatt, sought to prove that many foreigners would not take the trouble of learning German for the mere reason that they would not only have to learn to speak a new language, but also to write a new alphabet.

### ROMAN TYPE DEFENDED.

If Roman characters were used instead of the German, the Tageblatt urged, there would be many more students of German literature, and German ideas would become better known and more appreciated by the rest of the world.

It was also contended by the modernists that the so-called German characters had been developed from the Gothic, which would give them a French origin, and that, therefore, the enemies of the proposed reform were really fighting for something that was not German at all. Lastly, it was argued that Roman characters were more easily read and less trying to the eyes than the somewhat twisted German characters.

These were the three principal salients from which the attack on the German characters was conducted.

### FOUND ALLY IN FRANCE.

Meanwhile their defenders had brought their heavy artillery into position, and the battle now rages with great bitterness.

The defenders, being hard pressed, looked about for allies, and found one in a Paris newspaper which in 1911 requested competent Frenchmen to express their opinions as to what style of printing was most suitable for the German language. Eighty-one per cent. voted for the retention of the present German characters.

### Dividend for Red Cross

The Troy (N. Y.) Record recently declared a 1 per cent. dividend of \$1,000 to be paid to the Red Cross.

## GIFT FOR "LITTLE NELLIE"

Ward of Atlantic City Press Club Receives Token from French Woman.

The little children in the Philadelphia North American Sanitarium in Atlantic City are widely and well known. The other day a large postman mounted the tall steps to the nurses' home. "Does little Nellie live here?" he asked cheerfully.

Now it happens that a goodly number of little Nelliess live and have lived in that happy white house by the sea. But the postman had a letter addressed: "For little Nellie, care of the Press Club, Atlantic City," and that meant that it was intended for a certain little girl, a ward of the Atlantic City Press Club. In the letter was \$10 and a letter of good wishes from a French woman living in New York. She told of the work she had done for the children of France and said that she was happy to have the opportunity to do something for one of America's daughters.

### No Beacon-News Slackers.

The staff of the Aurora (Ill.) Beacon-News will be well represented at the front during the war. Capt. W. C. Groom, son of the Beacon-News director of national advertising, commands the supply company of the Third Illinois Infantry. Audus W. Shipton, an advertising solicitor on the paper, and Archie A. Murray, assistant circulation manager, have enlisted in Capt. Groom's company. J. Kenneth Barber and Leslie C. Barber, reporters, and Warren Freshour, an apprentice in the composing-room, have enlisted in the regular army. William B. Soules, solicitor of special advertising, has enlisted in the Marine Corps, and several others are seriously considering the matter.

### The Insistent Call for Men

Newspaper publishers in England are protesting that, because of renewed recruiting activities, they are being left without enough men to continue their publishing business in a satisfactory manner. The Prime Minister and the War Secretary have informed the publishers that they would be allowed to retain enough men to continue their business, but the publishers continue to be "skinned to the raw," as one publisher puts it.

## PUBLICITY BUREAU PLANS URGED UPON PRESIDENT

Proposal that He Should Create Official Bureau of Advertising is Backed by United States Chamber of Commerce—Means Through Which Nation's Publicity Needs Could be Met.

WASHINGTON, July 5.—Business men are urging President Wilson and his advisers to create an authoritative agency of publicity, to inform the people thoroughly in regard to the war and to awaken them to a realization of its dangers for the United States.

The agency proposed would be entirely distinct from the recently created committee on public information, and would have nothing to do with such matters as censorship.

The aid of Col. House, Vance McCormick, Joseph Tumulty, and others is being sought in the movement.

Col. House and Mr. McCormick were reported by persons in Washington not in any way connected with the Government to have laid before the President the proposal that he create such a publicity agency, and the President is reported to have been favorably impressed. This has not yet been confirmed through any official source.

The executive committee of the Chamber of Commerce of the United States recently adopted resolutions urging the need for the creation of some such agency, and R. G. Phett, president of the organization is receiving at his headquarters hundreds of telegrams indorsing the idea.

