

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

NOV 6 1916

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

LIBRARY

\$2.00 a Year

NEW YORK, SATURDAY, NOVEMBER 4, 1916

10 Cents a Copy

## COMPARISON OF GOVERNMENT STATEMENTS OF CIRCULATION BY CHICAGO PAPERS FOR THE SIX MONTHS ENDING SEPTEMBER 30, 1916.

Paper	Week Days (Only)	Sunday (Only)	Combined	Gain Over Previous 6 Months	Loss
THE TRIBUNE,	392,483	619,023	424,845	32,868	
The Examiner	::	::	232,828	7,531	
The Herald	203,299	222,265	206,008	4,093	
The News	431,189		431,189	5,107	
The American	400,031	x	400,031	15,626	
The Journal	122,447	x	122,447		1,308
The Post	61,879	x	61,879	7,058	

:: Does not report week days and Sunday separately.

x Has no Sunday issue.

**THE TRIBUNE'S GAIN - - - - 32,868**

**Gain of all the other Chicago papers combined 38,107**

(Note: The Tribune's gain was 32,832 for week day average (only) and 33,089 for Sunday average (only). The Herald gained 6,092 week day average (only) but LOST 7,899 Sunday average (only). While The Examiner does not report its week day and Sunday issues separately, it can be figured out that this paper gained on its week day average but lost on Sunday.)

THE CHICAGO SUNDAY TRIBUNE'S average for this period was 619,023. This is by far the biggest circulation of all Chicago newspapers, whether morning, evening or Sunday. It is greater than the combined circulation of The News, Journal and Post (3 of the 4 evening papers). It is far more than double the circulation of one of the two other Chicago Sunday papers and more than 100,000 greater than that of the other.

THE CHICAGO DAILY TRIBUNE'S average for this period was 392,483. This is more than the week day circulation of the other Chicago morning papers combined and more than double the combined circulation of the Journal and Post.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Circulation over {  
600,000  
~~500,000~~ Sunday  
350,000  
~~300,000~~ Daily

# BUSHNELL'S THANKSGIVING FEATURE

Ready for Immediate Release

Wire or Write for Price in Your City

DEEP MATRICES FURNISHED IN ANY SIZE DESIRED

## A Big Feature Worthy of Your Front Page

entitled

*"Let us all join in song of praise and thanksgiving for the many blessings we have enjoyed the past year"*



*"This Drawing Breathes the Real Spirit of Thanksgiving."  
Joseph Garretson, Editor The Cincinnati Times Star, says: "I like  
your work very much indeed. It is better than ever."  
The editors of all the big dailies are familiar with my cartoons. The*

*above is a reproduction of one of my best drawings reduced from a  
full page.  
It will prove a circulation and advertising builder. I will also offer  
other drawings for Christmas and New Years.*

**E. A. BUSHNELL, Room 1116, 63 Park Row, New York City**



## Service to the Advertiser

The New York Evening Post gives more than circulation to its advertisers. It gives Service unique in the newspaper field.

This Service extends the producing-power of the advertisement far beyond the publication day. The New York Evening Post focusses the attention and concentrates the mind of the purchaser upon the subject advertised while separated from other disconcerting influences.

### Throughout the Year

Frequently throughout the year, advertisers are given reproduction of their advertisements in artistically printed and bound magazines devoted to the respective subjects, such as: "Fall and Winter Fashions," "Apartment House Guide," "Educational Directory," "Unusual Shops," "Summer Resort Guide," "Musical Directory," "Women's Clubs Convention Guide," "Summer Camp Directory," "Winter Resort Guide," etc.

### The New York Evening Post Service Bureau

The New York Evening Post Service Bureau extends a further co-operation to the advertiser by giving all possible assistance to the public by supplying information desired in making selections.

There is an Individual Service for Your Particular Business. Write and it will be explained to you. Address the Service Bureau

# The New York Evening Post

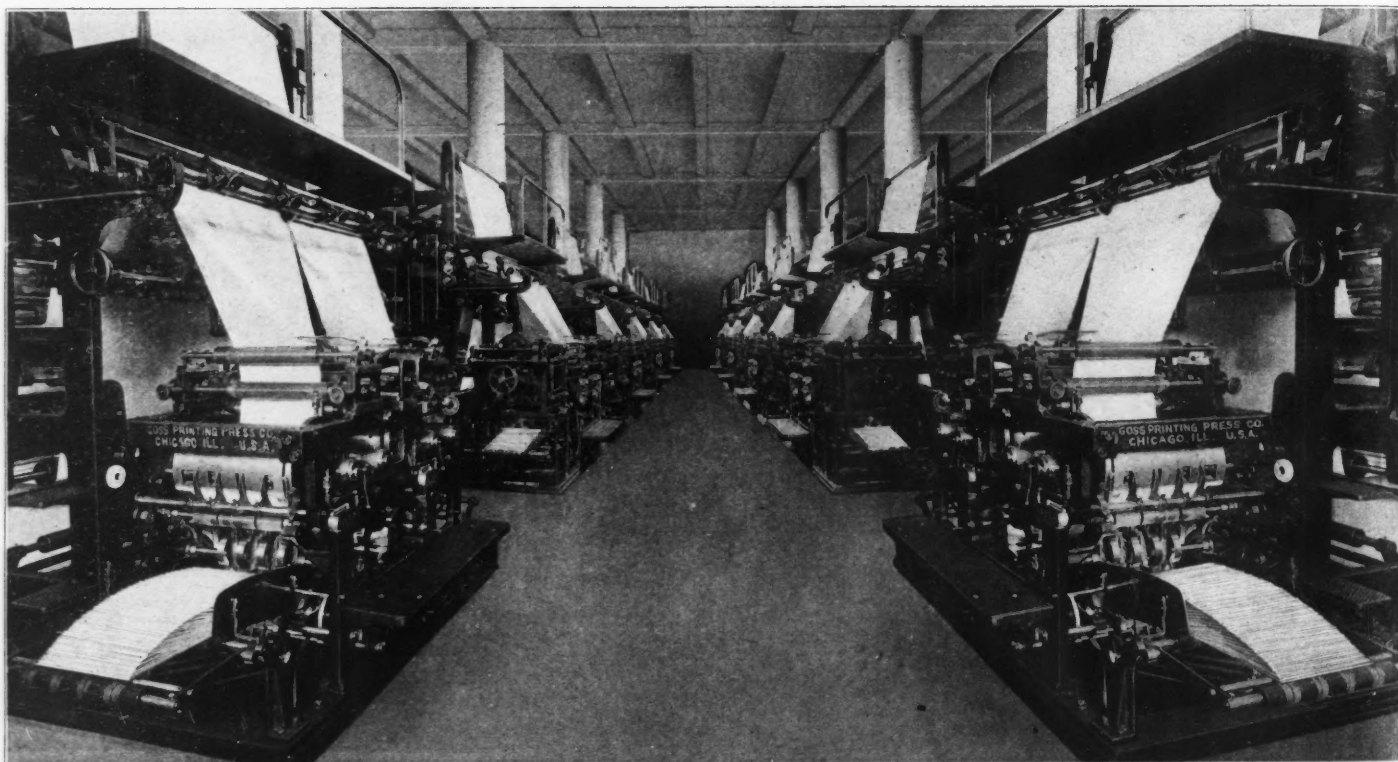
More Than a Newspaper—A National Institution

20-22-24 Vesey Street

New York City

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## "GOSS HIGH SPEED OCTUPLES" TO PRINT THE KANSAS CITY STAR



Circulation "into the homes" is possible only with ample press capacity.  
The Star equipped its new building in 1911 with SIX GOSS SEXTUPLE PRESSES.  
All presses were changed to OCTUPLES the following year.  
THREE more Goss Octuples are now being installed.  
NINE GOSS OCTUPLES are indisputable evidence of the STAR'S ability to  
EFFICIENTLY handle its 425,000 DAILY CIRCULATION.

### THE GOSS PRINTING PRESS CO.

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

NEW YORK, 220 West 42nd St.

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

# THE EDITOR & PUBLISHER

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

Vol. 49 NEW YORK, SATURDAY, NOVEMBER 4, 1916 No. 21

## WARNS PUBLISHERS TO SHUN LONG CONTRACTS

Mill Man Declares That News Print Should Be Plentiful After the War, and the Publisher Who Makes a Five- or Ten-Year Contract Based on Present Prices Is Inviting Disaster.

"Publishers making a contract for white paper over a term of five or ten years, based on present prices, would invite disaster," says a well-known manufacturer. "Prices now are inflated. That's the only word. Not all mill men insist on inflated prices, but some do. If publishers join in any movement to increase tonnage, by cooperating in the matter of financing a mill, or guaranteeing the purchase of its product for a long term of years, they must consider seriously the future of paper. Personally, I think there will be more than enough news print as soon as the war is over. It can't last forever—it certainly will not outlast any long term news print contract. What the price will be after the war, no one knows. It will be much less than 3 cents. An unusual condition exists at the present time. Panic will only aggravate the conditions.

### THE MAN WHO IS TO BLAME.

"The man to blame for the disposition on the part of the majority of publishers is the fellow who has contracts that run well into next year. If his price is so low that he can put out a sixteen-page paper at the same cost for news print that his competitor pays for twelve pages, and if he yields to the temptation, upon his shoulders must rest the responsibility for the larger sized papers that others are compelled to print, purely as a matter of competition. The man who does that may think that he is gaining a tremendous advantage. As a matter of fact, he is advertising for trouble. When his contract expires, it will be at a time when practically all tonnage has been appropriated. Then he must go into the open market, and bid to beat the band. The price he will pay may cause such a sudden reduction in the size of his newspaper that it will be noticeable at once.

"All but one or two may afford to reduce, but if one or two out of many suddenly cuts down, what inference will the public draw? The man who cuts down last will complain most bitterly, and his cry of distress will be loud. Whether he will get any comfort out of the fact that he will reap a harvest from seeds of his own selection remains to be seen."

### New A. B. C. Forms Suggested

New forms for trade and technical papers, farm papers, and magazines will be considered by the Standard Forms and Audit Committee of the Audit Bureau of Circulations, at a meeting to be held at the Hotel LaSalle, in Chicago, on November 16 next. Copies of the suggested changes have been sent out to members of the A. B. C. by Chairman Stanley Clague, of the Committee.

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN THE "BIG CHIEF" MISTAKES THE SECOND ASSISTANT COPY READER FOR THE STAR POLITICAL REPORTER AND EULOGIZES ON HIS PET EDITORIAL TO HIM FOR HALF AN HOUR.

## CUESTS OF A. N. P. A. AD BUREAU

Chicago Editors, Publishers, and Managers Will Attend Important Luncheon.

The board of directors of the Bureau of Advertising of the American Newspaper Publishers' Association will give a luncheon in Chicago at the Hotel La Salle on November 9 for the editors, publishers, and business and advertising managers of Chicago newspapers. Invitations will be issued for 75 or 100.

The general purpose of the luncheon is to discuss plans for getting more business, more advertising business in particular, and it may be decided to establish a permanent branch of the Advertising Bureau in Chicago to aid Western publishers.

The committee in charge of the luncheon is composed of William H. Field, business manager, of the Chicago Tribune; Hopewell Rogers, president of the A. N. P. A., and business manager of the Chicago Daily News; John B. Woodward, of the Daily News; Lafayette Young, Jr., publisher of the Des Moines Capital, and Robert J. Virtue, of Chicago, special newspaper representative, who serves in an advisory capacity. Mr. Field will preside.

"We haven't got together definitely

yet on our programme," said Mr. Virtue last Monday, "and I cannot predict just what will be done. Ways and means of increasing the efficiency of the Advertising Bureau's work will be taken up, and in that connection we may consider establishing a branch in Chicago."

W. A. Thomson, of New York, who is director of the bureau, is expected to be present.

## INTERNATIONAL PAPER EARNINGS

Profits Believed to be on a Basis of Nearly \$10,000,000

The stock of the International Paper Co. has advanced from something like \$13 or \$14 a share, to \$60. In September, it is stated, the monthly profits reached between \$800,000 and \$900,000, or at the rate of something like \$9,600,000 a year. The gain, considering the fact that paper is nearly always sold on annual contracts, is explained by the statement that the company has increased its output to meet the growing demand for a greater product. News print production from the mills of this corporation are at the rate of something like 1,400 tons daily, an increase over previous figures.

## BRITISH CENSORS HAVE ALWAYS BEEN STRICT

New York Correspondent of London Chronicle Says American Press Representatives Have Greater Privileges Than Do the English Newspaper Men—Imperative Restrictions Necessary.

George Bateman, New York correspondent of the London Daily Chronicle, has told THE EDITOR AND PUBLISHER some exceedingly interesting facts concerning the reputed inexorable press censorship of Great Britain.

"The censorship in England has been keen," he admitted, "but not too keen even from a newspaper point of view. We must never be oblivious of the fact that a single sentence, innocently written, but coming into the possession of the enemies of the Allies, may at any time mean all the difference between safety and imminent danger to thousands of non-combatant men, women, and children in London or in other of the great population centres.

"In connection with the complaint of American press representatives," he went on, "it ought in fairness to be borne in mind that the restrictions, placed upon English representatives, even those among them who are old and tried war correspondents and known to several members of the staff for their discretion, gave them even fewer opportunities for publishing the essential and sensational details of war movements than their American confrères.

"Old Government officials in England, even in time of peace, are under the most imperative restrictions, and forbidden under very heavy penalty in many cases to communicate anything to the press concerning their official duties. This applies to the whole of the naval, military, civil, and police service of the United Kingdom. So stringent is the ordinary peace time censorship that under the civil service rules a policeman who has given twenty or twenty-five years of service to his vocation and has never been the subject of serious complaint by his superiors may be immediately dismissed or deprived of the whole of his pension already due for faithful service.

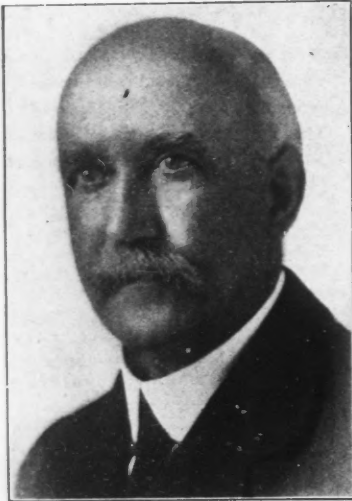
"American journalists do not understand these apparently austere and inflexible inhibitions, and I have often seen several of them leave Scotland Yard with very pained expressions on their countenances, and sometimes with good American cursings on their tongues because the higher officials had refused to divulge certain information about an occurrence of the moment.

### WAS HIMSELF A VICTIM.

"I have myself," imparted Mr. Bateman, "been the victim, although indirectly, of similar restrictions imposed on enlisted men and officers in both services. For a year or two I served in the military force of a famous Welsh legion. Although I had received promotion and had never had a complaint against me until towards the end of the period of my service, the fact that I wrote to an English newspaper com-

plaining of the unnecessary severe drilling of the men, caused me a very short time later to be tried by court-martial, to be convicted and sentenced to reduction in the ranks, and to forty-two days of imprisonment with hard labor. On appeal to general court-martial, although the general court-martial was not granted, the imprisonment was remitted.

"A great many of the earlier difficulties doubtless arose from the fact that men accredited to Great Britain as 'war correspondents' were not known to the



GEORGE BATEMAN.

British Government officials, and were not even known as trained war correspondents whose knowledge and discretion might be relied upon."

#### AMERICAN CENSORSHIP COMPARED.

When questioned whether he approved of the liberal press freedom permitted in this country, Mr. Bateman promptly replied: "Although in democratic America journalists have so much greater freedom of access to higher offices, even to the President and members of the Cabinet, I have on occasion found a very strict censorship when information has been sought which the approached officials desired should be unpublished. Even Mr. Roosevelt, whom I saw at Dorchester House, which was Whitelaw Reid's official residence in London, proved a kindly but insistent censor even of his own remarks and comments. Extremely indulgent to visiting newspaper men, conversing freely on almost any topic on which they questioned him, he generally finished up by saying 'Now, boys, you mustn't go and publish what I've been telling you. That was only to amuse you and for your own information. Please don't print it.' When Mr. Wilson receives in his democratic and very friendly manner at the White House or elsewhere, I have noticed that the majority of the really important queries put to him by the newspaper men are answered with a smiling: 'Nothing doing on that.'

Mr. Bateman declared that in some cases the censorship on dispatches from this side to London has been almost as severe as on those coming in the reverse direction. "Many times," he stated, "my own cables to the London Chronicle have been so greatly censored that it was difficult to connect the sense of what was allowed to remain, although: so far as I could see there was nothing which could interest any of the helligerent Powers. The British censors have considerably relaxed their restrictions on cables from this side.

## HOW ONE ADVERTISING CLEAN-UP WORKED

*Financially, It Did Not Pay the New Orleans Item, but It Lifted the Standard of That Newspaper—Business Manager and Editor Unrestricted in Bringing About Reforms—Many Ads Were Thrown Out.*

BY JAMES M. THOMSON,  
Publisher, The New Orleans (La.) Item.

IT is going on four years since we outlined a set of clean-up advertising rules on the Item. I recall that I was then rather proud of these rules. About the time they were first printed I happened to be in New York. My friend, Karl Harriman, of the Ladies' Home Journal, asked me to go with him to a big advertising club dinner where this clean-up subject was to be discussed. I showed Harriman the rules. After some study he remarked that if they were enforced they would exclude from the columns of the Item much of the Old Testament and part of the New. So far as I am aware, they have been enforced ever since, both in the spirit and in the letter.

When cotton went to five cents a pound at the outbreak of the war, and during some other periods of our business development, I won't say that we could not have found room in the Item for some of the old revenue-producing friends from whom we had secured a divorce. Now that business has reached a level of prosperity higher than at any time in the history of our section, we do not miss the pictures of the dear departed. Publishers all over the country are figuring on cutting down in all directions, and the time is opportune, in my judgment, for them all to throw overboard those classes of advertising that help impose frauds on their readers.

#### CUT OUT BIG BUSINESS.

In regard to figures I have never believed that we were bad enough to carry a lot of business that, measured by the strictest standard could be excluded. We were not so very bad when we started to clean up. To be perfectly honest, I have never figured the amount, though A. G. Newmyer, our business manager, figured it at \$30,000 per annum. After I had agreed to the clean-up, and to the rules which we put into effect, I tried to forget the whole performance, for I am Scotch by descent and not so poor a business man or so much of a reformer as to enjoy thinking about passing up a large amount of cash revenue that comes in regularly throughout the year. So to make sure that we who are in touch with the business department should not be tempted to go back on our good resolutions, we have left the enforcement of the advertising rules with the business manager, the managing editor, and with outside experts. I do not recall that in the years we have had these rules in effect I have ever discussed any copy or any ruling of this department—certainly never with the view of overruling our experts on the subject.

