

THE EDITOR & PUBLISHER

CHICAGO STATE
UNIVERSITY

SEP 6 1917

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

LIBRARY

\$3 a Year

NEW YORK, SATURDAY, SEPTEMBER 1, 1917

10 Cents a Copy

A Musical Record

Buyers of pianos, player pianos and talking machines are generally substantial home-loving people.

Families like this are apt to read a newspaper that is brought *into* the home at night rather than taken away from the home in the morning.

Such a paper is The Chicago Daily News.

Sellers of musical instruments know this and buy more space in The Daily News six days a week than they buy in any other Chicago newspaper in six days. The figures for musical instrument advertising in Chicago newspapers for the first six months of 1917 are:

	Agate Lines
The Daily News	156,380
The American	117,064
The Tribune	116,584
The Examiner	68,916
The Herald	57,176
The Post	38,973
The Journal	27,428

This musical record should be interesting to all advertisers wanting to tell their story to Chicago homes.

THE CHICAGO DAILY NEWS

"It Covers Chicago"

Member Audit Bureau Circulations

New York—The Empire State

First in population.

First in wealth.

First in manufacture.

First in use of merchandise.

Second in dairy products.

Eighth in agricultural output.

9,687,744 people, 47,620 square miles.

8,434 miles of steam railways.

More automobiles than any other state.

More rich people than any other state.

More wage-earners than any other state.

More street cars than any other state.

More homes than any other state.

More hotels than any other state.

In looking over the field for a market, New York as a state, offers a bigger, better chance to get quick action than does any similar group of square miles on earth.

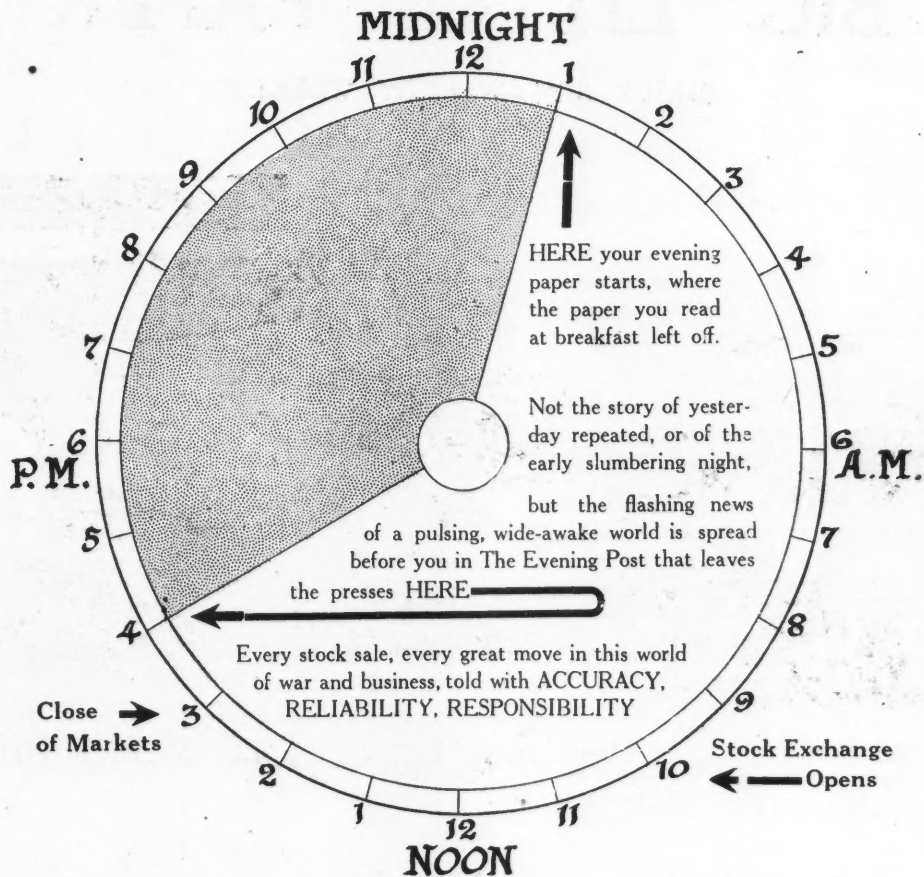
The thirty-three newspapers listed below give a circulation of 3,493,852 copies at a line rate of \$6.1615.

	Paid	2,500	10,000		Paid	2,500	10,000
	Cir.	Lines	Lines		Cir.	Lines	Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.45	.41
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.65	.60
Brooklyn Eagle 3c (E).....	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....				New York Herald (M)	133,918	.40	.40
Binghamton Press-Leader (E).....	27,541	.06	.05	New York Herald (S)		23,682	.19
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12	New York Evening Post (3c) (E)....	150,439		.39
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M).....		186,185	.39
Buffalo News	92,763	.15	.15	New York Sun (S).....	215,282		.34
Corning Evening Leader (E).....	7,363	.0193	.015	New York Sun (E)		344,436	.50
Elmira Star-Gazette (E)	†22,097	.05	.04	New York Telegram (E)	387,549		.40
Gloversville Herald (M).....	6,062	.02	.015	New York Telegram (S)		423,810	.40
Gloversville Leader-Republican (E)....	6,179	.0179	.0129	New York Times (M).....	40,768		.10
Ithaca Journal (E)	7,012	.0357	.025	New York Times (S).....			
Jamestown Post (M)	8,765	.025	.0207	New York World (M).....			
Middletown Times-Press	4,462	.0107	.0107	New York World (S).....			
Mt. Vernon Daily Argus (E).....	5,739	.0214	.0172	New York World (E).....			
				Rochester Union & Advertiser (E).....			

Ratings Government Circulation Statements, April, 1917.
† Statements to A. B. C.

A Day's News

Its Making and Its Printing



"Nae man can tether time or tide"—Burns

But the evening newspaper comes in with the flood tide of the news. They are the hours of action, verification and presentation. Take time by the forelock. Ask your newsdealer to-night for the

New York Evening Post

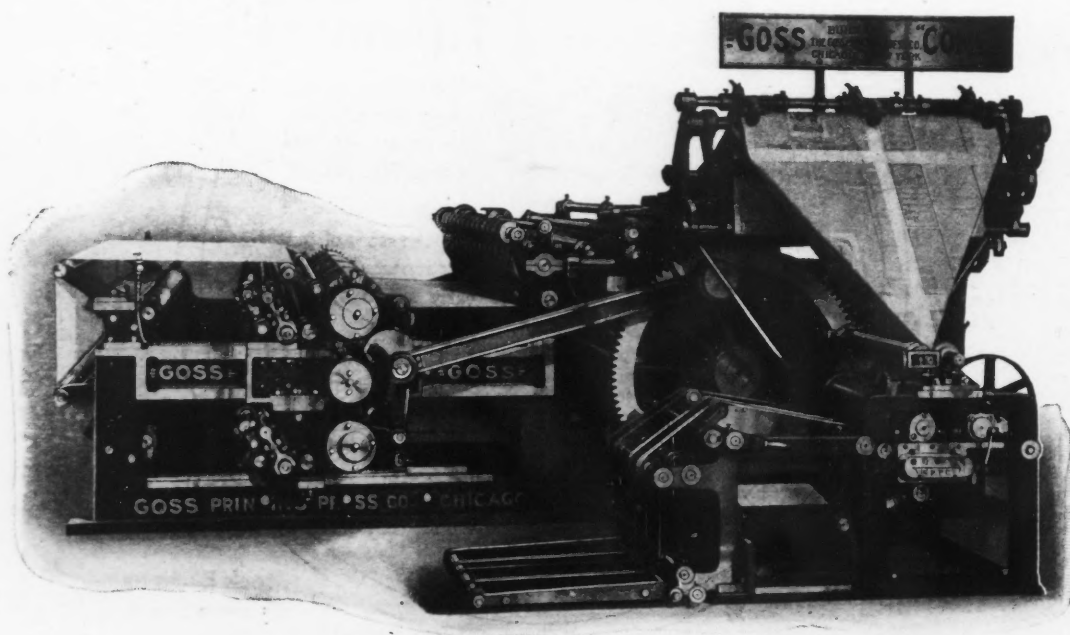
More Than a Newspaper—A National Institution

[Originally printed as an advertisement
in The New York Evening Post]

THE GOSS "COMET"

THE IDEAL PRESS FOR THE
BIG "LITTLE" PAPER

(DAILY, SEMI-WEEKLY, WEEKLY)



Prints 4-6 or 8 Page Newspapers from Roll Paper and Type Forms.
Always Reliable and Dependable.
No Web Breaking.

The Original Single Acting Press

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS:
1535 South Paulina St.
CHICAGO, ILL.

NEW YORK OFFICE:
220 West 42nd Street

THE GOSS PRINTING PRESS CO. OF ENGLAND, Ltd.
LONDON, ENGLAND

THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, SEPTEMBER 1, 1917

No. 12

THE CLEVELAND PLAIN DEALER ABSORBS OLD COMPETITOR, MORNING LEADER

Elbert H. Baker's Great Newspaper Acquires Franchises, Circulation and Good Will of Rival and Controls Week-Day Morning Field in Ohio's Metropolis—Sunday Morning Leader to Continue Publication in Conjunction With the Evening News—Plain Dealer Increases Price for Street Sales to Two Cents a Copy.

THE famous old Cleveland Leader, after nearly three-quarters of a century of continuous publication in the six-day field, suspended publication this morning, its subscription lists, news service, franchises, and good-will having been absorbed by the Cleveland Plain Dealer, of which Elbert H. Baker is publisher.

The Sunday Leader and the Cleveland News (six-day evening) will continue to be published by the Cleveland Company, of which D. R. Hanna is proprietor.

The announcement, which surprised the residents of Cleveland and northwestern Ohio, appeared on the first pages of the Leader and the Plain Dealer on Friday morning.

The Plain Dealer also announced that the retail price of that newspaper, on transient sales, would be increased from one to two cents, effective September 1, this being made imperative by the constantly increasing costs of newspaper production.

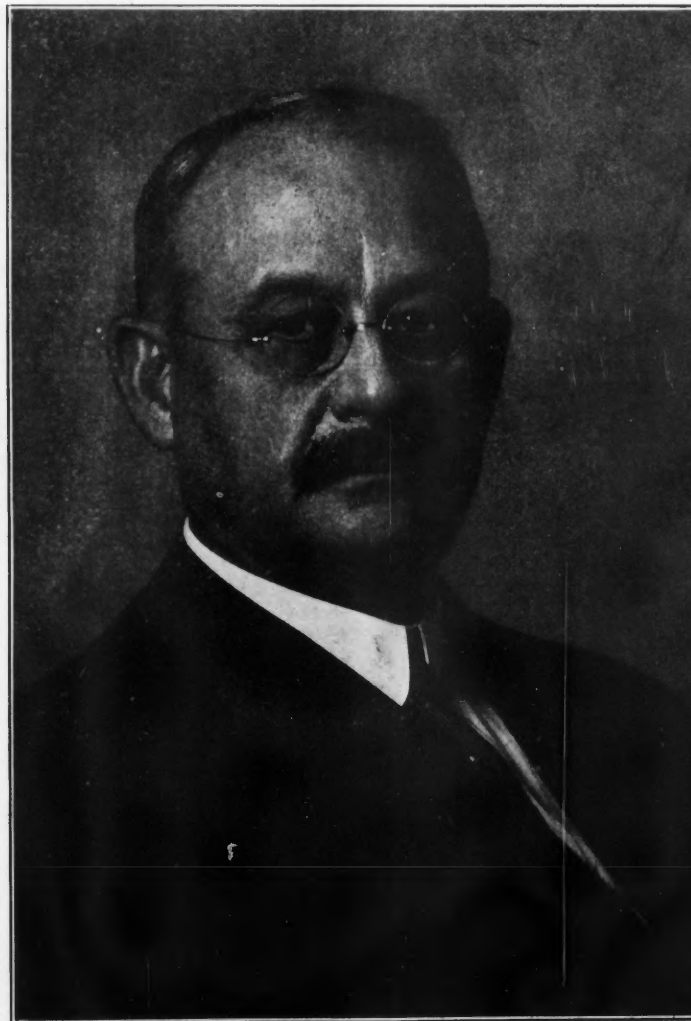
OFFICIAL STATEMENT.

The announcement of the discontinuance of the morning six-day Leader, as it appeared in the Plain Dealer, was as follows:

"The Cleveland Company, owner and publisher of the Cleveland morning and Sunday Leader and the Cleveland News, announces in the columns of the Leader this morning, the discontinuance of the six-day morning Leader after to-day's issue. It will continue to publish the Cleveland News and the Sunday Leader as heretofore.

"The Plain Dealer has purchased the subscription lists, news service franchises, and good-will of the daily morning Leader, and will, beginning to-morrow morning, serve both its own and the morning Leader's clientele with a newspaper which it believes to be among the first in the United States.

"Because of the constantly increasing costs of newspaper production, which has forced newspapers in Chicago, Philadelphia, Pittsburgh, Detroit, Buffalo, and many other cities to increase their price to two cents, the Plain Dealer finds it imperative to increase its price on transient sales to two cents, effective September 1. The price for home delivery by regular Plain Dealer carriers, however, will not be changed at present."



ELBERT H. BAKER,
Publisher of the Cleveland Plain Dealer.

The Cleveland Leader published the following announcement:

"This is the final issue of the six-day Cleveland Leader.

"The Cleveland Sunday Leader and the Cleveland News will be published as heretofore.

"The Cleveland Plain Dealer has purchased for a valuable consideration the

subscription lists, news service, franchise, and good-will of the six-day Leader, and will, beginning to-morrow morning, serve both its own and the six-day Leader subscribers.

"The publishers of the Cleveland Sunday Leader and Cleveland News will devote their entire energies hereafter to the Sunday and afternoon editions,

with the determination of making them the equals of any Sunday or afternoon papers in America.

"The staff, equipment, organization and many of the features of the six-day Leader will now be combined with those of the Sunday Leader and the News. The money and men heretofore used in producing three newspapers will be used in producing two.

"Six-day Leader readers need not miss a single instalment of a large part of the many splendid features they have been enjoying. They will be continued in the Cleveland News, beginning with Saturday's editions of the News.

"Among these six-day Leader features to be continued in the News will be: Bringing Up Father, the funniest of all comics; Dr. W. A. Evans's Keep Well Column; F. F. Duncan's Financial Reviews, Tom Kelly's Market Reports, Briggs's Delightful Sport Cartoons, Archie Bell's Stories of the Stage, Motion-Picture News and Reviews, Lina Cavallieri's Health and Beauty Column, Dr. Harvey Wiley's Pure Food and Health Department, Cosmo Hamilton's fascinating serial story, "The Miracle of Love"; Frank H. Simonds' incomparable War Reviews, International Film Service Photographs of News Happenings Around the World, Walt Mason's Ripling Rhymes, Daily Horoscope, Heywood Brown's Dispatches from Pershing's Camp, and Society News.

"Both the Cleveland Sunday Leader and Cleveland News will continue to use the Associated Press dispatches, the News having an exclusive franchise in the afternoon field."

Although under Mr. Hanna's ownership, the Morning Leader has made considerable circulation and advertising progress, it has not been regarded in Cleveland as having been a profitable venture, although the success of the Cleveland News and the Sunday Leader has been unquestioned.

The increased cost of production, particularly in news print, was a leading cause of the suspension.

It appears obvious that Mr. Hanna and his associates decided to abandon the six-day morning field and concentrate their efforts on the evening and Sunday field.

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GOVERNMENT COMMANDEERS NEWS PRINT FOR USE OF DAILY OFFICIAL BULLETIN

President Wilson Fixes Price of Two and One-Half Cents on News Print for Use in Publishing Government's Daily Paper—Order Fixing Price Issued by Secretary Baker at the President's Direction, Under National Defence Act.

IN the name of the people, President Wilson has fixed the price of news print for use in publishing the Government's daily official bulletin, at 2½ cents per pound, which is the figure that the Federal Trade Commission found as a fair charge to publishers in general.

In order to compel the International Paper Company to desist from its practice of charging the Government in excess of the price determined by the Federal Trade Commission as rightful, the President established an important precedent by signing an order which is in effect a commandeering of a news print supply for use in the official daily. Mr. Wilson invoked the National Defence act to bring the paper company to its knees in the instance of the Government's requirements.

The order, which the President signed was directed to the International Paper Company, whose officers had declined to sell to publishers under \$3.10, at the mill, although it was once agreed that they would accept the findings of the Federal Trade Commission. It was after the Commission had declared in favor of news print at \$2.50 per hundredweight that the International reneged.

ACTION REGARDED SIGNIFICANT.

Mr. Wilson's present action is regarded as highly significant by publishers, although, of course, it does not mean that the Government has as yet taken drastic commandeering action for any interest save that of the Official Bulletin.

But publishers do read in the action a set purpose by the Administration to persist in the effort to bring the general price of news print to \$2.50. It has the effect of pointedly calling the matter to the attention of Congress and urges action which will empower the Federal Trade Commission to enforce its price ruling. The spectacle of the Government buying news print at \$2.50 under the National Defence act, while the rank and file of publishers are held to a price sixty cents per hundredweight higher than the figure set as a result of the Federal Trade Commission's investigation, is designed to stand out like a house afire.

As a matter of fact the President stated in his order that the Administration's price policy will be one that provides the same prices for the public as for the Government.

WILL PROBABLY FIX PRICES.

Although the plans of the Administration to make this effective is not revealed, it becomes clear that action is to be taken looking to a forced fixing of news print prices by the Government in the interest of publishers and the public in general.

The President's action was taken at the instance of the Joint Congressional Committee on Printing, of which Senator Fletcher is chairman.

Bids for news print were opened when the Official Bulletin started publication. The cheapest price named was \$3 per hundredweight, which was ten cents less than the price the International Paper Company had fixed as the contract rate for 1917. However, the \$3

THE PRESIDENT DOES NOT TEMPORIZE WITH MEN WHO REPUDIATE AGREEMENTS

PRESIDENT WILSON, in his letter to the Pope, has made it clear to the world that this Government cannot deal with officials of another Government who regard treaties and agreements as "mere scraps of paper," to be disregarded whenever selfish interests may dictate.

Some months ago a group of news print manufacturers entered into a covenant binding themselves to accept and abide by the arbitration rulings to be made by the Federal Trade Commission respecting a fair and reasonable price for paper. After the Commission had fixed upon a minimum price of two and a half cents a pound for roll paper in quantities, the manufacturers proceeded to disregard the agreement which they had signed, and have been fixing prices running above three cents a pound.

They disregarded their covenant with the Commission BECAUSE THAT BODY DID NOT HAVE LEGAL AUTHORITY TO ENFORCE IT. It became a "scrap of paper."

Under the National Defence act the President has exercised his authority to commandeer news print paper for the use of the Government, and has ordered the International Paper Company to furnish the supplies needed at the Trade Commission's price, \$2.50 per hundred pounds.

That price, according to the findings of the Trade Commission, affords a reasonable profit to the manufacturers. If it meant a loss to them, as they have contended, the President's action would amount to confiscation, and would be indefensible.

In the light of the President's action, and of the findings of the Federal Trade Commission, the publishers of American newspapers are being exploited by the news print manufacturers for many millions of excessive profits.

Congress may put an end to this exploitation by responding at once to the request of the Trade Commission for authority to enforce its price findings. Congress is doing big things these days. Petty men and petty ideas are being swept into the discard. The national interests, served by the press unselfishly and magnificently, demand that the press shall be protected from the greed of manufacturers who are able to enforce excessive prices because of their control of the output. Congress should exhibit the same spirit of courage and decision which the President has shown!

price was considered too high by the Joint Committee and the International Paper Company was appealed to, on patriotic grounds, to supply the Government's printing office at \$2.50. The company complied, for a time, but then declared that increasing production costs compelled an increase in price to \$3.

FIND \$2.50 FAIR PRICE.

Senator Fletcher went to the Federal Trade Commission for its cost of production figures and the Committee decided that the International Paper Company could sell paper to the Government at \$2.50 and make a fair profit.

The situation was then laid before President Wilson, who asked Attorney-General Gregory for an opinion as to how far he could go under the Defence act to force the paper company to meet the price as established by the Government.

Mr. Gregory handed to the President a memorandum in which he held that a supply of paper for the Official Bulletin was necessary for war purposes and recommending that the paper be commandeered at \$2.50.

The result was that President Wilson directed Secretary of War Baker to go ahead and the International received an order from the War Department to supply a sufficient amount of paper to print the Official Bulletin, at \$2.50 per hundredweight.

This is, so far as it shown, the first instance of Government commandeering of supplies during the present war.

SENATE ELIMINATES PUBLISHERS' TAX; ADOPTS ZONE SYSTEM OF POSTAL RATES

Amendment to War Revenue Bill, Introduced by Senator McKellar of Tennessee, Adopted After Long Debate—Is Subject to Final Action on Senator Weeks' Motion to Strike Out All Publishers' Taxes—Newspapers Defended in Debates.

(Special to THE EDITOR AND PUBLISHER.)
WASHINGTON, August 29.

THE Senate to-day eliminated the 5 per cent. tax on excess profits of publishers without a roll call and after a prolonged debate adopted an amendment offered by Senator McKellar, of Tennessee, establishing a zone system of taxes on second-class mail matter in place of the 1¼ cents a pound rate on all second-class matter rejected by the Senate Tuesday.

The McKellar amendment, as adopted, reads as follows:

TEXT OF AMENDMENT.

"Section —. That, on and after January 1, 1918, all newspapers, magazines, and other publications regularly admitted to the mails as matter of the second class when mailed by the publisher shall hereafter be subject to the following rates of postage, the zone system now applying to parcel-post matter to be adapted also to second-class matter:

"Local, first, second, and third zones (under 300 miles), 1 cent per pound.

"Fourth zone (300 to 600 miles), 2 cents per pound.

"Fifth zone (600 to 1,000 miles), 3 cents per pound.

"Sixth zone (1,000 to 1,400 miles), 4 cents per pound.

"Seventh zone (1,400 to 1,800 miles), 5 cents per pound.

"Eighth zone (over 1,800 miles), 6 cents per pound.

"Provided, That free-in-county circulation provided by law shall continue as at present: *And provided further*, That the Postmaster-General may hereafter require publishers to separate or 'make up' to zones, or in such manner as may be directed, all matter of the second class when offered for mailing."

"Provided further, That this section shall not apply to farm or religious newspapers and periodicals; nor to newspapers and periodicals entitled to be entered as second-class matter and maintained by and in the interest of religious, scientific, educational, philanthropic, agricultural, labor, or fraternal organizations or associations not organized for profit, and none of the net income of which inures to the benefit of any private stockholder or individual, but that with respect to such publications the rates shall be as under existing law."

ACTION FOLLOWS LONG DEBATE.

The action on the McKellar amendment was taken after three days of debate upon these subjects as contained in the pending war revenue bill. Four or five propositions to amend the present postal rates on second-class mail matter were pending in the Senate but Senator McKellar's amendment was the first to be voted upon and was adopted by a vote of forty to thirty-five.

The McKellar amendment, which will not become effective until January first, should it finally become a part of the Revenue bill, does not affect the second-class rate upon newspapers mailed to destinations within three hundred miles of the place of publication. Religious, philanthropic, and farm papers are

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LOOKS FOR SETTLEMENT OF PAPER DIFFICULTY

New York Publisher Declares President's Order Fixing Price of Print Paper for Official Bulletin Is of Tremendous Significance—Looks for Adjustment of Paper Situation.

"Regardless of opinion to the contrary I look for some sort of an amicable adjustment of the difference between the print paper manufacturers and their customers, the newspapers, through some possible compromise reached between the manufacturers and the Government. President Wilson's latest order fixing the price of paper for the Official Bulletin at 2½ cents after consulting the Federal Trade Commission, virtually, if not finally, establishes that price to all," said a prominent New York publisher Friday to a representative of THE EDITOR AND PUBLISHER.