### PLAN WIDELY APPROVED.

It is announced by the United States Chamber of Commerce that President

Phett intends "to make known to the proper authorities in the Government" the answers being received from chambers of commerce, boards of trade, and other commercial organizations in the national chamber, to the proposal that the department be created.

The proposed publicity campaign, according to members of the chamber, "should be considered as absolutely apart from routine press publicity matter and the ordinary output from various departments of the Government meant for publication in newspapers and periodicals."

According to the view of the executive committee of the national chamber the proposed news publicity agency "should be a definite branch of the Government, under the direction of the President, with a man at its head of broad practical experience in the use of the means of national education, with a capacity for organization and possessing both energy and imagination."

A smile puts everybody in good humor. A growl stimulates resentment.

## FIRST

In May The New York Times published 267,583 lines of dry goods and women's specialty shop advertisements, 59,081 lines more than in May last year—a greater volume and a greater gain than any other New York morning newspaper.

Average net paid circulation, daily and Sunday, exceeds 340,000 copies.

## The Pittsburg Dispatch

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

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

## WHAT MAKES The Omaha Daily News Nebraska's First Paper?

1. "Its practical support of the rights of the ordinary chap."—The Editor.
2. "The biggest circulation in the most prosperous state."—The Manager.
3. "Productive circulation commanding confidence of advertisers."—The Adv. Mgr.

### C. D. BERTOLET

Boyce Building, Chicago

A. K. HAMMOND  
E. E. WILCOTT

366 Fifth Ave., New York

## PHILADELPHIA America's Greatest Industrial City.

## The PRESS Philadelphia's Great Industrial Paper.

Foreign Representatives  
GILMAN & NICOLL  
1103 World Building 1030 Tribune Building  
NEW YORK CHICAGO

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

## Food Medium of New Jersey

## Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## 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 Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

## The Detroit Free Press

"Michigan's Greatest Newspaper."  
VERREE & CONKLIN } Foreign Representative } New York Chicago Detroit

## 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 Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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



**ALONG THE ROW**

FROM THE SKINNERSVILLE SIGNAL.

"We hereby notify our readers that we have discontinued our Sunday comic supplement until after the war. With flour at \$14 a barrel, shoes \$9, alcohol \$1.20 a quart. With our wife's raiment running up to staggering figures, and the cost of printing materials higher than the best aeroplane record, we are in no humor to read proofs of four pages of comics. Last week we lost the ad of Peters Pleasant Personal Pills. Not because our circulation had been impaired, but because the Peters's agent said that people had cut down so on their food that there was no demand for the pills. When people are in a condition like this, they are in no mood to look at comics. What appeals most to them is an outing to a sanatorium, where they can revel in toasted horse feed at a low sum. We believe in merry, hearty laughter, in the strenuous ha-ha and the chest-heaving roar, but we can't get steam up for anything in this line while we are being soaked, exploited, held up, robbed, jumped on, and clutched by the throat, by food pirates, supply bandits, and other organized bands of thieves and freebooters. Under these circumstances, we have no appetite for a comic supplement. Our appetite being in another direction, we believe our readers feel the same way, and so, until the war is over, or until flour is \$7 a barrel, and other things in proportion, we sha! can the comic section."

**EVEN HERE.**

Visitor: "Has the high price of food affected the newspaper business?"

Editor—"I should say so. It costs a great deal more now to feed rolls to the press."

**CUB COPY.**

"The Sunday school of the M. E. Church will give an entertainment next Monday night. The children will sing 'Onward, Christian Soldier,' weather permitting."

**NO DIFFERENCE.**

The Fatherland has changed its title. You may call a rotten cabbage By another name. But still a rotten cabbage It will be just the same.

**ARE VERY SCARCE.**

Great need in many newspaper offices at present is a trenchant typewriter to take the place of the old pen by the same name.

**IN GOOD OLD DAYS.**

In the old days, when illustrated papers had to depend on wood engraving, an artist was busy one day drawing a double-page picture of a great public meeting. Far in the background he made hundreds of little dots, and a friend who was watching him said: "What in blazes are those things?" "Heads," answered the artist, "heads of the populace in the crowd."