The destructive side of the work has not been agreeable, partly because we were personally friendly with many of the advertisers excluded, and partly because the agents who place business we do not accept also place many acceptable lines of advertising with us. Holier-than-thou people are tiresome, as a rule. Our fellow publishers who accept lines of advertising that we don't accept are really just as good fellows as we are, and so are the agents who place the advertising, and so are the boys who make the dope, so far as I know.

Some years before we cut this business out on the Item I introduced a resolution in the A. N. P. A. meeting that the organization pass on this subject and establish a code of advertising practice. I kept at this for three or four years, and the resolution was always killed or smothered. Finally, I think, it was voted down, although from time to time a number of publishers seconded my resolutions and spoke in favor of them. Anyhow, I thought the question a good one to bring up, and only abandoned it when I realized that I would make myself unpopular or a nuisance if I insisted too strenuously on action.

I then came to the conclusion that if my views were right for the acceptance of other people, they were right for the Item. So we went ahead and took some of our own medicine.

#### HAS NOT PAID FINANCIALLY.

For the general effect of my statement I wish that I could testify that the move has paid in a financial way, for I feel that this argument would be practical and effective. I don't believe that the clean-up has been of financial benefit to the Item. For a great many years before we made this move we carried practically all of the lines of general business which entered our field. We have continued to carry these lines, and many of them have grown greatly. We have developed a considerable number of class or quality advertisers locally, and this volume of advertising has grown steadily and rapidly with us. The argument has been used by our solicitors that we carry only clean advertising. I think that this has added to the esteem in which the paper is held by the leading merchants here. But it is a subject that was brought up by us, and not by them. I think that our standing in the New Orleans territory depends on other qualities and policies of the Item rather than on the negative virtue of not accepting fraudulent or improper advertising copy.

(Continued on page 23)

## THIS CAMPAIGN PAYING PAPERS BIG AD MONEY

Preliminary Statements Indicate That One-half Million Dollars Will Be Used to Buy Publicity for Candidates—John Wanamaker and Henry Ford Get Into the Game.

The prediction in last week's EDITOR AND PUBLISHER that this was likely to become a newspaper advertising campaign for the Presidency bids fair to be realized. The law requires the filing of election receipts and expenses at Washington, D. C., ten days before election and within ten days after election, and these preliminary expense accounts, filed last Saturday at Washington, show that up to that date there had been spent for newspaper advertising \$364,676.98. This is not the end, but only the beginning, and from present indications it is easily believable that the half million mark will be reached and passed before election. The amount spent by one of the great parties alone as reported in the preliminary account exceeds the amount spent altogether four years ago by all of the parties.

Of the \$1,578,934.38 spent by the Republican party, approximately \$89,817.33 was paid out for newspaper advertising. The statement filed by the Democratic Committee shows that \$991,323.98 has been expended, and of this, approximately \$11,696.65 was spent in newspaper advertising. These amounts do not include advertising by bill posters, circularizing, and other forms of advertising, but is specifically stated to be "newspaper advertising" in the respective statements, which cover a period from August to October 23.

#### FORD AND WANAMAKER HELP.

The Brooklyn Eagle is authority for the statement that in addition to the above, the Republicans have placed advertising with the American Association of Foreign Language Newspapers to the amount of \$90,163. The Ford advertising for President Wilson, which is being placed by Mr. Ford's personal publicity bureau in Detroit, and by Power, Alexander & Jenkins, Detroit, is to cost \$25,000 and is being sent to a selected list of 500 papers. The Wanamaker advertising for Mr. Hughes is estimated at \$100,000, and is being sent out through the Republican National Committee. The George Batten Company and Hawley Advertising Company, both of New York city, are handling the accounts of the Republican National Committee. The Hughes Alliance has set aside \$48,000 for newspaper advertising out of their \$172,903 of receipts. The Democratic National Committee is placing all of its advertising through the Hanff-Metzger Company of New York.

Senator George T. Oliver, of Pennsylvania; Geo. W. Perkins, of New York; W. Cameron Forbes, formerly of the Philippines and now of New York; Lewis K. Leggett, and Guy Emerson have organized the Republican National Publicity Committee with the declared purpose to "present through the press daily advertisements in favor of the election of Charles E. Hughes as President."

#### A History of Kansas Newspapers

A history of Kansas newspapers has been published by William E. Connelley, secretary of the Kansas Historical Society. It was printed by the State printer. It includes a complete history of every publication in the State, and is illustrated with photographs of prominent editors and newspapermen since the founding of the State in 1854.



JAMES M. THOMSON.

## ADVERTISING IMPROVES CREDIT IN DES MOINES

Full-Page and Half-Page Copy in Daily Register Brings Payment of Accounts of Long Standing by Frank Appeals to Debtors—Local Merchants Co-operate With Paper.

Protecting the credit of consumers and improving the collections of local merchants is accomplished in Des Moines, Ia., through the enterprise of the advertising department of the Register. The plan goes to the foundation of a man's personal honor—without offence, and in a way that draws an affirmative response. The advertising, which started with full-page copy, runs three times a month. No space less than half a page is taken. The cost for the year will total \$2,500.

The response to the advertising was immediate. Remittances the first day were unprecedented. Men who formerly allowed their bills to go until the end of the month, paid up promptly. One man who owed an account for ten years, and from whom trained collectors had been unable to get a cent, settled in full, convinced, after reading the first advertisement, that credit is the most precious thing. Many who were headed toward the bankruptcy court changed direction and expressed their gratitude that they were enabled to read such a convincing argument in favor of enhanced personal credit.

### ADS MAKE STRONG APPEAL

The Des Moines plan of advertising is to induce a man to protect his credit by quick settlements. The writer of the copy tells his story interestingly, and in a gripping way that wins the reader's assent. The result of the publicity has been that accounts are settled now much faster than has ever been the case in the past.

Realizing that some men are in hard luck, and haven't the money to meet urgent demands at the present time, the association of credit men provides a way out of the difficulty by suggesting that the debtor make an arrangement with the Morris Bank—a semi-philanthropic institution—enabling him to borrow sufficient to clear his slate, and repay by weekly instalments.

Since the advertising campaign commenced the Retail Merchants' Association has taken care of about two hundred of these debtors.

After working out the plan, the advertising department of the Register presented it to the Retail Merchants' Association, and the Credit Men's Association. Subscriptions to the advertising fund were subscribed by interested retailers, all of the work being done by the Register's advertising solicitors.

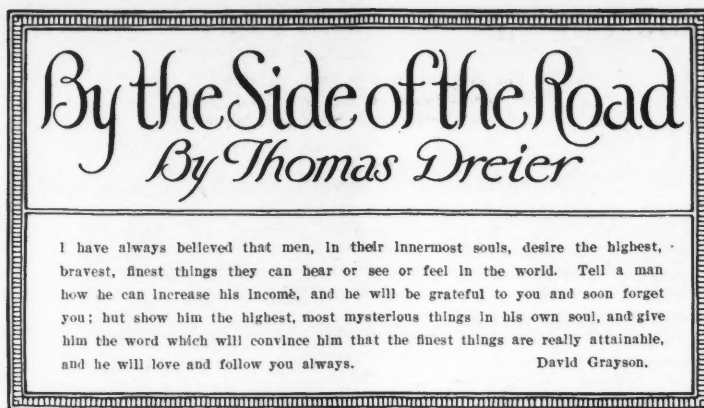
### Now On the A. N. P. A. List

The Waterville (Me.) Sentinel has been elected to associate membership in the American Newspaper Publishers' Association.

The Winston-Salem (N. C.) Sentinel has been transferred from the associate to the active membership class in the American Newspaper Publishers' Association.

### A. N. P. A. Activities

The Battle Creek (Mich.) Enquirer, the Saginaw (Mich.) Courier-Herald, and the Columbus (O.) Daily Monitor have been elected to active membership in the American Newspaper Publishers' Association. The Brattleboro (Vt.) Reformer has been elected to associate membership in the same Association.



JAFFREY DOUGLAS, who edits a weekly paper in a town I know, and who, by his subtle suggestions, has changed the character of his community in less than ten years, takes his work seriously—more seriously than you would suppose if you were to meet him casually.

I remember I asked him one time how a newspaper man could change his town. "That's easy," he answered. "All he has to do is to change the mind of his fellow citizens." He was silent for a moment. "One day," he went on, "I ran across something Daniel Webster said in one of his speeches. I took it out into the shop and had Jake Norton, our foreman, set it up in Cheltenham Bold and print a big card for me to hang up over my desk. It reads like this:

*If we work upon marble, it will perish; if we work upon brass, time will efface it; if we rear temples, they will crumble into dust; but if we work upon immortal minds, if we imbue them with principles—with the just fear of God and love of our fellow men—we engrave on those tablets something that will brighten all eternity.*

"And that card, which is now fly-specked and grimy, is like a light in the Temple of My Ideal. It helps me to feel the responsibilities of my position, and it holds me true to the best that is in me when the things that are temporary try to wage war against the principles that are eternal.

"I know that by putting the light of social vision into the minds of my readers, by awakening in them the desire to express themselves in making their town stand for what is best in themselves, our town is a brighter and happier and more successful place.

"Whether we shall brighten all eternity or not, does not concern me much. What I am interested in is in brightening the present day for the people who live here now."

"WHAT WAS the greatest single influence that contributed to your success?" a brilliant young editor was asked.

He answered: "A friend who believed in me when I did not believe in myself. I was at that dangerous time of life when I could be turned upward or downward. He let me tell my somewhat vague dreams to him. He not only listened, but he wrote me letters. Look here—," he turned to his desk—"here are two volumes of letters—letters he wrote me during a period of two years. I've had the best bindings I could find for these. They'll be good for my two boys later on."

Some men give money, some give influence, a few give faith.

A FRIEND of mine who is a humor-scarum sort of chap and seemingly irresponsible, gets more fun out of life than any man I know. He is always looking for adventures. He even gets fun out of opening packages that come to his house from the stores. He says he wants to keep his spirit of youth alive. "Imagination," he says, "is the thing that keeps us moving forward. If we didn't have imagination, if we didn't always expect to find something especially good in everything we go after or receive, we'd die mentally—we'd get into a mental and moral rut."

This is a mighty good thing for us to remember all the year through.

The other day I was talking with a chap who had read "Manalive"—a book written by G. K. Chesterton. It is the story of a man who was afraid that he would become tired of the humdrumness of life. He was afraid that he might lose interest in the common things.

One night he met a friend and suggested that they seek adventure. The friend agreed. The two walked a long distance, crept up a dark alley, entered a garden gate, climbed a tree, and from the tree got on to the roof of a house.

The hero, who was having the time of his life, judging by his chuckles, groped about in the dark until he found a skylight. He and his friend then removed their shoes, lifted up the door of the skylight, and dropped down into a cozy den.

The friend quaked inwardly and wished himself well out of the place. The desire for adventure began to ooze out. But the hero and leader seemed unafraid. Suddenly footsteps were heard approaching. They attempted to hide. But before they could escape the door swung open and the wife of the hero entered.

He had broken into his own home—and knew what he was doing all the time. He simply wanted to see the familiar things in an unfamiliar way.

It seems to me that all the year through we ought to try and see our own more or less familiar business in some unfamiliar way. We ought to see it from a new angle. In the summer, when we go fishing, we have a chance to see it from a distance, and we generally see where we have failed to do what we ought to have done, or what is even better, see what we ought to do.

I confess that I don't know how you can imitate the hero of Chesterton's book and break into your own business affairs through a skylight. You've got to find your own tree and do your own climbing until you get on to the roof. But I do know that it ought to be done.

Do something to make your old work look new.

## HIGH TRIBUTE PAID TO EDWIN A. GROZIER

Employees of Boston Post Join in Testimonial to Their Chief to Commemorate Paper's Quarter Century of Growth and Service Under His Ownership.

Boston, November 3.—An elaborately embossed and engrossed testimonial to Edwin A. Grozier, from the 596 employees of the Boston Post, has been hung in the business office of that paper.

The testimonial reads:

"1891—1916. Testimonial to Edwin A. Grozier, presented on the twenty-fifth anniversary of his purchase of the Boston Post.

"Whereas, In October, 1891, the ownership of the Boston Post was acquired by Edwin A. Grozier, who has since continued its active editor and publisher; and,

"Whereas, Through his indomitable energy, his skill, his courage in pursuit of high ideals, rising superior to trial and difficulties, holding a steady and consistent course with rare understanding of that which makes for the real interests of the people, he has brought the Boston Post to a place of leadership among the newspapers of the world; therefore, be it

### QUARTER CENTURY OF SERVICE.

"Resolved, By the employees of the Boston Post on this date, which marks a quarter of a century of the control and direction of Edwin A. Grozier, that we give expression to our profound sentiments of loyalty, and extend to him our congratulations upon the monumental success of his endeavor.

"Resolved, that while we admire the splendid intellectual genius displayed in his work of development we recognize in a more personal and intimate way the broadly human traits which have won the respect and affection of those privileged to share in the undertaking under his direction.

"Resolved, That we extend our heartiest felicitations to our chief, Edwin A. Grozier. May he be spared to celebrate the Post's golden anniversary, and may the new quarter century be filled with health, happiness, and yet greater successes."

Following the above are the names of 596 Post employees, in most instances alphabetically arranged. The work of embossing and engrossing has been accomplished in a highly artistic manner. A neat frame and heavy plate of glass protects and adorns the large parchment.

### A Query Answered

Writing from Hays, Kansas, under date of October 27, in reference to the annual meeting of the Golden Belt Editorial Conference, P. Casper Harvey asks: "I wonder if it is possible for THE EDITOR AND PUBLISHER to help us out on that meeting?" The principal topic of discussion, he says, will be the news print situation. May we suggest that the members of the Conference consult page 7 of last week's issue of THE EDITOR AND PUBLISHER (October 28), and read there what was done by the Pennsylvania publishers.

### Country Editors Poor?

Frank Strouf, publisher of the Denton (Mont.) Independent, has purchased a 2,000-acre irrigated farm near Bynum, Teton County. It is stated that \$75,000 was the price paid, and that it included live stock, improvements, and equipment.

## BIG PICKLE FIRM WILL ADVERTISE IN DAILIES

Has Reached Conclusion That Newspapers Bring Better Results than Does Publicity Through Magazines, Bill Boards, Street-Car Signs, and Other Media.

Hugh T. Kidd is in New York for the purpose of completing arrangements for the campaign of newspaper advertising that is to be put in operation at once to advertise Pin Money Pickles. The copy for the advertising is to be handled through the Cecil Advertising Agency, of Richmond, Va. Heretofore the pickles have been advertised only through magazines, car cards, and menus, but these media have been found to be insufficient. The result has been that the management has decided to concentrate on the newspapers as an advertising medium, in the firm belief, after a short trial, that they are a better medium than any other for their purpose.



HUGH T. KIDD.

"Ours has always been a conservative policy," said Mr. Kidd, "but we believe that the time has arrived for us to pursue a more forceful campaign. We have tried many media of publicity, but have reached the conclusion that the best and cheapest is the newspaper. Our recent experiments in New York and Philadelphia demonstrate that a greater number of consumers can be reached by newspaper advertising than by any other method.

"In New York we have used, so far, but one newspaper, the World. Through its influence our goods are already on sale by more than two hundred retailers, and our list of wholesalers has increased greatly. With the extension of this advertising, we look, naturally for even greater results.

### NEW YORK LEADS MARKET.

"New York, with its millions of people, is a wonderful market for goods of quality. Next is Philadelphia. We figure that in educating these two great centres to the appreciation of Pin Money Pickles that it will be easier to capture the trade outside. In deciding upon newspaper advertising as the lever to move our goods we are only following the lead of the great successes and are applying the results of our own experiments. While some other forms of advertising will be employed, we look to newspaper advertising to create the demand."

Mr. Kidd is the manager of the company making the pickles, "Mrs. Kidd, Inc." He is a Harvard man, and for some years has specialized in chemistry.

## THE PIONEER SPECIAL REPRESENTATIVES

*L. H. Crall Was the First, Forty-one Years Ago, and the Firm He Founded Still Exists in New York City—Two Others Soon Joined Him—Rate-Slashing Flourished in Those Days—Story of a Wonderful Development.*

A CROWD of special newspaper representatives and general agents met at lunch a few days ago, and drifted in a reminiscent atmosphere. Early days in the advertising business in New York were recalled, and vivid word-pictures of the men who were active as pioneers were painted by different speakers. Each incident, touching on the personality of some one who was well known in days that have gone, brought to light characteristics of the men who put the snowball of advertising in motion, and who watched it grow in size.

"It was different before the first special publishers' representative came into the field," one of them mused. "Then the general agent was the whole thing. He represented advertiser and publisher. The first special representative heralded a division of interests—a concentration on a single point. The man who originated the idea deserves a monument, for he laid the foundation upon which the small but efficient band of special publishers' representatives work to this day. His principles were sound, his reasoning correct, his methods were accurate. That man's photo should be in every special and general agency office, and on the walls of the room of every foreign newspaper advertising manager in the United States."

"Who was the first special?" asked one present.

No one could answer. THE EDITOR AND PUBLISHER has investigated the matter, interviewing the oldest of the specials in New York to obtain the information.

L. H. Crall was the first special publishers' representative. The principles he laid down forty-one years ago are adhered to by the small army of special representatives to-day. They have succeeded, in a large measure, in reorganizing the business in the foreign field, and they have developed newspaper advertising accounts to the point where nearly one thousand daily newspapers and over six thousand weekly newspapers are to-day represented in New York and Chicago. The business Crall established is continued to-day under the name of the L. H. Crall Company. Crall outlined the course he was to follow while he was engaged as an advertising solicitor in Cincinnati. He was in the habit of making trips to New York to keep in touch with new accounts or the renewal of old contracts, and on those occasions he came in contact with E. B. Mack and F. T. MacFadden, of the same city. Comparing notes, they discovered that the business was developing so fast that it would soon require the presence of a man in the metropolis all the time. The publishers, however, could not see it that way. To maintain a special representative in the East was an expensive luxury—he might just as well be spending some of his time drumming up business in Cincinnati.

### FIRST THREE MEN IN THE FIELD.

Then Crall, who had faith in the future, conceived the idea of representing a group of newspapers. As the managements were dubious as to the success of the plan, he exhibited his confidence by offering to work on a commission basis, setting 15 per cent. as his compensation, he to pay all expenses. To the "I'll try anything once," publishers of that day, this appealed in the nature of a cinch, and in the summer of 1875 Crall rented a room in the Bennett Building, which still stands at the corner of Nassau and Fulton Streets, tacking on his door the names of the Cincinnati Times, the St. Louis Globe-Democrat, the Chicago Inter-Ocean, the Milwaukee Sentinel, and the Cincinnati Enquirer. A month later, E. B. Mack, representing the Cincinnati Gazette, the Chicago Times, Louisville Commercial, and the Missouri Republican (now the St. Louis Republic), came on and took a desk in the same room, to be followed in a few weeks by F. T. MacFadden, another Cincinnati man, who had the Cincinnati Commercial and the Chicago Tribune.