"Attorney-General Gregory's letter to F. P. Glass, chairman of the paper committee of the A. N. P. A., after the indictments had been brought, would seem to clearly indicate, that if not now too late, some understanding might be reached which would produce relief and perhaps save the paper companies from financial annihilation from possible convictions under the Federal Anti-Trust laws.

"Anyone who has taken the trouble to look up the trend of court decisions and compromises reached in advance of threatened trials, under the Sherman law, the Clayton law and the Federal

(Continued on page 29)

GOVERNMENT PLANS TO ADVERTISE ALL BONDS; SECOND LIBERTY ESTIMATE \$2,650,000

May Know This Week What Secretary McAdoo Will Do on Forthcoming Three Billion Issue—Needs Advertising Fund, If He Accepts Plan of Advertising Committee—\$20,000,000 to be Allowed for Disposing of Eleven Billion Dollars of Bonds and Certificates—Congress May Favor Special Advertising Appropriation If Requested—Advertising to Create Bond Demand.

PLANS are rapidly shaping at Washington for an authorized advertising campaign to insure the successful flotation of the Government's stupendous war-bond issues.

Contrary to premature announcements made during the week, the fact is that Secretary of the Treasury William G. McAdoo has not yet officially asked Congress for the specific fund of \$2,700,000 for advertising the second instalment of the Liberty Loan.

But THE EDITOR AND PUBLISHER is in a position to state that Mr. McAdoo is well convinced of the necessity of an advertising campaign along standard lines, both as regards the forthcoming three-billion-dollar loan, due for flotation in October, and for subsequent popular issues.

There is every indication that the \$11,538,945,640 war bond and certificate bill, which Mr. McAdoo is now urging, will be favorably reported to the House to-day, and if this is so, and the measure is finally accepted as it was presented to the Ways and Means Committee by Secretary McAdoo, it will contain an allowance for the sale of the bonds which would permit the Secretary to use standard forms of paid advertising at his discretion, although the amount to be allowed for the expenses of flotation has been curtailed to about \$20,000,000.

SECOND LIBERTY LOAN.

It must be understood that this does not refer to the advertising of the Second Liberty Loan, but rather to subsequent loans. As THE EDITOR AND PUBLISHER goes to press, Mr. McAdoo has made no official announcement of his intention to obtain a fund to meet the cost of an advertising campaign for the three-billion-dollar October flotation, although the indications at this writing are strongly in favor of his doing so.

The Secretary of the Treasury is now in possession of an estimate and an advertising schedule which was prepared at his solicitation by the expert advertising men with whom he consulted on the subject of advertising the bonds at Washington two weeks ago.

This estimate calls for an appropriation, for the sale of the three-million bond issue, of \$2,650,000, and it provides for the recognition of every commercial form of advertising, during a thirty-day campaign, at standard commercial rates.

As stated exclusively in THE EDITOR AND PUBLISHER last week, Mr. McAdoo asked the committee of advertising men to prepare for him three estimates for an advertising campaign which would ignore no standard form of commercial advertising.

The three estimates were to present a minimum figure, a medium amount and a maximum amount. At a meeting of the committee in New York, on August 23, it was decided that three estimates

ADVERTISING MUST BE ENLISTED ON THE SIDE OF DEMOCRACY!

MR. KITCHIN, Democratic leader of the House, has somewhat dazed the country by the announcement that the present Congress must authorize the raising of thirty billions of dollars with which to meet the nation's expenses growing out of our participation in the world war. This unimaginable sum, he believes, will be needed during the current fiscal year.

It represents more than half of the annual income of the American people in peace times.

Upon the complete success of the effort to mobilize the money of the people for war purposes depends the issue of the war for democracy in the world. If early victory is to be achieved, if the world is to be kept a fit abode for free peoples, the dollar-power of America must solidly reinforce its manpower, and supply as well the sinews of war for our allies.

The task, gigantic as it is, must be accomplished promptly. If America's effort lags, the toll will mount through the years, and the final assessment on mankind, in blood and treasure, would be intolerable.

The Government may conscript wealth, as men are conscripted, for national service. Taxation measures will go far toward that policy, even though they may not establish it in an extreme form. But the dollars which the people of moderate earnings must invest, through wise economies and courageous self-denial—these may not be conscripted. They must come to the financial firing line of the nation voluntarily. **BUT THEY MUST COME!**

Uncle Sam must talk to his people directly, with a definite appeal. He must see to it that they listen—that they do not take the view that the defence of the world's freedom is somebody else's affair, interesting to them only in a limited way. If he is to enlist them in the nation's service, through enlisting their dollars, he must have the means and method of appeal which will not miss the mark. He must **USE THE POWER OF ADVERTISING.** It is as necessary for his purposes as ships, ammunition, soldiers. Advertising must be harnessed to the nation's task.

would be furnished, the amounts being for \$1,000,000 (minimum), \$1,700,000 (medium), and \$2,500,000 (maximum).

The estimates were given into the hands of a sub-committee on plan and scope for final drafting.

FIND MINIMUM FIGURES.

When the matter was thus brought down to the concrete, the sub-committee recognized the futility of trying to arrange minimum, medium, and maximum schedules to cover an enterprise as specific as the sale of three billion dollars of Government bonds. It was clearly stated by Mr. McAdoo that all recognized forms of advertising were to be used and the committee developed the fact that any amount that might be specified as a possible figure to accomplish the desired result, namely the sale of the bonds, would be the minimum that responsible advertising men would suggest to the Government. Therefore, the sum of \$2,650,000 was developed as the minimum figure that would see the flotation through safely, while complying with Mr. McAdoo's request to use all forms of advertising. It appeared futile to suggest a doubtful campaign costing \$1,000,000 or a less doubtful campaign costing \$1,700,000.

The amount fixed by the Committee is substantially the figure that THE EDITOR AND PUBLISHER gave as its estimate for a successful bond campaign in its issue of August 11, when the whole subject of a reliable advertising

plan was brought to the attention of Mr. McAdoo and his advisers by this journal. William C. Freeman, who prepared THE EDITOR AND PUBLISHER estimate, gave \$2,700,000 as an amount which would be ample to successfully advertise the Second Liberty Loan.

Just what action Mr. McAdoo will take on the present estimate is not known. That he is in favor of an advertising campaign is beyond question. He has plainly said that advertising is a commodity for which the Government should pay as for any other commodity it consumes. He has gone on record as favoring an expense appropriation which would provide for advertising of subsequent bond issues, to be authorized by Congress.

The Second Liberty Loan was authorized by Congress jointly with the First Liberty Loan. Mr. McAdoo was allowed only one-tenth of one per cent, however, for the flotation expenses, and this included the printing of the bonds and numerous, other incidental expenses. At this rate \$1,000,000 was given by Congress for the expenses incident to the printing and flotation of each billion of bonds. Hence Mr. McAdoo had \$2,000,000 for the First Liberty Loan and \$3,000,000 for the Second.

No statement has been made public of the expense of the first Liberty Loan, but it is believed to have consumed much more than the allotted \$2,000,000,

the actual printing of the stupendous allotment of bonds alone consuming the bulk of the appropriation. This leaves Mr. McAdoo no expense funds adequately to meet the costs of the second flotation.

If the Secretary is to obtain \$2,650,000 for advertising the second loan he may have to ask Congress for a special appropriation.

CONGRESS FAVORABLE.

THE EDITOR AND PUBLISHER is in a position to state that private polls of members of Congress, in both branches, have revealed that a majority will vote in favor of an advertising appropriation recommended by Secretary McAdoo.

It is believed that, while there may be some opposition, the matter would go through in rapid fashion, as the time element is of distinct importance. The issue may be put out to the public within a month, and advertising men say there is not a minute to lose. As every form of standard commercial advertising is to be recognized, even to painted signs, the preparations should require several weeks.

It has been suggested that Mr. McAdoo might call upon the special \$100,000,000 war fund that Congress voted to the President at the outbreak of the war, but this is doubtful, as that appropriation has been heavily drained by extraordinary and urgent war expenses.

In all likelihood the doubt concerning the advertising of the second Liberty Loan will be cleared up by an official statement from the Treasury Department during the coming week.

McADOO SEES FACTS.

Secretary McAdoo talked earnestly on the advertising and selling subject to the members of the House Ways and Means Committee on Tuesday, and again on Thursday of this week. In asking for an allowance of 1-5 of 1 per cent. for flotation expenses the Secretary said that in the first loan the services of banks, newspapers, and other marketing agencies were granted to the Government free of cost, and he declared that it was possible that these services might not be rendered gratis in forthcoming loans. He told of the economic position of the newspapers, and expressed his conviction that advertising was a commodity which demanded compensation.

MUST CREATE DEMAND.

It was also brought out in the discussion that if the bond sales were to be made difficult through methods that were not coordinating and efficient, according to accepted commercial standards, the sale of the issue might be embarrassed, as the bond-selling agencies would be called upon to do irksome solicitation, which also would be very expensive, and almost more than

(Concluded on page 28)

JOHN C. O'LAUGHLIN JOINS LORD & THOMAS

Well-Known Author and Newspaper Man Named Vice-President of Oldest and Largest of the Advertising Agencies in Chicago—Has World Reputation as Journalist.

John Callan O'Laughlin, author and journalist, recently became vice-president of Lord & Thomas, the oldest and one of the largest advertising agencies in Chicago.

To newspaper men he needs no introduction. His journalistic career began in 1893, when he joined the staff of the Washington bureau of the New York Herald. There he remained for nine years, gaining the confidence of high Government officials and paving the way for future successes. In 1902 he went to Venezuela for a syndicate of papers and reported the blockade of that country by Great Britain, Germany, and Italy.

The following year he was appointed a member of the European staff of the Associated Press, and was in Russia during the Russo-Japanese War, during which time he began a special study of foreign affairs, and wrote several magazine articles describing conditions abroad.

REPRESENTED CHICAGO TRIBUNE.

Upon his return to America he became Washington correspondent for the Chicago Tribune. He was appointed First Assistant Secretary of State under President Roosevelt, from January 19 to March 5, 1908, and declined the office of Assistant Secretary of the Treasury and Minister to the Argentine. In the same year, and again in 1911, he acted as secretary to the United States Commission to the Exposition at Tokio, Japan.

He was secretary to Mr. Roosevelt in Africa and Europe after joining the Roosevelt party at Gondoko, East Africa.

From 1914 until a few months ago he was Washington correspondent for the Chicago Herald. Shortly after the outbreak of the war, as representative of the Herald and other newspapers, he took the "Christmas ship" laden with more than 6,000,000 gifts to war orphans in Europe.

WHY HE LEFT NEWSPAPER WORK.

Mr. O'Laughlin's departure from the field of journalism has no doubt caused some speculation among those who knew him as a veteran newspaper man and correspondent of the highest order. The reason for this step is best given in his own words.

"Why have I left journalism?"

Mr. O'Laughlin repeated the question asked by a representative of THE EDITOR AND PUBLISHER.

"Because, in a word, of my desire to put the knowledge and experience gathered in years of newspaper work at the disposal of business. No one realizes more than I the fascination of a newspaper career. It is a vehicle to contact with the successful and powerful men and women of the world. It keeps the mind keyed up on all local, national, and international problems. It makes friendship with worth-while men and women and broadens the vision. This particularly is true of the Washington correspondent, in which capacity I served for years.

"In the course of a life such as I have spent, a newspaper man naturally gathers a great deal of experience and knowledge which are invaluable to business. It is apparent that business is entering upon a new stage. Only within memory has it become national; from now on it will be

NEWSPAPER MAKERS AT WORK



WILLIAM VAN ANDEN HESTER.

WILLIAM VAN ANDEN HESTER, secretary and treasurer of the Brooklyn Eagle, has been with that newspaper for thirty-six years, working his way upward step by step, mastering the details of business and finance in his steady but certain advance. Every promotion he has gained was won by merit, for it is one of the traditions of the Eagle that one must go forward only as he shows ability, and this Mr. Hester has displayed in his knowledge of newspaper finance, in an unusual degree. He is one of those quiet newspaper makers who does not thrust himself into the limelight. He is content in pushing the Eagle forward, for he believes that the newspaper, as an institution, should be entitled to his whole efforts, since it is dedicated to the service of the people. That is the thought he keeps always in mind. He is satisfied to know that the Eagle is popular, that it is essential to Brooklyn, that it is identified with the city, and has the interests of the place and its people at heart. He is conservative, but independent, quiet and determined. He is an excellent business man, a splendid financial manager, has good judgment and the characteristics that go to make a successful director of the affairs of an organization like the Eagle. He devotes his entire time to the business end, has ideals of the highest character, and is scrupulous to the last detail in every business transaction.

Mr. Hester entered the office of the Eagle as a clerk. Ten years later he was elected a director in the company, and became its secretary. Later he took over the duties of treasurer. He is a grand nephew of Isaac Van Anden, founder of the Eagle and a son of Col. William Hester, president and general manager of that newspaper.

also international. I am keenly interested in national and international affairs. I am familiar with the problems which modern business faces both at home and abroad.

PREPARING FOR THE FUTURE.

"Lord & Thomas, realizing the development which has taken place in business, and pursuing its policy of keeping up with the times, conceived that I would be valuable in assisting their clients along the newer road opening before them. I believe their viewpoint is well taken, and that business, which is being irresistibly driven into the greater world field, must face the necessity of preparing for the intensive competition which it will be forced to meet as time goes on."

Mr. O'Laughlin, who is forty-four years old, was born in Washington and educated at the public schools. He studied international law at Columbia University and received an honorary degree from Villanova College. He is the author of "With Roosevelt from the Jungle Through Europe" and "Imperiled America," and has been decorated with a number of foreign orders, among them the Order of St. Stanislaus (Russia), the Order of the King (Italy), and the Order of Sacred Treasure, second class (Japan).

A. D. Lasher is now at the head of the firm of Lord & Thomas, which was established by Daniel M. Lord, retired, and A. L. Thomas, who has been dead a number of years. Mr. O'Laughlin will make his home in Chicago.

MARSE HENRY ON VACATION

Editor of Louisville Courier-Journal Spends Annual Outing at Coney.

Colonel Henry Watterson, editor of the Louisville Courier-Journal, is spending his fiftieth annual vacation at Brighton Beach, Long Island, N. Y., accompanied by Mrs. Watterson and their grandsons, Watterson Miller and Austin Gilmore.

Colonel Watterson has allowed everyone to know that he is on a vacation and that he means just that. However, one day this week he consented to being seen and talked to by a group of newspaper men and in a few minutes gave his views on war, suffrage, and the folly of sending negro troops into the South.

Colonel Watterson will remain at Brighton Beach about a week.

London Paper Gets Gerard Story

The London Daily Telegraph is the first English newspaper to publish the Gerard serial, the American rights of which are held by the Ledger Syndicate of Philadelphia. The Telegraph has had the matter cabled from the United States at a cost of about \$10,000 and has charge of the distribution to other papers in England.

Appointed Daniels's Secretary

Edward E. Britton, editor of the Raleigh (N. C.) News and Observer, owned by Secretary of the Navy Daniels, has been appointed secretary to Mr. Daniels.

STANLEY CLAGUE NAMED DIRECTOR OF A. B. C.

Well-Known Chicago Advertising Man Appointed to Succeed Russell R. Whitman as Managing Director of Audit Bureau of Circulations—Directors Met Tuesday.

Stanley Clague, of the Taylor-Critchfield-Clague Company, advertising and merchandising agents, of Chicago, New York, Detroit, and Boston, was elected managing director of the Audit Bureau of Circulations at a meeting of the board of directors held in Chicago Tuesday. Mr. Clague succeeds Russell R. Whitman, who resigned to become publisher of the New York Commercial.

Mr. Clague was born on the Isle of Man, off the coast of England. Shortly after coming to America he served for several years as secretary to Dr. Charles W. Eliot, who was then president of Harvard University. His principal work in the publication field was begun in the promotion department of the Curtis Publishing Company, of Philadelphia. From Philadelphia Mr. Clague went to Chicago and became a partner in the Clague, Pater, Jones Advertising Agency, which later became the Clague Agency.

In January, 1915, Mr. Clague became associated with the Taylor-Critchfield Company, advertising agents of New York, and the firm name was changed to Taylor-Critchfield-Clague Company. He was at one time president of the Western Advertising Agents' Association, and has been active in the work of the Chicago Advertising Association, as well as Associated Advertising Clubs of the World. He was one of the leading organizers of the American Association of Advertising Agencies.

Mr. Clague was one of the founders of the Audit Bureau of Circulations, and has been a director of the Bureau since its organization.

"The Audit Bureau of Circulations is to be congratulated upon getting such an able man as Mr. Clague to serve as managing director," said Mr. Whitman to a representative of THE EDITOR AND PUBLISHER Thursday. "Mr. Clague is just the man to see that the A. B. C. prospers and grows."

BIG CONSOLIDATION REPORTED

American Type Founders Company to Buy Some Keystone Merchandise.

The American Type Founders Company is negotiating for the sale of certain merchandise and equipment of the Keystone Type Foundry Company, according to a report current in New York this week. It is believed the sale looks forward to the ultimate consolidation of the two companies.

The American Type Founders Company informed THE EDITOR AND PUBLISHER this week that "no significance could be attached to the sale of some merchandise." The Keystone company told THE EDITOR AND PUBLISHER that "Keystone is not to consolidate with any foundry."

New Texas Paper

The Waco (Tex.) Daily Tribune, published by the Tribune Publishing Company, with State Senator A. B. McCollum as editor, will make its appearance to-morrow.

Hotaling May Be Governor

Minnesota newspapers have started a gubernatorial boom for H. C. Hotaling, editor of the Mapleton Enterprise and president of the National Editorial Association.

What the Record Breaking Price of Cotton Means to the South

At the present price, a very short crop—say 11,000,000 bales,—which is about the likely crop of cotton, would bring \$1,430,000,000 for the lint cotton. At present prices the cotton seed would bring about \$330,000,000 additional, but all the cotton seed are manufactured in the South, doubling their value as they go into the market in the various forms of products and by-products, adding on cotton seed manufacture \$330,000,000 additional.

It is also true that over 4,000,000 bales of cotton are manufactured in the South, more than doubling their value as they go into the yarn and cloth markets, but taking on double the value, we have \$520,000,000 more added by manufacture of cotton and cotton seed, making a total of manufacturing values of cotton and cotton seed \$850,000,000, while the raw products, \$1,430,000,000 for the lint and \$330,000,000 for the seed give a grand total of \$2,610,000,000 of value for a single crop raised principally in states that have a larger agricultural product in other lines than in cotton, though cotton is the principal money crop.

Can you conceive of what this means? In 1914 these cotton farmers received from 4c to 6c for their cotton; in 1915 from 8c to 12c; in 1916 from 12c to 16c; and in 1917 they will receive 26c or more. Our calculations are on the more conservative present market prices. This means a huge surplus in the hands of the cotton farmers. They have never known such prices in their lives before. No such prices have been known for about fifty years, and even then the seed were regarded as worthless, whereas now they represent much bigger value than the entire cotton crop of fifty years ago or even of thirty years ago. Cotton manufacturing, in which the South is largely engaged, is wonderfully prosperous, many mills declaring extra dividends, and huge sums going to surplus.

Iron, steel and coal, in which the South also is largely interested, are being sold at fabulous figures, yielding huge fortunes. The South has 50 per cent of the iron resources of the United States. The coal reserves of Dixieland are conservatively estimated at 530,000,000 tons. Oil, of which the South produces more than half of the American product, is also enjoying most fancy prices and building fortunes in short order.

Other smaller interests, such as trucking, citrus fruits, also zinc, sulphur and other products of the mines all tell the same story of wonderful profits.

The war with its demands for food products has stimulated effort along agricultural lines in every part of the South and in 1917 will show a most extraordinary farm output. And the Southerner doesn't have to wait till fall to get paid for the fruits of his soil. He is getting it all the time. Starting with his early vegetables in the winter and spring months, followed by big fruits, melons, and truck in the summer and his staple crops in the fall. These are facts that should go far towards confirming the statement that the Southern people can be converted into good customers on any line of goods brought to their attention thru the most approved method of publicity.

An advertising campaign in the Southern newspapers listed here during the next year is sure to produce prolific results. Money is plentiful in the South and it's getting more so. The only question is what to buy with it.

ALABAMA.				SOUTH CAROLINA.			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Birmingham Ledger (E)	33,259	.06	.06	Columbia Record (E)	11,325	.025	.025
Birmingham Age-Herald (M)	23,212	.07	.05	Columbia Record (S)	9,216	.025	.025
Birmingham Age-Herald (S)	31,700	.08	.06	Columbia State (M)	18,591	.05	.04
Birmingham News (E)	41,000	.07	.07	Greenville Piedmont (E)	4,769	.0143	.0143
Birmingham News (S)	46,000	.08	.08	GEORGIA.			
Mobile Register (M)	15,351	.04	.04	Atlanta Georgian (E)	46,122	.08	.07
Mobile Register (S)	20,286	.05	.05	Atlanta Sunday American (S)	85,027	.12	.10
Mobile News-Item (E)	9,500	.03	.03	Columbus Ledger (E)	7,425	.0215	.0178
Montgomery Advertiser (M)	18,213	.05	.04	Augusta Chronic. (M&S)	8,000	.035	.025
Montgomery Advertiser (S)	20,783	.06	.05	Macon Telegraph (M)	19,719	.04	.04
KENTUCKY.				Macon Telegraph (S)	19,719	.04	.04
Louisville Courier-Journal (M)	26,294	.10	.07	Augusta Herald (E)	12,049	.03	.02
Louisville Courier-Journal (S)	49,058	.12	.09	Augusta Herald (S)	12,049	.03	.02
Louisville Times (E)	43,805	.10	.08	Savannah News (M & S)	14,037	.04	.03
Louisville Herald (M)	49,073	.07	.07	FLORIDA.			
Louisville Herald (S)	42,860	.07	.07	Pensacola News (E)	4,628	.0139	.0139
Lexington Herald (M)	8,239	.0179	.0179	Pensacola Journal (M)	5,309	.0172	.0172
Lexington Herald (S)	8,239	.0179	.0179	Pensacola Journal (S)	5,309	.0172	.0172
TENNESSEE.				Jacksonville Times-Union (M & S)	24,508	.055	.055
Chattanooga News (E)	13,951	.03	.03	Jacksonville Metropolis (E)	18,185	.04	.04
Chattanooga Times (M)	25,815	.06	.06	LOUISIANA.			
Chattanooga Times (S)	25,815	.06	.06	New Orleans Item (E)	55,043	.10	.10
Memphis News-Schulzar (E)	45,000	.11	.10	New Orleans Item (S)	68,875	.12	.12
Memphis Commercial Appeal (M)	63,981	.1	.10	New Orleans Times-Picayune (M)	55,336	.10	.10
Memphis Commercial Appeal (S)	102,081	.14	.12	New Orleans Times-Picayune (S)	65,299	.12	.12
Nashville Tennessean & American (M)	36,665	.05	.05	New Orleans Daily States (E)	37,462	.08	.06
Nashville Tennessean & American (S)	39,129	.06	.06	New Orleans Daily States (S)	36,569	.08	.06
Nashville Banner (E)	50,557	.07	.07	VIRGINIA.			
Knoxville Sentinel (E)	19,036	.05	.04	Richmond News Leader (E)	39,401	.08	.06
NORTH CAROLINA.				Newport News Press-Times-Herald (M&E)	10,355	.025	.025
Asheville Times (E)	6,176	.015	.015	Newport News Daily Press (S)	6,993	.025	.025
Charlotte Observer (M)	13,696	.035	.025	Norfolk Virginian Pilot (M)	25,691	.05	.05
Charlotte Observer (S)	17,826	.045	.035	Norfolk Virginian Pilot (S)	33,016	.06	.06
Greensboro Daily News (S)	14,645	.03	.025				

BILL AIMED AT GERMAN LANGUAGE NEWSPAPERS

Would Forbid Use of Mails to German Language Newspapers Unless English Translations of All Matter Printed in German are Printed in Parallel Columns.