"But there isn't much art about it, as I can see!" "Art be hanged," shouted the artist. "This paper sells for ten cents, and every dot will buy from ten to fifteen copies."

TOM W. JACKSON.

**Entertaining the Newsies**

The business department of the Wichita (Kan.) Beacon acted as host to ninety-two newsboys at a picnic held recently near Wichita. The boys were in charge of Robert Moore, John Bradford, and Roy Holwagner, of the Beacon's business department. A T. Butler, business manager of the Beacon, supplied the "cats."

**American Cartoons in Paris**

Germania, published by Maison de la Presse, Paris, France, has found the work of American cartoonists so good that they have decided to use some of it in the future.

**LEGAL NOTICE**

**INTERNATIONAL PAPER CO.**

June 27, 1917. The Board of Directors of this Company has declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company for the quarter ending June 30th, 1917, payable July 16th, 1917, to preferred stockholders of record at the close of business 3 P. M. July 5th, 1917. OWEN SHEPHERD, Treasurer.

**SITUATIONS WANTED**

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

**CIRCULATION MANAGER** with 18 years' experience is open for a position. Has a record on four large papers of which he is justly proud. If you want a good, steady worker that can get you net paid circulation, write to-day. Address S. 3297, care Editor and Publisher.

**CARTOONIST**—Several years' experience. Can give good references. Would like to make change. West or Middle-West preferred. Address S. 3313, care Editor and Publisher.

**ADVERTISING MAN**—Married man of 42, who has successfully served and built up the advertising patronage on two leading State papers in South, wishes to hear from publisher wanting an advertising man and ad writer. Well acquainted with every phase of newspaper work. Excellent references. Address S. 3311, care Editor and Publisher.

**CIRCULATION MANAGER**—If you are looking for a man who can get you net paid increased circulation, I am the one who can do it. Twenty years of experience and study on leading dailies. Moderate salary to start. Write at once. Address S. 3315, care Editor and Publisher.

**ADVERTISING MANAGER**—With executive ability, strong personality, aggressive and resourceful. 15 years' experience with excellent record. Experienced in copy writing and layouts as well as business and circulation departments. At present employed; good reasons for desire to change. Address T. 3321, care Editor and Publisher.

**FEATURE WRITER**—Energetic and experienced reporter and feature writer (24), possesses original ideas is ready to fill a vacancy caused by conscription, on the staff of a city daily. Address T. 3317, care The Editor and Publisher.

**YOUNG MAN**—Twenty years' of age, having five years' experience in a large advertising agency, seeks position. Can typewrite and do routine clerical work. Address T. 3318, care Editor and Publisher.

**REPORTER AND EDITOR'S ASSISTANT**—Young man, well educated, wants connection with New York trade paper or house organ. Writes well and can get what he goes after. Address T. 3319, care The Editor and Publisher.

**CIRCULATION MANAGER**, with character, ability and sixteen years' experience. Have always showed results. Married, steady sober, age 32. Best of references. Address T. 3320, care The Editor and Publisher.

**EDITORIAL MAN**—Experienced in executive, editorial and business end of newspaper seeks new location, although now employed as editor and manager on daily. Desires change to larger field. References. Have built up three daily newspapers, and made them pay. Address T. 3316, care The Editor and Publisher.

**EXPERT**

IN Newspaper Publishing Methods

ADVERTISING MECHANICAL CIRCULATION DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON PRINCE GEORGE HOTEL N. Y.

**ADVERTISING SOLICITOR**

Able to influence difficult accounts for a large city daily. Give age, experience and salary expected.

**MANAGING EDITOR**

For trade journal in New York. Must know news values and be familiar with modern merchandising methods.

**FERNALD'S EXCHANGE, Inc.** Third National Bank Bldg., Springfield, Mass.

**BUSINESS OPPORTUNITIES**

Advertisements under this classification, thirty cents per line each insertion. Count six words to the line.