They all used the same office until the completion of the present Tribune Building, in 1876, when they took separate rooms in that structure, being the first occupants.

### AGENCIES MONOPOLIZED FIELD.

In those days the general agencies controlled the advertising business. They placed it when and where they pleased, at commissions that ran from 15 to 25 per cent. The amount of advertising they sent to weeklies is beyond belief. Then the weekly editions of the Toledo Blade, St. Louis Globe-Democrat, New York Tribune, and others were enormous factors. Rates were cut in the most flagrant manner, the artists along that line being the space buyers of the agencies, who paid about as much attention to rate cards as a Texas steer does to local option in the Rand. Because papers were fewer, their owners well known, and everything was bustling, it was possible for a space buyer to know nearly all rates. There have been men in these days who were considered wonders in this respect, but the old-timers were marvels. They knew not only what paper would stand a cut, and how much—but just how far they could go "beyond the limit," if the order were accompanied by a check. In those days it was more difficult to meet bills, and when a publisher received copy for 144 lines, that he couldn't possibly get in less than 200 lines, he banked the check and ran the business, notwithstanding the fact that on the basis of 144 lines he was taking the account at less than half his regular rate. Dailies carried very little foreign business, for the reason that they could not be induced to cut rates to the same extent that the weeklies would permit. Hence, there were general agents who cut the dailies off their visiting lists. The advertiser gambled with publicity. He knew nothing about the business, accepting the word of the agent. He seldom bothered to check up an account, and with an utter disregard for consequences, rarely attempted to prove insertion. Newspapers, dealing directly with general agents, came to look upon them as their representatives.

### MANY DIFFICULTIES ENCOUNTERED.

This was the condition Crall, Mack, and MacFadden faced when they came  
(Continued on page 32)

## PAPER COSTS TOO MUCH ASSERTS MANUFACTURER

Declares That Mills Making Their Own Sulphite, Mechanical Pulp, and Wire Have Raised Prices to Suit Themselves, to Equal Amount Independent Pulp Mills Get in Open Market.

"Some news print manufacturers who make their own ground wood and sulphite pulp are taking advantage of the high prices charged by plants that confine their products to the making of these important raw materials," said a well-known manufacturer to a representative of THE EDITOR AND PUBLISHER. "Companies that grind their own wood necessarily have to face increased expenses—but nothing like the advance some of them have made in the price of white paper. These mills feel that they are entitled to an advance in the cost of news print that will take up the difference between their own manufacturing expense and the price the exclusive sulphite and mechanical pulp mills are charging to those that buy their product and confine their efforts to paper-making. They argue that if they went out into the open market they could get the difference, and are for that reason entitled to it. They are wrong. They are not. If they dumped their supply on the market, there would be an oversupply of both ground wood and sulphite. The bottom would drop out and prices would sink to a low level, for the supply would be greater than the demand.

### UNUSUAL SITUATION DEVELOPED.

"This applies to everything manufactured by plants that make everything they use, such as wire and other materials. Naturally they make some profit on all of these things. That's the reason they make them. Their idea in engaging in this work, originally, was to produce their product cheaper, in order to sell at prices lower than competitors. With the demand for kraft and wrapping paper increasing, and the turning of news print machines to the making of these more profitable grades, a shortage in the news print supply was inevitable. Some of those mills, forgetting that their first thought in manufacturing their own wire, ground wood, and sulphite was to decrease the price, now charge all the traffic will bear. That's one phase of the situation. The paper-makers saw it, and issued a warning. Now for the other side:

"If publishers, when the warning was issued, had wanted a lower price, they could have had it by heeding the warning in time. Not heeding the warning, they placed themselves in the position of bidding for the higher price. In the long run we get what we want, and publishers are paying the penalty. "Just the same, I think that it is wrong to run prices up to a point where the mill that makes everything can acquire a profit that equals the amount that is earned in two or three other lines. No business should take more than a reasonable profit on the total its transactions warrant."

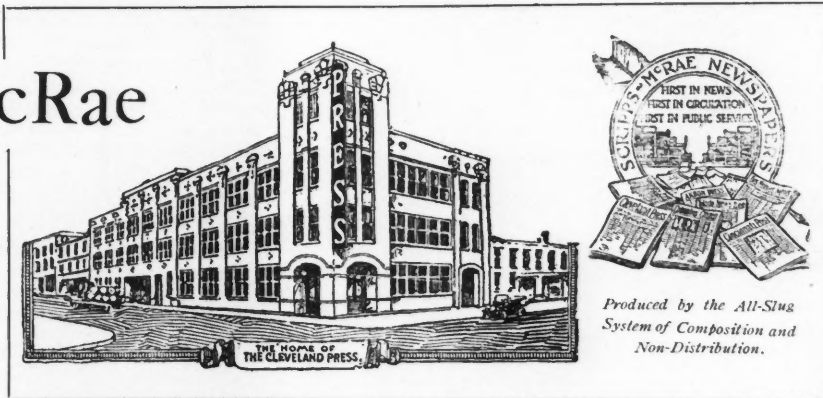
### First Newspaper in English

The Thorn, a newspaper published by the National Guard troops stationed on the Texas-Mexican border in Starr County, with headquarters at Rio Grande City, Tex., is the first newspaper printed in English to be published in Starr County. Although populated for half a century, all previous newspapers were printed in Spanish.



© TRADE **LINOTYPE** MARK ©

How Three  
Scripps-McRae  
Dailies  
Solved Their  
Distribution  
Problems

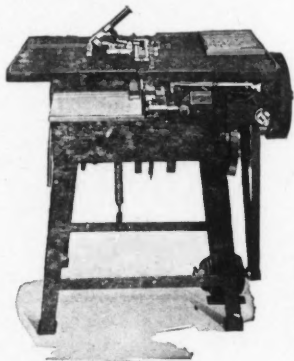


**T**O the Cleveland Press belongs the honor of working out a *profitable* system of non-distribution for the Scripps-McRae newspapers. Two Ludlow Typographs have been installed and six additional Multiple-Magazine Linotypes ordered. The Cincinnati Post and Toledo News-Bee followed their progressive neighbor by ordering four Ludlow Typographs, one Linotype Lead and Rule Caster, and six Multiple-Magazine Linotypes.

These three Ohio dailies have learned from *experience* that every slug line is a line of distribution saved—that *profitable* non-distribution begins and ends with Linotype and Ludlow slugs.

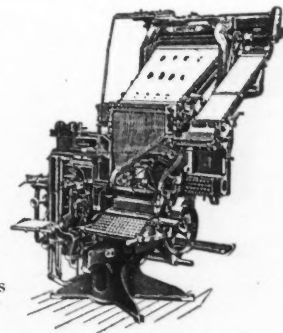
*Put Your Composing-Room Problems Up To Us.*

**MERGENTHALER LINOTYPE CO.**



LUDLOW  
TYPOGRAPH  
Type on Slugs  
From 12 to 48 Pt.  
Price \$975

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



Model 17  
LINOTYPE  
Two-Magazines  
With Auxiliary  
Price \$3,000

## TWO AND ONE-HALF AT MILL, CANADIAN PRICE

**If Manufacturers Decline to Favor Dominion, Publishers May Hold Threat of Export Tax Over Producers to Compel Acceptance of an Arbitrary Figure, Says Posted American.**

News print at 2½ cents a pound at the mill is the price the Canadian Minister of Finance suggests for the benefit of Dominion publishers, according to the Toronto (Can.) Financial Post. The mill men are asking three cents at point of manufacture. What will happen if they refuse to accede to the request of the Minister of Finance is not known, according to this paper, but it is presumed that the Government will hold over them the threat of an export duty.

An American manufacturer who holds large interests in Canada says that if this were done, or if the export of paper or wood pulp were prohibited, while benefiting the Canadian publishers immensely, would work hardship in the United States. The newspapers of this country buy much news print in Canada, and the paper manufacturers of the United States rely upon the Dominion for a large amount of the pulp used in the making of paper. If an export tax is placed on Canadian paper, it will affect the price here. It doesn't require any special act of the Canadian Parliament, he says. The country is at war, and this order may be issued as a war measure, in accordance with the extraordinary powers conferred on Government officials in times like these.

### MILL MEN ARE PROTESTING.

In Canada it is argued that the mills are maintaining a large export business, and in Government circles it is hinted that they can afford to supply news print to Canadian publishers at a lower rate, in order to continue to enjoy the increasing tonnage and the higher prices that come from shipments made across the frontier and over seas. The mill men who sell only to Canadian papers insist that the fixing of an arbitrary price would be unfair, and are making strong objections at Ottawa.

It is believed that a Government investigation will favor setting a price at 2½ cents f. o. b. mill to Dominion publishers.

## TO PRINT PAPER ON A SHINGLE

**Editor Discovers a Way to Beat the High Cost of Supplies.**

Representative Albert Johnson, Republican, of Washington State, has a constituent who has solved the problem of the high cost of print paper. This man publishes the Castle Rock Advocate, and printed this week's issue on a shingle.

The publisher discovered that the Underwood law, which put shingles on the free list, so reduced the price by permitting the Canadian shingles to come in that Washington's chief industry has languished and shingles have not kept pace with other American products in enhanced prices.

The Canadian invasion has brought the price of shingles below that of news print paper. This week's issue of the Advocate told all about it and gave an object-lesson by appearing on the shingle, and Representative Johnson, himself an editor, edited the unique publication.

An advertiser who believes in a product and knows why he believes in it can write convincing copy.—[M. M. Gillam.

## ADVERTISING A NEWSPAPER AS A COMMODITY

*Arranging a Scientific Basis on Which to Develop New Business by Advertising the Many Service Features that Newspapers Have to Offer Advertisers.*

BY EDMUND WALKER.

*Auditor, the Keely-Handy Syndicate, Chicago, Ill.*

**W**HEN you, a publisher, speak of advertising, you think of what your customers are buying from you and the advertising which they are carrying in your paper. That is not what this article deals with. It deals with the advertising and promotion work that you should do with a view to increasing your advertising and circulation and doing a larger and more profitable business.

In a recent issue of THE EDITOR AND PUBLISHER I made a short comparison between the ordinary manufacturer and the newspaper publisher. Of course, manufacturing and newspaper publishing are entirely different, but just as the manufacturer of a staple article can learn a good deal from the publisher, so can the publisher learn much from the manufacturer, even in the matter of advertising.

All scientifically conducted manufacturing establishments to-day make an annual appropriation which will be spent by their advertising department in giving publicity to the goods manufactured. The amount of this appropriation is not guessed at, nor does it relate directly to the profits earned, and is different in every line of goods manufactured. For instance, I understand that manufacturers of chewing gum calculate on spending about 25 per cent. of their gross sales in advertising—other lines will only spend 3 per cent. On what basis do newspapers work?

I have never found a newspaper which worked on any particular basis.

### FEW PUBLISHERS HAVE FULL FAITH IN ADVERTISING.

As a matter of fact, one of my good friends, who has achieved some notable successes in a promotion way, is authority for the statement that only twenty newspaper publishers, out of the thousands doing business in this country and Canada, actually have faith in advertising as a force that can be successfully employed to promote their businesses.

Newspaper promotion usually follows this order: A new circulation manager is appointed, and a lot of promotion work is done during the first few months—his pet schemes are all tried and, when these are exhausted, the publicity work stops until some one comes in with another plan, or a new manager is taken on.

The same applies to the advertising or business manager, or whoever has charge of the general publicity of the paper. No definite amount is appropriated at the commencement of the fiscal year and no definite policy is laid down. The business of advertising "newspaper advertising" is a "hit or miss" proposition from beginning to end, sporadic and uncertain in every way.

### HOW IT IS CALCULATED.

I mentioned that chewing gum manufacturers spent 25 per cent. of their sales on advertising, and also that this figure was not based directly on profits earned. It is based on the sales. The actual calculation is something like the loading of an insurance policy, and this is how it is done:

Cost price of manufactured article .....	\$10.00
Add percentage to cover overhead .....	2.50
Add percentage to cover advertising.....	1.25
Add net profit required.....	.25

Total selling price .....

The article manufactured is sold at \$14.00, and we calculate that \$1.25 was spent in advertising, or 8.92 per cent. of the sales figure. Now take the sales for the past five years, which we will say were as follows:

1912 .....	\$100,000.00
1913 .....	150,000.00
1914 .....	200,000.00
1915 .....	250,000.00
1916 .....	300,000.00

Then we estimate that the normal increase is \$50,000, so next year's advertising appropriation would be 8.92 per cent. of \$350,000, or \$31,220. After the amount to be spent has been arrived at in the manner above described, the advertising department of the manufacturing concern lays out a programme covering the entire year. They do not spend all their appropriation in one week or one month—but they consistently advertise throughout the year, and if sales advance more rapidly than anticipated, a readjustment is made and a greater appropriation allowed—this can be done at any time during the year.

### PERSISTENT ADVERTISING WINS.

I do not pretend to be an expert in advertising, but would it not seem reasonable to suggest that persistent advertising each day and each month of each year would have a greater chance of developing business than irregular, sporadic and inconsistent advertising?

Have I not heard advertising men say that "the constant dropping of water—even a drop at a time—soon wears the rock away"?

Why don't you apply this to your own business? Why is not a definite appropriation for advertising and circulation promotion made at the beginning of your fiscal year? Of course, you hold all department heads to "strict accountability" for expenses in their departments, and usually you pass the word along the line at the first of the month that expenses must not exceed same month a year ago. All the while you're figuring that your investment, prestige and good will entitle you to an advertising increase of about ten per cent. over the same month a year ago, providing the month has the same number of Sundays and weekdays.

It is my firm conviction, and I give you this unblinded judgment freely that it would pay you and your paper to spend this entire ten per cent. increase for a few years in successful exploitation of your proposition.

I base this opinion on the fact that you are all the time compounding your advertising. Moreover, because advertising—a great world-force—has not been regularly employed to promote newspaper circulations and advertising earnings, therefore a harvest of results awaits the persistent newspaper promotion campaign.

(Continued on page 27)

## PUPILS MAKE NEWSPAPER FROM PULP TO EDITING

**University of Maine Starts Students Cutting Down Trees and Carries Them Through Every Stage Until Printed Pages Are the Result of a Unique and Eminently Practical Course.**

With addition of new features at the University of Maine this year, says a special correspondent in the New York World, students can now cut down a tree suitable for pulp, and on the University campus turn it into a printed newspaper. New machinery has been added to the University Press, among which a linotype machine of the most up-to-date model, with a complete equipment of all varieties of type, including characters for the German and Greek languages, and accents for Spanish, Italian, Latin, and French.

Training at the University of Maine offers opportunity to specialize in business management and organization, editorial work, reporting, paper making, or forestry, and gives an opportunity for practical experience in every division. The student is permitted also to take work in other departments and learn the entire business, from handling woodland to the sale and management of the paper.

### THE LURE OF FORESTRY.

The first section of the work of forestry, under the direction of Prof. J. M. Briscoe, offers a profession to the student who wishes to specialize. In practical work, when students have completed mensuration, management, valuation, transportation, and other allied work, they can deliver the pulp wood to the chemical engineers of the pulp and paper department for the manufacture of paper.

This department is equipped with digesters, beaters, presses, and calenders. A new calender has been installed in this department this summer, and now the students will be able to coat their paper and make a grade sufficiently fine for book work, and of a grade that will take fine screen cuts.

This paper and pulp plant is a division of the department of chemical engineering, and is under the direction of Dr. Easley.

### TEACH PRACTICAL JOURNALISM.

The journalism department is under the direction of Prof. Roland Palmer Gray. Here is to be found training in writing sports, dramatic criticisms, editorials, news, and features. There is practical work in editing copy and "make-up."

The last step is found in the University Press, under the direction of H. W. Haswell. Here are students learning the practical side of printing. They set type and handle the presses.

The students get out a weekly newspaper and a monthly magazine, both of which were printed at the University during last year. The new machinery may enable students to handle all of the University printing matter next year.

### Two More Leased Wires

Two more additions to the leased wire circuits of International News Service have been made during the present week. The Tulsa (Okla.) Times was added to the night leased wire on the Chicago-San Antonio circuit, starting service on Monday night, October 30. On Wednesday morning, November 1, the Salt Lake (Utah) Telegram began receiving the day leased wire report on the Chicago-Denver-San Francisco circuit.

# At The Canadian Front

**WILLIAM PHILIP SIMMS**, United Press Staff Correspondent, has been credentialed to the Canadian Front in France.



This new United Press feature will bring news of the men from home to the U. P. papers in Canada and to papers in the U. S. whose home town boys joined the Canadian contingent.

The selection of Simms for this honor followed many achievements by this U. P. war correspondent in France and Russia.

---

The U. P. Serves More Afternoon Papers  
Than Any Other News Agency in the World

---

**UNITED PRESS ASSOCIATIONS**

General Offices

New York City

# NEWSPAPER MAKING

*Clearing the Second, Third, and Last Pages of a Newspaper of Advertising, Unless an Extra Charge for Position is Paid, Makes Show Windows of Them, and Results in Circulation Gains—Mechanical Economies that Improve the Appearance of a Newspaper.*

By JASON ROGERS,  
Publisher, The New York Globe.

GIVING a bit more consideration to the plans of a newspaper factory as shown by diagrams in last week's article, I want to urge the superiority of getting whole manufacturing machinery on two big floors, instead of scattering it on many smaller floors in a high building.

The average newspaper pressroom, considering the larger cities of the country as a whole, is about as uneconomical as it would be to attempt to do business in any line without some allowance for expansion. Every time the average newspaper wants to add two or more additional presses it must change its shell or move into a new building.

The factory idea, located on cheap property, permits the housing of kindred departments where the interrelation between them makes for increased efficiency and economy. For example, when your city or news editor wishes to keep in close touch with your circulation and composing-room executives without climbing stairs or resorting to the telephone, you are going to get better action.

In equipping the Globe's new plant in 1911 we sought to get everything up to the highest point of efficiency. We put in electric drying tables for the stereotypers, at a cost of \$8,000, but after two or three years' experience, threw out the electric part and restored steam.

Under commercial conditions we found that it was costing us about as much for electric current to dry the forms as to operate four or five huge modern high-speed presses. We found that there was always that danger of melting the forms with electric current in case of short circuits or such.

About two years or so after we had started operating our new plant, we began a seven months' trial of the dry mat, which had been so much talked about at the April meeting of the American Newspaper Publishers' Association. We started in May and from that time until December did not make a wet mat in our office.

We put up with so much inconvenience and annoyance during those few months in the hope of eventually overcoming the difficulties, that I really hate to hear the words "dry mats" mentioned. Shrinkage impossible to control, particularly in reference to block advertisements, led to endless complaints and allowances to advertisers which by agreement was charged against the mat account.