Representative C. N. McArthur, of Oregon, has introduced in the House of Representatives a bill to forbid the use of the mails to German-language newspapers, unless English translations of all matter printed in German are furnished in parallel columns.

Penalty of a fine of \$1,000 or imprisonment of a year, or both, is provided for the making of a false English translation in matter carried in such newspapers.

The bill applies to all news and editorial matter "printed in the language of any country with which the United States is now or hereafter may be at war, or any ally of such country." Exception is made of legitimate advertising matter.

CHARGES DISLOYALTY.

"It is high time for the United States to take a hand in suppressing the seditious and traitorous foreign-language press of the country," said Mr. McArthur. "While it is true that some of these papers recognize their obligations to the Government under which they exist and which affords them protection, it is also true that many of them are thoroughly disloyal and are doing everything they can to hinder the Administration's conduct of the war.

"They have wilfully misrepresented the attitude of this Government since the beginning of the war, and even since our entrance into the struggle they have done much to spread the germs of treason and discontent.

"The war cannot be won if these henchmen of the Kaiser are permitted to pursue their wilful course, and nothing will bring them to account quicker than a thorough understanding of their methods.

AIMS AT FALSE NEWS.

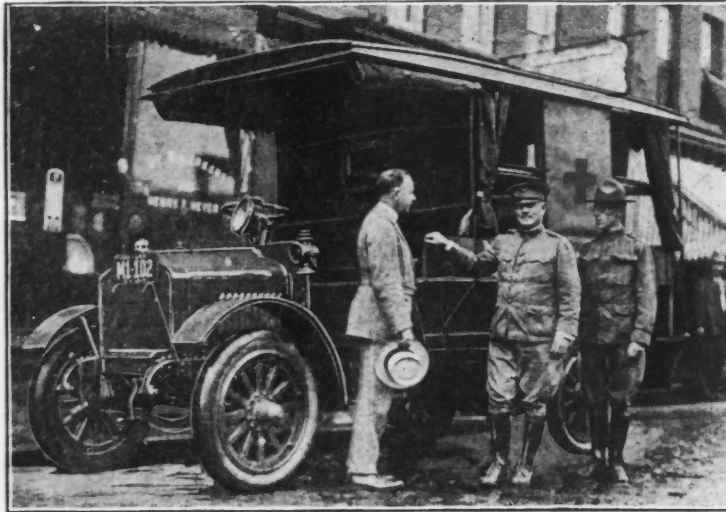
"Only a small percentage of our people can read German," continued Mr. McArthur, "so it behooves us to require these publishers to print their news and editorials in English. If this is done, all of us can read what is printed, and public sentiment will not long tolerate false news about the war and misrepresentations as to our aims and policies.

"We waste time and effort worrying about the Russian situation, when we have a greater menace at home. If we are to win this war we must put our own house in order before we offer gratuitous advice to the Allies: We must pursue a policy that will give Prussianism no quarter in this country. It must be wiped out."

Detroit Papers Raise Price

The Sunday edition of the Detroit Free Press, and the Detroit News-Tribune, Sunday edition of the Evening News, will advance their price to six cents a copy in and about Detroit and to seven cents elsewhere beginning tomorrow. The papers are among the last of the big Sunday newspapers to make the advance from five cents. Two pages of colored comics will be added by each paper to the two pages each now carries. The increase is split evenly with the carriers and news stands. Increased cost of white paper, inks, labor, and distribution are given as the reasons for the increase.

PRESENTATION OF WORLD AMBULANCE TO U. S. ARMY MEDICAL CORPS



Field Ambulance, fully equipped, purchased through contributions from members of the staff of the New York World and presented to the War Department. The presentation was made, on behalf of the World, by Jos. J. O'Neill, and was accepted on behalf of the War Department by Col. James M. Kennedy, Surgeon of the Port, and Lieut.-Col. John A. Clark, Medical Superintendent.

FORMAL COMPLAINT FILED

Book Paper Manufacturers Must Appear Before Trade Commission.

The Federal Trade Commission has issued a formal complaint against twenty-three book print paper manufacturers and against the Bureau of Statistics of the Book Paper Manufacturers and Charles F. Moore, secretary of the bureau of statistics, charging all respondents with "using unfair methods of competition in interstate commerce" in violation of a Federal statute.

The complaint asserts, "that said respondents through said bureau of statistics and particularly through its secretary, Charles F. Moore, are now and for about two years past have been engaged in a concerted movement to enhance the prices of book print paper and to maintain said enhanced prices and to bring about a substantial uniformity of such prices—due allowance being made for grades, brands, etc. As a result of such activities, prices of book print paper in the United States have been unduly enhanced and such enhanced prices are being maintained. Such enhancement and substantial uniformity of prices have been effected and are being maintained through the medium of telephone communications, by correspondence, and by personal meetings between the secretary and various respondent members of said bureau of statistics, and by like communications between various members thereof, and by such communications between members and others engaged in the book print paper industry."

The respondents are given notice that the charges will be heard by the Federal Trade Commission on October 10, and that the accused parties will be permitted to appear and show cause why the Commission should not enter an order requiring the respondents to desist from their violation of law.

Install New Press

The Denison (Tex.) Daily Herald has installed a new sixteen-page web-perfecting press having a capacity of 10,000 sixteen-page papers an hour.

Suit Again Postponed

The hearing in Detroit to determine jurisdiction of the Wayne County courts in the million dollar libel suit brought by Henry Ford against the Chicago Tribune, was again postponed Saturday to some date in September, to be set later.

EXERCISE CONTROL OF EXPORTATION OF PAPER

News Paper, Print Paper, Wood Pulp, and Sulphur Included in List of Articles of Commerce Placed Under Control of Export Council by Presidential Proclamation.

News paper, print paper, wood pulp, and sulphur are included in the list of "articles of commerce" placed under the control of the Export Council by order of President Wilson in a proclamation issued Monday.

News print manufacturers and newspaper publishers pointed out this week that President Wilson said that "the purpose and effect of this proclamation is not export prohibition, but merely export control." It is not believed that the embargo, which it is on the surface, will affect the news print situation materially. It will mean simply that the Government will exercise closer supervision of the exportation of print paper, wood pulp, sulphur, etc.

During the year of 1913, 43,276 tons of news print were exported; in 1914, 61,239 tons; in 1915, 55,056 tons; in 1916, 76,443 tons. In the first five months of 1917, 24,446 tons were exported. Most of this was sent to South American countries, Australia, New Zealand, and Mexico. News print manufacturers are confident that licenses can be obtained without difficulty to continue the exportation of news print.

News print manufacturers and publishers are confident also that official permission can be obtained to export sufficient quantities of sulphur to permit the operation of the Canadian paper mills.

Announcing a *Sunday Edition* OF THE **SYRACUSE POST-STANDARD**

Beginning with September 2nd

The POST-STANDARD will be published hereafter daily and Sunday (instead of six days per week as formerly.)

The first number of the *Sunday* POST-STANDARD will be on Sunday, September 2nd.

The publication of the *Sunday* POST-STANDARD is in response to thousands of requests from readers of the daily edition. They recognize in The POST-STANDARD the leading newspaper in its territory. The one newspaper to give them all the news in a most thorough manner.

The Daily POST-STANDARD has by far the largest circulation of any newspaper in its territory and the *Sunday* POST-STANDARD will no doubt occupy the same position in the Sunday field.

J. D. BARNUM,
PUBLISHER.

John D. Barnum

INC.

NEW YORK

CHICAGO

BOSTON

DETROIT

STONE DEFENDS RECORD AND CRITICISES PRESS

Senator from Missouri, Before Senate, Virtually Charges Lord Northcliffe with Prodding Editors into "Mad Intolerance" Respecting American Public Men.

WASHINGTON, August 29.—Senator Stone, of Missouri, to-day paid his respects, in a speech in the Senate to the editors of a "certain type of newspapers," cartoonists, and others who have criticised and caricatured his anti-war attitude.

He began by assailing those publications, which, he claimed, misinterpreted his introduction some days ago of the resolution sent him by the American Union Against Militarism, which commended the German Reichstag's bid for peace on July 19.

DECLARES RECORD CLEAR.

Senator Stone reminded the Senate that he presented this resolution because it was sent him in his official capacity with the request that he introduce it. He referred to "The Congressional Record" to show that in presenting it he announced that it was not of his creation.

"These intolerant editors assumed I intended to do things and say things,"

he said, "that I did not intend to do or say."

INTIMATES SINISTER INFLUENCE.

"Is there not some sinister influence behind this sort of thing," Senator Stone asked after declaring that he had been pictured in editorials and cartoons as a "slacker, a traitor, a German sympathizer, and even a German spy."

By indirection, the Senator virtually charged that Lord Northcliffe might have had a hand in prodding metropolitan editors into "mad intolerance" respecting American public men.

"If I am correctly informed, as I believe I am," Senator Stone said, "some of the editors who have indulged in these scandalous denunciations of me are unnaturalized residents of the United States who owe allegiance to King George V."

OF ENGLISH BLOOD, HE SAYS.

Senator Stone ridiculed the statement of some newspapers that he is of German origin and said there was not a drop of Teutonic blood in his veins. He expressed pride in his English ancestry.

The war does not demand that we stop spending, but simply that we live effectively by producing more and buying more intelligently.

J. N. WHEELER HEARS CALL TO THE COLORS

Head of Bell Syndicate, Inc., Enters Plattsburgh Training Camp and Will Try for an Officer's Commission—Was Enrolled in Roosevelt's Volunteer Army.

J. N. Wheeler, known to all newspaper men as "Jack"—head of the Bell Syndicate, Inc.—has heard the call. He has entered the Plattsburgh Training Camp, and will try for an officer's commission.

One of the men who signed his Plattsburgh application, as a sponsor for him, was Theodore Roosevelt. Wheeler had been enrolled for the Roosevelt army, and was bitterly disappointed when Congress failed to authorize the organization of that army.

A little above the draft age limit, Wheeler could not keep out of the fight. To him, as to so many other vital men, Plattsburgh offered the road to the front.

"Jack" Wheeler has been a big factor in the newspaper syndicate field for several years. He founded, and afterward sold, the Wheeler Syndicate, through which the Mutt & Jeff comics

were first offered, under his direction, to the large list of newspapers in which they are still featured. He syndicated the "Christy" Matthewson baseball stories, and developed a great volume of syndicate matter of the hard-hitting kind.

After memorable litigation, which resulted in depriving him of the privilege of using the name "Wheeler" as a trade name in the syndicate field, he organized the Bell Syndicate, which has been highly successful. This business is to be continued exactly as before by his office staff, headed by E. W. Thompson, under the general supervision of V. V. McNitt, whose services have been loaned by the Evening Mail Syndicate.

Suffragist Newspaper Appears

Indiana has its first suffragist newspaper, The Hoosier Suffragist, a monthly, which has made its appearance in Indianapolis. It is edited by the publicity committee of the Woman's Franchise League of Indiana, of which Miss Alma Sickler, of Indianapolis, is chairman.

If there is one thing—even a very little thing—that you can do better than anybody else, do it that way every time you attempt to do it at all.

Space Buyers Should Not Overlook This One

For **16** Consecutive Months

For **12** Consecutive Months

For **8** Consecutive Months

THE ST. LOUIS STAR has shown a Gain in Total Paid Advertising over the same month of the previous year. Every other St. Louis newspaper—Morning and Evening, Daily and Sunday, has shown periodical losses while The Star has been rolling up gains upon gains, month by month.

THE ST. LOUIS STAR has carried more Local Display Advertising—week days—than the Globe-Democrat, the Republic or the Times.

THE ST. LOUIS STAR has Guaranteed a Greater net paid bona fide circulation than that of the Globe-Democrat, the Republic or the Times in St. Louis and its trading territory designated by Audit Bureau of Circulations.

Daily Average Net Paid Circulation for July

110,433

More than 85% St. Louis and Suburban

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago
People's Gas Bldg.

Philadelphia
Mutual Life Bldg.

New York
Fifth Ave. Bldg.

**New Foreign Rates Effective
October 1, 1917**

Contracts (not reservations) acceptable at present rates up to September 30, 1917.

ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

NO SHORTAGE OF NEWSPAPER MEN AS YET AS RESULT OF WAR'S DRAIN ON STAFFS

Many Newspaper Men Come to New York in Search of Employment Believing that Number of Newspaper Men Enlisting and Number Subject to Call When New National Army Is Mobilized Must Result in Big Demand for Newspaper Men.

BECAUSE of the number of newspaper men who have enlisted and because of the number who are subject to call as soon as the new National Army mobilization begins, newspaper men from all parts of the United States are coming to New York, believing that there must be a real shortage of men and that opportunities for getting work here are unlimited. *There is no serious shortage of newspaper men in New York.*

At all times New York is filled with newspaper men in search of work. It is said that there is no place in the world where a newspaper staff can be assembled as swiftly as in New York. To-day the number of reporters and copy-readers who are bumping daily against New York newspaper office boys is unusually great.

CUBS PLENTIFUL.

City editors and managing editors of New York newspapers declare there is always a demand for the especially well-trained, highly experienced man. Cubs are always plentiful.

Newspaper men coming to New York without first-class letters of recommendation which will make it possible to sweep aside office boys, will find it difficult to obtain audiences with city editors or managing editors who are unusually busy these days.

While it is true that New York newspapers, like newspapers in other cities, have lost large numbers of newspaper men from editorial departments, little difficulty has been encountered in filling the places of those who have left. Several of the newspapers have cut down their staffs.

NO SHORTAGE IN CHICAGO.

Although many men have been drafted or have volunteered for military service from the staffs of Chicago newspapers, no alarming shortage of help has yet been felt.

Generally speaking, the editorial, advertising, and circulation departments have been hardest hit, as it is in these three departments the younger men are employed. Married men who have secured exemption, men above draft age, and high-school boys have in many cases filled the positions occupied by the absent ones.

An interesting phase of the situation is the influx of girls and young women. As reporters, clerks, and operators they are gaining a wider foothold in newspaper offices.

The Chicago Daily News has met the shortage by moving the less skilled workers up a peg and taking on new help where necessary. A slight increase in salaries has also been granted by the paper, following an investigation into the increased cost of living.

Having lost more than seventy men through enlistment alone and about a third that number by the draft, the Chicago Tribune had many vacancies to be filled. The fact that the drain did not come all at one time made it possible for the paper to secure new men without much difficulty.

During the last several weeks, newspaper men who entered the training camps for officers' commissions and failed to secure them are slowly drifting back to work.

Good newspaper men are getting scarce, according to Boston city editors. All had different views as the present needs for men, but all agreed that within a short time when the draft army is called good men will be at a premium. One of the editors said he believed it would soon be necessary to consider putting women on districts or on some city staff work.

Howard F. Brock, city editor of the Boston Post, said that during the past two weeks he had many applications for positions on the reportorial staff from men from all parts of the country.

"Most of these men said that they were experienced," said Mr. Brock, "but I have seen very few who looked to be strictly speaking, 'good' men. Of course the staffs of all the papers are going to be hard hit. We have been already. But local news has so lost its importance that we can do without a good many men that a year ago would have been a necessity. Nevertheless, I believe that within a short time a really good newspaper man is going to be scarce, and they will be handy things to have on a staff."

GOOD MEN NEEDED.

James H. Walsh, city editor of the Boston Record, said:

"There seems to be plenty of men around, but all of them are rather of the mediocre type of ability; at least, it would appear so from those who have called to secure positions. I believe that we shall soon see a dearth of good men in Boston and in all other cities."

The Globe has been the hardest hit of any of the Boston papers. On the Globe, as in all other papers, the editorial departments is where the shortage is being felt. City Editor W. A. Sullivan said that he believed that soon it would be necessary to consider women for some positions on the editorial staff.

"I have had several women come in to apply for reportorial positions lately," said Mr. Sullivan. "We have lost sixteen men already from our editorial department, and we have a couple or more of others on the 'ragged edge' of being drafted. There is a lack of young men seeking the district positions."

Andrew E. Heneberger, city editor of the Boston Journal, said that he did not believe that it would become necessary to even consider women for reportorial work.

"We can always get young college men for the work," he said, "and with a few experienced men to steady their work at the start it is not long before they prove efficient. We have not felt the strain much yet, but it's going to pinch soon, of course."

Pittsburgh city editors do not agree that there is a real shortage of newspaper men. The city editor of one newspaper to a representative of THE EDITOR AND PUBLISHER said he could always get plenty of men for editorial work. The city editor of another newspaper said he needed three men at once and needed them badly.

Representatives of THE EDITOR AND PUBLISHER in different cities throughout the country report that the newspapers are getting along with smaller staffs and that in but a few cities is there a real shortage of men.

BURLESON REPLIES TO HARDWICK RESOLUTION

Postmaster-General Explains Why Certain Publications Have Been Excluded From the Mails—Says to Give Information Asked for Would be Against Public Welfare.

WASHINGTON, August 27.—A. S. Burleson, Postmaster-General, in a letter to Senator Bankhead, chairman of the Committee on Post Offices and Post Roads, of the Senate, gives his reasons for excluding certain publications from the privileges of second-class mail.

"The article in the Masses assailing the President was not the basis for declaring the August issue of that publication non-mailable or the subsequent revocation of the second-class mail privileges of the Masses," writes Mr. Burleson.

"In order for any publication to have the second-class privilege it must, among other things, be issued regularly at stated intervals, and in order to be permitted to the mails under any classification it must be mailable under the law.

"All the publications, including the Masses, which have had the second-class privilege withdrawn on account of violations of the espionage act, have lost that classification primarily for the reason that they were publishing mat-

ter which made their issues non-mailable under any classification.

"For many years this department has held publications not to be 'regularly issued' in contemplation of law when any issue has contained non-mailable matter; and when the second-class privilege has been withdrawn under such circumstances, the formal notice of withdrawal has contained the statement that the second-class privilege had been revoked on both of the grounds stated.

"As a matter of fact, in the case of the Masses and other publications covered by the Hardwick resolution, following the usual practice of the Department, not only have the particular issues which have been declared to be non-mailable, but various other issues of the publications, have been taken into consideration, in determining their right to the second-class privilege, so that the final action was necessarily based principally on other and very much broader ground than a break in the continuity of the publication.

"In my opinion, any such course as that contemplated by the Hardwick resolution is much against the public interest and public welfare at this time. I deem it incompatible with the public interest to disclose the information called for by the resolution and trust that it will be reported adversely by the Committee, as was done with a similar resolution introduced by Mr. London in the House."

Prepare Now For a Big Fall Business in Baltimore

Big business is optimistic.

The new war taxes soon to be announced will not cause well-organized business to falter. Better a more aggressive drive for more trade to stimulate and help take care of increased taxation.

So in Baltimore we find the retail trade preparing now for a larger Fall and Winter business. National advertisers who want the biggest slice of this big trade should prepare likewise in a sales and advertising way to commandeer this business.

Prosperous Baltimore is today an actuality. By conservative estimate over \$100,000,000 already invested this year or scheduled for investment soon in Baltimore commercial activities. This expansion alone employing thousands of well-paid labor—every concern a vital addition to the community's industrial growth—No "war-baby" expansion.

National advertisers investigate Baltimore now and prepare for your portion of trade from this community. Let the promotion department of THE BALTIMORE NEWS help you make your advance market investigations. Write for particulars.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation July, 1917, 91,250

GAIN over same period 1916, 15,388

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

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

NATIONAL EDITORIAL SERVICE HAS NEW HEAD

W. W. Young, Well-Known American Newspaper Man, Appointed Editor and Manager of Widely-Known Editorial Syndicate—Has Had Wide Experience in Journalism.

W. W. Young, well-known American journalist, with a quarter of a century experience on various publications, has been made editor and manager of the National Editorial Service, 225 Fifth Avenue, New York. This service is confined to one signed editorial of an ordinary newspaper column, or a little less each day. The syndicate has been in existence for nearly three years, and has shown its stability by having been retained by its list of high-class newspapers during the war period when retrenchment has been the order. The editorials are on timely topics and each is written by the person best fitted as an authority for handling the subject.

Mr. Young is a graduate of the University of Wisconsin, where he founded the Daily Cardinal and was practically the founder of that University's School of Journalism, having been the first student to elect studies that were specially fitted to a journalistic career. His metropolitan experience was gained on the New York World, from 1894 to 1900, most of which time was spent on the Sunday World. In 1900 he went to Chicago with W. R. Hearst when Mr. Hearst's papers were being founded there. He was the first Sunday editor of the Chicago American, afterwards changed to the Sunday Examiner, holding that position five years. During all that period he also had charge of the editorial pages and the home magazine pages of Mr. Hearst's morning and evening Chicago papers.

In 1905 Mr. Young joined the editorial staff of the Chicago Daily Journal, becoming feature editor, a title which has since become quite common in American newspaper offices, but which was not used before that time. For three and a half years he had charge of everything in the paper that was not news.

In 1908 Mr. Young returned to New York as managing editor of Hampton's Magazine and remained with that publication until shortly before its demise, in 1912. After that he was managing editor of Good Housekeeping, Sunday editor of the New York Press and one of the editors of the McClure Newspaper Syndicate. During the past two years he has been active as advisory publisher of magazines, and has devoted a good deal of time to writing and to syndicate promotion.

Concerning the National Editorial Service, Mr. Young says:

"American people are thinking more seriously than ever before. This war is going to keep them guessing for a good while, and after it is over it is going to make them think even harder about the every-day problems of life. Therefore, I believe that there is a demand, and a growing one, for just such a service as that put out by this syndicate."

Oregon Journal Family Entertained

The Portland (Ore.) Journal family was the guest of Mrs. C. S. Jackson, wife of the publisher, at their annual picnic at Clear Creek Park, owned by Mr. Jackson, last Sunday. Three hundred and fifty persons attended, every department of the newspaper being represented from office boys to the managing editor.

WALL PAPER USED FOR ADVERTISING PURPOSES

Cigarette Manufacturer in Buenos Aires Offers Paper to Small Stores Frequented by Men, Without Cost to Owners—La Plata Boasts of Twelve Daily Papers.

"One of the large cigarette manufacturers in Buenos Aires uses wall-paper as a means of effective advertising," writes Robert S. Barrett, special agent of the Bureau of Foreign and Domestic Commerce, Department of Commerce, assigned to Buenos Aires, in a recent commerce report. "The company offers to paper small stores, tobacco shops, barber shops, shoe-shining parlors, and other places frequented by men without cost to the owners. The paper that is used is attractive in color and design, and when placed on the wall is not unsightly. The background is either old rose or green, and in the centre of each piece, occupying a space five by seven inches and placed every fourteen inches in the length of the roll, is the advertisement, which consists of the numerals '43,' indicating the name of the cigarette brand, surrounded by a conventional floral wreath.

"The average cost of papering a room, including the paper, is about \$3, and the advertisement lasts for several years. The paper was formerly imported from England, but since the war has been coming from the United States."

Mr. Barrett writes that the city of La Plata, Argentina, boasts of twelve daily newspapers.