**PRINTER** with linotype machines, having lease of a well-lighted loft in a modern brooproof building in downtown section Manhattan, would like to hear from publishers of full-sized weekly. Will develop to suit publisher. Install duplex if justified. Address T. 3325, care The Editor and Publisher.

I HAVE \$50,000.

And I wish to invest this amount in a going daily newspaper where I can hold the position of advertising manager, business manager or director of circulation. Am now in the east. Prefer investment in the west. Can give references covering a period of years during which I was able to develop the business end of a newspaper. Desire investment where the chance is offered to expand the business. Would expect salary that would be in harmony with the one now being received. Address T. 3333, care Editor and Publisher.

**HELP WANTED**

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

**BUSINESS MANAGER** for daily newspaper in northwest, must have man who can show results and who is capable of earning a salary of \$5,000. Prefer man between the ages of 30 and 40. Also, prefer man who could become stockholder in corporation, even for a small investment; however, the purchase of stock is not a requirement. All correspondence confidential. Address S. 3308, care The Editor and Publisher.

**WANTED**—A man, capable of handling either advertising, business, or editorial department for newspaper in Southwest city of 30,000 population. Prefer one able to invest at least \$3,000 in stock, with the understanding that investment will be refunded if services are not satisfactory. Position will pay \$35 per week or more, to begin with. Address S. 3312, care Editor and Publisher.

**SOUTHERN CALIFORNIA OPENING**—Wanted. Capable man to take charge of mechanical department or circulation of profitable publishing and printing business. Southern California. Must have \$6,000, to invest in treasury stock. Capital required for additional equipment and circulation work. Must be congenial to present owners. Address T. 3322, care Editor and Publisher.

**FOR SALE**

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

**LINOTYPE**—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

**LINOTYPE**—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

**LINOTYPE**—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

**FOR SALE**—Fully equipped job printing plant for sale. Dirt cheap to quick cash buyer. Will sell all or part. Send for details. Address S. 3309, care of Editor and Publisher.

**FOR SALE**—Twenty-four page, three deck, straight line press, including stereotyping machinery and turtles. Press was in active service up to three months ago, printing a paper of 12,000 daily circulation. Reason for selling is consolidation of two dailies. \$1,500 if taken at once. Address Tribune and Leader-Press, La Crosse, Wisconsin.

\$12,000 buys central west daily doing a business of over \$15,000 a year. One-half can be bought for \$6,000. Property is making a moderate profit. Proposition P. F.

**Charles M. Palmer**

Newspaper Properties

225 Fifth Avenue, New York

**Big Weekly**

Dominant weekly newspaper in Eastern state, exclusive field, wide influence and large circulation, exceptionally well equipped and earning 17 per cent. on purchase price. \$15,000 cash required. Terms on balance.

**HARWELL & CANNON**

Newspaper and Magazine Properties Times Building, New York

**There Never Has Been**

a time within the past decade when the opportunities for big profits in the newspaper business were as prolific as at the present. And the conditions for prosperity are constantly improving. Information concerning good opportunities is available at this office, and at its Eastern and Western branches.

**H. F. HENRICHS**

Newspaper Properties LITCHFIELD, ILL.

**PUBLISHERS' NOTICE**

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 30c. an agate line, \$125 a page, \$80 a half page and \$45 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale, Help Wanted and Miscellaneous, twenty cents a line; Business Opportunity, thirty cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$5.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brennan's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

**GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders**

For Sale by

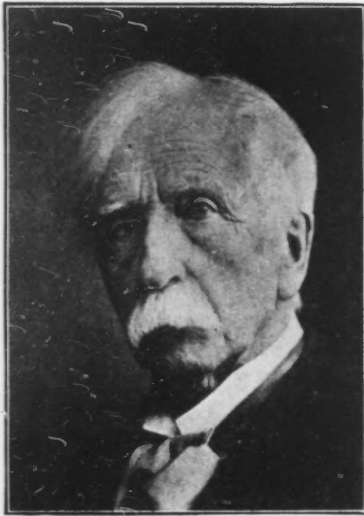
**WALTER SCOTT & COMPANY, Plainfield, New Jersey**

## WILLIAM WINTER, DEAN OF CRITICS, IS DEAD

For Fifty Years Dramatic Critic of the New York Tribune—Distinguished for Scholarship and Wit, His Work was a Model for All Writers on the Drama.