We put in new rolling machines, capable of getting deeper impressions in the mat, bought all kinds of roasters, scorers, and the like, and were anxious to perfect the device that promised to do away with the heat of the drying tables in summer and to reduce the damage done to type and illustrations by frequent heating.

We found that we had to reblanket all of the impression cylinders on the presses and that it was not possible to get uniform results by trying to use wet and dry mats interchangeably. That was the reason we decided to adopt one method and adjust all our equipment that way.

Along in December we got a poor lot of dry mats and finally decided to throw the whole thing overboard and revert

to the old process. The dry mats had been costing us 16 cents each, and were later reduced to 12 cents. This was a high price to pay, but I thought it would be greatly modified if their use became large enough by reason of general use.

During one dry mat experiment our stereotype foreman was trying out different schemes to make dry mats of his own, and fortunately hit upon one made with uncooked paste, as differing from the usual cooked composition. When we returned to wet-mat methods, he used this process with amazing results and greater economy.

We now use dry mats for starters when they are used on inside pages, owing to the great inclination to get very gray print from pages so handled. I have ordered that dry mats shall never be used for the first or last pages. The manufacturers of dry mats now claim to have eliminated certain of the troublesome shrinks, but I want no part of them until some one else proves their practicability.

Incidental to the publication of the paper in its new plant, we decided to limit advertising on the last page to two columns, permitting us to print features and matter there of the kind that would be sought by busy readers on the cars going home. Our circulation manager said he thought this would be good for 10,000 a day.

We took the plunge and our circulation since then seems to have justified his prediction. During the past six months we have cleared the second and third pages of all advertising except that which is paid for on a 50 per cent. additional charge for position.

We have calculated that we make our newspaper on the first, second, third, and last pages as free from advertising as we can, and if any advertiser wants a place in our show windows—pages two and three—he must pay show-window prices, which many of them are doing.

I can strongly recommend this procedure to any publisher wishing to improve his paper's appearance. Any trifling embarrassment from advertisers will be short lived, for in the long run the advertiser is just as much interested in the additional circulation you can give him as you are to ban it.

This is one of the fatal weaknesses of the newspaper which is made to suit the advertiser's pleasure rather than the readers' satisfaction. The advertiser must be saved from himself. If the readers of any paper come to think that it is owned and dominated by its advertisers, it becomes just so much less valuable as an advertising medium.

[This is the ninth article of the series on Newspaper Making by Mr. Rogers.]

## Ohio Editors to Meet

The second annual convention of the Ohio City Editors' Association will be held at the Virginia Hotel, in Columbus, O., on January 13 and 14. Clyde P. Steen, of the Lima Daily News, is president of the Association; Mary A. Young, of the Sidney Daily Journal, is secretary, and A. H. Mitchell, jr., of the Martine Ferry Times, is treasurer.

Loyalty bought never gets rid of the price tag.

## N. Y. PAPERS GAIN MANY AD PAGES IN OCTOBER

All Records Broken by Unprecedented Crush of Advertising Matter—Dailies Printed 1,894 More Pages—From Aug. 1 to Sept. 27 Ads Increased and Reading Matter Decreased.

October advertising was the heaviest on record for the New York newspapers. The gain, compared with October, 1915, was approximately 285 pages. During the same period, 1,894 more pages were printed in the papers, whereas during the period from August 1 to September 27, 623.9 less pages of reading matter appeared, with a gain of 618.6 pages in advertising.

So great was the crush of advertising in New York during the last month, that a number of newspapers were compelled to reduce the size of advertisements, or leave them out altogether. The increase in the consumption of white paper to print the extra pages would indicate that the publishers either accumulated reserve during the previous fifty days, or do not fear a shortage. There have been reductions in size on the part of a number of the metropolitan dailies. The exceptions are those papers that are either protected by contract at present prices until well into next year, or that have decided to maintain the old size regardless, believing that the news print situation will ease up after the first of the year.

### SOME INTERESTING COMPARISONS.

New York and Brooklyn daily newspapers printed 1,894 more pages during the month of October, 1916, than for the corresponding month one year ago, and printed 599,805 more agate lines in advertising, a gain of approximately 285 pages. The evening group of newspapers printed 5,064 pages, compared with 4,544 for October, 1915. The morning group printed 5,958 pages, compared with 4,584 pages one year ago. Sunday editions are included in the figures, which were compiled by the New York Evening Post. In October, 1915, the Press printed 438 pages which have been deducted from the totals shown for last year. Four papers show an advertising loss of 136,220 lines during the month just past. All the others record a gain of from 2,230 to 249,874 lines. The largest number of lines of advertising carried by any one paper for the entire month was 1,353,010 and the smallest 351,598, but the smallest this year exhibits a gain of 4,020 lines over a year ago, while the largest of this year records a gain of 188,932 lines more than it carried during October, 1915.

### LESS PAGES AND MORE ADS.

During the period from August 1 to September 27, 1916, the daily papers of New York and Brooklyn printed 623.9 less pages of reading matter than for the corresponding period in 1915. While they made this reduction in the saving of news print, they published 618.6 more pages of advertising than during the same time one year ago. The figures show that nine evening newspapers printed 237.4 less pages of reading matter, seven morning papers 355.1 less, and seven Sunday papers 31.4 less, making the total saving of 623.9 pages. The gain in advertising during the same time shows that the evening papers added 348.8 more pages, the morning papers 211.3, and the Sunday newspapers 58.5. The individual losses in the number of pages of advertising were small, one evening paper losing 5.9 pages, one morning 31.7 pages, and three Sunday newspapers 34.3 pages.

The statement is more remarkable when it is remembered that there were 50 publication days in the period covered in 1916, and only 49 in 1915. On the other hand, there was one more Sunday in the period calculated in 1915, there being nine last year and only eight this.

The figures show an advertising gain nearly equal to the number of pages of white paper saved, and during the same period there have been circulation increases which would go to disprove the fear on the part of some publishers that such a policy would result in loss of both advertising and subscriptions. The fact of the matter is that the base rate of a number of the New York dailies has increased to help meet advancing costs, while the volume of display which has crowded into the dailies has, it is believed, broken all previous records.

### CIRCULATION HAS INCREASED.

The cutting off of the return privilege by many of the metropolitan dailies has caused an increase in paid subscriptions, so that the economies effected by the newspapers of America's largest city in reducing the consumption of news print has actually resulted in increased revenue from all departments, plus the additional volume of business. The increase in circulation is an indication that the readers endorse, rather than condemn, the reduction in size.

Economies effected by other newspapers in the conservation of news print are shown by the following statement taken from the last Bulletin of the American Newspaper Publishers' Association.

The Minneapolis Tribune and Journal have increased the wholesale prices of their papers from 45 to 55 cents per hundred copies to Minneapolis branch offices. These branch offices have a brokerage of 5 cents a 100, so that the new wholesale price involves a price of 60 cents a 100, against 50 cents previously charged. The papers have advanced their wholesale price for Sunday editions from 3 to 3½ cents in Minneapolis.

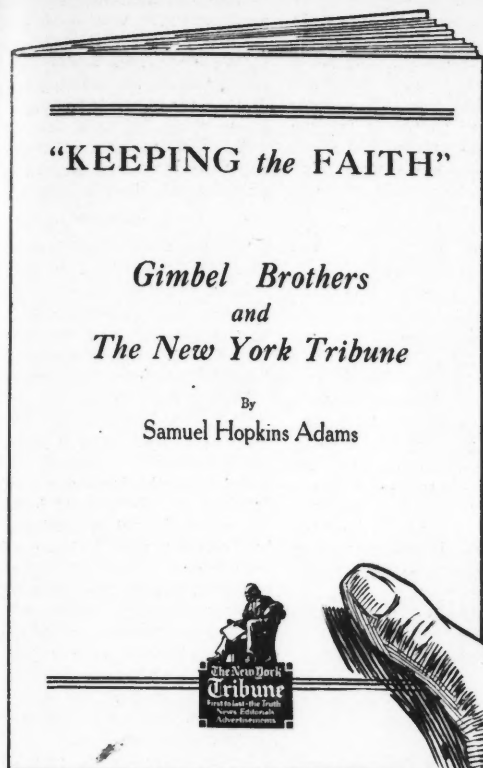
The Scranton (Pa.) Republican increased its price from 1 to 2 cents on June 5, when the circulation loss following the change amounted to 12 per cent., where it remained until about the last of August, since which time there has been a steady gain, and it is hoped in a few months to regain the total maintained prior to the advance in price. Whether this is done or not, W. J. Pattison writes to the American Newspaper Publishers' Association that he is very well satisfied with the change.

### The Sun is Taken to Task

The United States Navy Department has issued through Secretary Daniels's office a statement of approximately 1,000 words taking the New York Sun to task for having printed a story about the forthcoming sale of tobacco at the New York Navy Yard. The article is described as "one of the most amusing prelection hysterical outbursts." The statement says men in the navy do not use plug now but prefer more refined tobacco. It says Secretary Daniels may well be proud of his record as an economic administrator of junk, and it winds up with a poetic quotation: "A little learning is a dangerous thing."

### Iowa Editors to Meet in February

The Iowa Press Association will try to get Henry Watterson or Joseph Medill Patterson to address their convention, to be held in Des Moines, February 8, 9, and 10, 1917. Last year Arthur Brisbane spoke to the Iowans.



*Sent*  
on  
*Request*

ON OCTOBER 3, 1916, Gimbel Brothers were notified that their advertising could no longer be accepted by The New York Tribune—an incident that marks the latest development in this paper's finish-fight for truth in advertising.

Because Gimbels' annual advertising expenditure is large should have no influence on the truthfulness of their copy. Nor does the fact that their contract was one of the largest carried by The Tribune have any influence with this newspaper. We **have** a responsibility to our readers.

Mr. Samuel Hopkins Adams gave the facts in a powerful article published in The Sunday Tribune of October 22nd—one of the best he has ever written—one that will help advertisers realize just how resolutely The Tribune is living up to its motto.

A request on your letterhead brings you a copy in reprint form. The edition is limited. **Address Tribune Advertising Department.**

**New York Tribune**

*First to Last—the Truth: News—Editorials—Advertisements*

## EVENING MAIL'S NEW HOME MODEL OF NEWSPAPER EFFICIENCY ENGINEERING

Moving Day for New York Daily Made a Joy-Ride Through Wise Planning on Part of Business Manager George H. Larke—Details of Layout of New Plant, in Which Time-Saving Has Been the First Consideration.

SATURDAY was moving day for the New York Evening Mail, now commodiously housed in a twelve-story building, centrally located, at 25 City Hall Place. For many of the employees it was simply a joy ride—for the older workers it meant reflection, with some sadness and regret at leaving the old corner, 203 Broadway, where the paper had its home for twenty-six years of useful public service. But for George H. Larke, business manager, who had labored nights and Sundays, holidays and Saturday afternoons, for over thirty days to have the new equipment in service at the time appointed, it meant a great task accomplished.

Mr. Larke was about all in, but serenely happy when seen by a representative of THE EDITOR AND PUBLISHER.

Mr. Larke's programme was so successfully carried through that, when the Evening Mail folks went to the new building, the pressmen found new presses, the stereotypers found a new plant, the printers found a new battery of linotypes and all new steel furniture, and all the other departments discovered that their desks were all marked; their bundles of personal belongings lying on top, and they had nothing to do but start in on Monday morning with everything at hand to contribute to efficient work.

Discussing the efficient arrangement of plant and mechanical equipment, Mr. Larke said:

### HOW PLANT WAS LAID OUT.

"The building finally selected was taken after about thirty (30) other buildings in congested downtown New York were considered and laid out for the New York Evening Mail plant. It was among the first considered, then was temporarily set aside because the floor space on certain floors was not quite enough to make an ideal plant, and because certain structural obstacles interfered seriously with the engineering problems involved. These latter problems have been very serious, particularly because they were largely aggravated by the drastic Labor law and Fire Department law requirements in New York city. There was not time to erect a new building. An existing building must be had. In consequence, we turned back to the present building as a sort of last resort.

"It is necessary to bear in mind what I have just said to fairly judge the layout of the new plant. Many ideals had to be sacrificed, either for lack of space, or because some labor law or Fire Department regulation forbade it.

"On a modern evening newspaper, and particularly in New York, where the paper is sold to the reader in a different manner than anywhere else in this country, as a whole, time is everything. If the Evening Mail reader, on his way up-town, goes to his subway station and does not find the Wall Street edition of the Mail on sale and does find another particularly competitive paper with a Wall Street edition on sale, he buys the competitive paper. In other cities, circulation for the most part is delivered by carrier either at the reader's business place or at his home. If the paper is a few minutes late that paper still has its readers. The New York evening papers have no carrier

delivery as it is known in other cities. The union carriers simply deliver to the



NEW YORK MAIL'S NEW HOME.

newsstands and the reader buys his paper from the newsstands.

"In laying out our new plant we have, therefore, had to save every possible unnecessary step or movement. We have centred the point of destination from the point of departure in every available and possible respect. The copy-reading desk is directly over the copy-cutting desk in the composing room. It requires far less time to shoot the copy down one flight than to carry it five feet. The copy-cutting desk and the dump are centred with respect to the battery of news linotypes. The head-letter machine is immediately next to the dump and copy-cutter. In this way, half of the time required in the old plant for the linotype operator to dump his product and get new copy is saved.

"The set matter is dumped from one side of the dump and the galley is taken off by the proof boy from the other side of the dump and laid on the proof presses, on the two presses which are immediately contiguous to the dump. The proofs pulled, the proved galleys are laid without taking a step on the correcting bank, and the proofs are sent by conveyor to the proof room, which is about ten feet distant. The read proofs are sent back to the copy-cutter, about twenty feet distant from the proof room by conveyor. After the matter is corrected the galleys are laid on the assembling tables on the make-up alley, which is located immediately next to the correcting bank.

### TIME-SAVING THE FIRST OBJECT.

"The forms are made up on trucks to save time of sliding them on tables, and also to save time of walking around the tables in order to justify. The truck can be pulled out of line for the latter purpose more quickly than a man can walk around a make-up table, and also there is less danger of a 'pi' in sliding the form. The starter pages leave the make-up alley about six feet from the mat rollers. Both of these moulding machines are combination machines. Both can be used for either wet or dry mats. The six steam tables

are all pneumatic, with individual generators. They are also connected up with a large high-pressure boiler in the basement.

"After the mat is dried, it is dropped down a gravity chute which carries it down and across the floor to the mat shears and scorcher to the stereotype foundry on the floor below.

"The make-up alley is directly in the centre of the floor, flanked on one end by the news battery of linotypes, on one side by the ad battery of linotypes, on the other end by the ad alley and on the other side by the steam tables. There is the same saving of time in the moving of matter from the ad alley to the make-up, or from ad machines to the ad alley, as has been pointed out exists on news matter.

"On the floor below is the stereotype foundry. Here one mat chute from the composing-room above lands directly at the mat shears and mat scorcher, almost directly next to the casting apparatus, which feeds the Hoe finishing machine, and the finishing machine lands directly at two plate drops, which lands, in turn, in front of the two starter presses.

"Another mat chute from the composing-room lands at the mat shears and mat roaster adjoining the auto plate. The auto shaver spans the space between the auto plate and the two additional plate drops to the press-room below.

"It would have been much more desirable if we could have located our flat stereotype plate-casting and finishing machinery on the composing-room floor, adjacent to the ad alley. But, as

it is, this job work starts on one side of the foundry-room and finishes at a small elevator which carries it to the ad alley above.

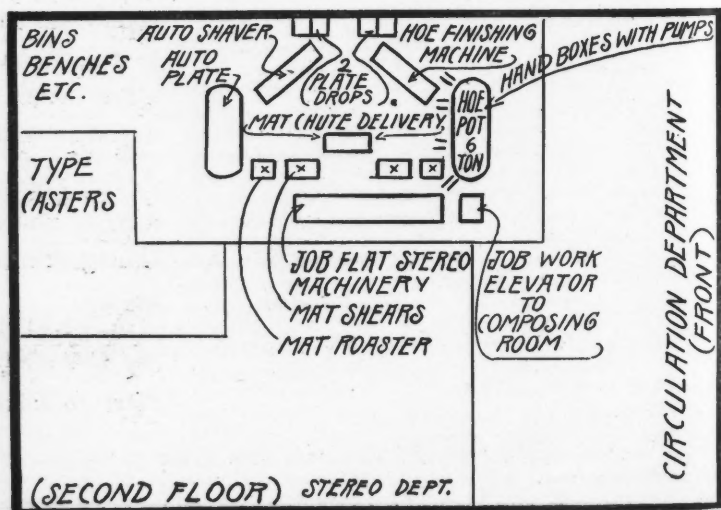
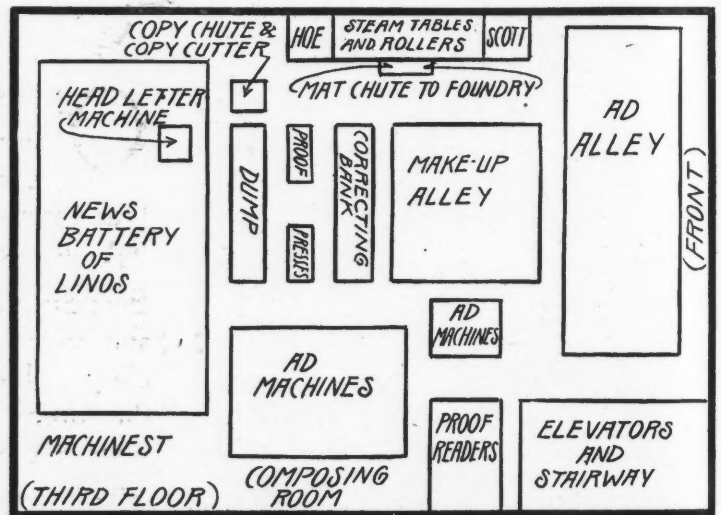
"We were also limited for space to accommodate the three type- and slug-casting machines, and were obliged to locate them on the stereotype-room floor. The product of these machines will be conveyed to the composing-room by the small elevator referred to above.

### PRESS-ROOM PLANS.

"On the press-room floor, which is at the street level, because there was not sufficient ceiling height in the basement between the pontoon grill foundations of the building and the building steel, the five high-speed sextuple presses are laid out in a line, with the delivery side of each press, facing the delivery and mail-rooms, front of the building. The product of each press is taken by a dispatch conveyor, conveyed through the floor along the basement ceiling to the front of the building, and then brought up and delivered on delivery tables in the delivery-room. Here the printed papers are served to the carriers and to the mail-room from each side of these conveyor delivery tables, which deliver the papers in counts of fifty each.