"This is believed to be a greater number than is to be found in any other city of its size in the world," he continues. "The population is 142,572. It

is only an hour's ride from Buenos Aires, and all of the great dailies of that city are sold on its streets. Eleven of La Plata's dailies are general in character, and publish telegraph, state, and local news. The twelfth is the Official Bulletin of the Province of Buenos Aires, of which La Plata is the capital. One of the publications has a circulation of 15,000 copies, and the others print from 1,000 to 6,000 copies each. Each has its own printing plant, and two of these are equipped with modern perfecting newspaper presses and typesetting machines. Their subscription prices range from \$4.40 to \$20 per annum, and the advertising rates from 5½ to 66 cents an inch."

ASSOCIATED PRESS CHANGES

Gregory Yarros Transferred from Chicago Office to Petrograd Bureau.

Gregory Yarros, of the Chicago office of the Associated Press, has been assigned to the Petrograd bureau and is now on his way to Russia. Mr. Yarros is a keen student of Russian history and institutions and speaks Russian fluently.

Robert Corzier Long, of the Petrograd bureau of the Associated Press, has been assigned to Moscow.

S. M. Bouton, for fifteen years in the service of the Associated Press, has been transferred from the Stockholm bureau to the Petrograd bureau.

Walter C. Whiffen is in charge of the Petrograd bureau.

California Editors Meet

The Northern California Editorial Association is holding its third semi-annual convention at Roseville to-day and to-morrow.

BRIDGEPORT Is Waiting To Buy— PROSPERITY Reigns Supreme!

MANY Bridgeport mechanics ride to and from their daily work in their own automobiles.

The illustration shows a large lot near Bridgeport's City Hall made vacant by razing old church buildings now accommodating a small part of the daily automobile overflow of Bridgeport's great mechanical and clerical forces. In Bridgeport "nearly every one" owns an automobile.

Another Example of Bridgeport's Prosperity

"HELP WANTED—We will pay skilled mechanics \$1.00 per hour. Bridgeport Projectile Co.

WHEN you're planning your fall advertising campaign remember that you are going to show your client **REAL RESULTS** in a prosperous community like Bridgeport and its contiguous territory—covered by one medium and by that medium only—the

POST AND TELEGRAM LARGEST CONNECTICUT CIRCULATION!

The JULIUS MATHEWS SPECIAL AGENCY
Boston New York Chicago



PROBLEMS OF THE CIRCULATION MANAGER IN GETTING HIS PAPER TO THE SOLDIERS

Profits from Distribution in Home Camps and in Over-Seas Must
Come from Appreciation of Service Rendered to Boys in Khaki
—Rare Opportunity to Develop Asset of Good Will—
How a Canadian Newspaper Met the Situation.

(Mr. Decker, formerly circulation manager of the London (Ont.) Advertiser, later with the Reading (Pa.) News-Times, and now with the Albany Knickerbocker Press, is well qualified to discuss the problems of circulators in getting their papers to the boys in camp and on over-seas service. Mr. Decker is a charter member of the recently organized New York State Circulation Managers' Association, and is prominent in I. C. M. A. Councils.—Ed.)

By R. D. M. DECKER,
Circulation Manager, Albany Knickerbocker Press.

THE handling of daily newspaper circulation for soldiers located in training camps and on over-seas service may be of interest to circulation men at this time, and, having been connected with The Advertiser, London, Canada, until last April, I of course, had some experience in this connection.

London, the permanent headquarters of No. 1 Military District in Canada, was also selected as a training camp, and there have been quartered in that city from two to ten thousand soldiers for the past three years. A large number of the battalions were recruited from local districts in western Ontario, of which London is the largest city between Hamilton and Detroit, and the clearing house of upwards of one million people.

Some of the different units were quartered in the London camp for periods of from three to nine months, and naturally furnished an opportunity to sell extra papers. The ordinary private, in my opinion, is not a very good newspaper prospect, owing to the fact that his time is fully occupied from the time the reveille sounds in the morning until late in the afternoon, although a canvass of some of the battalions raised in the London district supplied a fair percentage of newspaper subscribers during the time they were stationed at the local camp. The officers, on the other hand, nearly all wanted all the daily papers, and both the officers and men were very much interested in the war news, also in the sporting news, but more particularly in the news from their home towns and vicinity, as well as the camp news which went to make up quite a percentage of the current news of the day.

This business was handled in various ways, but largely through the battalion canteens and newsboys, who made delivery to officers and men's quarters.

HOW THE SOLDIER BOYS WERE REACHED.

As the different units were ordered to Camp Borden, situated about 150 miles north of Toronto, arrangements were made with the sergeants in charge of the battalion canteen to act as dealers, and a supply of from two to four hundred copies was sent to each battalion of eleven hundred men, depending, of course, upon where the battalion was raised, but, as the transportation of newspapers from the railroad station at Camp Borden to the different units, which in some cases were located miles away, was a very serious problem, this plan did not prove satisfactory, and arrangements were

then made with the dealer representing all the Toronto papers, who had a staff of delivery boys in addition to automobiles, for transportation of papers to different sections of the camp. This arrangement proved more or less satisfactory, as the problem of delivery over such a large area was no small matter, and the movements and manoeuvres of the troops made it uncer-



R. D. M. DECKER.

tain as to where the men could be reached, but, on the whole, the last-mentioned arrangement proved quite satisfactory, and, while occasional complaints were registered by the men, it was generally convenient for them to buy our paper, especially when they were in camp.

Upon an order for over-seas service, a number of the men would arrange to have the paper sent over-seas, or some friend or member of the family would order a paper sent to them; and, if they could supply us with the proper information as to the soldier's number, the unit with which he was connected, his rank and the location of the unit in England or on the continent, we could assure them quite a satisfactory service.

THE FOREIGN POSTAGE PROBLEM.

About a year after the war opened, the Post Office department made a ruling that no papers addressed to a member of the Canadian Expeditionary Forces in France could be accepted without the prepayment of the French postage. Believing that the British and French authorities would forward papers in a case of this kind, we changed the address on all papers going to France to read: In care of The Army Post Office, London, England; and, while the local post office authorities held that they could not accept and forward them, they finally agreed to accept them, and we afterwards had ample proof that the papers reached the soldiers to whom they were addressed. Often the papers would reach them in packages of from ten to thirty copies at a time, and we had many letters of appreciation from the boys in khaki for the paper was like a letter from home and of course very welcome. Several cases were reported where men received practically

every copy of our paper while on the firing line in France or Belgium.

We made arrangements with many of the men before they left London to send letters and report events of interest; and, as there were a number of employees from all departments of our paper enlisted for the over-seas service, we were always represented in nearly every corner of activity in the war zone, and were able to supply some very interesting information and side lights in addition to the regular war news of the day.

We also arranged with the Red Cross to send bundles of six copies each in care of their headquarters in London, England, and they would forward them to their stations in France and England where there were Canadian soldiers stationed. We also had several cases where patriotic citizens sent in a year's subscription to be sent to some member of the Canadian over-seas force, in which cases we sent the paper in care of the Red Cross, and they in turn would see that it reached a Canadian man or contingent.

GETTING READY FOR OVER-SEAS CIRCULATION.

We are compiling in office of The Knickerbocker Press at the present time a record of every man who has been accepted for service and filing this along with his picture in "THE WORLD'S GREATEST HALL OF FAME" for future reference. In addition to having all data and information regarding the man for use in case of his receiving any special honor or mention, or in case of his being wounded or killed, this list will provide a mail list of several thousand names, a certain percentage of which will no doubt receive a copy of the paper which will be sent by some member of the soldier's family or some of his friends.

The Knickerbocker Press has just completed arrangements with the American Tobacco Company whereby, upon any person subscribing twenty-five cents to THE KNICKERBOCKER PRESS SOLDIERS' TOBACCO FUND and supplying us with the soldier's name and address, we will forward a

OF INTEREST TO CIRCULATORS

B. F. Harvey is the new circulation manager of the Athens (Ga.) Banner.

J. Edgar Probyn, circulation manager of the Altoona (Pa.) Tribune, has received a commission for service in the army Y. M. C. A. field as an instructor. He will be located at Fort Hancock.

Earl Shovers, country circulation manager of the Des Moines (Ia.) News, has been appointed circulation manager of the Waco (Tex.) Morning News.

Newsboys of Bridgeport, Conn., must stop selling papers and be off the streets after 8 P. M., according to an order recently issued by Lieut. George Fox, head of the Police License Bureau.

Experiencing a shortage of reliable, energetic carrier boys as a result of the war's levy on the young manhood of Spokane, Wash., the Spokesman-Review recently utilized display advertising space to help fill the ranks.

\$50,000 Libel Suit Filed

A. M. Bryd, publisher of the Central Enterprise, of Prineville, Ore., is defendant in a \$50,000 libel suit filed by County Judge G. Springer, of Crook County. Springer charges that Mr. Bryd, with the five other defendants in the suit, attempted to recall him.

package containing four packages of tobacco, seven packages of cigarette papers and forty cigarettes, all of which are of regular size and the retail value of which is 45 cents; so each contributor will have the satisfaction of knowing that in addition to supplying the soldiers with smokes, which will be very much appreciated, he will save a man twenty cents. Each package also contains a return postal card addressed to the donor which, in most cases, will no doubt be returned to him by the recipient of the package.

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

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

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

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

CANADIAN MILLS WORRY ABOUT SCARCITY OF MEN

Although Wages are Unusually High, Paper Mills Are Badly in Need of More Help—Mills are Anticipating Another Short Cut With Corresponding High Prices.

The labor situation in Canada is causing a lot of worry among paper mills. This is especially serious in woods operations for which there is a big shortage of men. Wages are abnormally high. The result is that the mills are anticipating another short cut, with corresponding high prices.

The pulp market has been soft for several weeks. Mills are said to be accumulating large surpluses, which are being held against better market conditions. Last week sulphite pulp for news print was offered by one Canadian mill at \$60 per ton, although the majority of the mills are storing their surplus for future sale when they expect the prices to be higher.

Groundwood is also soft, offering around \$32 to \$35 f. o. b. mill, but producers are not anxious to dispose of their product in this market. It is somewhat reliably predicted that both groundwood and pulp wood will reach a higher price level this fall than last winter, but the sulphite market is expected to continue at a lower level of prices than was current a few months ago.

Both groundwood and sulphite are somewhat of a drug on the New York market at the present time. There are large quantities of both offering, but the mills generally are well supplied for the present, and are only interested in offerings at bargain prices. This is held to be a temporary condition, however, as the future will depend largely upon the Canadian situation which is certainly unsatisfactory in so far as future shipments are concerned.

According to returns just completed by the Forestry Branch of the Canadian Department of Interior pulp wood production in Canada last year totalled 1,764,912 cords valued at \$13,104,458. This shows a tremendous increase when compared with the figures for 1908 when the total cut amounted to 482,777 cords valued at \$2,931,653.

A. G. McINTYRE ON VACATION

Head of Publishers' Paper Company to Visit Northcliffe Mills.

A. G. McIntyre, president and treasurer of the Publishers' Paper Company, and special representative of the paper committee of the American Newspaper Publishers' Association, left this week for a combination business and pleasure trip in Northeastern Canada and Newfoundland. Before returning to New York in about a month he will visit the Northcliffe mills.

During Mr. McIntyre's absence, Morris W. Leahy, manager, will be in charge of the Publishers' Paper Company.

Named New York Representative

Frank Hammer, news editor of the Chicago Herald, has been appointed New York correspondent and will shortly open an office in the Times Building. Arthur Crawford, political writer for the Herald, who has been Springfield (Ill.) correspondent for a number of years is now assisting Charles Michaelson, Washington correspondent for the Herald.

A newspaper that fights is fought.

EMBARGO CAUSES LITTLE WORRY

Canadian Publishers Confident Needs Will Be Met by U. S. Government.

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, August 27.—News of the United States embargo on sulphur became public here last Thursday and for a time paper manufacturers were very much alarmed over the outlook. It was freely suggested that mills would have to be shut down. Though no definite news has come from Ottawa as yet dealing with the extent of the embargo, publishers here are not worrying. They appreciate the fact that United States publishers are largely dependent on Canadian mills for their news print supply and argue that no steps will be taken which will be prejudicial to the interests of the American newspaper press.

In the House of Commons last Friday, Sir George Foster, Minister of Trade and Customs, in reply to a question stated: "There is an embargo placed by the United States against the export of sulphur from United States territory. The supply in the Southern States, particularly Louisiana, is restricted. It is needed for the operations of the United States. Not very much is being imported from other countries at the present time, under present transport conditions. Therefore, sulphur has been placed under embargo, but, although under embargo, and although none can be exported by license, the United States authorities are open to consider representations as to our necessities, which representations are being carefully and thoroughly made."

Owing to the increased demands of the sulphite pulp mills, which have been running to full capacity for the past eighteen months, as well as to the requirements of the manufacturers of explosives and rubber, Canada's importations of sulphur have been largely augmented. In the year prior to the war, the Dominion imported 69,712,420 lbs., of which 62,175,570 lbs. came from the United States. Last year, importations ran to 167,944,710 lbs., of which 158,424,825 lbs. were brought in from the United States. Just how much was used in the pulp industry is not specified.

There is some suggestion here that action has been taken in this direction by the United States Government to bring the paper manufacturers to time. The more general view is that the needs of the munition industry are making it imperative to conserve the supply of sulphur.

TO PUBLISH SUNDAY PAPER

Beginning To-morrow Syracuse Post-Standard to Issue Sunday Newspaper.

The Syracuse (N. Y.) Post-Standard will be published hereafter seven days a week. The first number of the Post-Standard will be issued to-morrow.

During the summer months, the Post-Standard has been making ready for this expansion by remodeling its building throughout, and by the addition of new machinery incidental to the best newspaper production.

Plan Soldiers' Newspapers

Suggestions for the publication of newspapers for the American forces abroad have been made recently to the War Department. The newspapers as suggested would give a brief résumé of home news, such of the battle front news as could be published, and small personal and sporting items from the various camps. The Training Camp Activities Committee and the Public Information Committee may cooperate in this work.

WISCONSIN
Farm Products / Prosperity



LOOK AT THE MAP

LIVE daily newspapers are published in each of the cities marked on this map of Wisconsin. These cities are the largest buying centers in the State—they are located in the most prosperous trading territories of Wisconsin. These daily newspapers have the greatest potential power to sell Nationally advertised products once distribution is made. The purchasing power and prosperity of Wisconsin's population is shown by the following facts: Keep clearly in mind that "crops" mean exceptional prosperity at this time.

WISCONSIN LEADS IN CROPS!

OATS Wisconsin stands first in yield per acre—growing more than 7,000,000 bushels without irrigation and its additional labor and expense. Wisconsin's crop 90,000,000 bushels.

BARLEY Wisconsin stands first in yield per acre, producing 500,000 bushels or more without the added cost of labor of irrigation. Wisconsin's crop 18,000,000 bushels.

SPRING WHEAT Wisconsin stands first in yield per acre of non-irrigated States, harvesting more than 1,000,000 bushels. Of States growing both Spring and Winter wheat without irrigation, Wisconsin is second only to Iowa— $\frac{1}{4}$ bushel less per acre.

RYE Wisconsin stands first in total production. Wisconsin is third in acre yield. Wisconsin's crop 6,000,000 bushels.

CORN Wisconsin stands third in yield per acre of States harvesting 50,000,000 bushels or more.

SUGAR BEETS Wisconsin stands first in yield per acre of non-irrigated States. Tied with California.

THE REASON WHY:

Wisconsin has good soil, good crop systems, good seed, good cultivation, good rainfall which insures a prosperity to make Wisconsin a mighty good territory for National advertisers to cultivate.

The following newspapers will help National advertisers cultivate a crop of Sales for any worthy manufactured product.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	* 6,000	.02
Eau Clair Leader-Telegram (M&E&S).....	*† 8,282	.0286
Fond du Lac Commonwealth (E).....	*† 5,106	.0143
Green Bay Press Gazette (E).....	* 9,264	.02
Janesville Gazette (E).....	*† 7,373	.0214
La Crosse Tribune-Leader Press (E & S).....	* 14,000	.025
Madison, Wisconsin, State Journal (E).....	* 13,385	.03
Madison, Wisconsin, State Journal (S).....	* 10,199	.03
Milwaukee Evening Wisconsin (E).....	* 36,896	.06
Milwaukee Journal (E).....	*110,964	.12
Milwaukee Journal (S).....	* 97,349	.12
Milwaukee Leader (E).....	* 36,843	.07
Milwaukee Sentinel (M&E).....	* 49,665	.08
Milwaukee Sentinel (S).....	* 51,677	.11
Oshkosh Northwestern (E).....	*†12,431	.03
Racine Journal News (E).....	*† 7,219	.02
Racine Times-Call (E).....	* 6,050	.0150
Sheboygan Press (E).....	*† 5,497	.0143
Superior Telegram (E).....	* 14,254	.03

*To the Editors and Publishers of the United States
I have the honor of presenting the following correspondence.*

Henry Butterfield.

THE WHITE HOUSE
WASHINGTON

28 August, 1917

My dear Mr. Macauley:

I am sincerely interested to learn of your new work on a series of cartoons to exemplify America's spirit in the war, and I bid you Godspeed in the enterprise. I know that the finest spirit and the most practiced execution will go into the work.

Cordially and sincerely yours,

Woodrow Wilson

Mr. C. R. Macauley,
516 Fifth Avenue,
New York City.

*C. R. Macauley's series of Cartoons—"America's Spirit in The War"—
This service offered by The Butterfield Syndicate—516 Fifth*

TELEPHONE
FOUR-O-ONE-O
VANDERBILT

C. R. MACAULEY
FIVE-SIXTEEN FIFTH AVENUE
NEW YORK

My dear Mr. President:

August 29th,
1917

I thank you from the bottom of my heart for your generous letter of encouragement and commendation, written in these hours crowded with world tragedies.

I shall labor mightily to fulfill the mission I have set for myself.

Very sincerely yours,

C. R. Macauley

Honorable Woodrow Wilson,
President of the United States,
Washington.

War''—will be released for publication, beginning September 16, 1917.

6 Fifth Avenue, New York City Write or wire for information

EDITORIAL

GETTING DOWN TO BUSINESS

SECRETARY McADOO is convinced that the Government cannot rely, in the flotation of the forthcoming bond issues, upon the same degree of cooperation from the banks, from individuals, and from newspapers as was freely given in the first sale.

He realizes that the Government cannot expect to receive from individuals donations of services and money to an extent sufficient to carry forward to success one of the greatest of the nation's war tasks.

As shown in William C. Freeman's estimate, published in THE EDITOR AND PUBLISHER, an appropriation for advertising of \$2,700,000 would be ample for assuring the success of the next bond offering. In suggesting to a Congressional Committee that, in future bond authorizations, one-fifth of one per cent. of the proposed issue be set aside for expenses of flotation, Secretary McAdoo has in mind the use of about half of that sum for advertising. The amount would be ample. It should be made available.

THE MATTER IS NOW UP TO CONGRESS!

THE PRESIDENT ACTS!

THE International Paper Company has been directed by the President to furnish news print to the Government, for the printing of the Official Bulletin at two and a half cents a pound.

The International, which has been according this rate to the Government on patriotic grounds, claimed that because of the mounting costs the price should not be less than three cents.

Ascertaining from the Federal Trade Commission that the two and a half cent price afforded a reasonable profit, to the manufacturer, the President through Secretary Baker, ordered the International to furnish paper for the Official Bulletin at that price. Under the National Defense Act the Government is empowered to commandeer supplies needed by the nation for war purposes, and to determine the price that shall be paid for such supplies.

The action of the President may have far-reaching effect in restoring a reasonable price for news print for publishers. It is an axiom with the President that prices fixed by the Government for commodities shall prevail for the general public. When the Government establishes a price for a commodity, as it has done in the case of news print, that price is based upon a knowledge of costs and conditions of production—and provides for a fair profit, not an excessive or artificial profit. This order of the President is based upon the price fixed, after a thorough investigation of the news print industry, by the Federal Trade Commission. The price was agreed to, and afterward repudiated, by a group of the largest manufacturers of news print, including the International Paper Co. The Commission has asked the Congress for authority to enforce its price-ruling. IN THE LIGHT OF THE PRESIDENT'S ORDER the Congress should lose no time in granting that authority to the Commission.

THE President's reply to the Pope again demonstrates his amazing ability to interpret public sentiment and purpose, and to express and record them in virile phrases. The free peoples of the world are coming to look to our President as their spokesman. Has ever ruler wielded such power as is now reposed in Woodrow Wilson? The former writer of history has become the moulder of history—the guiding spirit in the fight for democracy. It has ceased to be important as to whether Woodrow Wilson is a Democrat or a Republican. He is, in the view of our citizenry, an American—measuring up to our highest standards and ideals.

PROFESSING to hold in contempt the wisdom of the ostrich, we persist in basing our censorship largely upon his favorite head-hiding stunt. If to amuse our enemies is to give them aid and comfort, we accomplish little else than this in our solemn announcements of the arrivals of ships "At an Atlantic Port," followed by fully localized stories of these arrivals.

ATTACK is the reaction. I never think I have hit hard unless it rebounds.—Johnson.

GENEROUS NEWS SPACE ASSURED

THE policy of the Government in regard to paid advertising—whatever this may be—will not affect the policies of the newspapers toward the offerings of the Liberty Bonds.

As was done through the period of the first sale, all newspapers will give big space to the subject, news and editorial.

In so far as special articles, cartoons, news dispatches, and editorial utterances may serve to kindle patriotic interest in the bonds, nothing will be left undone.

Newspapers weigh news values—and the big bond offerings weigh heavily on the news scales. The appeal is to all of the people. The day-by-day progress of the bond sales will be a matter of supreme interest to every reader of a newspaper. The chronicle of the efforts made, through special organization work, for promoting the sales of the bonds will have prime news value.

Interviews, addresses, Washington dispatches, letters from the people, reprints of notable cartoons and of editorial paragraphs, human interest stories of individual instances of sacrifice for the sake of owning a bond—all these things will command space to an aggregate impossible to compute.

But these things cannot be coordinated into a selling argument of cumulative force. They will help, mightily, in a real bond-selling campaign. They will reinforce the advertising appeal, but they cannot take its place.

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

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THE EDITOR AND PUBLISHER maintains a corps of paid correspondents in the following cities:

Albany, N. Y.—
Atlanta, Ga.—Miss Nell Freeman, *The Constitution*.
Baltimore, Md.—J. Thomas Lyons, *The Sun*.
Boston, Mass.—Roy Atkinson, *The Post*.
Bridgeport, Conn.—
Buffalo, N. Y.—A. H. Kirchofer, *The News*.
Brooklyn, N. Y.—Tom W. Jackson, 919 Foster Ave.
Chicago, Ill.—C. B. Cory, Jr., *Illustrated World Magazine*, Drexel Avenue and Fifty-eighth Street.
People's Gas Building.
Cincinnati, O.—Roger Steffan, *The Post*.
Columbus, O.—R. H. Jones, *The Citizen*.
Cleveland, O.—W. H. Zelt, 764 Hippodrome Annex.
Dallas, Tex.—J. E. King, 202 South Winnetka Ave.
Denver, Colo.—Meredith Davis, *Rocky Mountain News*.
Des Moines, Iowa.—Roy A. Jarnigan, *The Capital*.
Detroit, Mich.—Fred R. Barkley, 146 Charlotte Ave.
Indianapolis, Ind.—Ellis Seales, *The News*.
Jacksonville, Fla.—
Little Rock, Ark.—W. H. Adams, *Arkansas Gazette*.
London, Eng.—Valentine Wallace, 37 Southampton St. Strand.
Los Angeles, Cal.—Fred Gilroy, *The Times*.
Louisville, Ky.—Aubrey Cossar, *Starks Building*.
Memphis, Tenn.—Arthur J. Forbes, *Commercial-Appeal*.
Milwaukee, Wis.—U. G. Cox, 423, 22nd St.
Montreal, Que.—J. C. Ross, *Board of Trade Building*.
Minneapolis, Minn.—T. A. Boright, *The Tribune*.
New Orleans, La.—Henry I. Hazelton, 903 *Hibernia Bank Building*.
New York.—Joe A. Jackson, *The World*.
Omaha, Neb.—A. E. Long, *The Bee*.
Philadelphia, Pa.—Miss Curtis Wager Smith, 3207 Baring St.
Pittsburgh, Pa.—C. C. Latus, *The Dispatch*.
Providence, R. I.—Wm. M. Strong, *The Journal*.
Portland, Ore.—F. W. McKechnie, *United Press*, *Oregon Journal Building*.
San Francisco, Calif.—Geo. R. DeVore, 1915 Green St.
Seattle, Wash.—Roy Alden, *The Times*.
St. Paul, Minn.—John Talmán, 590 Laurel Ave.
St. Louis, Mo.—C. M. Baskett, P. O. Box 836.
Savannah, Ga.—J. P. Watkins, *Dixie News Bureau*.
Spokane, Wash.—Ralph E. Dyer, *Spokesman, Review*.
Toronto, Ont.—W. A. Craik, 52 Foxbar Road.
Washington, D. C.—E. A. Halsey, 402 *Wardman's Court*, East.