William Winter, dean of American dramatic critics, died Saturday night at his home in New Brighton, Staten Island, N. Y., as a result of repeated attacks of angina pectoris. He would have been eighty-one years old on July 15. He was first stricken on February 9, 1916, but he continued his literary work until June 4 of this year. He was unable to leave his bed after that, but for several days carried on his work by dictation. He grew steadily weaker, however, and was compelled to relinquish the labor to which he was devoted.

At his bedside when he died were his son, Jefferson Winter, and his daughter-



WILLIAM WINTER.

in-law, Mrs. Jefferson Winter, known on the stage as Elsie Leslie.

Mr. Winter was perhaps the only American author who may truly be said to have built up a great reputation as a critical essayist on theatrical performances and the history of the stage. He was born at Gloucester, Mass., July 15, 1836. His mother died when the future critic was only four years old.

His boyhood was passed in old Gloucester, but later he went to Boston, and at sixteen he was graduated from the Cambridge High School, receiving his diploma from Edward Everett. Though he never afterward practiced his profession, he studied law at Harvard and received his degree in 1857.

Mr. Winter had been writing verse since the age of ten years, and his first book of verse, dedicated to Longfellow, was published when he was eighteen. He delivered many Lyceum lectures, and made political addresses in the campaign for Fremont. His second book of poems was entitled "The Queen's Domain and Other Poems," and was published in 1858, the year before he went to New York. On his arrival in New York Mr. Winter became connected with Vanity Fair, the Saturday Press, and other publications, and began in earnest to map out his life career.

He married Elizabeth Campbell, a talented writer, on December 8, 1860, and the following year was made assistant editor of the New York Albion, for which he wrote the Mercutio Letters. Probably he was best known to the public at large as a dramatic critic, a posi-

tion which he held until a few years ago, and for the unprecedented term of fifty years. He joined the New York Tribune in 1865, and commenced the creation of a department which for critical scholarship made him a unique figure in the history of journalism.

### OBITUARY NOTES

SERGE BASSET, a distinguished French war correspondent attached to the British armies, was killed by rifle fire while watching the fighting about the Lens salient. Although several correspondents have been wounded, Basset is the first newspaper man to be killed in the field during the war.

ANDREW C. BUCKWALTER, aged 75, former newspaper publisher, died in Reading, Pa. recently.

WILLIAM E. McLERNON, aged fifty-five, editor and publisher of the Culver City (Cal.) Call, one of the best-known newspaper men in southern California, died recently in Los Angeles from heart failure.

JOSEPH B. BATES, aged seventy-six, editor of the Bloomington (Ill.) Daily Pantagraph, died at the Roosevelt Hospital, New York, Monday night. He had come to New York for treatment.

THE REV. DR. ALMON GUNNISON, brother of Herbert F. Gunnison, business manager of the Brooklyn Eagle, died recently at his home in Flatbush, N. Y. Dr. Gunnison was for fifteen years president of St. Lawrence University, Canton, N. Y., and since 1914 was president emeritus of that University.

THOMAS L. POWERS, aged eighty, veteran Kansas and Missouri newspaper man, died recently at Noel, Mo.

JAMES WHITEFIELD WOOD, aged seventy-two, president of the Easton (Pa.) Free Press Company, died recently at his home in Easton. Mr. Wood began his newspaper career in 1866, when he joined the staff of the Chicago Tribune.

HARRY WILLARD, aged forty-seven years, formerly of the art staff of the Cleveland Plain Dealer, and son of A. M. Willard, who painted "The Spirit of '76", died recently in Cleveland.

### DAILY PAPERS IN SIAM

Three of the Eight Issued Are Printed in English.