"The roll-print supply will be taken off trucks at the curb onto a sidewalk elevator landing at the same height as the truck bed. The paper will never be 'ended up' until after it has left the printing presses. The rolls will be handled on their sides throughout, in order to avoid damage and white and printed waste, and also to avoid breaks on the

(Continued on page 16)



*The* **HIGH QUALITY**  
*of the* **CIRCULATION** *of the*  
**New York American**  
AN AMERICAN PAPER FOR THE AMERICAN PEOPLE

**T**HE AMERICAN naturally takes pride in the fact that its average daily circulation is the greatest circulation ever obtained by any morning and Sunday paper in the City of New York.

But The AMERICAN'S pride is not due simply to the enormous number of copies sold daily.

It is not the *QUANTITY* of its circulation which is the most gratifying feature.

It is the *QUALITY*.

The AMERICAN is bought and read by the intelligent, progressive element of the community.

The AMERICAN'S readers, as is proved by figures, number nearly one-half of all the registered voters in Greater New York.

The kind of citizens that read The AMERICAN are the men and women who think—substantial business men, clerks, skilled mechanics, professional men and other useful, intelligent, producing and buying classes—the backbone and sinew of our social and business life.

*Advertisements in The New York AMERICAN are read by good people and appear in good company.*

*The exclusion of objectionable advertising represents a total of not less than \$2,000 a week, or in excess of \$100,000 a year.*

Week-day Net Paid Circulation Exceeds 350,000

Sunday Net Paid Circulation Exceeds 700,000

Member Audit Bureau of Circulations

# THE JOURNALIST

Devoted to Newspapers, Authors, Artists, Publishers and Advertisers

Vol. XIV. No. 7. New York, Oct. 31, 1916.  
Price Ten Cents.

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

The cutting of two Associated Press wires by a Western Union company because a little trifle of \$40,000 rental was not paid; the resignation of William Henry Smith, manager of the Associated Press; the rumor that another paper would follow the Sun and the Tribune out of the combination, and the organization of the new National Associated Press, with Charles A. Dana as president and W. N. Laffan as vice-president and business manager, furnished the most interesting news that had passed along Park Row in many a day.

The rumored withdrawal from the Associated Press of the Sun and the Tribune was the all-absorbing topic of the week. The journalistic world agreed that the future of the Associated Press depended largely upon James Gordon Bennett and Joseph Pulitzer. Its complete reorganization was regarded as inevitable.

The two candidates for Governor of New York State were men with journalistic connections. J. Sloat Fassett, defeated Republican candidate, was the owner of an Elmira newspaper, while Roswell P. Flower, successful Democratic candidate, was an honorary member of the New York Press Club.

The Brooklyn Daily Eagle was celebrating its fiftieth anniversary.

Much editorial comment concerning a railroad accident that deprived the Chicago Inter-Ocean of three men of its local staff appeared in newspapers throughout the United States. The victims, Leonard Dane Washburne, Fred W. Henry, and Frank A. McAferty, were covering an assignment when the disaster occurred as a result of a misplaced switch.

Col. Elliott F. Shepard, of the Mail and Express, was considered the most likely candidate for the presidency of the Press Club.

The Herald, World, Sun, and the Recorder were doing extensive advertising on the elevated railways.

John T. McKechnie, of the World, became the assistant editor of the Recorder.

Col. L. L. Morgan, of the New Haven Register, and the secretary of the American Newspaper Association assumed temporarily the management of the New York office.

M. McGerrigan, of the Philadelphia Item, severed his connection with that paper to become a member of the Ledger's reportorial staff.

Walter H. Barnes resigned from the Boston Post and joined the night desk force of the Journal.

Joseph Humphreys, on the staff of the Boston Globe in various capacities for more than twelve years, closed his connection with that paper.

Mr. Bentley, of New York, and J. Armstrong joined the reportorial staff of the Globe-Democrat.

## SULLIVAN SUCCEEDS PATMAN

Promoted to Be Secretary of Association of National Advertisers.

John Sullivan, who has been assistant secretary of the Association of National Advertisers since June, 1915, has been elected secretary, succeeding C. W. Patman, who has resigned. Mr. Patman has become secretary of the National Committee of the Associated Advertising Clubs of the World.

Mr. Sullivan is well-known in the advertising field, having had wide experience as an advertising manager. Prior to becoming connected with the Association he was a special publishers' representative for a number of well-known Canadian newspapers. Before coming to New York he was advertising manager of the Montreal Daily Witness, Weekly Witness, Canadian Pictorial, and other papers. Mr. Sullivan has been prominently identified in the advertising field in New York for nearly four years, and enjoys a large acquaintance among advertising men, advertisers, and publishers.

## PAPER FREIGHT RATE HEARING

Brief Filed with Interstate Commerce Commission Asks for Readjustment.

In the brief filed with the Interstate Commerce Commission by Ernest S. Ballard, for the carriers in the Central Freight Association, and by C. C. Wright for those of Wisconsin, regarding rates on news print from Wisconsin to Central Freight Association points, as compared with rates from Michigan to the same points of destination, the matter of charges on this classification is discussed.

The case is partially a rehearing of that brought by the Michigan Traffic Association against the carriers, decided by the Commission last February, when the Commission held that the spread between the rates from Michigan mills and those of Wisconsin should be at least 1½ cents per hundred greater than at present charged, but were unable to say what further changes should be made.

Up to June no tariff had been filed with the Commission making any readjustment of rates between mills in Wisconsin to Central Freight Association territory. In view of this, the Commission granted a hearing at Chicago to those interested. The subject is considered of supreme interest as far as these mills are concerned.

## MILL WILLING TO CO-OPERATE

Paper Company with Plenty of Wood is Ready to Enlarge.

An officer of a large paper company, who will not permit the public use of his name or that of his company at the present time, says that he is prepared at any time to enter into negotiations for an enlarged news print output. He states:

"If publishers are willing to assist in financing a plant, as indicated by Mr. McIntyre, the paper expert of the American Newspaper Publishers' Association, we are prepared to act. We have sufficient wood to assure a supply beyond the life of any man who will sign a contract with us. We are so located that we can transport our logs entirely by water. We are not advertising for assistance, which is the reason we do not want our name used.

"If the publishers want a mill that will turn out 250, 500, or 1,000 tons a day, we stand prepared to give it to them and at a price that will be fair."

## EVENING MAIL'S

### NEW HOME

(Continued from page 14)

presses. Arriving in the basement, the paper roll will be rolled off the elevator onto a paper scale immediately adjoining. From this point it will be picked up by an electric hoist and trolley and carried into the main part of the basement for storage, or to be conveyed to the paper lift, which runs from the basement to the first floor. Here it will be picked up again by an electric hoist and trolley and delivered to the press requiring it.

"The editorial floor has been laid out by Mr. Stockbridge, the managing editor. Your diagram will show its efficiency. Mr. Stockbridge has designed this room to give the maximum amount of daylight and air for his organization, as well as speed in producing and handling the news copy. A short-cut stairway from the copy desk leads directly from the editorial-room into the composing-room."

The cartoonists and the Evening Mail Syndicate will be accommodated on the sixth floor.

#### IN THE NEW HOME.

When the first copies of the first editions came off the presses on Monday morning, a shout went up in every department; the papers were perfectly printed. There was not a single hot bearing on any piece of machinery. This was liberal compensation for the work, worry, and trouble which had

come as a natural part of the problem of moving. The old building had been remodelled, the new plant installed, and the first edition run off in thirty-one working days from the time possession of the building was acquired.

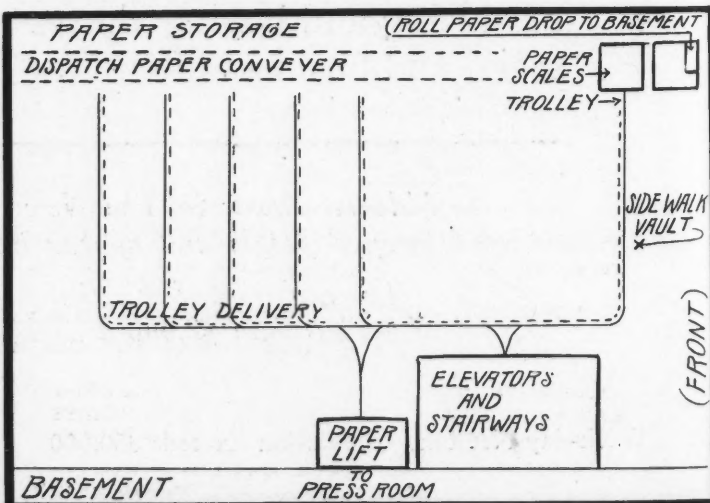
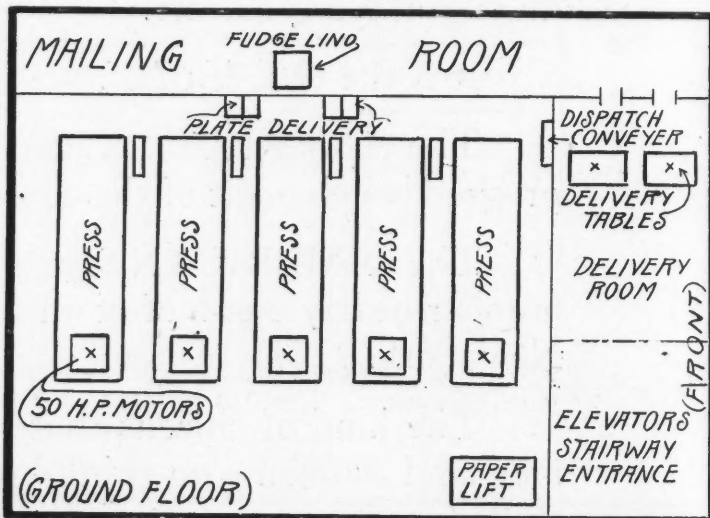
The improvements to the paper itself will not cease at good printing. The paper adopted, on its first day in its new home, a body type of 6-point on a 7-point slug. This is easier to read than solid 7-point, and because of the white paper situation it was not considered wise to go to leaded 7-point or brevier.

In a short time—as soon as the composing-room gets its breath—the paper will have a new set of heads. These have already been selected and ordered.

It was gratifying to the management of the Evening Mail to realize, as a result of the many notes and messages of congratulation, that the paper has a warm place in the hearts of New Yorkers.

## Hungarian Editors Dine

The establishment of a Hungarian-American Chamber of Commerce was the main topic of discussion at a dinner held at the Hotel McAlpin last week by thirty-seven editors of Hungarian newspapers published in the United States. Emil Kiss, a New York banker, was the host. He stated that the proposition held nothing of a political nature, and was solely a business idea, looking to the future. The editors were holding their annual convention at the McAlpin, and Mr. Kiss took the opportunity to dine them and make his suggestion.





# What Every Advertising Agent Wants to Know about The Third Largest Market in the United States

PHILADELPHIA is acknowledged the greatest of home-building and home owning cities in America and is truly the "city of homes." There are (as reported by the City Statistician) 435,947 properties in Philadelphia, including 365,461 separate dwellings. Philadelphia has more than 55,000 separate business organizations of which 15,000 are manufacturing plants.

During September, 1916, an average of 405,980 copies of The Bulletin were sold daily.

These were distributed:

In the city of Philadelphia and Camden.....	303,011
In the suburban district within forty miles of Philadelphia.....	66,980
Outside of suburban district.....	36,039
	405,980

Among the towns included in this *suburban district* within forty miles of Philadelphia are:

Berdtown, N. J.	Glassboro, N. J.	Mt. Holly, N. J.	Vineland, N. J.
Fristol, Pa.	Hammonton, N. J.	Norristown, Pa.	Wayne, Pa.
Burlington, N. J.	Jenkintown, Pa.	Phoenixville, Pa.	West Chester, Pa.
Chester, Pa.	Lansdale, Pa.	Pottstown, Pa.	Wilmington, Del.
Conshohocken, Pa.	Lansdowne, Pa.	Quakertown, Pa.	Woodbury, N. J.
Downingtown, Pa.	Media, Pa.	Trenton, N. J.	

Among the towns in *country district* are:

Allentown, Pa.	Columbia, Pa.	Lancaster, Pa.	Salisbury, Md.
Atlantic City, N. J.	Dover, Del.	Pottsville, Pa.	York, Pa.
Bethlehem, Pa.	Harrisburg, Pa.	Reading, Pa.	

Of the BULLETIN'S entire circulation, less than 6,000 copies are sold beyond one hundred miles from Philadelphia.

*Philadelphia Bulletin* readers buy each day an average of more than •

\$690,000 Worth of Foods	12,000 Men's Collars
\$32,000 Worth of Men's Clothing	8,000 Men's Shirts
\$30,000 Worth of Women's Apparel	6,000 Pounds of Cocoa
\$24,000 Worth of Cottons	6,000 Men's Neckties
\$20,000 Worth of Silks	4,000 Pairs of Corsets
\$20,000 Worth of Furniture	4,000 Pairs of Gloves
\$13,000 Worth of Paints	4,000 Pounds of Tea
\$6,000 Worth of Millinery	4,000 Hats and Caps
40,000 Pairs of Hosiery	2,400 Barrels of Flour
37,000 Pounds of Coffee	700 Automobile Tires
20,000 Sets of Underwear	42 New Pianos
12,000 Pairs of Shoes	32 New Automobiles

On request we will secure an analysis of trade conditions and selling possibilities for any particular business.

Advertising Agents should always remember that they can at *one cost* reach the greatest number of possible consumers of the product of any national advertiser by concentrating in the *one newspaper* which is read daily by most Philadelphians—THE BULLETIN.

The net paid daily average circulation of The Bulletin is the largest in Pennsylvania, and one of the ten largest in the United States

New York Office  
DAN A. CARROLL  
Tribune Building

Chicago Office  
J. E. VERREE  
Steger Building

WILLIAM L. McLEAN  
Publisher

Philadelphia, October 23, 1916.

## Why The Bulletin Pleases Nearly Everybody in and Around Philadelphia

The Bulletin is published in the daytime—most of the news of the World happens during the daylight hours, and through The Bulletin's complete and highly organized system of news-gathering and distribution, Bulletin readers secure last minute reports first.

The interests of the reader are paramount. The Bulletin is never too crowded to present all the news of the day as accurately, fully and clearly as it can be given.

Extra pages are added to meet the news demands from day to day and to provide for the regular and complete presentation of World happenings, as well as the many popular special features and articles which can be read only in The Bulletin.

The name of The Bulletin is a household word in most of the homes in the Philadelphia metropolitan districts, including the adjacent counties of Pennsylvania, Delaware and Maryland, and central and southern New Jersey.

When you buy advertising space in The Bulletin, you deal in known quantity and quality and enjoy the benefit of known rates that are absolutely not deviated from.

# THE EVENING MAIL "At Home" After Oc



## A Supreme Tribute

**J**UST as The Evening Mail has made its greatest gains in advertising during the past year, so the Mergenthaler Linotype Company has closed the most successful year in its history. 2398 Linotypes were sold during the fiscal year ending September 30th.

This remarkable endorsement of the Linotype on the part of newspaper publishers is a concrete expression of confidence in the Mergenthaler Linotype Company, its *methods* and its *policies*.

And it proves conclusively that the Linotype is

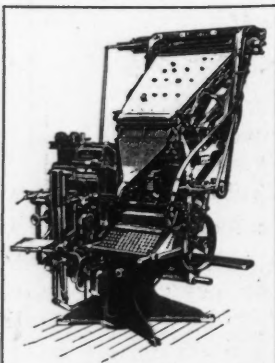
*The World's Greatest and Best Composing Machine*

We have a Linotype for Every Office at a Price and upon Terms Within Reach of Every Printer

### Mergenthaler Linotype Co.

Tribune Bldg., New York

Chicago: 1100 South Wabash Avenue  
San Francisco: 646 Sacramento Street  
New Orleans: 549 Baronne Street  
Toronto: Canadian Linotype, Limited



MODEL 18 LINO TYPE  
Two Magazine Model 5  
Price \$2600

*New York's Fastest Growing Newspaper, Which*  
*Led All Other New York Evening Newspapers*  
*Where Its Press Capacity Will Be 350,000*  
*Which Is New, Will Be Able To Take*

The Evening Mail has outgrown its old building. During the past year and a half its expansion has been absolutely necessary for it to seek larger quarters.

The problem has been solved by the new building.

When it is considered that in the last year it has printed 421,948 lines of advertising, newspaper orders and for the new equipment which the Evening Mail

### THE NEW BUILDING

The building is 12 stories, six of which will be used exclusively for the production of the paper. The structure has been entirely remodeled for the purpose of putting into it every modern device which goes to make up a complete newspaper plant.

### THE NEW MECHANICAL EQUIPMENT

**Presses**—Two new Hoe sextuples of the X pattern. Each can turn out 36,000 twenty-four page papers an hour. Supplemented by three sextuple presses previously in the service and rebuilt, the new plant is capable under ordinary conditions of printing 350,000 twenty-four page papers in each day.

**Composing Room**—Nineteen new Mergenthaler linotype machines. Fifteen of these are the Mergenthaler's latest model, No. 18, which were first exhibited last April at the A. N. P. A. meeting. Two other machines are of the four magazine type and two others of the two magazine-type. This battery will be augmented with seven of the modern machines from the old plant.

**A plant that will help The Evening Mail**  
**growing newspaper**

# October 30, At 25 CITY HALL PLACE

*The Four Months From June 1 To October 31 Advertising Gains, Goes To Larger Quarters And Its Mechanical Equipment, All Of Of The Rapidly Increasing Business.*

building at 203 Broadway.

ulation and advertising growth made it quarters.

happy selection of its new building.

months the Evening Mail has gained ers and makers will understand the need Mail deemed necessary to install.

A complete new equipment of steel furniture makes the composing room not only 100% efficient, but absolutely fireproof.

**Stereotyping Plant**—A new triplicate system of stereotyping has been installed. This department now has the dry mat process; the autoplate and the hand casting machines. This makes it possible for The Evening Mail to get quicker stereotyping results than any other New York paper.

**Circulation Department**—The latest ideas in the quick handling of a newspaper's circulation have been embodied into the layout of this department.

**Editorial Rooms**—The most efficient layout in New York; with all departments of the paper which contribute to its columns on the same floor, and so arranged that there is no loss of time.