A SENATOR'S VIEWPOINT

USED vindictively, the power to tax is the power to destroy. Newspapers have been criticised for objecting to measures of taxation which single them out for special penalties, and have been censured for pointing out that some of our lawmakers are disposed, in a period when many revolutionary things are being done through public necessity, to "get back" at the newspapers for personal grievances.

In the Senate debates of this week we find the statement by Senator Hardwick that "the newspapers have become arrogant, and boast that they can make or destroy public men . . . they should pay their share of the taxes."

With the latter part of this statement all publishers are in accord. The newspapers stand ready to pay their share of the taxes. But they object to having biased legislators act as judges of what this share should be.

We know of no instance of a newspaper boasting that it could make or destroy public men. We know of no newspaper that attempts to hold over public men a club of intimidation. Here we have a Senator, however, advocating a special tax for newspapers based, obviously, on the theory that newspapers are too arrogant and should be curbed through discriminatory taxation.

It is high time that newspapers should dispel the notion that, because of their influence in moulding public opinion, they hold a club over public men and use this club to blackmail them—that they secure, through intimidation, great public benefits and bounties.

To measure up to the full need of patriotic service in this crisis the newspapers have willingly assumed tremendous additional expenses. Usual earnings have, in many instances, been wholly sacrificed. In an economic way the war has penalized this industry more drastically, perhaps, than any other. Yet the publishers stand ready to assume THEIR SHARE OF THE TAX BURDEN. They object to penalty-taxation. They object to taxation framed by men in a spirit of vindictiveness—by men who, conceivably, may cherish personal grievances against certain newspapers and who seek to redress those grievances at the expense of the whole newspaper industry. Such men have no proper place in the national councils. Congress should not become an instrument of private revenge.

THE GOVERNMENT'S OPPORTUNITY

IN its efforts to restore a competitive news print market the Paper Committee of the A. N. P. A. has sought to bring about new developments in that industry—to stimulate additional production. A survey made by representatives of the Committee has shown that only in the far West and North are there considerable untouched timber areas. In these districts the water-power rights are held by the Government, and leases are revocable at the Government's pleasure.

As adequate water power is an absolute essential in the manufacture of ground wood pulp, prospective investors in new mills require assurance that water-power leases shall cover specified and ample periods.

The Walsh bill in the Senate (No. 2399) and the Small bill in the House (No. 4504) provide for term-permits to manufacturers who desire to utilize some of the waste water power of the nation in protecting the newspaper industry from a recurrence of the present panic conditions of the paper market.

This legislation is of such undeniable public necessity that it should be enacted at the present session of the Congress, in order that tentative plans for new mills may be pushed to early completion. Until the Governmental restrictions which would imperil invested capital in these enterprises are removed, and proper protection afforded to those who would gladly undertake new developments in this vital industry, the peril of underproduction will continue. That peril will grow more acute with the natural depletion of present sources of supply. Only prompt action now will safeguard the newspapers for the future.

PERSONALS

NEW YORK.—C. P. Coleman, of Indianapolis, is a new member of the news staff of the New York office of the United Press.

Franklin P. Adams, of the Tribune, has written another book, "Weights and Measures," which is to be published by the Doubleday, Page Company this fall.

Theodore N. Knappen, of the Tribune, is in California on a tour of the large cities of the United States, gathering material for a series of articles entitled, "The Sineews of War."

Joseph Englander, former reporter on the American, is now on the city staff of the Tribune.

Robert Burns will cover the news of the Rainbow Division at Camp Mills, Long Island, for the Evening Journal.

Fred Welmer, copy-reader on the Evening Mail, is taking his vacation.

Joseph Fuhrman has been assigned by the Tribune to cover Camp Mills, Mineola, Long Island, where the Rainbow Division is being mobilized.

Emil M. Scholz, publisher of the New York Evening Post, left Thursday for a month's hunting and fishing trip in the Lake Superior country.

Howard P. Rhoades, former Columbus (O.) Dispatch reporter, has joined the staff of the Evening Sun.

Alfred S. Frueh has executed a number of cartoons of various theatrical stars which he has cut on linoleum and printed in one or more colors in his own inimitable style. These he has collected and mounted on Japan paper.

Roy W. Howard, president of the United Press Associations, returned Tuesday to New York from the Pacific Coast.

Richard H. Lee, who was to join the staff of the Tribune to-day, has been stricken with typhoid in Cleveland, and is now in a hospital in that city.

Hugh Robertson, formerly of the city staff, is now on the copy desk of the Herald.

Herbert Bayard Swope, city editor of the World, returned to his desk this week, after a month's vacation golfing and watching the races at Saratoga Springs. During his absence, John M. Gavin was city editor. He was assisted by James Barrett.

Ralph Dibble has been transferred from the business to the editorial department of the Tribune. He was formerly on the Springfield Republican.

Theodore Murray, of the World's editorial force, is spending his vacation at Lake Champlain.

Vincent B. Kelley, of the Evening World, who is the active secretary of the organization of "fighting Mayors" in Bergen County, N. J., was one of the speakers at a large Democratic meeting at Palisade last Monday night.

Adam C. Haeselebarth, librarian of the World, will leave Sunday on a motor trip in New England.

George French, of the World's art department, is enjoying his annual vacation.

Ervin B. Hawkins, of the World's copy-reading force, returned on Monday from a two weeks' outing at City Island.

OTHER CITIES.—James K. Lambert, editor and publisher of the Natchez (Miss.) Democrat, accompanied by Mrs. Lambert, are on a two weeks' recreation and business trip to Chicago.

Paul Wagner, editor of the Shreveport (La.) News-American, in the year of its existence, is now on the copy desk of the Birmingham (Ala.) News.

**A business with an income at its heels
Furnishes always oil for its own wheels.—Cowper.**

Claude C. Madison, Associated Press editor of Kansas City, Mo., has enlisted in the Second Missouri Ambulance Corps.

Rogers Winter, former veteran reporter on the Atlanta (Ga.) Journal, is now secretary of the Atlanta Chamber of Commerce.

E. F. Smith has succeeded E. A. Sager as editor of the Esparto (Cal.) Exponent. Mr. Sager has joined the colors.

Robert F. R. Huntsman, of the Brooklyn Standard Union, is still living in Plainfield, N. J., despite the report that his added duties as executor of the estate of Mr. Berri, late president of the Standard Union, would make it necessary for him to move to Brooklyn.

Allen Davis, representing the Philadelphia Evening Bulletin, and John Campbell, representing the Philadelphia Telegraph, arrived recently in Augusta, Ga., with the first detachment of troops from Pennsylvania. They will cover Camp Hancock.

James Blaine Gibson, of Grant City, Mo., is the new advertising manager of the Fort Collins (Col.) Courier.

Miss Nellie Fitzgerald, former news editor of the Maryville (Mo.) Democrat-Forum, is now on the editorial staff of the Times.

Herbert H. Clagett, former editor of the Jackson (Tenn.) Sun, is now editor of the Columbia (Tenn.) Daily Herald, succeeding James I. Finney, who has gone into military service.

Bate C. Drummond, former editor of the Lexington (Mo.) News, is again editor of the same paper, succeeding J. B. Slater, who has resigned.

E. J. Melton, formerly with the California (Mo.) Herald, is now with the Miami (Okla.) Daily Record-Herald.

George R. Kelly, formerly with the Wichita Falls (Tex.) Daily Light, is now covering railroads and police for the Fort Worth (Tex.) Star-Telegram.

Thomas H. Hammond, several years publisher of the Cranston City (R. I.) Times, and well known among Rhode Island newspaper men, is seriously ill.

Lev Flournoy, city editor of the Columbus (O.) Monitor at the time of its suspension, has joined the copy desk of the St. Louis Globe-Democrat. For several weeks he has been telegraph editor of the Dayton (O.) Journal.

John Allen Murray has returned to the city desk of the Dayton (O.) Journal after having spent the summer in training at the Officers' Reserve Camp at Fort Harrison.

Miss Emma Lea Hoffman, of the New Orleans Times-Picayune, is spending her vacation with her parents in Wisconsin.

E. H. Gillette, for a number of years editor of the Iowa Tribune, Des Moines, has moved, with Mrs. Gillette, to Los Angeles, Cal.

C. F. Rex, bureau manager of the International News Service at Fond du Lac, Wis., has been accepted for the draft.

WASHINGTON.—George Bartheime, former Washington correspondent of the Cologne Gazette, of Germany, has left Washington, but under the law must keep the Department of Justice advised of his whereabouts.

William A. Van Benschoten, correspondent of the Detroit Free Press, has moved to Knoxville, Tennessee, to become engaged in the iron industry. K. Foster Murray will assume the corre-

spondence of the Free Press. He was formerly with the Detroit Journal.

Ben S. Allen, former Associated Press man on the London staff, has been appointed private secretary to Herbert C. Hoover. While in London Mr. Allen was associated with Mr. Hoover in Belgian relief work.

BALTIMORE.—W. J. Malstrom, lately of the American, has become associated with the publicity department of the United Railways and Electric Co.

Andrew Breshears, of the Star, is with the Maryland regiments at Camp McClellan, Annapolis, Ala., as one of the correspondents of his paper.

W. E. McCann, dramatic critic of the News, is at Atlantic City.

BOSTON.—Harleigh Schultz is now city editor of the American, in place of Bert Ford. Mr. Ford resigned to be travelling correspondent at the camps of the troops in New England for the American.

A. A. Smallman, district representative for the Globe in Brookline and Brighton, is telling of the birth of a new son in his family.

Charles Manning, formerly city editor of the Cambridge Chronicle, and lately of the staff of the American, has resigned.

Irving Granitch has returned to the city staff of the Journal, after an extended trip to New York.

Walton A. Green, editor and publisher of the Journal, will be presented with a handsome wrist-watch, the gift of the members of the staff of his paper, this week. Mr. Green is at the second Plattsburgh Training Camp.

Lyman Armes, of the Post staff, former secretary of the Boston Press Club, is dangerously ill in Provincetown.

Paul Burbank is a new addition to the Sunday staff of the American.

Prof. Harry B. Center, of Boston University, a former member of the night desk of the Post, has returned to fill in during vacation.

George B. C. Rugg, assistant city editor of the Post, is enjoying his vacation at South Bristol, Me.

John Flemming is now covering Cambridge for the Sunday American.

From Philadelphia comes word that Thomas Killian, formerly a member of the staff of the Boston Post, and recently on the Philadelphia North American, has resigned to take a position with the Oklahoma City Oklahoman.

Edward J. Dunn, State House representative for the Post, is on his annual vacation.

INDIANAPOLIS.—Earl Adams Clark, of Fountain City, Ind., and Indianapolis has been chosen by Secretary of War Baker to take charge of the publication of a military service newspaper at the Louisville cantonment of the national army.

Bert Henley has been named financial editor of the Star, succeeding Paul Donald Brown, who has gone to Chicago.

C. F. Staadecker, formerly of the Cincinnati Post and the Louisville Courier-Journal, has taken a copy desk position on the News.

LOUISVILLE.—Bruce Haldeman, president of the Courier-Journal and the Times Companies, has been elected fifth vice-president of the Louisville Board of Trade.

George E. Constant, a Kentucky newspaper man who fought in France and was decorated with the Cross of the Legion of Honor, has joined the editorial staff of the Courier-Journal.

Charles H. Musgrove, city editor of the Times, is recovering from an unusual accident which cost him a broken rib. Mr. Musgrove, in the absence of the office boy, leaned across the arm of the office chair he was occupying to pick up a box of matches he had dropped. The weight of his body did the rest.

Visitors to New York

C. L. Snowden, Petersburg (Va.) Progress.

Elbert H. Baker, Cleveland Plain Dealer.

W. P. Leech, Cleveland Leader.

F. F. Pa'avicini, Mexico City Universal.

D. J. Stern, Springfield (Ill.) News-Record.

John A. Bree, Atlanta Journal.

John Stewart Bryan, Richmond Times-Dispatch.



**The Haskin Letter
has a direct appeal
for the solid
reader.**

PERSONALS

DETROIT.—Oliver Heath, who left the Free Press a year ago to enter the real estate business, has returned to the same paper as a reporter.

Thomas C. Greenwood, managing editor of the Journal, is spending his vacation in the northern Canada woods.

David B. Stewart, exchange editor of the Journal; Miss Ida Wing, society editor, and Arthur Ogle, reporter, are also on vacations.

Annesley Burrows, Detroit newspaper essayist and author, who went to Chicago recently for an operation for cataract is threatened with total blindness, his friends here have been informed.

Considerable of a shak-up went into effect Monday on the Free Press. John A. Myers, who has been covering the mobilization camp at Greyling, became assistant city editor. James L. Darrimore, left the assistant city desk to resume his former beat, city hall. Fred R. Barkley was switched from city hall to county beat. Thomas H. Dinenny was switched from general assignment to federal beat, taking the place of Thomas Munger, who goes on the copy desk. Fred A. Gaertner, formerly night editor, who left in June to take a course in the officers' reserve camp, has returned to the paper and will cover the national army cantonment at Battle Creek.

Other changes are impending, due to the resignations of J. M. Dunnewind, for fifteen years legislative reporter, to accept a place with a Chicago advertising agency, and of George C. Stucker, county courts reporter, to become a special investigator for the county attorney. Vacancies will be left also by the impending departure of Theodore Delavigne, and Garry Hanna, reporters, with base hospital units and of Richard Farrington and possibly William A. Moffett, reporters, to join the national army.

D. Kenneth Laub, reporter on the News, has entered the second officers' reserve camp at Fort Sheridan.

William Placeway and George Cascaden, also News reporters, have resigned. Miss Gladys Hatt, News social reporter, has resigned to return to her home in Alma, Mich.

John A. Wallace, Free Press reporter, called in the draft, has successfully passed the physical examination. He has filed an exemption claim because of dependents.

PITTSBURGH.—Charles A. Rook, jr., assistant auditor of the Dispatch, has enlisted and been commissioned a sergeant in the Sanitary Corps of the Medical Department of the army.

Albert C. Farr, chief editorial writer

of the Gazette-Times, is on a motor tour in the East.

Guy Nordman, lately of the International News Service in New York, has joined the reporting staff at the Gazette-Times.

W. U. Christman, managing editor of the Post, is at Cedar Point, O., with his family.

Leo Stengel, of the Philadelphia Inquirer, has joined the Post reporting staff.

Frank Boal, assistant editor of the Sun, is in training at Fort Oglethorpe.

Mrs. James Edward Leslie is assistant Sunday editor and dramatic critic of the Dispatch, taking the place of her late husband, James Edward Leslie.

George S. Oliver, managing editor of the Gazette-Times, is again at his desk after vacationing at Watch Hill, R. I. Maxwell Hannum, of the Press editorial staff, is at the Ellentown camp with the University of Pittsburgh base hospital unit.

George von B. Moore, a former member of the Leader staff, and nephew of A. P. Moore, editor-in-chief, is at Fort Oglethorpe.

CHICAGO.—E. S. Beck, managing editor of the Tribune is on his vacation.

William Sato, photographer for the Tribune, and veteran of the Russo-Japanese war, is in the photographic service of the United States navy with the rank of chief yeoman.

Dick Little, dramatic critic for the Herald, is covering National Army activities at Camp Grant, Rockford, Ill., while Drury Underwood, staff humorist and sports writer is covering the theatres.

Marjorie Currey, society editor of the Tribune is spending her vacation in the Wisconsin woods.

C. S. Stanton, editor of the Examiner, is vacationing in California.

Lieut. George Shor, formerly telegraph editor of the Herald, now connected with the Adjutant-General's Department, United States Army, has been ordered to Houston, Tex.

Gillman M. Parker, of the reportorial staff of the Tribune, is the father of a daughter, Nancy. Mrs. Parker was formerly Miss Hettie Cattell, special writer for the Tribune.

Park Brown, a Tribune reporter, who recently returned from his vacation has been selected to cover the National Army cantonment at Rockford, Ill.

Edward Burnes, a reporter for the Examiner, and formerly city editor of the Joliet (Ill.) Herald, has been drafted, as has Leon Stoltz, of the Tribune copy desk.

Bradford Merrill, publisher of the New York American, is now with the Chicago Examiner.

William Feeney, of the reportorial staff of the Journal, who represented that paper on the Mexican border, has been ordered into service with his regiment, the Seventh Illinois Infantry, in which he has the rank of first lieutenant.

James C. Russell, of the reportorial staff of the Herald, will cover the second Officers' Reserve Training Camp at Fort Sheridan, Ill.

Paul Warden, of the Herald copy desk, recently returned from his vacation in California.

Frank Smith, of the Tribune telegraph copy desk, has entered the second Reserve Officers' Training Camp.

Floyd P. Gibbons, London correspondent for the Tribune, is now on the western battle front.

Carrey Orr, cartoonist, who conducts the "Tiny Tribune," is taking his vacation on the golf links.

Percy Hammond, dramatic critic of the Tribune, recently returned from a tour of the East.

MILWAUKEE.—Stanley K. Cochens, for the last five years telegraph editor of the Evening Wisconsin, has resigned to assume charge of the Sunday magazine and theatrical desk of the Free Press.

E. M. Burns, police reporter on the Sentinel, has resigned.

H. E. Mitchell, formerly night editor of the Sentinel, now is touring Wisconsin in the interests of the State Kiwanis clubs.

LANSING, MICH.—Fred Perry, Lansing correspondent for the Detroit News, is back from a vacation trip on which he gathered up-State features.

E. P. Schwartz, of the Journal's staff, is doing the State Capitol beat.

Paul O'Neil is covering the National Guard mobilization camp at Grayling.

Arthur B. Conley, recently a border correspondent for El Paso papers, has been placed in charge of the Owosso bureau of the State Journal.

DALLAS.—Jim Hale, formerly assistant city editor of the Morning News, has entered the second officers' training camp at Leon Springs, Texas.

Jerome Sneed, jr., will have charge of the McKinney (Tex.) agency of the Morning News and the Evening Journal after to-day.

Dinsmore W. Hume, formerly reporter for the Galveston (Tex.) Daily Tribune, is now a reporter for the Morning News.

R. B. Blanchard, who for the last two years has been district representative of the traffic department of the Associated Press at Dallas, has been commissioned first lieutenant in the Signal Reserve Corps and has been assigned to the Ninth Battalion, Signal Corps, now at Leon Springs.

Joel P. Glass, Dallas correspondent of the Associated Press, has been in Austin for three weeks reporting the investigation and impeachment of Governor James E. Ferguson.

Silliman Evans, formerly with the Fort Worth Record, who enlisted in the First Texas Field Artillery, has been discharged on account of physical disability and has reentered newspaper work in the employ of the Morning News.

Gordon Shearer, who had been for some time courthouse reporter for the Morning News and Evening Journal, is now a reporter for the San Antonio (Tex.) Light.

Paul Putnam, reporter for the Morning News, has entered the second Of-

Increase in the number of papers served by any feature service depends, largely, on the quality of the service.

In one week, last month, the NEA service, produced by the Newspaper Enterprise Association, 1279 West Third Street, Cleveland, Ohio, was taken on by

The St. Louis, Mo., Star
The Baltimore, Md., Sun
The Philadelphia, Pa., Press
The Halifax, Canada, Herald



QUALITY COUNTS

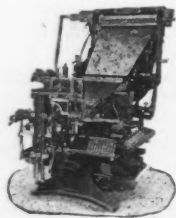
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"The BETTER Machine"

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A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

ficers' Reserve Camp at Leon Springs, Tex.

Robert E. Miller, chief of the Biographical Department of the Morning News, has been accepted in the second Officers' Training Camp at Leon Springs, Tex.

Ben Ford, formerly with the Fort Worth (Tex.) Record, is now with the Fort Worth bureau of the Morning News.

Z. E. Black, who has been secretary of the Plainview (Tex.) Chamber of Commerce, has resigned to accept a position as reporter for the Morning News.

COLUMBUS, Ga.—W. S. Goodson, for the past three years managing editor of the Enquirer-Sun, has resigned to join the staff of the Jackson (Miss) Clarion-Ledger. Clifford Tucker of the Savannah (Ga.) Press will succeed Mr. Goodson.

Will Patton, former managing editor of the Ledger, has been commissioned as captain after training in the officers' reserve camp at Fort McPherson.

DENVER, COL.—David Edwards, who recently returned to the copy desk of the Rocky Mountain News after a few weeks in Chicago, has returned to the Chicago Examiner.

George B. Longan, city editor of the Kansas City Star, was a recent visitor here.

R. H. Richards, recently of Wichita, Kan., and R. H. Fisher, formerly of the San Antonio (Tex.) Express, have joined the staff of the Rocky Mountain News.

SEATTLE, WASH.—George Bellman, moving-picture editor of the Times, left this week for Los Angeles, where he will visit moving-picture studios.

Ira C. Curry, formerly with the Post-Intelligencer, is now with the industrial bureau of the Seattle Chamber of Commerce.

William East has been made assistant sporting editor of the Times.

PORTLAND, Ore.—Mr. and Mrs. Charles T. Hoge recently spent their vacation at an Oregon beach resort. Mr. Hoge is city editor of the Oregon Journal and during his absence Curtis Merriek, assistant city editor, sat in for him.

Walter May, assistant city editor of the Oregonian, returned from his vacation early this week.

Miss Vella Winner, who handles clubs for the Journal, is spending her vacation at Tillamook Beach.

SAN FRANCISCO.—Frederick Villiers, artist and correspondent for the London Illustrated News, is a visitor here.

Roy Rogers, former city editor of the Richmond (Cal.) Record-Herald, has joined the Oakland bureau of the San Francisco Chronicle.

Charles S. Stanton, former managing editor of the San Francisco Examiner, who now occupies a similar position on the Chicago Examiner, is a visitor here.

Roy W. Howard, president of the United Press Associations, was a recent visitor here.

J. R. Kennedy, Reuter's representative in the Orient, arrived here recently from Hongkong.

Glenn A. Byers, who reported courts for many years for the old Morning Call, has returned from the East and has joined the Examiner staff.

Tom Gallagher has left the editorial

department of the Sacramento (Cal.) Bee and has joined the San Francisco staff of the Associated Press.

Kenneth C. Adams, president of the Newspaper Men's Club, of San Francisco, is now the Examiner's field correspondent at Camp Fremont, Cal.

LOS ANGELES.—Ed Rife, former political writer on the Ohio State Journal, Columbus, is now writing "Penpoints Points" for the editorial page of the Times.

John L. Vin Blon, former city editor of the Times, is now Sunday editor of the Tribune.