"The publication of newspapers in Siam is limited to Bangkok, the capital," writes Vice-Consul Carl C. Hanson. "Three daily papers are issued in the English language—the Bangkok Daily Mail, Bangkok Times, and Siam Observer. Three are issued in Siamese and two in Chinese. Some of these have a fair circulation in the interior of the country. The largest daily circulation claimed for any of the English editions is 750 copies, while one in Siamese has 3,500, and 1,500 is the highest figure for the Chinese.

There is only one advertising agency in Bangkok, and it has furnished a schedule of charges in terms of United States currency for advertising in the local Siamese press.

Robert Izant, motion picture editor of the Cleveland Plain Dealer, has enlisted. Harrison M. Terrell, a Plain Dealer reporter has joined Troop A, Ohio Cavalry.

### The New Orleans Item

Largest afternoon Circulation in the entire South

(April A. B. C. Net Paid Statement)

Sunday 68,875  
Daily 55,041

## WARDEN McLEAN DIES IN NATION'S SERVICE

Eldest Son of William L. McLean Thrown from Horse at Officers' Training Camp at Chickamauga, Dies from Injuries—Had Been Connected with Business Office of Evening Bulletin.

Warden McLean, eldest son of William L. McLean, publisher of the Philadelphia Evening Bulletin, died last Friday night in a hospital in Chattanooga, Tenn., of injuries sustained a week ago last Monday when he was thrown from his horse in Chickamauga Park.

Mr. McLean was a second lieutenant in the regular army and was an instructor at the officers' training camp at Fort Oglethorpe, Ga. During a march he was thrown from his horse against a tree. He was carried to a post hospital, but failed to respond to treatment.

Lieut. McLean's home was on Indian Queen Lane, Germantown, Pa. He was educated at Penn Charter School, the Hill School, near Pottstown, Pa., and at Princeton University. Since his graduation Mr. McLean was active in the work at the Bulletin office, and his associates found in him much the same qualities of energy, enthusiasm, and application possessed by his father. To master thoroughly the business of publishing, he served an active apprenticeship in the composing department, in the pressrooms, and on the staffs. Just before being called into active military service he was employed in the business department.

### Will Keep Davis Busy

What is believed to be the largest contract ever signed for matter suitable for publication in a trade journal was entered into at St. Louis recently. The Sporting Goods Dealer, represented by J. G. Taylor Spink, president of the company, bought 780,000 words, to be supplied by L. M. Davis, of St. Louis, a trade-journal contributor, before January 1, 1918. Davis says he will be able to supply the matter and have plenty of time to go fishing.

### Twenty Churches Advertise

Twenty churches of Los Angeles have united for a campaign of practical advertising, and their announcement first appeared in a Sunday issue of the Los Angeles Times. They propose to apply to church affairs the same sound advertising principles that make for success in regular business.

### Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

### The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

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

## WEDDING BELLS

Paul T. Harber, editor of the Commerce (Ga.) Observer and vice-president of the Georgia Weekly Press Association, was married recently to Miss May Hall Wilson, of Atlanta.

Leon Brown, member of the editorial staff of the Des Moines Register and Tribune for years, is engaged to be married to Miss Zelpha C. Popejoy of Portland, Ore.

M. Preston Goodfellow, city editor of the Brooklyn Times, and Miss Florence Haeusler, were married recently in Brooklyn.

Announcement has been made of the engagement of Edwin N. Lewis, of the New York Tribune, now at Plattsburgh, to Miss Mary H. Hall, of New Britain, Conn.

The engagement of Miss Helene Upington, society editor of the Walla Walla (Wash.) Bulletin, to William P. Woolley, of Tacoma, Wash., has been announced.

Harry de Tuncq, associate editor of the Hardin (Mont.) Tribune, was married recently in Minneapolis to Miss Lillian Schaefer, of Minneapolis.

Ashley P. Vaughan, jr., a member of the advertising staff of the Galveston (Tex.) News, and Miss Farlane Whitman, were married in Galveston, on June 27. Mr. Vaughan is the son of A. P. Vaughan, business manager of the Houston Bureau of the Dallas-Galveston News.