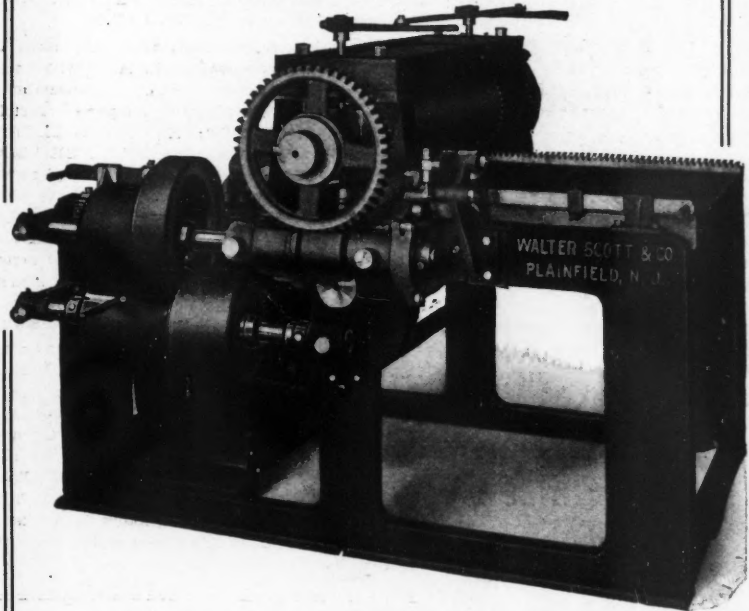
**Business Department**—The business executive and the advertising department are both on the same floor, and this insures efficiency and saving of time. 75% of the furniture is new.

to **CONTINUE TO BE "The fastest in New York"**

## THE SCOTT

Heavy Duty Two-Speed Matrix Rolling Machine,  
For Wet or Dry Mats

**IF YOU WANT THE BEST, BUY IT.  
THE EVENING MAIL DID.**



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used exclusively in stereotype and linotype departments of the Evening Mail.

We manufacture "full automatic push-button control equipments" for all types of presses and electrical equipment for all apparatus used in newspaper plants.

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New York

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Chicago

# THE EDITOR & PUBLISHER

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

New York, November 4, 1916.

"Our need is the greater fact that the greatest demand of America and of the world is for men trained in principles of integrity, educated in mind and heart, skilled to work with their fingers and their eyes and their brains; men that can not only support themselves and make a home for the little family; men to be worthy citizens, whose first love is God and their country, their homes, and the flag of their nation; men not dependent upon others for support—self-supporting, self-reliant, self-respecting men; men who have got the inspiration that is much more than making a living; men who are intensively and extensively concerned to see that every other young fellow, so far as their influence and ability extend, shall have such an opportunity to win a worthy manhood as they have had themselves."—John Wanamaker.

YOU can't persuade a man to keep on buying more and more of a thing if he has found it unsatisfactory and unprofitable. Most newspaper advertisers do keep on buying more and more space.

WHEN the editor of a country newspaper writes an editorial about his own task in life he always indulges in self-pity—even though he sometimes veils it with humor or satire. Yet the prosperous country editor would not trade jobs with the local bank president.

A. GORDON McINTIRE, the new paper agent of the A. N. P. A., faces as heavy a task as has been placed upon the head and hand of any man in years. He will have the fullest backing of the publishers—and, it is hoped, of the manufacturers. Power, and more power, to him!

DON C. SEITZ says that the late Foster Coates invented the large type headlines now so commonly used in featuring news. There has been a general impression that Arthur Brisbane pioneered the idea. At any rate, when the Maine was sunk, he found three letters large enough to fill about a quarter of a page of the Evening Journal. These letters were W, A, and R.

LAFAYETTE YOUNG, JR., says that, recently, two advertisers in his newspaper, the Des Moines (Ia.) Capital, requested the suppression of news which they considered unfavorable to themselves. The requests were refused—and both advertisers have stopped advertising in Mr. Young's newspaper. He reminds the public that if the Capital had submitted to the dictation of these advertisers it would be neither a good newspaper nor a good advertising medium.

## INCREASED PRODUCTION IMPERATIVE

MANY economic factors, of a refractory kind, are involved in creating a news print manufacturing plant. These have been clearly outlined in this newspaper lately by those men in that industry entitled to speak with greatest authority. They are thus familiar to publishers, as are the essential causes for the advancing manufacturing costs of the product.

The manufacturers, or most of them, realize that nothing else is quite so essential, for the present and future of their industry, as to conserve the interests of THOSE WHO BUY AND CONSUME THEIR PRODUCT. To force the suspension of a newspaper, through greed of immediate gain, is to strike a blow at THE MARKET UPON WHICH THE MANUFACTURER MUST RELY. To force upon publishers such curtailment in the consumption of news print as will mean for them arrested development, and the sacrifice of initiative, is to turn back the wheels of news paper progress and to nullify for the newspapers years of constructive work.

Under present conditions publishers realize that they must pay a reasonable advance in price for their news print, and that they must practice all economies possible short of material deterioration in their output, and that they must increase their revenues through raising advertising and subscription rates. BUT, WHEN THEY SHALL HAVE DONE THESE THINGS, THEY WANT ASSURANCE THAT THEY SHALL BE ABLE TO SECURE A NORMAL SUPPLY OF WHITE PAPER.

And they realize that, after they shall have met the manufacturers half way, through conservation, through meeting and paying big advances in prices, it may still be within the range of possibilities that the "shortage" will continue, and that an adequate supply for restricted needs shall not be available. IF THE MANUFACTURERS HAVE ALREADY TURNED OVER A GREAT MANY OF THEIR MACHINES TO THE MAKING OF OTHER GRADES OF PAPER, thus restricting the output of news print at a period when an increased output was imperative, WHAT IS TO PREVENT THESE MANUFACTURERS FROM TURNING OVER STILL MORE AND MORE OF THEIR MACHINES TO THE MORE PROFITABLE GRADES? And, if this policy is to be followed, of what avail shall be the restricted consumption, brought about by sacrificing publishing profits? The shortage of production could thus be made a permanent condition, wholly under the control and subject to the temporary interests and profits of the manufacturers.

If the manufacturers are as anxious as we assume them to be to conserve the interests of their patrons, the publishers, they should consider the problem of increased production to be the vital one, and should show quite as much progress in that direction as the publishers are showing in effecting reduced consumption. It is to be assumed that the demand for kraft papers, at inflated prices, has not yet been satisfied, else we should see a greater production of news print. HAS THERE BEEN ANY DEMAND MADE UPON THE CONSUMERS OF KRAFT PAPERS THAT THEY SHOULD CURTAIL CONSUMPTION? Or has this demand been made on publishers alone? The news print manufacturers want cooperation from publishers. Are they giving it, in return, in full measure?

## CO-OPERATIVE BUYING FOR PUBLISHERS

FOLLOWING the valuable suggestion made by Mr. Steele, in his recent notable interview for this newspaper, the Pennsylvania publishers have taken a step toward a solution of the news print problem which should be adopted by all organized groups of publishers throughout the country. They have appointed a purchasing agent for news print, and have already arranged to finance the purchase of fifteen thousand tons. Such an order, with sizes and grades standardized, and the problem of routing and timing shipments worked out, should secure to this group of publishers the advantages—such as they are, under present conditions—possessed by the larger newspapers.

The plan should enable these publishers to do business direct with the mills, thus eliminating the jobber and speculator. The mill men themselves urge such cooperative buying as a means to this very end, and it should succeed. By this plan an association of publishers will secure news print at a price as low as a jobber, buying in like quantities, could secure—and the speculator will have no part in the transaction.

Indications are that other associations of editors and publishers will quickly fall in line. The Inland Daily Press Association has already taken preliminary steps in that direction. The plan should appeal as a sensible one to every consumer of news print and should lead to larger memberships in State and other associations.

## TAKING HIGH-COST HURDLES

THE newspaper business has not received any killing blow through advancing costs of news print and of other items of overhead expenses. It is true that they have been hit, and hit hard; and some of them have been momentarily dazed.

But there has not yet been an important suspension of publication. There ought not to be, even though conditions may continue to be serious. Publishers have not only realized that waste of every kind must be eliminated, but have found that such elimination leads to unanticipated readjustments. They are condensing—they are cutting away non-essentials. They are making better newspapers, AND ARE SECURING AND PRINTING MORE ADVERTISING. They are hustling for business—speeding up revenues—going ahead with an energy and impetus so strong that high-cost hurdles will offer less and less difficulty.

UP to a few months ago all newspaper charges for subscriptions and for advertising were fixed upon a cost for news print of about 2 cents per pound. Publishers contend that these charges cannot be suddenly advanced to the reader and advertiser. Yet the charges to the publisher for news print were suddenly advanced. The advertiser, in a majority of instances, has advanced the prices to the consumer of the commodities which he sells. Why should he refuse to pay more for his advertising?

## ADVERTISING, AS A COMMODITY, COSTS MORE TO PRODUCE—CONSUMERS MUST PAY MORE FOR IT

THAT advertisers cannot, and will not carry their share of the load of increased expense involved in publishing newspapers, seems to be the view of many publishers. That it is not a sound view is demonstrated by all publishers who have announced or put into effect, higher rates.

Manufacturers or jobbers who sell to merchants other commodities do not take the view that the merchants will not handle the goods if prices have advanced. Practically all commodities have advanced in price—yet the stores are doing more business right now than at any like period in years.

Merchants are confronted every day with rising commodity costs. They know that, in most instances, economic conditions have forced these higher selling prices. They are compelled to readjust retail prices to permit of reasonable and usual dealer profits—and they do this. The public pays—but the public has more ability to pay than in lean times. There is always a higher "tax" upon a full purse than upon an empty one.

These same merchants, accustomed to paying legitimate advances in the prices of commodities, quickly understand that the same necessity faces them in buying advertising. The difference to them lies in this—that they buy advertising AS CONSUMERS, not as dealers. They buy this commodity because they know that without it they cannot hold their places in the business race as dealers. It is a necessity to them. If they decide to curtail their consumption of advertising, they penalize no one else so heavily as they penalize themselves. To stop buying advertising because the price of it, as a commodity, had advanced, would be a business policy on a par with closing their stores on what are customarily their dull days, in order to save the expense of lighting, clerk hire, and service.

Advertisers should not carry ALL of the increased cost of publishing; but they should carry a large part of it. IT IS TO THEIR INTEREST THAT NEWSPAPERS SHOULD NOT DETERIORATE—that they should be able, as business enterprises, to earn reasonable profits. Next to the owners of newspapers, advertisers are most vitally concerned in the soundness of policies to be followed by publishers. AND AS ADVERTISING WILL NOW COST MORE TO PRODUCE AND DELIVER AS A COMMODITY, ADVERTISERS WILL NOT SERIOUSLY OBJECT TO PAYING MORE FOR IT.

MISS BINA WEST, the wonderful woman who is at the head of the Lady Maccabees, recently advised fraternal societies to advertise in the newspapers. Now Miss West is advertising her own society in the newspapers in large display space. Her example is all that is needed to stimulate other fraternal societies to a course so obviously advisable for all of these organizations.

"INFORMATIVE and not publicity advertising is the kind to use," according to a successful merchant, E. R. Mcon, who recently addressed the Ad Club at Decatur, Ill. The message of the advertiser should have a definite character and purpose. Much of the so-called "National advertising" used in the magazines is vague and purposeless. It ignores the road to market.

## PERSONALS

If a man does not make new acquaintances, as he advances through life, he will soon find himself left alone. A man, sir, should keep his friendship in a constant repair.—[Johnson.]

**NEW YORK.**—Alfred Zimmerman, the New York World, will discuss "The Value of Newspaper Advertising to Local Merchants," on the occasion of the annual banquet of the Business Men's Association of Plainfield, N. J., November 6.

Joyce Kilmer, of the editorial staff of the New York Times, lectured in Philadelphia on Thursday for the benefit of the Jeanne d'Arc fund for wounded French soldiers and their families. He spoke on contemporary foreign poets and their attitude toward peace and war.

Oswald Garrison Villard, editor of the New York Evening Post, has been touring the State, investigating and analyzing political conditions.

Roy Howard, of the United Press Associations, who has been touring South America and Europe for several months, returns to-day on the Finland. He was accompanied by Mrs. Howard.

W. W. Harris, who went to London a month ago to take up his duties as European correspondent of the International News Service, returned to New York this week.

**OTHER CITIES.**—A. P. Cook, who has been with the Associated Press as assistant correspondent at Dallas, Tex., for the last year, has resigned.

Karl K. Bettis, former sporting editor of the Dallas (Tex.) Morning News, and later telegraph editor of the Fort Worth Star-Telegram, is now telegraph editor of the Galveston News.

Gov. Harris, of Georgia, has appointed St. Elmo Massengale, the well-known Atlanta, Ga., advertising man, who is president of the Massengale Advertising Agency, to fill the vacancy on the Western & Atlantic Railway Commission made by the recent death of Judson L. Hand.

Paul Bliss, of the reportorial staff of the Minneapolis (Minn.) Daily News, was one of the speakers at a dinner given by the North Side Commercial Club, of Minneapolis. Mr. Bliss explained the pleasures and difficulties incident to being on the firing line of the front page of a daily newspaper.

Griffith Bonner, of the city and sporting department of the Pittsfield (Mass.) Daily News, has returned home after serving with Co. F., Second Massachusetts Infantry, of Pittsfield, on the Mexican border. Young Bonner is a son of Mr. and Mrs. Robert E. Bonner, and a grandson of the late Robert Bonner, of the New York Ledger. This fall he will report the leading football games in the East for a number of papers.

Frederick E. Tarman, since 1910 on the staff of the Oklahoma City Daily Oklahoman has been transferred to the afternoon edition, published as the Oklahoma Times. He will handle the telegraph, make-up, and State news.

Clarence P. Beers, city editor of the Bridgeport (Ct.) Sunday Post, since its establishment in 1911, has been made managing editor, and Earl C. Donegan, formerly sporting editor, has been made city editor.

Charles E. Ogden, of the editorial staff of the Rochester Times, lectured at the University of Rochester on November 1, on "The Newspaper." The second

lecture of the series will be on "Covering the Local," by Bartley T. Brown, city editor of the Post-Express.

Harry Slep, founder, editor and publisher of the Altoona (Pa.) Mirror, has recently celebrated his eightieth birthday. He is still in active control of his paper, which he founded forty-two years ago.

Alexander Robinson, editor of the St. John's (N. F.) Daily News, has been appointed Postmaster-General of Newfoundland.

Arthur Oliver, a veteran newspaper man of Newark, has been managing the local headquarters of the New Jersey Republican State Committee.

**BOSTON.**—Joseph D. Hurley, district editor of the Post, and Sands C. Chipman, of the same paper, made a trip through central and western Massachusetts on a "straw ballot" for their paper. The result of the ballot, as printed in last Sunday's Post, showed that Wilson was the favorite of those interviewed.

Thomas Barker, head of the Post art department, accompanied by three friends, narrowly escaped death recently when an automobile he was driving plunged down a fifteen-foot embankment and collided with a tree. The auto was the property of Robert Norton, political editor of the Post. It was badly smashed, but the occupants escaped with minor bruises.

Worden Wood, a marine artist who is employed frequently by Boston newspapers, has returned from the border. He was a member of the Mounted Scouts of the "Dandy Fifth."

Fred Peters, who has just returned from the border, where he was a sergeant-major in the Fifth Massachusetts Infantry, has resumed his duties as labor editor of the Journal.

Clifton Loring, after a long illness, has returned to his work as city-hall reporter for the American. Mr. Loring says that he feels like a new man.

Thomas Grenall, of the Record, is one of the men largely responsible for the "Round Table" luncheon that is now a weekly feature at the Press Club.

Carl Wilmore is following the Mansfield (Dem.) campaign for the Post, and Roy Atkinson is touring with Gov. Samuel McCall (Rep.), who is seeking reelection.

**PHILADELPHIA.**—Samuel W. Meek, general manager of the Press, has returned from a brief business trip to Washington.

Ray Ziegler, formerly kennel editor and later auto expert of the Public Ledger, has taken a position with an automobile company in Buffalo. Franklin T. McCracken, who covered sparring matches, is the new kennel editor.

Maurice R. O'Connell, who formerly conducted a humorous column, "Charivari," in the Public Ledger, and then went over to the Inquirer, is again with the Ledger as auto editor.

Mrs. Avery-Krieghoff, formerly editor of the household pages in the Sunday Ledger, is suffering from a nervous breakdown and is in a sanitarium at Stamford, Conn., where she has been since shortly after her marriage.

Mrs. Grace Pennypacker, a sister-in-law of the late ex-Governor, who has been editor of the school page in the Sunday Record for several years, a children's news page of unique interest, has left the paper and the department has been discontinued.

Fullerton L. Waldo, of the editorial staff of the Ledger has written a play, "The Sea Shell," which was produced

this week at the Little Theatre by a local dramatic society.

Matilda Orr Hays, attended the convention of the State Federation of Women's Clubs, in this city, as correspondent of the Pittsburgh Post.

Benjamin F. Glazer, of the Press editorial staff, has adapted a play, "The Master," from a story by a Viennese writer, which has been warmly praised by critics in Cleveland where it had its initial production. It will open for a season's run in New York this month.

**CLEVELAND, O.**—Leroy Sanders, editor-in-chief of the Northwest Scripps Newspaper, was a visitor to Cleveland this week, and went over the Middle West situation with Editor S. T. Hughes, of the Newspaper Enterprise Association.

B. J. O'Donnell, special writer for the Newspaper Enterprise Association at Cleveland headquarters, has been transferred to the New York bureau of that organization.

James Schermerhorn, publisher of the Detroit Times, was another visitor from the automobile city. He spoke before the Congregational Club at Chamber of Commerce Auditorium.

Irwin Harrison, of the News editorial staff, has resigned to take a similar position with the Columbus (O.) Monitor.

John Ott, formerly with Nashville, Tenn., and Terre Haute, Ind., newspapers, is now a member of the staff of the News.

W. G. Chandler, advertising manager of the Press, addressed the members of the Exchange Club on newspapers and their advertising value.

**WASHINGTON, D. C.**—N. O. Messenger, of the Washington Star, and Sumner Curtis, of the Washington Post, who have been writing from Chicago, are now making New York their headquarters.

J. Fred Essary, chief of the Baltimore Sun Bureau, is travelling in the West. He was in Chicago last week and is now in Michigan.

Morton Milford, of the Louisville Courier-Journal, is in Chicago.

Arthur Sinnott, of the Newark Evening News, is travelling in Illinois, Wisconsin, and Missouri.

Edward B. Clark, of the Chicago Evening Post, and Harry J. Brown, of the Portland Oregonian, are at Republican headquarters in Chicago in the publicity

department. Arthur Krook, of the Courier Journal, is in New York, and "Ben" Allen, of the Cleveland Plain Dealer, who has just returned East from a tour of the West, writing for a week or more from Chicago, is now writing from New York. George Miller, of the Detroit News, is still travelling in the West. John Callan O'Laughlin, of the Chicago Herald, is writing from Minnesota. He has travelled in every Middle Western State for his paper.

Ralph Smith, of the Atlanta (Ga.) Journal, who attends to Chairman McCormick's personal publicity interviews, has just returned from a flying trip to the West with the Chairman.

C. C. Brainerd, of the Brooklyn Eagle, has been touring the West for his paper. He is now at the home office. Arthur Henning, of the Chicago Tribune, is writing from various Western cities. Leroy Vernon, of the Chicago News, is writing from the Eastern States.