Denton Crow, former copy reader on the Times, is now dramatic critic.

CANADA.—J. H. Woods, managing editor of the Calgary Herald and president of the Canadian Press Association, came East to attend a meeting of the directors of the Association in Toronto this week.

Stewart Lyon, managing editor of the Toronto Globe, who has been at the front in France for several months as special correspondent of Canadian Press, Limited, is expected home in October, when he will resume his duties on the Globe.

John M. Imrie, manager of the Canadian Press Association, is back at his desk this week after a month's canoe trip through the Temagami Lakes.

Major Lou Marsh, former sporting editor of the Toronto Star, who went to the front with the Sportsmen's Battalion, is home on sick leave, and is at present helping out on his old paper.

A. C. Batten, manager of the British & Colonial Press Service, had the misfortune to break his arm last week while cranking his auto.

J. F. Mackay, business manager of the Toronto Globe, went to Quebec this week to meet his son, Ewart Mackay, who has been serving in the Royal Flying Corps, and, after coming through a serious engagement, has been invalided home.

Thompson Crew, proprietor of the Barrie (Ont.) Advance, has been appointed Postmaster of Barrie, and is offering his paper for sale.

W. G. Cates, business manager of the Moose Jaw News and vice-president of the Canadian Press Association for Saskatchewan, was in Toronto this week attending the meeting of the directors of the C. P. A.

E. L. McArthur, former advertising manager of the Toronto News, has been appointed special Montreal representative of the Toronto Mail and Empire, succeeding the late Anson McKim, who held the position for thirty-six years.

Arthur Linclam has severed his connection as business manager of the Vancouver News-Advertiser, and has been succeeded by P. J. Salter.

Mrs. L. A. Gurnett, who has been covering women's events for the Toronto Mail and Empire for the past four years, has been appointed secretary of the Women's Auxillary of the Organization of Resources Committee, her special work being the promotion of war-time thrift.

Miss Mona Cleaver, who covers women's events for the Toronto Globe, has returned to her desk after a three months' holiday, which she spent in Muskoka.

SENATE ELIMINATES TAX ON PUBLISHERS

(Continued from page 6)

eliminated from the increased zone rates under the provisions of the amendment.

The adoption of the McKellar amendment in the Senate instead of the flat rate of one-quarter of a cent increase and the special 5 per cent. excess profit tax, as was provided by the Finance Committee, will have to be fought out in conference with the House zone system of rates, which provides the same zone system as applicable to parcels post, and increasing the one-cent pound rate as provided at present to one and one-sixth cent per pound for the first zone (parcels post), and increasing at the rate of one-third of a cent for the second and third zone and one-third of

Going Over the Top

For the past fourteen months the circulation of THE SUN has averaged more than 150,000 copies daily, considerably more than double the circulation of THE SUN prior thereto.

With this doubled circulation there came as a natural result—

Doubled Influence

For the past eighty years THE SUN has exerted a mighty influence in the affairs of the nation and of New York State. Think what that influence is now with more than double the number of readers.

It's the *influence* of a newspaper that pays advertisers. **Therefore,**

Greater Results

were obtained by those advertisers who were using THE SUN when its influence of many years was so materially increased and extended.

These greater results naturally attracted

More Advertising

and still more advertising until the record for the first seven months of 1917 shows remarkable gains in total advertising and especially in those lines appealing to substantial interests, such as

National Advertising —THE SUN	gained	209,632	lines
Automobiles —	“ “ “	158,944	“
Books and Publishers —	“ “ “	70,150	“
Real Estate —	“ “ “	11,834	“

THE SUN gained twice as much as its nearest competitor in Automobiles, Books and Publishers. In Real Estate it was the only morning newspaper to make a gain. In National Advertising THE SUN beat all competitors in gains.

The Sun "New York's Morning Newspaper"

a cent for the fourth and fifth zone, etc.

MAY AGREE ON COMPROMISE.

It will probably be left to the conferees to accept either the McKellar amendment as the final provision or the House zone system or to effect a compromise between the two. This action of the Senate was taken in the Committee of the Whole. Should the Senate reconsider its action of to-day and vote down the McKellar amendment this would open up the whole subject again.

Senator McKellar's amendment is subject to final action on Senator Week's motion to strike out all publishers' taxes.

DEFENDS NEWSPAPERS.

Senator Shields, in the debate on the publishers' tax, said newspapers do not require the same service of the Post Office Department that magazines do and that they render much of it at their own expense.

"The newspapers really are the people's papers," the Tennessee Senator continued. "They are the papers which supply information to 90 per cent. of the people of the United States, and any increase in the burden of transportation is an increased burden on the people."

Magazines, according to statistics, are not read by more than 12 per cent. of the people, he added, and those people are more able to pay an increased cost than those who read newspapers.

Senator Smith, of Michigan, took exception to the statement regarding the percentage of magazine readers, declaring he believed it was much higher.

Senator Shields characterized as "indefensible" and "discriminatory" the proposed 5 per cent. tax on publishers.

"It is the most unjust and iniquitous in this whole bill, and I think there are several that ought to be left out," he added. He declared that while the present second-class postage rates were a subsidy and should be readjusted, it should not be withdrawn all at the same time. He urged the adoption of the McKellar amendment and opposed all others.

Senator Smith, of Georgia, also declared the 5 per cent. tax on publishers unjust. Statistics show, he said, that it costs the Government 1 cent a pound to carry newspapers 275 miles, and magazines 1 cent a pound for 50 miles. For that reason, he said, it was unfair to place a tax of one-quarter cent on newspapers when the principal loss results from transporting magazines.

TORONTO MAY HAVE NEW PAPER

Recent Conscription May Result in Publishing of New Newspaper.

Toronto may shortly have a new daily paper, as the result of recent political developments.

In connection with the introduction of the conscription measure at Ottawa, there has been a division in the Liberal party. One section has seen fit to break with the Liberal leader, Sir Wilfrid Laurier, and join forces with the Conservatives to put the bill through the House. The other section, which claims to be the real party, supports the voluntary system. In the fight for conscription, the Liberal organs in Toronto, the Globe and the Star, have come out strongly in opposition to Sir Wilfrid Laurier. Their action, it appears, has displeased the old-line liberals, who are now laying plans to start a new paper, which will voice their views.

METHODISTS EXPRESS FAITH IN ADVERTISING

Church Votes to Set Aside \$100,000 for Advertising to Further Movement to Raise \$20,000,000 Endowment Fund for Pensioning Retired Methodist Episcopal Ministers.

To raise a \$20,000,000 endowment fund for pensioning retired ministers, the pension agents of the Methodist Episcopal Church, voted to set aside \$100,000 for advertising, at the national convention of the body held recently in Chicago. It was also urged that every church maintain an advertising

fund, and that where possible every pastor take a course in journalism to gain the coöperation of the press and the attention of the public.

The Rev. J. T. Brabner Smith, press agent and editor of the Veteran Preacher, related his experiences in church publicity work throughout the country.

"I have found the editors of the great daily newspapers are willing to give publicity to any effort which is for the public weal," he declared. "The pension idea needs the sympathy and coöperation of the public press.

"The church should advertise itself," he continued. "It should pay for information printed, and also give news.

Paid advertising, as well as news, are absolutely essential to success in church matters."

James Keeley, editor of the Chicago Herald, gave his views on the subject of publicity in a short address, after which he invited the clergymen to ask questions. For an hour he was kept busy.

Remarkable Advertising Campaign

During a recent county option prohibition fight in Texas, the Houston Chronicle in two weeks printed a total of 90,304 agate lines, or 33½ 8-column pages of advertising, for and against prohibition.

Manhattan Photo Engraving Co.

251 & 253 William St. New York Cor. New Chambers St.

Phones
1657-1658
Worth

Estab-
lished
1893

INDIVIDUALITY IN
DESIGNS & ENGRAVINGS



MR. ADVERTISER—

Dear Sirs:

As your business has largely been built up by judicious and continuous advertising, using the value of the Medium, Copy Writer, Compositor, Artist and Engraver to make known the Merit of your Product; it is evident that advertising is a Battle of Brains and no matter what your Medium or how ably your copy may be written, if your engravings are weak they will destroy the effectiveness of the ad' and as the eye is the medium through which you impress the individual the more forceful the appearance, the higher regard your customers will have for your merchandise.

It takes a good deal more than mere capital to make engravings that will bring profitable returns, namely: Trained Workmen, Improved Machinery, Efficient Methods, Artistic Ability, Experience and a proper Concept.

We possess all the above in our organization, as the result of twenty-five years of continuous service and as this is naturally the quiet time of the year and as the war has lessened the demand, we would like to add some new accounts to our list in order to get the benefit of our facilities, and are prepared to give special inducements in the way of preferential attention, quality, service, etc.

As you have absolute confidence in your business organization, products and customers, it is necessary for you to look ahead and make preparation for the further success and natural growth of your enterprise. We trust you will not fail to take advantage of this real opportunity, as it will be of no use to you, unless you use it.

Now is the time.

Yours very truly,

MANHATTAN PHOTO ENGRAVING COMPANY.

GIVE BUSINESS COUNSEL TO RETAIL ADVERTISERS

Indianapolis News Creates Department to Help Advertisers Obtain Bigger Results from Advertising — Merchandising Methods Studied and Suggestions Made.

Creation of a business counsel department has been accomplished with good results by the Indianapolis News. The idea was worked out by F. C. Millis, who has charge of the local advertising field for the News, and Frank S. Chance, an advertising man, who has been in the outside field for eighteen years, is in charge of the work.

Mr. Millis believed that advertisers failed to take full advantage of the possibilities of their advertising and that their business methods were at fault. He assumed that it was the function of the newspaper to help the advertiser sell his advertised goods, and that it was the duty of the paper to give him all the possible assistance in that direction.

This involved expert advice and counsel for the advertiser, not only in regard to the preparation of his advertising matter, but in store service as well. Mr. Chance took the position that the newspaper advertisement could bring customers to the store, but that it was up to the dealer to sell the goods. Unless the store offered attractive service along with attractive merchandise he would fail to get proper returns from his advertising.

NO CHARGE FOR SERVICES.

There is no charge for the services of Mr. Chance as business counsel. When the department was created per-

sonal letters were sent out announcing that Mr. Chance would assist any advertiser or prospective advertiser in matters concerning publicity, advertising appropriations, sales planning, preparations of advertising copy, store service, window trimming, clerks' courtesy, and efficiency and all other subjects pertaining to service to the public.

The plan has been in operation for several weeks, and merchants in the city are finding it of value. Mr. Chance is impartial in his business counsel.

In many instances, neither the merchant nor his clerks know when Mr. Chance makes an investigation of methods in a store. Often he does not wait to be invited to make an inspection, but he goes in on his own motion, as a customer, and ascertains just how the concern does business.

CRITICISES MERCHANDISING METHODS.

As a result, Mr. Chance has been able to point out to numerous merchants the faults in their merchandising system, which, when corrected, have proved that his advice was sound. After making such investigation Mr. Chance writes a letter to the merchant giving in detail the result of his investigation.

In one case Mr. Chance advised a merchant that he needed a new carpet on the floor of his store to make the place attractive. The carpet was provided and the appearance of the store improved.

Mr. Chance visited a talking-machine store and met with such courteous treatment and found the young women clerks so polite and tactful that he wrote a letter to the management congratulating it on the high character of the store service.

A Newspaper Cost System? WHY?

A newspaper publisher should know the detailed costs of every department of his plant. (Every other intelligent large manufacturer knows his costs.) Otherwise he cannot intelligently promulgate nor change a business or mechanical policy.

An ADEQUATE cost system is the only basis on which a constructive system of

SCIENTIFIC MANAGEMENT

can be formulated. An adequate cost system will teach you where and how waste and duplication may be eliminated.

AN ADEQUATE COST SYSTEM is the only method whereby you may KNOW which department is making money and the one losing the profit that the other department makes.

An adequate cost system is an INVESTMENT and not an EXPENSE.

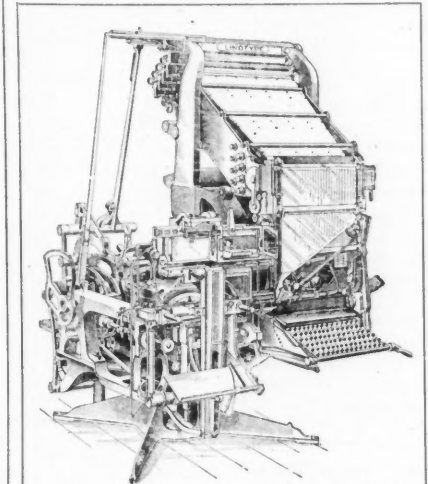
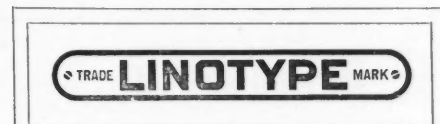
An inadequate cost system DOES NOT involve more bookkeeping, but rather less.

Newspaper publishers who have invested in our service declare unqualifiedly that it is the best INVESTMENT and it has paid the largest dividends they have ever realized from a similar amount of money.

WRITE FOR THE NAMES of these publishers who make the above statements of fact.

Ours is the ONLY organization of its character serving newspapers exclusively.

PIERRE C. STARR, Starr Service Corps. 548 TRANSPORTATION BLDG. CHICAGO, ILL.



Model 9 (Four Magazine) Linotype

Curbing Rising Costs On the Hartford Times

“We average 100 columns of advertising in the daily editions of the Hartford Times. Handling this advertising is a gigantic task. For ten years costs steadily increased. Not until 1916 was there introduced into our composing room a *single factor* that had any tendency to curb the increase. ¶ Then came the model 9 four-magazine Mergenthalers—three of them. ¶ Immediately they effected a material saving of time. In fact, from the minute the ads reached the composing room until they were in the completed forms, the actual saving in time could be measured in dollars and cents. The Model 9's have speeded up production on the Hartford Times. The first edition is on the press at 2 P. M.”

C. P. CHAMBERLIN, *Bus. Mgr.*

THE **LINOTYPE** LINE

A 16-page folder illustrating all Linotype Models and briefly describing the All-Slug Route to Profit. Ask us to send it.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO, Canadian Linotype, Ltd.

WITH THE AD AGENCIES

H. A. Collins, office manager of Blackmore-Ross, is on his vacation.

C. C. Leffingwell, representative of the George Batten Agency, is spending his vacation in Summit, N. J.

C. J. Atkinson, who has been assistant manager of the contract department for Hanff-Metzger, is now chief space buyer.

W. B. Seabrook has withdrawn from the Lewis-Seabrook Company, advertising agents, Atlanta, and will be succeeded by Frank E. Coffee. The new firm name will be Lewis & Coffee. Offices will be opened in the Third National Bank Building, Atlanta.

C. W. Cambridge, formerly with the Smith, Denne & Moore Agency, of Toronto, Canada, is now publicity and advertising manager of the Canadian Universal Film Corporation of Toronto.

Major Patrick F. O'Keefe, one of the best-known advertising agency men in the country, was elected chairman of the Boston Public Safety Committee this week. He will fill the position made vacant by the resignation of Rear-Admiral Francis T. Bowles, who has gone to Washington to take a place on the Federal Shipping Board. Major O'Keefe, who is head of the P. F. O'Keefe Advertising Agency, of Boston, has been in the newspaper and magazine advertising business since he was eighteen years old. He has probably the widest acquaintance in newspaper and magazine advertising offices through the country of any advertising man.

S. H. Fox, formerly sales manager of the A. W. McCloy Company, has been appointed executive manager of McCloy's Advertising Agency, 512-514 Liberty Avenue, Pittsburgh, to which he will devote his entire time. The agency is owned by the A. W. McCloy Company, but has a complete and separate organization. The personnel of the agency, aside from the addition of Mr. Fox, will remain the same, including R. L. Mitchell, whose time hereafter will be devoted to the development of the growing number of accounts secured. Harry F. Phillips is responsible for the space buying, planning, and, in part, copy writing. F. M. Lippincott is in charge of the art department and outside solicitors include W. O'Neil Goodwin and L. A. Quill. In addition to representing the agency for the customary service, Mr. Fox will give attention to the cost-finding department.

MONTREAL MAIL SALE RUMORED

Report Current that Sydney Fisher is Attempting to Buy Paper.

The Montreal Daily Mail is to be purchased by the Hon. Sydney Fisher according to a rumor current in Ottawa, Canada. It is believed that Mr. Fisher, who has been active in the Liberal party, desires to swing the editorial policy of the Mail to the side of Sir Wilfrid Laurier in the coming elections. The Mail was started as an independent paper but lately has been supporting the Government.

Ad Club Helps Soldiers

The Fort Worth (Tex.) Ad Club has pledged its support to the Fort Worth Chamber of Commerce to help raise \$50,000 to be used in providing comfort stations and recreation for the soldiers encamped at Camp Bowie, the United States army training station for National Guard organizations from Texas, Oklahoma, Arizona, and New Mexico.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHAT A TRAGEDY WHEN THE M. E. BAWLS YOU OUT

IT was a hot and sultry day. After hours of patient labor our hero, the cartoonist, had completed a masterpiece in which Justice was the principal figure. With sweating brow, but with a feeling of pride, the cartoonist takes his work to the managing editor.



"TIGE" REYNOLDS.

name is Edward S. Reynolds. However, everybody, from the average Oregonian reader who admires his daily cartoon to the managing editor, calls him "Tige," because of the quaint caricature of the royal cat which appears on all his work.

Reynolds adopted the symbol, not because of any caustic or scratchy attitude of mind, but in honor of his membership in the "Tigers," a baseball nine of his boyhood.

Oskaloosa and Sioux Falls share honors of being the boyhood homes of young Reynolds. Later he developed considerable strength of voice and financial means as agent of Chicago newspapers.

In the restless period of youth he drifted to Southern California, where he was successively peanut butcher, printer's devil, and chalk-plate artist. At this time his pride and diversion was long-distance bicycle riding.

From chalk plates he graduated into a job as sketch artist in San Francisco, and when sketches were deposed by photography and zinc cuts, he took up cartooning in earnest, serving the Tacoma (Wash.) Ledger, Vancouver (B. C.) Province, and the Portland (Ore.) Oregonian. His work has won him wide attention, and his cartoons have been reproduced liberally throughout this country and many times in foreign publications.

He is a deep student of military affairs, knows the dates and circumstances of all the battles since the time of Gideon, speaks as intimately of the armies in Europe as Sir Douglas Haig or "Papa" Joffre, and reveals his keen insight in his drawing.

His original ideas and painstaking execution have kept him on the front page for ten years.

If you should happen to meet Reynolds do not, if you are in a hurry, mention either Indians or the war. Four hours is the least possible amount of time which he needs to present his views on either of these subjects.

—F. W. MCKECHNIE.

PERMIT LIQUOR ADVERTISING

Dominion Senate Refuses to Pass Bill Prohibiting Liquor Advertising.

TORONTO, August 28.—The Dominion Senate has refused to pass a bill prohibiting the publication of liquor advertising in Canadian newspapers. The bill, if enacted, would have empowered any province to pass legislation making it illegal, not only for papers in the province to publish such advertising, but for papers printed outside the province and containing liquor advertising, to circulate within the province. The Senators took objection to the measure on the ground that it would be too difficult to stop the entry of papers containing liquor advertising.

New Quarters for Ad Club

The Pilgrim Publicity Association of Boston recently moved into new quarters at 257 Washington Avenue, the Herald Building. The Association's publication, the Pilgrim Publicity News, which formerly was issued monthly, is now printed every week. Carroll Westfall, secretary of the Association, is editor of the News.

Handles Financial Advertising

Joseph A. Kilen, 42 Broadway, New York, is doing a noteworthy work in specializing in financial advertising. He represents the Chicago Examiner, the Philadelphia North American and the Investment Weekly, including Moody's Magazine, of New York.

Advertising Agents

COLLIN ARMSTRONG, INC.,
Advertising and Sales Service,
1457 Broadway, New York.

FRANK ALBERT & CO.,
26-28 Beaver St., New York.
Tel. Broad 3831.

HOWLAND, H. S., ADV.
AGENCY, INC.,
20 Broad St., New York.
Tel. Rector 2573

LEVEY, H. H.,
Marbridge Bldg., New York.
Tel. Greeley 1677-78.

Publishers' Representatives

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

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

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

New Orleans States

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

36,670 Daily

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

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

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

AD FIELD PERSONALS

Geo. B. David Co., Inc., New York and Chicago, have been appointed general representatives of the Pensacola (Fla.) News.

Dr. Edwin Lieberfried, of the Spencian School, will speak Wednesday to the Cleveland Advertising Club summer school on "The Study of Advertising."

V. L. Yepsen, advertising manager of the National Fire-Proofing Company, Pittsburgh, has been elected second vice-president and sales manager.

Edward F. Archibald, former secretary of the Charles Advertising Service, New York, is now in charge of the Eastern office of the Photoplay Magazine, New York.

Verree & Conklin, New York, Chicago, and Detroit, beginning to-day, will look after the foreign advertising interests of the Illinois State Register, Springfield, for the Eastern section of the United States and Canada.

Orland Thompson is now advertising manager of American Farming, succeeding W. L. Arthur, who is now Eastern manager for Home Life.

H. D. Carsey has been named advertising manager of the Western Motors Company, San Francisco. He will have charge of the Maxwell publicity bureau on the Pacific Coast.

W. E. Haskell, Jr.—"Bill"—erstwhile advertising solicitor on the New York Herald, later on the World; then on the Telegram, and finally with Cone, Lorenzen & Woodman, who went to Plattsburgh to train for the war, is now Lieut. Haskell. He sailed recently for "somewhere in France."

Walter Dill Scott, of the bureau of salesmanship research, Carnegie Institute of Technology, Pittsburgh, will address the Canton (O.) Aderaft Club September 20.

Paul J. Kingsley, of Scribners' advertising department, has been commissioned a first lieutenant, after training at the Plattsburgh camp.

James E. Byrnes, assistant Western advertising manager of Scribners', will enter the second officers' training camp at Fort Sheridan, Ill.

L. G. Bruggemann, sales and advertising manager of Valentine & Co., has been accepted for the draft.

David W. Howe, of the advertising department of Scribners', is in the aviation corps.

Howard Huelster has returned to the service department of the St. Paul Dispatch-Pioneer Press. The place of Ray I. Tennant, of this department, who has joined the Officers' Reserve Camp at Fort Snelling, has been taken by D. W. Birdsall. W. P. Tate has been added to the same force.

C. B. Biting, who formerly had a news and magazine bureau in Detroit, Mich., has joined the display ad force of the St. Paul Daily News, taking the place of Charles Stickter, resigned.

J. H. Dana is a recent recruit to the advertising staff of the St. Paul Dispatch-Pioneer Press.

Emery Huston, for several years advertising and assistant sales manager of the Lexington-Howard Company, manufacturers of the Lexington car, has been elevated to the second vice-presidency, but will continue his former duties.

Lawrence G. Meads, New England representative of Scribners', is training at the second Plattsburgh camp.

William D. Ward, Tribune Building, New York, has been appointed Eastern representative of the Washington Newspaper Association. This is an organization of country weekly newspapers, all home print, and published in the State of Washington. It has a membership, at present, of eighty-six papers.

J. E. Dumars, formerly with the People's Home Journal, Women's World, and Ladies' World, is now on the advertising staff of the New Republic, New York.

E. M. Hunt, formerly with Good Housekeeping and lately in charge of the merchandising development work of the Society for Electrical Development, New York, is now on the advertising staff of the Review of Reviews.

Miss Bessie Butler Cossee, formerly with Women's Wear, New York, has joined the advertising staff of Forbe's Magazine.