Julia Mortimer Bryant, daughter of the late William Cullen Bryant and sister of Major Mortimer D. Bryant, the well-known special representative, and of William B. Bryant, general manager of the Paterson Press-Guardian, was married last Saturday at Marblehead, Conn., to John H. Toohy, professor of modern languages at Lehigh University.



## 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

USE

# UNITED PRESS

FOR

## Afternoon Papers

General Offices, World Bldg., New York

## Hemstreet's

## PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York

# Distribution

**O**NE of the principal reasons why New York State Newspapers excel in producing business for advertisers, is found in the exceptional service established for a STATE-WIDE DISTRIBUTION.

Distribution is the hand-maid to advertising, and in New York State this service is developed to a remarkable degree.

New York has 8,434 miles of steam railways, over which are run hundreds of freight trains every twenty-four hours.

*She has a net-work of trolley lines, which covers the state's centers of population.*

In addition to these systems of delivery New York State has 32,398 commercial motor trucks.

No State in the Union has better facilities for the speedy transpor-

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06
Albany Knickerbocker Press (S).....	†34,219	.06	.06
Brooklyn Eagle 3c (E) .....	43,209	.16	.16
Brooklyn Eagle 3c (Sunday).....			
Binghamton Press-Leader (E) .....	27,541	.06	.05
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12
Buffalo Courier-Enquirer (S) .....	107,251	.14	.12
Buffalo News .....	92,763	.15	.15
Corning Evening Leader (E) .....	7,363	.0193	.015
Elmira Star-Gazette (E) .....	†22,097	.04	.035
Gloversville Herald (M) .....	6,062	.02	.015
Gloversville Leader-Republican (E) .....	6,179	.0179	.0129
Ithaca Journal (E) .....	7,012	.0357	.025
Jamestown Post (M) .....	8,765	.025	.0207
Middletown Times-Press .....	4,462	.0107	.0107
Mt. Vernon Daily Argus (E) .....	5,739	.0214	.0172
Newburgh Journal (E) .....	5,047	.01071	.01071
New York American (M) .....	361,712	.45	.41
New York American (S) .....	727,154	.65	.60
New York Globe (E) .....	204,138	.33	.31
New York Herald (M).....	133,918	.40	.40
New York Herald (S) .....			
New York Evening Post (3c) (E).....	23,682	.19	.17
New York Sun (M).....	150,439	.39	.36
New York Sun (S).....			
New York Sun (E) .....	186,185	.34	.32
New York Telegram (E).....	215,282	.342	.315
New York Telegram (S).....			
New York Times (M) .....	344,436	.50	.45
New York Times (S) .....			
New York World (M) .....	387,549	.40	.40
New York World (S).....			
New York World (E) .....	423,810	.40	.40
Rochester Union & Advertiser (E).....	40,768	.10	.06

Ratings Government Circulation Statements, April, 1917.

† Statements to A. B. C.

tation of every conceivable thing, from the smallest parcel to train-loads of the heaviest and bulkiest products produced.

Nothing in any part of the State has been left undone to insure prompt delivery, not only in the densely populated sections but in the outlying country district as well.

When selling problems are considered, *starting places* are of less importance *than destinations*.

In New York State, *all destinations* are conveniently accessible through various routes, which are noted for despatch.

# The New York Globe

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Offers the Distant Manufacturer the Services of its thoroughly effective promotional department and the easiest and cheapest method for

*“Breaking Into New York”*

---

It is fair to assume that the Globe's young men know their home town. They have had a wide variety of successful experience with other products they have put over.

---

A postal card will open relations which may be of wonderful value to you. No obligation unless you are convinced.

---

*Now Selling Over 215,000 per Day*  
*Member A.B.C.*

---

## The New York Globe

CHICAGO  
Peoples Gas Bldg.

O'MARA & ORMSBEE, Inc.  
Special Representatives

NEW YORK  
Brunswick Bldg.