**CHICAGO.**—James Keeley, editor of the Chicago Herald, left Chicago for London at the close of last week. The purpose of Mr. Keeley's visit to England is not known, though it is believed he will confer with Lord Northcliffe regarding international newspaper matters.

Dr. W. A. Evans, health editor of the Chicago Tribune, was elected president of the American Public Health Association at the annual convention of the Association in Cincinnati, October 27.

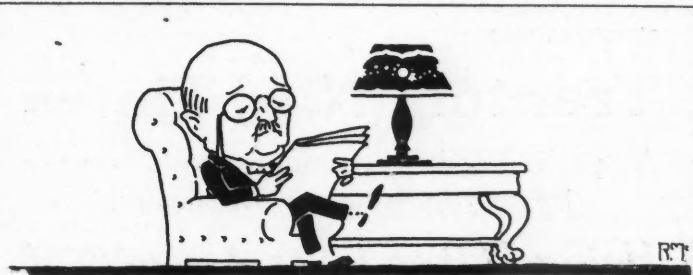
Thomas Kennedy, City Hall reporter for the Chicago Journal, is studying law in the night classes of the Kent College of Law.

Ben Kendall, reporter for the Chicago Tribune, who suffered a severe injury to his head in an accident, has recovered and is back at work.

**ST. PAUL.**—F. Guenther, managing editor of the St. Paul Daily Volkszeitung, is recovering from an illness of several weeks' duration.

William H. Neal, advertising manager, and William E. Shaules, assistant advertising manager of the St. Paul Daily News, have returned from a hunting trip in the lake region of Minnesota. They came back with well-filled bags of canvasbacks.

H. K. Edwards, manager of the St. Paul Daily News, is making a business trip inspecting newspapers in Milwaukee, Chicago, and Detroit.



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

## PERSONALS

(Continued.)

**PITTSBURGH, Pa.**—The Rev. Dr. James A. McDonald, editor of the Toronto (Canada) Globe, who is also a Presbyterian minister, will preach in the Shadyside Presbyterian Church, Pittsburgh, at the fiftieth anniversary on November 12.

Edward A. Hope, treasurer of the Pittsburgh Leader, had a very busy week as a prominent Shriner at the new Syria Temple opening in Pittsburgh. He was on several important committees and saw that visiting Shriners had a merry time.

Col. C. A. Rook, president of the Pittsburgh Dispatch, returned to his office this week after a few days at Atlantic City, having been called there by the serious illness and subsequent death of his father-in-law.

Senator George T. Oliver, president of the Pittsburgh Gazette-Times and Chronicle-Telegraph, spoke at the Republican Pennsylvania Meeting Day in New York city. The Senator was also the contributor of \$1,000 to the campaign funds of the party.

Sergt. Valentine J. Oldshue, of the American Ambulance attached to the French army, former city editor of the Pittsburgh Gazette-Times returned to Pittsburgh for a ten-weeks' furlough, during which he will recruit men for service in the American Ambulance "somewhere in France." W. T. Martin, formerly a reporter on the Gazette-Times, who has been abroad several times to serve in ambulance work, and who is now a member of Mr. Oldshue's detachment, came with him. Mr. Oldshue will return to France January 14.

Believe in everything you do.

**ST. LOUIS.**—William V. Brumby, veteran newspaper man, has been appointed editor of the Employees' Bulletin of the St. Louis United Railways Company, succeeding Pope Y. White, who has gone to the St. Louis Star as city editor. Brumby has been managing editor of the Star, city editor of the St. Louis Republic, and dramatic editor of other local newspapers. White was once city editor of the St. Louis Times.

Waller Edwards, formerly night editor and city editor of the St. Louis Republic, was admitted to the St. Louis bar this week as an attorney. Edwards was graduated in law before entering the newspaper game twenty years ago. He has been in the general publicity business.

T. A. Byrne, cartoonist for the St. Louis Times, who was given the assignment to draw scenes in gambling resorts on the East Side, was attacked by the proprietor of one of the places and severely assaulted. He was able the next day, however, to draw a splendid sketch of conditions as he found them, which his paper used.

**SAN FRANCISCO.**—W. H. Levings has resigned as city editor of the Chronicle, and James Tufts, of the Chronicle copy desk, has succeeded him.

Samuel M. Hawkins, who has been connected with the San Francisco headquarters of the Associated Press for the past year, has gone to Portland to succeed Emerson J. Griffin, who recently resigned his position at the head of the Associated Press Bureau there to become publicity man for the new steamship combine.

Sinclair Lewis, novelist and formerly a newspaper man in San Francisco, has arrived here, with Mrs. Lewis, for a short visit.

## JUNE THIRD DATE OF A. A. C. W. CONVENTION

Executive Committee, at Banquet in St. Louis, Fixes Time for Great Gathering—Ten Thousand Delegates Are Expected to Attend—Messages Received From Wilson and Hughes.

ST. LOUIS, Mo., November 2.—The 1917 convention of the Associated Advertising Clubs of the World will be held here June 3 to 7. The date was determined Tuesday morning at the meeting of the executive committee at the Jefferson Hotel. While the programme has not been arranged, plans are being made to hold the mass meeting of the delegates to next year's convention on Sunday, June 3, at Washington University. The moral influence of truthful advertising is to be discussed by many speakers of national reputation. Greater interest is being evinced in the meeting to be held next year than in any that has taken place in the past.

Five hundred business men met at a banquet in honor of the executive committee Monday night. Herbert S. Houston, president of the Associated Advertising Clubs of the World, told those present what the organization stands for and what it has done. Fourteen of the largest business houses in America have just joined in an appeal to the organization to take up for them the work of educating the retailer in successful business methods, he said, offering to defray all expenses incident to the work. He spoke of the vigilance work of the Association and told how it has suppressed fraudulent methods and in many cases fraudulent advertising. "We believe that next year's convention will be the largest we have held," he said. "There were 6,000 in attendance at Philadelphia, we look for 10,000 here next June."

John Clark Sims, president of the Poor Richard Club, of Philadelphia, spoke on "What Philadelphia wanted and what she got as a result of the Associated Advertising Convention in 1916."

President Phelps, of the Dallas (Tex.) Chamber of Commerce, said the 1912 convention was worth \$1,000,000 to that city.

### GREETINGS FROM WILSON AND HUGHES.

Telegrams congratulating St. Louis on getting the 1917 convention were sent by President Wilson, Charles E. Hughes, Cyrus H. K. Curtis, Louis Wiley, business manager of the New York Times; Charles F. Higham, of London, and George E. Coleman, of Boston. President Wilson's message, addressed to W. C. D'Arcy, follows:

"My dear Mr. D'Arcy: I learn with interest of the meeting of the executive committee of the Associated Advertising Clubs, which is to take place in St. Louis. I have had so many delightful associations with the advertising clubs, that I am going to ask you to convey to the committee my warmest greetings and best wishes. Cordially and sincerely,  
"WOODROW WILSON."

Mr. Hughes's message said:

"I send my most cordial wishes to the executive committee of the Associated Advertising Clubs. The greatest single force in our lives is organized publicity, and our advertising organizations reflect the soundness of American business in their regard for truth and fair play. We are proud to record that what we need is a perfection of American ideals and a business like administration of government. You have my best wishes for the increased prosperity of ad clubs.

"CHARLES EVANS HUGHES."

Among the speakers who aroused the enthusiasm of the business men present was W. C. D'Arcy, of St. Louis; De Witt Clough, of Chicago; Frank H. Rowe, of Toronto, Can.; Irvin F. Paschall, of Philadelphia; Mayor Henry Kiel, of St. Louis; M. P. Linn, president of the St. Louis Advertising Club; W. C. Heyborne, of Canada; G. W. Callinan, of Boston; C. E. Flesh, E. C. Collins, R. V. Stark, jr., and Wallace Neidighous, of St. Louis.

### PRESIDENT LINN PRESIDES.

Mortimer P. Linn, president of the St. Louis Advertising Club, presided at the banquet.

Among the international officers of the Associated Advertising Clubs of the World who were present were: Herbert S. Houston, president; Lafayette Young, jr., Des Moines, vice-president; P. S. Flores, Indianapolis, secretary-treasurer; executive committee: W. W. Cloud, Baltimore; Wilson H. Lee, New Haven; William G. Rose, Cleveland; Barney Link, New York; O. C. Harn, New York; William D'Arcy, St. Louis; J. Clyde Oswald, New York; Frank H. Rowe, Toronto; A. E. Chamberlain, Chicago; Frank A. Black, Boston.

President Houston addressed the members of the St. Louis Business Men's League Wednesday at luncheon on "World Commerce as a Means to World Peace." The members of the Advertising Club of St. Louis were also present. Tuesday evening he made an address at the inauguration of the new technical advertising course of the school of commerce and finance of the St. Louis University.

### HENRY S. BROWN LEAVES HERALD

Goes to Aircraft Company After Quarter-Century with Bennett Staff.

Big changes in the staff of the New York Herald were announced during the week past. Henry S. Brown, for more than twenty-five years an employee of the paper, and recently chief editorial writer, tendered his resignation and leaves to go with the Wright-Martin Aircraft Company and allied interests. He will be succeeded in the editorial room by Howard Hillegas, formerly day city editor, and J. F. Donlon, for many years night city editor, goes to the day desk. The new chairman of the executive committee is J. K. Ohl, well known as a former Herald representative and correspondent at Pekin and Paris.

Mr. Brown started with the Herald as a reporter and later became a political writer. He was the Albany correspondent for seven years and the Washington correspondent for eleven years. He was chairman of the executive committee and chief editorial writer for the past five years. During the Spanish-American war he was in charge of the land and sea office of the Herald. At the outbreak of the present European war he was in Paris. On July 30 of that year he sent a cable dispatch of a page to the Herald stating that war was inevitable and that England, France, and Russia were all going in. His foresight was amply backed up by the later developments in the world war.

### Newspapers the Best Mediums

In a talk at the opening of the advertising course at the Central Y. M. C. A. in Buffalo, Truman A. de Weese, advertising manager of the Shredded Wheat Company, said that he considered the newspapers the best advertising medium there is to-day.

What a gray cold world this would be if all our friends were candid.

## Big Times Food Show Week November 20<sup>th</sup> to 25<sup>th</sup>

Few, if any, papers have done as much to establish "food atmosphere"—build dealer interest and create consumer responsiveness—as has the

## Trenton (N. J.) Times

A special Food department every Thursday treated from the news angle and

*Half a Million Lines Annually of  
Food Advertising*

Tie up to this

**"100% Co-operation"**

It is a big opportunity for any advertiser.

**Kelly-Smith Co.**

221 Fifth Ave., New York Lytton Bldg., Chicago

## PENNSYLVANIA PLAN IS "O.K." BY MANUFACTURER

But Problems of Warehousing, Trucking, Insurance, Interest, and Other Costs Must Be Solved Before Scheme Can Be Made Effective and Lowest Prices Obtained for News Print Stock.

"I am glad to note that the Pennsylvania publishers have decided to go on a business basis, and make their news print purchases from the mills in bulk," a manufacturer states. "In order to get the benefit of mill prices, however, the publishers must go the limit of standardization, for the lowest wholesale rate can only be given where stock is manufactured in carload lots, and any size, in either bundles or rolls, not adaptable to the mill, will have to be purchased in the open market, and from jobbers. The mills do not—cannot—carry stocks. The smaller men, printing two different sizes, we will say may have to make changes. Perhaps there may not be as much as a carload consumption in a year among a given number of publishers who print a paper of one size, while standardizing with the fellow nearest to him, and who is in the same boat, will make it possible to get the lowest rate.

"These publishers are on the right track. I think their plan will be impracticable if they stop right here. They must go further. They must arrange for warehousing their stocks at some readily available point, easily accessible to all newspapers, and they must dispose of it in the warehouse in such a manner that any size roll or bundle may be removed without extra handling. It may be necessary to purchase a carload of paper of a certain size to-day, which will not be all used up for a year—and possibly for more than a year, and right here they must figure the trucking, warehousing, insurance, interest, and the extra cost involved in the handling of the stock. All of this must be added to the price. Publishers are going to discover that the past policy of holding reserve supplies for their protection runs into a lot of money. Nevertheless, they can do all of this, and make their purchases much cheaper than will be possible if they buy a bundle when and where they please.

### CO-OPERATIVE BUYING WILL PAY.

"While they are about it, I presume that they will let their purchasing agent buy everything else they need. They might just as well get ink in 50,000-pound consignments and everything they buy from one another can be handled more advantageously through their purchasing agent than any one else. What is more to the point, to protect themselves, each newspaper should make a contract with the Association for a stated amount of paper covering a given period of time. Armed with these contracts, the purchasing agent may go out for bids, because it will then be possible for him to state in definite terms the exact number of tons he will require of each and every kind, weight, and size of news print sheets or rolls the various members of his Association will need. In this way they can find a mill whose machines are adapted to the making of everything wanted, and the members can enjoy a lower price than if they purchase some of their stock in one mill and some in another—for the larger the contract signed between two parties, the lower the price is more likely to be.

"All of these plans must be worked out by the committee in charge of the publishers' affairs, in conjunction with

the purchasing agents. In this respect the manufacturers will be only too glad to assist in the matter of advice and suggestions, for this method of buying promises to clear up a vexing question, and remove a cause of complaint on the part of the smaller publishers which the mill men would like to see eliminated."

## HOW ONE ADVERTISING CLEAN-UP WORKED

(Continued from page 6)

The credit for the Item's advertising clean-up belongs largely to our business manager, Arthur G. Newmyer, and to our editor, Marshall Ballard. The question was one of conviction with them—the case they presented was so conclusive from an ethical standpoint that to my mind there was no argument on the subject. I believed then that we were a bit ahead of our times, and I feel that as the men who control the newspapers of America come to study this advertising question they will all take the view recently so ably expressed by our friend, Lafe Young, that they want to make their product 100 per cent. newspapers—honest news, honest views, and honest advertising.

Sixteen years ago, when I undertook my first newspaper venture, I knew nothing about advertising. What I have learned has been mostly from reading, and in recent years from coming in contact with advertising men. This year, for the first time since I entered the publishing business, I have made it a point to look up the advertising agencies when I have gone to the larger cities. I have found this a very interesting thing to do. I am becoming more and more impressed with the character of men who have entered the advertising department of the publishing business. I am coming to believe that there is as much idealism to be found on the commercial side of our business as on the editorial side. I hope that the owners and publishers of newspapers will keep step with the progressive thought in both sides of the business.

### ADVERTISING LIFTING ITSELF.

The advertising clubs of the world and the association of advertising interests in each of the cities are doing more to keep the lights of truth and idealism before the country than are editorial and publishers' associations. At least, it seems that way to me. Perhaps they had more to do, for we have known how the news should be printed and how independent newspapers should be conducted editorially for some generations. Advertising had to lift itself from rather a low estate, and it is rapidly coming into its own as a great art, science, or profession. It is changing, growing, evolving, and standardizing itself all in a generation. It has drawn to itself an unfair proportion of the talent of the publishing business. We are not paying our advertising men too much, but we are paying our editors and reporters far too little.

To go back to the Item's advertising clean-up. Some of my friends in the advertising business have told me that we could have made it pay from a financial standpoint if we had advertised it extensively and properly. Although we are just now running a rather extensive advertising campaign, I have never agreed with this view. If it was right to throw the business out and inform our patrons why the rejected advertising was fraudulent, well and good. But it seems to me that a newspaper that is really worth while must rest its claims to favor on being square with its public

on a good many issues and policies that are far more important than refusing advertising which it believes to be dishonest. I am rather ashamed that we ever printed this class of advertising than proud that we have excluded it. And I think that in ten years, almost without exception, the representative newspapers of this country will feel the same way.

### FRAUD ADS SHOULD GO.

Perhaps because I don't see the fraudulent advertising in my own paper any more, I have gained the impression that these lines of business are dying out. Anyhow they should go. A publisher should be in a position to tell the people the truth about health matters. He can't do this if he is going to injure his advertising patrons. He won't take the medicines advertised in his paper, and won't let his children take them when their lives are in danger. Our business is too great and substantial, and our duty to the public is too clear to warrant our being partners in what all well-informed men know is a fraud.

I am glad the advertising men of America have made the fight they have made. It is to their work and to that of a number of leading publishers in the magazine and newspaper field that credit must be given for leading the way in this line. I am pleased to see THE EDITOR AND PUBLISHER take the subject up. If you and the newspaper and advertising trade journals will work along this line for a few years, the newspapers will all clean up.

## HUGE MAIL-ORDER FRAUD

Government Hopes Newspaper Warnings May Help to Stop It.

More than 35,000 letters have reached the Dead Letter Office in Washington from Minneapolis, Minn., as a result of the "petticoat for a dime" fraud, against which the Post Office Department has issued a warning.

According to the Post Office authorities, the fraud consists in that the concern sending out the original letters promised to send a \$4.50 silk petticoat in return for a dime and continued circulation of their offer through the medium of each person writing five more letters, and as far as persistent search can discover no one has really received one of the promised "petticoats."

The number of "dead letters" that have come in at the city post office here from Minneapolis totals 200,000 without a return address. The letters have been turned over to the Dead Letter Office, and the dime contained in each will be returned to the sender, if possible.

The receipts of letters this week have been 10,000 larger than the receipts last week, showing that the chain letter mail-order fraud is spreading. Postal officials believe their only hope of stopping the avalanche of letters which have already snowed under the Minneapolis post office and the Dead Letter Office, is through the newspaper warnings to the public. They say this fraud, while for a petty amount, has spread farther than any other that they can remember, and has included a larger number of victims.

Ad Costs \$659, Netted \$100,000 in Orders

During the meeting of the Associated Business Papers in New York an advertising exhibit, showing that \$100,000 worth of business resulted from \$659 worth of advertising, was made. It was one of many such examples that comes to light from time to time, showing the selling force of newspaper publicity.

## FREEMAN WITH TRADE JOURNAL

Joins Curtis and French in Publishing the Advertising News.

William C. Freeman, dean of New York newspaper advertising managers, and familiarly known to the membership of the Associated Clubs as "Top," has agreed to dignify the trade press ranks by joining forces with Messrs. Curtis and French in the ownership and management of the Advertising News, successor to the Publishers' Guide.

Announcement is made in this week's issue of that publication in signed statements by Messrs. Freeman and French.

Mr. Freeman states that he will have no title, but be, as always, a "worker" in the ranks for more and better advertising of all kinds. He likes the title "Advertising News," and thinks the publication offers a splendid opportunity for constructive work.

He will establish a service department for publishers, who seek to develop more advertising, and to business men, who aim to employ advertising successfully. Mr. Freeman will continue his special work in addition to his new duties on the News.

THE EDITOR AND PUBLISHER extends to Mr. Freeman and his colleagues of the News a hearty welcome to a field of large possibilities.