Albert M. Briggs, president of the Albert M. Briggs Co., advertising agents, Chicago, and a member of the Advertising Association, has founded a civilian organization known as the American Protective League. The League, which is recognized by the Federal Department of Justice, intends to give assistance to the Government Secret Service. There are 3,000 members in Chicago.

William B. Greenlaw, vice-president of the Thomas E. Basham Advertising Co., Louisville, after a training course at Fort Oglethorpe, has been commissioned second lieutenant and has been assigned to the Quartermaster's Department. He will begin service at once.

James Doyle, local display advertising manager for the Chicago Herald, is on his vacation.

Lee Mohr and Arthur Kohtz, members of the classified advertising department of the Chicago Tribune, have been drafted for the National Army and will report at Camp Grant, Rockford, Ill., September 5.

PLAN ANNUAL CONVENTION

Advertising Affiliation to Meet in Rochester, October 26 and 27.

The Advertising Affiliation, composed of the advertising clubs of Cleveland, Canton, O., Syracuse, Buffalo, and Rochester, N. Y., will hold its annual convention at Rochester, October 26 and 27. Clinton G. Fish, a former president of the Affiliation, is general chairman of the convention and the committee to assist him will be Edwin P. Crocker, vice-chairman; William H. Campbell, Eben Halley, Newton O. Tassell, Herbert W. Bramley, Ralph M. Barstow, Lee Riehman, Louise E. Groh, Francis R. DeFoy, Jesse B. Millham, Ernest A. Paviour, Donald S. Curtis, James B. Martin, and George Dietrich.

Ad Clubs to Meet

"Advertising, the solution of business wartime problems," will be the keynote of the business men's institute to be held October 9 and 10 at Muscatine, Ia., when the annual convention of the Associated Advertising Clubs of Iowa will be held.

Murdock Named Commissioner

Victor Murdock, editor of the Wichita (Kan.) Eagle, has been appointed a member of the Federal Trade Commission to succeed the late Will H. Parry.

No editorial ever stirred the conscience of its readers unless it had first stirred the conscience of its writer.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA NEWS Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MONTANA MINER Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	NEW JERSEY JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
GEORGIA BANNER Athens A gilt edge subscription—not a mere circulation claim. JOURNAL (Cir. 55,428) Atlanta	NEW YORK COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO—New York. DAY New York The National Jewish Daily that no general advertiser should overlook.
ILLINOIS HERALD-NEWS (Circulation 15,190) Joliet	OHIO VINDICATOR Youngstown
IOWA THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday. SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE BANNER Nashville
LOUISIANA TIMES-PICAYUNE New Orleans	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MICHIGAN PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	UTAH HERALD-REPUBLICAN Salt Lake City
MINNESOTA TRIBUNE, Morning and Evening... Minneapolis	VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI POST-DISPATCH St. Louis 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	WASHINGTON POST-INTELLIGENCER Seattle

ROLL OF HONOR

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

ILLINOIS SKANDINAVEN Chicago	NEBRASKA FREIE PRESSE (Cir. 128,384) Lincoln
NEW YORK BOELLETTINO DELLA SERA New York	

TIPS FOR DEALERS

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

CLEVELAND, O.—Clubdon Publishing Co., W. J. Marchand and O. H. Schmitz; \$10,000.

FREEMONT, Long Island, N. Y.—Darsford Producing Company, Inc.; capitalization, \$10,000; to do a general theatrical and advertising business; directors: John J. Pierre and Mabel Pierre, Freemont, and Harry T. Lee, of Hempstead, L. I.

AUSTIN, Tex.—Charter of American Publishing Company of Austin, Tex., filed in the office of Secretary of State Bartlett; capital stock, \$30,000; incorporators: H. M. Sevier, Charles G. Norton, and J. B. Howey. The company publishes the Austin American, a daily newspaper.

MIAMI, Okla.—The Miami News Publishing Company has filed charter in the office of Secretary of State; capital, \$25,000; incorporators: C. L. Coleman, J. F. Robinson, and R. J. Tuthill, all of Miami.

NEW YORK.—Pioneer Advertising Agency, Inc., advertising; capitalization, \$2,000; incorporators: Frank F. Lopez, Aristides G. Odio, and Charles F. Root.

NEW YORK.—Hozaath Sfarim Kadimah, Inc.; general publishing of Hebrew books and periodicals; capitalization, \$10,000; incorporators: I. Friedlander, G. Labarsky, L. Motkin; place of business, 121 West 11th Street.

ISLIP, N. Y.—Whitman Publishing Corporation; printing, publishing, book-binding, and stationery; capitalization, \$550,000; incorporators: R. R. Whitman, R. A. Young, G. A. Griffin; place of business, 27 Pine Street.

NEW ENTERPRISES

PIERCE, Col.—The Leader is a new paper here, published by Charles H. Reed.

INDUSTRY, Kan.—The News is the name of a new paper here being published from the office of the Longford (Kan.) Leader.

WILLIS, Tex.—The News is the name of a new paper here. E. L. Price is the editor.

POPEJOY, Ia.—James C. Barnes has started the News here.

LONGVIEW, Tex.—The Daily Times Clarion, an afternoon newspaper that suspended publication as a daily seven months ago and since appeared as a semi-weekly, has again been launched as a daily, under the same management as formerly. This gives Longview two afternoon dailies.

CHANGES IN INTEREST

WELDONA VALLEY, Col.—F. B. Spencer, of the Fort Morgan Daily Times, has purchased the News.

LOUISVILLE, Col.—Miss Pearl B. Conley, former publisher of the Sherman County Record, Goodland, Kan., has purchased the Times here from Fred Burman.

MORRISON, Col.—Edward L. Bundy has leased the Monitor, owned by Mrs. A. M. Cochran.

MIAMI, Okla.—Sam E. Gearheardt, of Fort Smith, Ark., and Arthur Lloyd, Columbus, O., formerly of Fort Smith, have purchased the District News, an afternoon newspaper published here.

VAN HORN, Ia.—C. W. Canfield has leased the Record here from Hubert F. Mottet.

RAVENWOOD, Mo.—Albert Hulen has purchased the Gazette from F. G. Graf.

TYRON, N. C.—Frank Copeland has purchased the Pope County News here.

SAN MARCOS, Tex.—Henry Barnhouse and B. E. Norwood have purchased the Record here from George C. Staples.

BEACON, Neb.—G. N. Stille, founder of the Charleston (Mo.) Republican, has purchased the Eagle here.

LANE, Kan.—W. H. McCurdy has sold the Journal here to the Osawatimie Publishing Co., and has purchased the Randall (Kan.) News.

COATES, Kan.—R. D. Webster is the new editor and owner of the Courant here.

LOCK SPRINGS, Mo.—Charles R. Clark has purchased the Herald here, formerly owned by the late J. B. Ferguson.

WINDSOR, Mo.—Charles H. Burgess has purchased the interest in the Review owned by Nate McCutchan and will publish the paper in conjunction with William G. Cotten.

YALE, Ia.—Emery A. Odell has purchased the Ledger here from H. W. Semple.

FREDONIA, Kan.—William S. Cady, who has been advertising manager of the Lawrence (Kan.) Journal-World, has purchased a half interest in the Daily Herald here. He will act as manager.

WICKENBURG, Ariz.—The Hassayampa Miner, published here has been purchased by F. H. McKay.

BARRIE, ONT.—The Gazette, founded half a century ago, and in its day one of the best-known weeklies in Ontario, has ceased publication. Alfred Weeks, the proprietor, has moved the best part of the plant to Midland, where he has taken over the Free Press.

SUSPENSIONS

EXETER, Cal.—The Tribune here has suspended.

NOBLE, Okla.—The Sun, a weekly newspaper published here, has suspended.

BISBEE, Ariz.—The Squaredealer published here, has suspended. W. R. Snow was editor.

BARRIE, Ont., Canada.—The Gazette, published here for forty-five years, has suspended.

CONSOLIDATION

CASA GRANDE, Ariz.—The Dispatch has taken over the Bulletin and the two papers will be consolidated.

I. T. U. to Meet at Scranton

The 1918 convention of the International Typographical Union will be held at Scranton, Pa.

Growth comes from discontent—the growing tree visualizes this. The dead tree is content.

THE TRADE PRESS

Farm News, formerly published by the Simmons Publishing Co., Springfield, O., has moved its plant to Hammond, Ind. Harry L. Simmons is representing the company in Chicago.

G. S. Wyckoff, business manager of the New Jersey Motorist, published at Newark, N. J., announces the Eastern Motorist as a new publication in Newark.

Edward C. Tatnall, of the Electrical trade magazine, the Horseless Age, has gone to the Officers' Training Camp at Fort Myer, Va.

J. S. Smith, former editor of the Wisconsin Motorist, is now editor of the Fordowner, published in Milwaukee.

W. M. Deming has joined the managerial staff of the Journal of Electricity, San Francisco, as vice-president and business manager of the Technical Publishing Company. Arthur H. Halloran, formerly managing editor of the Journal of Electricity, has been appointed assistant business manager.

James G. Lorrinan has resigned as manager of Hardware and Metal, Toronto, and has been succeeded by G. D. Davis, formerly editor of the paper. Mr. Lorrinan goes to Montreal, where he will be associated with Brandram-Henderson, Limited, paint manufacturers.

George F. Chipman, general manager of the Grain Growers' Guide, Winnipeg, has been appointed Western representative on the Food Control Commission of Canada.

James H. Imrie, editor of Economic Advertising, Toronto, has resigned and has been succeeded by W. F. Ralph.

Big Features in FORBES MAGAZINE

First Issue
SEPTEMBER 15th

The best part of the story, the most interesting features of the interview are often that which is not published. Likewise, the story of how the interview was procured is often more interesting than the actual interview.

Mr. Forbes has been asked many times to write for newspapers and magazines, explaining how he induces the biggest and most reticent men in the country to talk so unreservedly. But this he has reserved for his own publication.

THE INSIDE STORY OF HOW FORBES GETS BIG MEN TO TALK

will begin serially in the first issue of

Forbes Magazine

and will deal with the methods he used to get the first intimate, self-revealing talk, in which were received suggestions to those who wish to succeed in life, from the biggest business man in the world,

JOHN D. ROCKEFELLER

WATCH FOR THE FIRST NUMBER

On Newsstands September 15

15c. a copy \$3.00 a year

Reserve a copy from your newsdealer or send 15c in stamps and we will mail you a copy.

FORBES MAGAZINE

120 Broadway New York

PREPARE NOW FOR YOUR BUSY SEASON AND WAR EXTRAS, WHEN OUR BOYS GET BUSY, BY INSTALLING

The Wood Dry Mat

Save from 2% to 3½% in cost of print paper

Be rid of steam tables for all time

Save time and labor

Improve printing

The Wood Dry Mat is a well established success and has never failed when used with proper equipment.

Supply absolutely guaranteed. Costs less than wet mats.

Safe, Simple and Sane

WOOD FLONG COMPANY
25 Madison Avenue New York City

HIGH LIGHTS ON THE FOREIGN SITUATION

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

Feature articles from leading soldiers,

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor

statesmen and authors of Europe.

We handle more important articles of this description than any other agency in America.

15 School Street, Boston, Mass.

TO ADVERTISE BRADLEY GOODS IN NEWSPAPERS

Bradley Knitting Company, of Delevan, Wis., is Planning Newspaper Campaign in Twenty-five Metropolitan Cities—Other Tips for the Advertising Manager.

THE BRADLEY KNITTING COMPANY, of Delevan, Wis., makers of "Bradley Knit Goods," is planning to conduct a newspaper campaign in twenty-five metropolitan cities this fall. Considerable space will also be used in the weeklies, magazines, and women's publications. The Federal Advertising Agency, Inc., 6 East 39th Street, New York, is handling the account.

COLLIN ARMSTRONG, INC., 1463 Broadway, New York, handles the advertising of the Simplex Automobile Company, 755 Fifth Avenue, New York.

WOODWARDS, INC., 910 South Michigan Avenue, Chicago, handles the advertising of the Texas Company, 17 Battery Place, New York, makers of "Texaco" Oil.

COLLIN ARMSTRONG, INC., 1463 Broadway, New York, handles the advertising of the Japan Society, Inc., 165 Broadway, New York. Reported that the Society is considering a propaganda on Japanese tea as against Indian and Chinese teas.

FULLER & SMITH, Cleveland, O., handles the advertising of the National Carbon Company, Cleveland, O., manufacturers of "Columbia Dry Batteries."

H. K. McCANN ADVERTISING COMPANY, 61 Broadway, New York, handles the advertising of the Royal Typewriter Company, Inc., 364 Broadway, New York.

FULLER & SMITH, Cleveland, O., handles the advertising of the Willard Storage Battery Company, Cleveland, O., manufacturers of "Still Better Willard Battery."

CHAMBERS AGENCY, INC., 616 Maison Blanche Building, New Orleans, is sending out fall copy for the Falcon Shoe Co. to farm papers and mail-order publications.

RICHARD A. FOLEY ADVERTISING AGENCY, Bulletin Building, Philadelphia, handles the "Velvet" account of Liggett & Myers Tobacco Co., St. Louis, Mo. Again making 1,000-line one-year contracts with some Western newspapers.

GENESEE ADVERTISING AGENCY, 45 East 17th Street, New York, handles the advertising of "Peterson's Ointment." Placing orders with newspapers in selected sections.

JAMES H. E. ADVERTISING AGENCY, 110 West 19th Street, New York, handles the advertising of "Sloan's Liniment." Placing orders with newspapers generally.

WYLLIE B. JONES ADVERTISING AGENCY, Binghamton, N. Y., handles the advertising of Tokolon, Inc., chemists, 20

West 22d Street, New York. Making 2,000-line contracts with newspapers generally.

ROBT. M. McMULLEN Co., Cambridge Building, New York, handles the advertising of F. F. Dalley & Co., "Two-in-One Shoe Polish," Hamilton, Canada, and Jersey City, N. J. Again placing orders with newspapers in selected sections.

METROPOLITAN ADVERTISING CO., 6 Wall Street, New York, handles the advertising of George P. Ide & Co., "Ide Collars," Troy, N. Y. Making 2,000-line contracts with some Eastern and Southern newspapers.

HARRY PORTER Co., 18 East 41st Street, New York, handles the advertising of Nestle Food Co., "Nestle Baby Food," 233 Broadway, New York. Again placing 5,000-line one-year contracts with some Northwestern newspapers.

SIEGFRIED Co., 20 Vesey Street, New York, handles the advertising of the Manhattan Briar Pipe Co., 425 Greenpoint Avenue, Brooklyn, N. Y., and New York. Placing orders in selected sections.

WADE ADVERTISING AGENCY, Old Colony Building, Chicago, Ill., handles the advertising of Redden Motor Truck Co., Chicago.

THE CHARLES F. W. NICHOLS COMPANY, Chicago, are sending out orders and handling all the advertising activities of the Alabastine Company, of Grand Rapids, Mich.

MORRIS PATTERSON, LIMITED, Toronto, are placing copy in Canada for the American Chicle Company and Brunswick Phonographs. A Canadian campaign on the latter is just starting.

Newspaper for Soldiers

For the soldiers from Kentucky, southern Indiana, and Illinois to be trained at Camp Taylor, Ky., a weekly newspaper will be produced through the cooperation of the Army Board of the Young Men's Christian Association, with the assistance of the Louisville Times and the Louisville Courier-Journal.

Cory Joins Illustrated World

Charles B. Cory, jr., has left the Inland Storekeeper, Chicago, and has joined the staff of the Illustrated World, Chicago. Mr. Cory is Chicago representative of THE EDITOR AND PUBLISHER.

\$1,000 FINE FOR McGRAW

Giants' Manager Punished for Attacking Tener in Interview.

Manager John J. McGraw, of the Giants, was fined \$1,000 and censured by the board of directors of the National League Wednesday for authorizing an interview with New York newspaper men in Pittsburgh several weeks ago attacking President Tener and the League. This sentence is in addition to the \$500 fine and sixteen day suspension which Mr. McGraw has already suffered as a result of his fist argument with Umpire Byron in Cincinnati last June.

McGraw's fine is the result of the hearing which followed his emphatic repudiation of the interviews which he authorized in Pittsburgh. When the New York manager was called before the League directors to explain his statements he denied that he ever made them. The League then exonerated McGraw. At the request of the New York Chapter of the Baseball Writers' Association the case was reopened and the newspaper men who wrote the interviews and Manager McGraw were both heard.

The action of the directors yesterday in inflicting the heavy fine on the New York manager is the result of the hearing.

To Cover Army Camps

The Petersburg (Va.) Index-Appeal has arranged to syndicate the news of the cantonment camp at Petersburg at which troops from Pennsylvania, Virginia, and West Virginia will be stationed.

ARTHUR BRISBANE TO SPEAK

Promises to Address Baltimore Advertising Club in Near Future.

Arthur Brisbane has promised to address the Baltimore Advertising Club in the near future.

Other men who will speak at the meetings during the coming season are: Arthur Freeman, advertising manager Gimbel Brothers, New York; Bert Moses, advertising manager, Omega Oil Co., New York; Carter B. Keene, director United States postal savings system; David J. Lewis, United States Traffic Commission; Jacob M. Hollander, professor political economy, Johns Hopkins University; J. F. Jacobs, publisher, Clinton, S. C.; Rabbi Simons, Washington, D. C.; Warren C. Browne, editor National Lithographer, New York; Carl R. Gray, president Western Maryland Railway Company; John H. Fahey, former president United States Chamber of Commerce; Lewellyn E. Pratt, special advertising service, New York; Daniel Willard, president, Baltimore & Ohio Railroad Company.

Continued Progress

In August The New York Times published 805,649 lines of advertisements, a gain of over 77,219 lines over August, 1916, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday, 344,000 copies.

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

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 & CONKL
Foreign Representatives
New York
Chicago
Detroit

Circulation Features FOR Circulation Managers

Timely, down-to-date premium specialties; poplar prices, best quality obtainable. When in doubt, write to "Blake," the Premium Specialty Man. He will send you full particulars on his latest premium offer.

S. BLAKE WILLSDEN
29 E. Madison St. 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.

Says the
NEWS-TRIBUNE
of Duluth

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

Central Press Ass'n
New York Cleveland

(June Circulation 81,035)
"ASK THE LOCAL ADVERTISER"
The St. Paul Daily News

leads its field in advertising and in circulation with more readers than any other St. Paul paper ever had. In six months of 1917 it showed a gain of 134,358 lines.

"For More Business Than Usual!"
C. D. BERTOLET
Boyce Building, Chicago

A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Ave., New York

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

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

The **Pittsburgh Post**
ONLY
Democratic Paper In Pittsburgh.



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

PLAIN DEALER ABSORBS THE CLEVELAND LEADER

(Continued from page 5)

No statement was forthcoming as to the consideration received for the subscription lists, good will, and franchises of the Leader.

The notable name "Leader," which is almost as much an integral part of the Forest City as is the Public Square, will be preserved for posterity through the publication of the Sunday Leader.

HISTORY OF LEADER.

The Cleveland Leader was established in 1848 as a morning and Sunday newspaper, and has been continuously published from that date. There are few newspapers in America possessing a history which calls up more memories of great events than that of the Cleveland Leader. Its politics have long been Republican and it fought on the side of all of the great Republican Presidents. The furious campaign of William McKinley had the Leader as the rallying post. Long before the property was purchased by Mr. Hanna the Leader advocated the political theories of his father.

Graduates of the Leader became famous in many places. Among them were James B. Morrow, for many years the editor of the Leader; William B. Colver, now of the Federal Trade Commission; C. E. Kennedy; Alfred Henry Lewis, N. C. Wright, H. S. Thalheimer, Henry A. Griffin, Samuel W. Meek, and E. H. Baker was himself an advertising man on the Leader twenty-five years ago. Medill McCormick acquired the Leader property in 1904.

During the early history the Leader was the property of the famous Cleveland Cowles family.

It was in December, 1910, that announcement was made that D. R. Hanna, son of the late Senator Marcus A. Hanna, had acquired control of the Cleveland Leader stock and had also purchased the operating lease on the paper then held by Nat Wright and H. S. Thalheimer. It was at this time that Mr. Kennedy retired. For a time Mr. Wright continued as editor and Mr. Thalheimer as business manager.

In April, 1912, Mr. Hanna took over at a purchase price said at the time to have been in the neighborhood of \$1,000,000, the Cleveland News, which had been the property of Charles A. Otis. This thriving evening newspaper represented a consolidation of three famous old Cleveland newspapers, the Herald, which was established in 1855; the Cleveland World, established in 1839, and the Evening Plain Dealer.

The Leader, Sunday Leader, and the News were housed in the magnificent sixteen-story building that Mr. Hanna erected on Superior Avenue, in the heart of the business district of the city and directly across the street from the beautiful building that was erected as the home of the Plain Dealer. These two buildings, representing a large investment, are among the finest structures in the city. The Leader-News

Building accommodates a vast number of office tenants, whereas the Plain Dealer plan is exclusively for newspaper publication and both for efficiency and noble architecture is considered among the best newspaper offices in this country or the world.

POWER OF PLAIN DEALER.

The Cleveland Plain Dealer, established in 1843, has become one of the most powerful newspapers in the United States and possesses a character which represents the highest ideals in journalism. Its wide circulation, in the morning daily field exceeding 150,000, is of the best quality, and this newspaper is looked upon in the rich Western Reserve as a pillar of strength in support of the best interests of the community.

When Mr. Hanna purchased the Leader he appropriated generously to better the news facilities of the paper, and set up a rather hot rivalry for Plain Dealer business. There was a short period of circulation campaigning by the more radical methods, but this latter simmered down to standard methods. Meanwhile the Plain Dealer moved steadily upward on the circulation and advertising ladders.

Elbert H. Baker, who now assumes the heavy responsibility of publishing the only morning week-day newspaper in the sixth city of the United States, is a native of Norwalk, O., and is in his sixty-third year. He obtained his education in the public schools, and began newspaper work on the Cleveland Herald in 1877. He was advertising manager of the Leader from 1882 to 1897, and those who remember him in those days recall with what striking ability and indomitable will he secured the revenue that sustained the Leader.

Mr. Baker became general manager of the Plain Dealer, then published by the late Liberty E. Holden, in 1898, and became president of the Plain Dealer Company in 1913.

He was elected president of the American Newspaper Publishers' Association in 1912-1914.

Mr. Baker is active in municipal and civic affairs, is a leading figure in every movement concerning the welfare of his city, and resides at Gates Mill, a beautiful suburb of Cleveland, where he cultivates thoroughbred Jersey cattle as a personal hobby.

The publisher of the Plain Dealer is one of the most active men in the Uni-

ted States in the interest of the newspaper industry. In almost every important movement for the betterment of newspaper conditions his name is associated, and his tireless effort given. He has been a wheel-horse for work as a member of the paper committee of the A. N. P. A., and newspapers in general owe to him a debt of gratitude.

GOVERNMENT PLANS TO ADVERTISE ALL BONDS

(Continued from page 7)

The Government might in reason expect. However, if there was an effective advertising campaign, of such force as to pave the way by creating the demand, then the work of the bond salesmen would be reduced to a minimum and the resistance of many banking interests to gratuitous service would be overcome.

Through proper advertising the bond sale may be reduced to an order-taking process; without it, or if it is done in disorganization, as the first issue was advertised, heavy selling responsibility falls upon banks and security houses that have securities of their own to sell to the public. Mr. McAdoo firmly believes that advertising will create the demand.

ACTION ON NEW BONDS.

The Eleven Billion-Dollar War Bond and Certificate bill will probably pass the House next Wednesday. Republican opposition to it has disappeared. There will be early consideration of it in the Senate.

Tentative arrangements are that the bill shall be reported to the House with these principal provisions: The bonds are to bear 4 per cent. interest; bonds, certificates of indebtedness, and war-savings certificates are to be subject

at least to income supertaxes, but not to normal income or war-profit taxes; interest rates on war-saving certificates and certificates of indebtedness are to be fixed by the Secretary of the Treasury; foreign bonds taken in exchange for loans are to be resold at not less than their purchase price, and the Secretary of the Treasury is to make no deposits of moneys accruing from bonds or certificates without obtaining interest.

If, under this plan, there is to be advertising, it is to be done at the discretion of the Secretary of the Treasury, and will be curtailed to about \$20,000,000. This amount, however, is supposed to cover the entire flotation expense. It was at the insistent demand of Republican members that the allowance for disposal of the bonds was curtailed from an amount which Mr. McAdoo had set.

In justice to Mr. McAdoo it should be said that when he asked for authorization of the first Liberty Loan he specified that one-fifth of 1 per cent., or \$2,000,000 per billion of bonds, should be granted, but Congress curtailed this to one-tenth of 1 per cent. That is the reason that Mr. McAdoo is to-day confronted by the perplexity of finding a fund for the proper advertisement of the second Liberty Loan.

Seven Strong Newspapers

Each wields a force in its community that honest advertisers can employ to advantage.

The Shaffer Group

The Chicago Evening Post (Evening Daily)

"The Star League" { Indianapolis Star (Morning Daily and Sunday) Terra Haute Star (Morning Daily and Sunday) Muncie Star (Morning Daily and Sunday)

The Rocky Mountain New (Morning Daily and Sunday)

The Denver Times (Evening Daily)

The Louisville Herald (Morning Daily and Sunday)

The True News

-FIRST-

Always--Accurately

International News Service

World Bldg., New York

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City
Established a Quarter of a Century

The Pittsburg Dispatch

Solicit your business on the basis of genuine and established merit.

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,

Real Estate Trust Building, Philadelphia

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly.

THIS MEANS:
The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.

The opportunity to order a budget consisting only of what you want.

A material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

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

Readers Decide

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

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

Newspaper Feature Service
M. KOENIGSBERG, Manager

37 WEST 39TH ST., NEW YORK



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

LOOKS FOR SETTLEMENT OF PAPER DIFFICULTY

(Continued from page 6)

Trade Commission law, must realize the almost hopelessness of attempting to face the forces of the Government as represented by a Department of Justice prosecution.

"Decision after decision clearly shows that the United States Supreme Court on final analysis is not so much interested in what acts various trade associations do, as to the 'intent' back of the action. So many and varied have been the complaints lodged and cases decided against defendant combinations that nowadays wise corporation lawyers are advising their clients to shun the very dangerous possibilities involved by an adverse judgment.

"By reference to the Clayton law sections 4 and 5 the reason is obvious:

Sec. 4. That any person who shall be injured in his business or property by reason of anything forbidden in the anti-trust laws may sue therefor in any District Court of the United States or in the district in which the defendant resides or is found or has an agent, without respect to the amount in controversy, and shall recover threefold the damages by him sustained, and the cost of suit, including a reasonable attorney's fee.

Sec. 5. That a final judgment or decree hereafter rendered in any suit or proceeding in equity brought by or on behalf of the United States under the anti-trust laws to the effect that a defendant has violated said laws shall be prima facie evidence against such defendant in any suit or proceeding brought by any other party against such defendant under such laws as to matter respecting which said judgment or decree would be an estoppel as between the parties thereto: Provided, That this section shall not apply to consent judgments or decrees entered before any testimony has been taken.

"It should not take a shrewd business man long to realize that in all the circumstances and developments of the print paper controversy including the inquiry by the Federal Trade Commission which not only found that prices were too high but the result of collusion contrary to the law, the indictments secured by the Department of Justice with promise of early trials, and the latest price-fixing order of the President that the paper makers are apparently up against a real situation.

"Unless they can procure an adjustment of affairs with the Government that will produce relief from the result of their alleged illegal acts and arrange to accept a consent judgment against them they are in danger of the three-fold damages provided above in case the Government secures any sort of a judgment or decree against them.

"In case of an adverse judgment every customer in the land has only to start a suit in a district court specifying his damage—the difference between 2½ cents and the price he has been forced to pay for paper, the cost of the suit and attorney's fee—and probably an additional amount to cover direct injury to his business.

"Such a result would put every paper manufacturer in the bankruptcy courts. It is probable that no group of manufacturers were ever brought face to face with a more difficult business prospect, and I look for a hasty retreat and run to cover under consent judgments as the best way out of a most embarrassing situation."

M. P. Mosely Joins Bank

Mercer P. Mosley, former publisher of the New York Commercial, was this week elected a vice-president of the American Exchange National Bank of New York city.

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.—A Campbell New Model Press and Stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page and can be seen running daily in our plant. Reason for selling is that we are about to install a larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address U-3368, care The Editor and Publisher.

ONE HUNDRED AND TWENTY-FIVE THOUSAND DOLLARS (\$125,000) buys controlling interest in established only Morning Daily in Southwestern city. Associated Press Franchise. Annual income over \$300,000. Circulation over 55,000 daily. City over 100,000 population. Fifteen (15) railroad trunk lines. Only one morning and evening paper. Over \$3,000,000 in buildings in progress to-day. In addition to Government millions being paid out in the city now. Owner's reason for selling is solely personal. Action is desired immediately if above price stands. Address U-3387, care The Editor and Publisher.

TRUSTEE'S SALE.
September 8th.

The following property of the American Printing Company will be sold by me at St. Joseph, Mo., on Sept. 8th:

- 3 CYLINDER PRESSES.
- 4 PLATEN PRESSES.
- 2 CROSS AUTOMATIC PAPER FEEDERS.
- 2 LINOTYPE MACHINES.
- 1 FOLDING MACHINE.
- 2 STITCHING MACHINES.
- 1 SELF-CLAMP PAPER CUTTER.
- 1 OTTO GAS ENGINE.
- 1 DYNAMO, TOGETHER WITH ALL BELTING, SHAFTING, PULLEYS, ETC., USED IN CONNECTION THEREWITH.

Also type of all kinds and descriptions, imposing stones, type cabinets, all furniture and fixtures of any kind whatsoever. WALTER FULKERSON, Trustee.

PUBLISHERS' NOTICE

The Editor and Publisher sells regularly at 10c. a copy. \$3.00 per year in the United States and Colonial Possessions. \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building, Philadelphia—L. G. Rapp, 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. Trenle, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

Chicago—Fowler's Book Store, 37 N. Clara 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.

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.

BUSINESS AND ADVERTISING MANAGER.—Live wire, energetic, ambitious and man of character, married, age 28, desires to make change by September 1st. Employed at present but has gone as far as possible for some time in present position. Highest references from past and present employers. More than 12 years' experience in business and advertising departments. At present assistant advertising manager daily in city, hundred thousand. Good copy man, convincing salesman who holds and makes friends for himself and paper. I can deliver the goods, what have you to offer? Nothing less than fifty dollars week considered. Address U-3370, care The Editor and Publisher.

THOROUGH NEWSPAPER MAN, familiar with all details of the business office, expert advertising director, eminently successful in every undertaking, seeks position in harmony with ability. Address U-3380, care The Editor and Publisher.

CIRCULATION MAN, with experience in Chicago, Louisville, and St. Louis wants to make a change from present berth. Will consider an offer west of the Mississippi River. Clean record. Married and not subject to the army draft. Last position showed a 25 per cent. increase the first two months and a 35 per cent. increase in four months. Record is clean everywhere and references can be furnished from each past employer. You need a man willing to work, if you do, let me hear from you. Box U-3381, care The Editor and Publisher.

ADVERTISING SOLICITOR, first-class producer, and capable business manager, desires connection with newspaper on salary and commission. Box U-3382, care The Editor and Publisher.

PARAGRAPHER AND EDITORIAL WRITER wishes to give up a good job for a better one. Young, original, forceful. Convincing clippings and references on request. Address U-3385, care The Editor and Publisher.

LIVE WIRE ADVERTISING-BUSINESS MANAGER, morning or evening daily of ten to twenty thousand circulation, open for position Sept. 1st. Salary \$50 a week. For details or personal interview, address Box 3384, care The 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 U. 3389, care Editor and Publisher.

HELP WANTED

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

An engraver to operate and manage engraving plant in connection with well established daily paper. Plant in good condition. Unusual opportunity for first class man. Address, giving references and experience. Address U. 3379 c/o The Editor and Publisher.

EDITORIAL WRITER for an important newspaper in the Middle West, a man around thirty, educated, a reader and informed on current events, with some political aptitude and insight. He need not be widely experienced, but should be of the stuff that editorial writers are made of preferably of Republican antecedents but independent in attitude of mind. Address U-3383, care The Editor and Publisher.

THOROUGHLY EXPERIENCED MAN as city editor and reporter afternoon daily, city 4,000 in Imperial Valley. Small city experience necessary. \$30 a week. Address U-3386, care The Editor and Publisher.

A Circulation Manager

is wanted for large Eastern daily. The paper is the best in its field. The circulation is rapidly increasing. The need is for an experienced circulation executive who can create and maintain a highly efficient distributing organization. It requires a resourceful, energetic organizer and executive—not a schemer. It will give the right man a splendid opportunity. Write fully, stating age, nationality, experience in detail, and salary desired. Your letter will be held in strict confidence. Address U-3388, care The Editor and Publisher.

80% only evening daily of a very attractive city of 15,000 can be bought for \$18,000. Equipment claimed to be worth \$20,000. Business has netted owner \$3,500 to \$8,000 a year from a gross of approximately \$24,000. No debts. Proposition P. H.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York

Exclusive Eastern Field

Only paper in Eastern city of 20,000, covering large field and showing satisfactory growth without direct effort. Price \$150,000, including real estate on main street of city. Ask for Key No. 2301x. References required.

Chance For Merger

Two evening papers in live Central West field may be bought for \$50,000 and merged. Every prospect of netting annually from \$15,000 to \$20,000. Details to inquirers furnishing references. Proposition 1m319x.

H. F. HENRICHS
Newspaper Properties
LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend. Keep in mind the scope of our work. Ours is a service bureau for employers and employes in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

FOUR HOE MATRIX ROLLING MACHINES

Equipped for motor drive and ingood condition

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

JUDGE GOODWIN DIES

Was Editor of Salt Lake City Tribune for Twenty-One Years.

Judge C. C. Goodwin, editor and author and for twenty-one years editor of the Salt Lake City Tribune, died at his home in Salt Lake City Saturday. Judge Goodwin was a member of a brilliant coterie of writers which sprang up in California and Nevada during the '60s and '70s. Though he was best known as a journalist, his vocations included those of school teacher, merchant, miner, lawyer, jurist, politician, and orator.

During the California gold rush, at the age of twenty, he journeyed to the new field and, settling in Marysville, becoming a lumber merchant. He lost his fortune by fire, so turned miner and took up the study of law. He edited the Territorial Enterprise, which became a noted mining paper. With the decline of the Comstock Lode at Virginia City he moved to Salt Lake City, where he served as editor of the Tribune and Telegram, and later Goodwin's Weekly, a paper established by J. T. Goodwin, his son. He was the author of "The Comstock Club," "The Wedge of Gold," "The Divine Light," and several other widely read books. Judge Goodwin was born near Rochester, N. Y., April 4, 1832.

OBITUARY NOTES

DR. PAUL W. BURDGE, aged sixty-six, a newspaper publisher, died recently at his home in Rahway, N. J.

HARRY J. HOWARD, for thirteen years managing editor of the Toledo (O.) News-Bee, died recently in Toledo.

EDGAR F. FASSETT, aged sixty-one, former editor of the Arlington (Neb.) Review-Herald, died recently in Colorado Springs, Colo.

C. E. LYDDANE, veteran newspaper man of Winchester, Ky., died recently at his home in that city.

JOHN W. CORRETT, one of the founders of the Wellington (Kan.) Daily Mail and for many years city editor of the Winfield (Kan.) Courier, died recently at Mountain Air, N. M.

JOHN JAY SHERIDAN, associate publisher of the Ventura (Cal.) Signal, died recently at St. Joseph, Mo.

EDWARD HICKS STREETER TERRY, well known writer and contributor to newspapers, died recently at West Chester, Pa.

A. B. CAMPBELL, editor of the Tolono (Ill.) Herald died recently at his home in Tolono.

GUSTAVUS F. KIMBALL, aged eighty-one, former editor of the Bellenville (Ill.) Advocate, died recently at his home in Topeka.

WILLIAM E. WOERTENDYKE, aged forty-three, for fourteen years business manager of the Newburgh (N. Y.) Daily News, died recently at his home in Newburgh. Mr. Woertendyke, who was born in Newburgh and who had been with the News for more than twenty years, did noteworthy work in raising the advertising standards in his city and possessed the ability to impart to others his knowledge of and beliefs in judicious and honest advertising.

ARNOLD C. BUTTERS, publisher, died, last Saturday in New York, aged fifty-two. He was a son of the late William

A. Butters, of Chicago, and came to New York in the early '90s as circulation manager of the Forum when Walter Hines Page was editor. Since 1908 he had been with Industrial Press, New York.

WILLIAM LETHEM MCALPIN, aged fifty, for twenty years the Paris correspondent of the London Daily Mail and later representing the London Daily Mirror, died recently at his home in Paris.

WALTER S. APPLETON, aged sixty-eight, son of George S. Appleton, of the publishing firm of D. Appleton & Son, died recently in Lyons, France.

CHARLES ALFRED LEWIS, of the mechanical department of the New York Morning Telegraph and nephew of Irving J. Lewis, managing editor of the Telegraph, died Tuesday at his home in New York. Funeral services were held at the Campbell Funeral Church, attended by nearly a hundred of Mr. Lewis's co-workers on the Telegraph and a number of prominent newspaper men, including William E. Lewis, owner of the Telegraph; Irving J. Lewis, managing editor; W. J. MacBeth and Weed Dickinson, of the Baseball Writers of America, of which Mr. Lewis was a member, and Henry Parker, editor of the Telegraph.

C. E. LYDDANE, a veteran newspaper man of Winchester, Ky., and known all over Central Kentucky, died recently at his home, in Winchester.

WEDDING BELLS

George Sandholdt, city editor of the Monterey (Cal.) American, was married recently to Miss Isabel Corey.

Captain Henry Melville Dodd, former sporting editor of the Savannah (Ga.) Morning News, was married recently to Miss Mary Christine Smith, of Savannah.

Miss Anna I. Flaherty, secretary to C. E. Wingate, editor of the Boston Sunday Post, was married recently to Leon O'Neil, of Somerville. Miss Flaherty was one of the best-known woman newspaper employees in Boston. The couple will reside in Dorchester.

Captain Presley T. Atkins, former managing editor of the Lexington (Ky.) Herald and previously State editor of the Louisville Courier-Journal, was married Monday to Miss Ethel Boudar, of Richmond, Va.

Captain Gerald Egan, U. S. A., son of Dr. Maurice Francis Egan, minister to Denmark, for several years New York and Washington, D. C., newspaper correspondent, was married Sunday in Washington, D. C., to Miss Marie Louise Hoover, daughter of the late Mr. and Mrs. John E. S. Hoover.

Lieut. Henry E. Bacon, a former member of the Milwaukee Sentinel staff, but for the last year managing editor of the Menominee (Mich.) Herald-Leader, was married recently to Miss Helen Vivian Cook, of Menominee.

Files Amended Complaint

Charles C. Rosewater, former general manager of the Los Angeles Tribune, Express and Rural World, published by Edwin T. Earl, recently filed an amended complaint, through his counsel, in his suit against Mr. Earl, charging breach of contract. In it Mr. Rosewater reiterates charges of fraud against Mr. Earl. He asks for \$20,000 damages in addition to \$3,375.65 salary said to be due him.

Paper Changes Name

The name of the Arkansas Farmer, Conway, Ark., has been changed to the Conway Weekly Times, the original name under which it was founded twenty years ago.

TO LEAVE BUTTE MINER

Leonard G. Diehl to Become Business Manager of Great Falls Tribune.

Leonard G. Diehl, for two years manager of the Butte (Mont.) Miner, will resign September 15 to become manager of the Great Falls (Mont.) Tribune, publishers of the daily and weekly Tribune, and the Montana Farmer. Mr. Diehl will assume his new duties October 1.

B. E. Woolston, for two years advertising manager of the Miner, will succeed Mr. Diehl as manager.

Newspaper Helps Poor

The Columbus (Ga.) Enquirer-Sun recently donated \$300 of advertising profits to the associated charities to erect a fresh-air camp for the poor of the city.

It's business to be an optimist.

ADVERTISERS
If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in
THE NAUTICAL GAZETTE
the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.
Subscription \$3.00 a year
New York Evening Post Company
20 Vesey Street, New York



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

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.

Topeka Daily Capital
Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.
3 4, 2 3 8
As confirmed by report of The Audit Bureau of Circulations
Arthur Capper
Publisher
TOPEKA, KANS.

The PITTSBURG PRESS
Has the **LARGEST**
Daily and Sunday
CIRCULATION IN PITTSBURG
I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

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

The New Orleans Item
Largest afternoon Circulation in the entire South
(April A. B. C. Net Paid Statement)
Sunday 68,875
Daily 55,041

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
414 Broadway N. Y. Tel. 4710-4 Boston

R. J. BIDWELL CO.
Pacific Coast Representative of
DAILY NEWSPAPERS
SAN FRANCISCO OFFICE
of the
Editor and Publisher
742 Market Street
SAN FRANCISCO

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

"It happens that money is now the least of Canada's worries.
The war has started Canada on the highroad to wealth."
Saturday Evening Post.

Canada's imports for the year ending April, 1917, were \$910,109,575

Figures compiled by the United States Government show that Americans exported to Canada \$600,742,348 worth of goods in the eleven months ending February, 1917.

Americans are thus getting more than half of Canada's business; but there are many Americans not getting any of it.

Some brands and trademarks are well known on both sides of the border. Others are unknown in Canada.

Some advertisers think that the American magazines circulating in Canada cover the country. Others who have studied the situation know that that is not the case.

American magazine advertising is useful in Canada only when supplemented by the Canadian daily newspapers.

There is a great opportunity in Canada for the advertiser who is awake to the possibilities.

Information in regard to Canada may be obtained by addressing the Advertising Manager of any of the daily papers listed on this page.

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	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.025	.0225

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

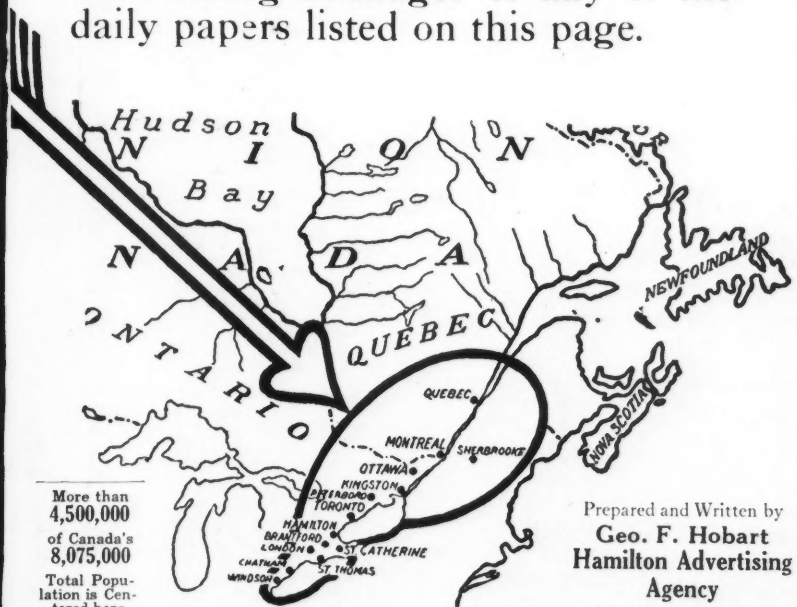
Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M) (2c-\$6 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.054	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

993,008 1.4267 1.1594

The newspapers listed on this page offer 994,372 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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



More than
4,500,000
of Canada's
8,075,000

Total Population is Centered here.

Prepared and Written by
Geo. F. Hobart
Hamilton Advertising
Agency
Hamilton, Canada

IT CAN BE DONE

That is the motto of THE NEW YORK GLOBE when it undertakes a task either behind a big popular movement or a big selling plan for an advertiser

The Globe's record for successfully putting over selling campaigns for meritorious articles probably stands unequalled in newspaper records

* * * * *

Only last week it completed a campaign to give the people of New York over 100,000 pounds of wholesome salt cod at reasonable prices despite the opposition of the entire fish industry which characteristically fought for high prices

Here is the story as told in an editorial in the Globe of Monday, August 27th:

A SHIPLOAD OF SALT COD

Mr. McCann tells his own stories so clearly and forcibly that discussion of them is usually unnecessary. A general commentator can hardly forbear, however, a word on his latest achievement.

Appealed to without warning by a shipmaster having on his hands more than a hundred thousand pounds of salt cod he could not dispose of, Mr. McCann undertook to secure their distribution among readers of The Globe. Several facts influenced him: (1) The fish were of the finest quality. Caught in the cold, deep waters off Labrador, they were the best of their species. They were cured soft on shipboard as soon as they were taken, in absolutely fresh condition. Most of the cod that are salted for this market are stale fish, too stale even for a market accustomed to fish far from fresh. (2) They cost little. For ordinary salt cod they were cheap. For the finest that can be had they were very cheap. (3) An attempt had been made to keep them out of this market or to force the owner by a sort of boycott to sell them to dealers at a price that would discourage him from further intrusion. (4) None of the public authorities seemed willing to lend a hand to give the people the benefit of this unusual windfall.

These circumstances appealed strongly to Mr. McCann. He is inured to opposition. His efforts in behalf of the public are not often facilitated by the public's servants. Generally what he carries through is despite official authority and selfish trade interests that dislike his insatiable eagerness to replace bad food with good food. He thrives on this kind of obstacle. Condemned as a fanatic by those that fear him, he sticks to his purpose regardless of praise or blame, content only when he is able to secure better food standards, the removal of corrupting centres in the food industry.

The call of the cod came to him at the worst possible moment. Hot days were upon us and ah! Salt fish, however good, is no delicacy in such conditions. It can hardly be reckoned a summer staple, even among those that have little choice. For salt cod the summer months are generally the closed season. That fact in no wise deterred Mr. McCann, though it was forced on his attention by his friends in the trade. The refusal of the mayor's food commission to touch the cargo for this reason only added power to his determination. In season or out of season the food was sound, to be had for little money. It would keep indefinitely. He would at least tell the people the facts and give them an opportunity their official guardians thought they were too stupid to embrace.

The results are familiar to readers of this newspaper. Mr. Smith, the commissioner of docks, was good enough to provide a landing place for the vessel. Mr. Goodaker, commissioner of markets, did what he could in the way of supplying public stalls. Otherwise nothing was done to facilitate distribution of the fish. Mr. McCann had to rely solely on his ability to arouse public interest in them. That he succeeded, beyond his own enthusiastic expectations, in disposing of the whole boatload testifies to the public confidence in the man as well as to the common sense of the people. Food commissions and tradesmen who assume that the people are fools and cannot be made to see a good thing when it comes their way are lacking in experience of the value of candor and a reputation for integrity. The breaking into the New York market of fifty-three tons of salt cod in midsummer is an event in the trade annals of this city which is full of significance for those that know how to profit by its lessons.

If The Globe single-handed, without help, and against all the power of a great industry, can force a sale, it most certainly can increase the sale of your goods

A postal card will bring a representative or information by mail to explain what
The Globe can do for you

Over 200,000 Circulation - Member A. B. C.

Reaches the one-tenth of New York's population with money to buy goods, most economically and effectively

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