## Hughes An Ad Club Member

W. D. Whitcomb, president of the Portland, Oregon, Ad Club, has received a letter from Charles Evans Hughes, in which Mr. Hughes expressed his pleasure at meeting with "the members of this live organization." Mr. Hughes was made an honorary member of the organization after his Portland visit.



## AFTER ALL, WHAT IS A FEATURE?

A feature is something a paper runs every day, in about the same place, to make steady friends for the paper. It is a reader habit-former.

News changes—but features keep their personality from day to day.

Readers know a paper by three things: its news, its editorial policy, and its features.

And most regular readers buy a paper for its features.

A feature does not have to be big to make friends. Let us tell you our plan for installing a complete service of little features in your paper.

THE  
GEORGE MATTHEW ADAMS  
SERVICE

8 W. 40th ST., NEW YORK

## NEWS PRINT SHORTAGE DUE TO KRAFT DEMAND

**Twenty-five Per Cent. Increase in Production of Wrapping Papers Decreases Output of White Paper Four Hundred and Fifty Tons a Day, While Shortage to Newspapers is Five Hundred.**

News print shortage is traceable to the increased output of wrapping paper. The consumption of kraft and other wrappings is 25 per cent. greater than it was two years ago. Probably 15 per cent., or 450 tons daily, is manufactured on machines that were formerly available for the making of white newspaper stock. The shortage of news print is about 500 tons a day, and this figure is being reduced by the economies publishers are adopting to conserve the supply. Summed up in terms of capacity, one year ago, only 85 per cent. of the wrapping paper mills and machines were busy, while to-day they are all in motion, and units that have formerly made news print have been transferred to the more profitable grades. This explains the shortage, and the price of news print, as well as of kraft, which has gone up in price from 3½ to 8½ cents a pound—advancing more than white paper. The authority for these statements is a man well posted in the kraft paper industry.

"Individual purchases on the part of the ultimate consumer declined immediately after the opening of the war. Users of all grades of wrapping paper stopped purchases, the bottom fell out of the market, and kraft went begging. With the return of prosperity, users, who constitute every person, firm, or corporation that sells anything around which paper is wrapped for delivery, placed new orders. The demand was soon in excess of the supply. Increased purchases meant one more piece of paper for every package bought by America's millions daily. This resulted in taxing the mills to putting out 25 per cent. more wrapping paper this year. Plus the increase, we have to make up the shortage caused by the failure to get the usual supply from Norway, Sweden, and Germany. Imports, while not large, figure in the total.

### LAW OF SUPPLY AND DEMAND.

"The situation is one of supply and demand. It is purely economic. If there were only two hundred pairs of shoes in the world, they would be owned by two hundred different people, for they would bid up the price, regardless of the actual worth of the footwear. Publishers are not the only ones who have suffered. While the price of news print has advanced from \$1.84 and \$2 at the mill, to \$3 a hundred—or less than 50 per cent., wrapping paper has gone up

nearly 200 per cent. Purchasers of kraft complain just as loudly about the increase as the publishers, but they lack the means of giving their side publicity. They do something to remedy the trouble which the newspaper men could adopt with reason and profit. They pass the increased cost on to the ultimate consumer.

"Wrapping paper is made entirely from chemical fibre. No ground wood is used. Kraft fibre is made by the sulphate method, while most of the fibre used for most other grades is made by the sulphite process. About one-quarter of the 25 per cent. increase in wrapping paper production is in kraft, being less than 500 tons a day. More than 1,000 tons a day is made from sulphite. The extra demand has increased the price of sulphite to \$95 and as high as \$105 a ton.

"Now to get down to costs—the reason for the high prices. Take the lowest price of sulphite, \$95 and \$39 for a ton of ground wood, which is the average price delivered at the mill. It requires 80 per cent. of ground wood and 25 per cent. of sulphite, approximately, to make a ton of news print, with 5 per cent. of other materials. In other words, it takes 110 pounds of material to manufacture 100 pounds of paper—a shrinkage of 10 per cent. That means 1,600 pounds of ground wood, which costs \$31.20, and 500 pounds of sulphite, worth \$23.75, to which must be added at least \$13 a ton for the cost of manufacture, which makes the price at mills compelled to purchase all raw materials \$67.95 a ton. Sixty per cent. of the country's mills make news print, and the wrapping-paper men are hiding against them for the two most important and costly materials. This causes the increase in price.

### BIGGER PROFITS IN KRAFT.

"Now you understand why some machines, and, in some cases, entire mills, have gone over to the making of kraft and other more profitable grades—they cannot produce news print at a price that the newspapers can afford to pay. Compare the cost of making wrapping paper and news stock with the selling price and the profit. A ton of sulphite for wrapping paper costs \$95, and they get for it something like \$170 a ton—if sold in car lots. Wrapping paper is produced unbleached and uncolored, and, therefore, the expense of manufacture is less. The difference in profits is apparent to all. It takes two pounds of dye to color a ton of wrapping paper. Formerly the dye cost 25 cents a pound. Now it is worth \$5, and, because of the increase, the question of profit must be considered on that sum, also, which would make 2,000 pounds of colored wrapping paper, worth in the neighborhood of \$185 or \$190. News print pulp must be both bleached and dyed. What would you do if you were confronted with the same conditions?"

### Break Ground for Paper Mill

On October 13, G. H. Wood, general manager of the Bogalusa Paper Company, broke ground in Bogalusa, La., for the foundations of what will be one of the largest paper-making plants outside of New York State. More than 5,000 people attended the ceremonies, 1,000 of them being school-children, who attended in a body and sang songs. Prominent men from all sections of the State attended, and Mayor Sullivan, of Bogalusa, spoke. The mill will have a capacity of 75 tons a day to start, and the present mills will be so built that additions to double the capacity of the plant can easily be added.

## ALONG THE ROW

### GROWN WISE.

Candidates have all grown wise,  
They have learned to advertise.  
Call each other down quite fine  
At so much per agate line.  
Trying all to win the race,  
By the use of lib'ral space.  
G. O. P. and Democrats  
Pounding on each other's slats.  
In the papers day by day,  
Saying things for which they pay.  
Thumping rivals hard and rough,  
Using lots of picture stuff.  
All accompanied with good dough,  
Makes the Biz end glad, you know.  
Candidates have all grown wise  
They have learned to advertise.  
Sure it brings them better luck  
Than does spelling from a truck.  
'Stead of small crowds in a hall,  
Little old ad reaches all.

### ROUGH ON THE CRITIC.

Some years ago when William Faversham was playing "The Squaw Man" in St. Louis, a dramatic critic on one of the papers reviewed the play in a column article, in which he paid a glowing tribute to the actor's hair, referring to it repeatedly, and ignoring the good points of the production, a sort of a cynical roast, as it were.

A few days later the paper had occasion to send a reporter to interview the actor. The newspaper man was cordially received and given a good talk.

When the reporter was leaving he said: "By the way, Mr. Faversham, how did you like the review of your play in our paper Tuesday?"

"Well," replied the actor, "I have been playing the 'Squaw Man' all over the country, and your paper was the first one to send a barber to write a criticism on it."

### SPEAKING OF UNIONS.

The fact that a number of authors have refused to form a union, and join the American Federation of Labor, recalls the fact that many years ago an effort was made to form a reporters' union in this city, which ended in dismal failure.

The promoters called a meeting to be held at Sweeney's Hotel, in old Chatham Street, now Park Row, which was to be a secret gathering. No meeting of laborers ever indulged in such wild talk.

There were about sixty well-known reporters present, and each man, it seemed, had a special grievance. One demanded that the union affiliate with the compositors and pressmen, demand higher wages and space rates, and if the same were refused to go on strike and call out all the mechanical forces.

Then another scribe declared that every sheet of copy should be stamped on the back with the seal of the union, and compositors asked not to set up copy unless so stamped.

Twenty or thirty schemes were mentioned whereby haughty city editors could be tamed, unless they complied with the rules of the organization. It certainly was a high old roaring meeting. No two men agreed on the same matter or proposition, and the assemblage roared away at each other like bulls. Finally the proprietor of the hotel appeared and told the boys that while he loved reporters, they would have to get out, as none of his guests could sleep on account of the racket, and the meeting adjourned never to meet again.

One of the funny things about the whole affair was the fact that while the meeting was to be a dead secret, half of the men present had been assigned by their city editors to cover it.

TOM W. JACKSON.

# THE NEW ORLEANS ITEM

U. S. P. O. Statement for 6 Months ending October 1, 1916,

*Sunday - 68,942*  
*Daily - - 55,365*

This is the largest circulation ever shown by the NEW ORLEANS ITEM Sunday or Daily; is the largest circulation average Daily or Sunday ever shown by any newspaper in the New Orleans field.

The NEW ORLEANS ITEM has a greater circulation than any other afternoon newspaper south of the Potomac and Ohio Rivers.

Member Audit Bureau of Circulations

JAMES M. THOMSON  
Publisher

ARTHUR G. NEWMYER  
Business Manager



THE JOHN BUDD COMPANY  
Advertising Representatives  
Burrell Bldg., New York  
Tribune Bldg., Chicago  
Chemical Bldg., St. Louis



**HONORS FOR GEORGE M. GRAHAM**

**North American's Sporting Editor Retires in Blaze of Glory.**

Sportsmen, clergy, judges, baseball magnates, city officials, leaders in the motor world, prominent advertising men and newspaper colleagues united, some 200 strong, in a farewell dinner to George M. Graham, retiring sports editor of the North American at the Hotel Walton on Hallowe'en. Mr. Graham,



GEORGE M. GRAHAM.

who has been with the North American for fifteen years, leaves Philadelphia to become director of research and publicity for the Willys-Overland Automobile Company of Toledo.

Speakers and diners alike paid high tribute to Mr. Graham. Frederick F. Forbes, his managing editor, extolled him for his steadiness under trial. "Never once," said Mr. Forbes, "did Mr. Graham swerve from his duty, no matter how difficult the circumstances. He was more than a department head. He was part of the institution. Many times the paper, in its indomitable purpose, turned its curtain of fire on men who were his friends in other walks, but he never turned a hair and never for an instant forgot his loyalty."

Other speakers who praised Mr. Graham as a friend, a sterling newspaper man, a man of character, and of pre-eminence, were Captain Russell, commandant of the Navy Yard; Judges Patterson and Bonniwell; W. J. Foss, of the Pierce-Arrow Company, of Buffalo; and Henry Starr Richardson, of the Pen and Pencil Club. George M. Young, president of the Sporting Writers' Association, presented to Mr. Graham a handsome travelling bag as the gift of his associates, and a specially designed diamond and sapphire scarf-pin and a trunk were gifts from other diners. Mr. Graham, in making his acknowledgments, said that whatever he had to sell to his new employers, the North American had given him.

**Fined for Circulating Liquor Ads**

At Jackson, Miss., a few days ago, two news agents were fined \$50 each in the Police Court for selling copies of a Chicago newspaper containing a liquor advertisement. The fines were remitted on the promise of the agents that in the future they would delete such advertisements before offering the newspapers for sale.

**LITTLE ANALYZED ADVERTISING**

**Veteran Publicity Man Gave Interesting Talk in Atlanta, Ga.**

The three cardinal principles of advertising—who, when, and where—were outlined to the members of the Atlanta (Ga.) Ad Men's Club and the Retail Merchants' Association at a recent convention, by Frank H. Little, of the George Batten Advertising Agency, of New York city.

Mr. Little's speech was a broad and brilliant treatment of his subject. He caught his audience with the spirit of advertising, the "bigness," bigger than thought, for thought has never yet plumbed its depths; bigger than society, for it is moulding society every day; bigger than anything in the world. He took up advertising as he first knew it twenty-six years ago when it was an infant industry; showed its remarkable growth in the years that followed, and predicted a future unbound by any limit.

The meat of his address was concerning three essentials which the advertiser must understand if he will succeed: Whom he wants to reach, where that person lives, and how to get him. There is no vague goal for the advertiser, he said. His product is intended for certain people, and he must realize that—women, perhaps, or men; people in New York or people in Georgia; black or white, rich or poor. Yet he must not ignore one class in his efforts to reach another; must not neglect children for grown-ups, nor laborers for millionaires, if he carries an appeal to both.

His aim defined, Mr. Little said the advertiser must study where to advertise. There must be no guessing about it,

no sweeping efforts, but he must concentrate.

In conclusion, he said, there is a fourth point that is, perhaps, greater than all of these. This he described as "vision," the ability to see far ahead. Some of us, he said, know the town, some know the country, others the State, a few the entire nation or the world.

**Canadian Maritime Press Reorganized**

The Maritime Press Association, after being dormant for three years, has been reorganized. The following officers were elected at the recent meeting held in Truro: President, J. D. Macdonald, Picton Advocate; vice-president for New Brunswick, Hedley V. Mackinnon, St. John Standard; vice-president for Prince Edward Island, R. L. Cotton, Charlottetown Examiner; vice-president for Nova Scotia, D. F. Maclean, Port Hood Greetings; secretary-treasurer, C. C. Avar, Sackville Tribune.

Executive: The above officers, with J. C. Keating, Moncton Times; W. H. Dennis, Halifax Herald; J. T. Hawke, Moncton Transcript; J. P. Melaney, Woodstock Press; Mrs. Fielding, Windsor Tribune; E. W. McCready, St. John Telegraph; H. B. Onslow, Campbellton Graphic.

Representative on the Canadian Press Association Board—John D. Macdonald.

**Ad Men's Harvest Home Dinner**

Next Tuesday evening the Advertising Association of Chicago will hold, at the Hotel La Salle, its annual harvest home dinner, which the Club regards as the "crowning event of the year." The features of the evening will include dancing, special entertainment, and election returns by special wire.

# When the Paper Shortage Is Over

*SCENE: A Newspaper Office.*

*TIME: A year from now, five years, or ten years—in fact, any old time.*

*ENTER, Business Manager and Composing Room Foreman.*

**MANAGER:** Charlie, we're going to add another four pages to the paper next month.

**FOREMAN:** All right, but you know it'll mean buying another typesetting machine. We have so many face changes now, the way ad composition has been increasing lately, that we can hardly get the paper out as it is.

**MANAGER:** Well, how about that Intertype standardization scheme? Can't we change the A and B into three-magazine machines?

**FOREMAN:** By George, I never thought of that. Sure we can! We can change them both, right here in the shop. And that'll give the operators three more magazines—six more faces always ready. (Business of thinking how he can take some of the credit for himself). Now aren't you glad I insisted on your buying standardized Intertypes!



**INTERCHANGEABLE INTERTYPES**

Model A	Model B	Model C
Single Magazine	Two Magazines	Three Magazines
\$2100	\$2600	\$3000

## INTERTYPE CORPORATION

Terminal Building, Brooklyn, N. Y.

**EVERYBODY WANTS PERSONALITY**

Everybody needs it, for both business and social success.

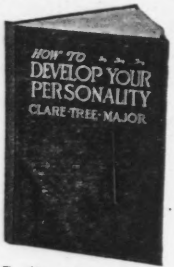
Every business man needs it for the greater influence it gives him. To the salesman particularly personality is an immense asset, enabling him to increase his power, his prestige and his profits.

"How to Develop Your Personality," is a complete course in the development of Personality. It presents a subject of universal interest in a most interesting and practical way.

**A Splendid Premium to Offer Your Women Readers or Your Advertising Staff.**

Retail value, \$1.00. Attractive discounts on quantities. Sample on receipt of retail price. Money back if you are not satisfied and return book in 5 days. Ask for quantity quotations.

**S. BLAKE WILLSDEN**  
Distributor  
1606 Heyworth Bldg., Chicago.



You can capture

## Slim Jim

and put him to work in your paper. He's a full page COMIC FEATURE that gets away with a bunch of fun each week.


Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.

Send for proof.

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

**MANHATTAN PHOTO-ENGRAVING CO**

ENGRAVERS AND DESIGNERS



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

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.

Many special representatives who know through years of observation recommend

**AD ART SERVICE**  
212 Press Bldg. Cleveland, O.  
to all papers on their lists.

**ITS SECOND PURE FOOD SHOW**

Philadelphia Press Doubles Record of Last Year's Similar Exhibit.

PHILADELPHIA, November 1. — With more than 200,000 lines of advertising to run throughout the year, over 60 per cent. of which is new business; 600,000 tickets of admission which were nearly all allotted two days after the opening; 55,000 square feet of floor space which like the number of exhibitors more than doubles the record of the show last spring, and many more national exhibitors, the Philadelphia Press opened its second Pure Food Show last Monday night.

The show is held in Horticultural Hall and fills both upper and lower floors. The large assembly room and the booths are draped with flags. At one end of the foyer is Mrs. Wilson's kitchen, where the famous cooking expert of the Press lectures twice daily and where household science teachers, dietitians, professors of chemistry, and other authorities hold forth to interested crowds. Harry Cassidy, the Press's pure food expert, is one of the frequent speakers. Dr. Wiley spoke the first week, and A. C. Lemkau, advertising manager for Royal Baking Powder, and Thomas Crane, American manager for Sir Thomas Lipton, have been on the list. To lend additional gaiety there is an orchestra and singers, and downstairs, one may select a plan for a new house from the many drawings prepared for the architectural department of the Press, and then choose building materials and furnishings from garret to cellar. Friday will be "Navy Day," when the chef of the U. S. S. Michigan, now at League Island, will prepare a dinner for twenty, which will be the precise counterpart of the meal served at the same hour to every enlisted man in the North Atlantic squadron. Food and a "unit," comprising table and gear, will be sent up from the navy yard, and the guests will be leading citizens, who will be served by the battleship's kitchen helpers.

Since last spring, the Wholesale Grocers' League of this city has endorsed the Food Show and made the Press its official organ. Charles P. Martyn, industrial editor, is in charge of publicity for the occasion and has four assistants. The paper is daily running from two to six pages extra during the show.

**AD MEN DEFEND POLICE CHIEF**

Fight in Chicago May Lead to Suits for Criminal Libel.

CHICAGO, November 1.—Some of the leading members of the Advertising Association of Chicago have formed a league to give financial assistance to Chief of Police Charles C. Healey, in his effort to clear himself of an indictment charging malfeasance in office. The indictment was instigated by State's Attorney Maclay Hoyne, a candidate for reelection and an avowed opponent of the city hall.

The new organization, called the Advertising Men's Healey Defence League, has issued a statement declaring that Chief Healey was "the innocent victim of a political cyclone." The League hopes to raise \$10,000 of which about half has been subscribed. Chief Healey has for years been a member of the Advertising Association and has many friends in the organization.

The officers of the League are: William A. Stiles, president; W. H. Kentnor, treasurer; George W. Robnett, secretary, and S. De Witt Clough, Charles H. Stoddard, Frank H. Thomas, Al Chamberlain, Ray Wolts, J. Ellis-

worth Cross, George C. Vining, John A. Tenney, William E. Kier, and Homer Buckley, vice-presidents.

In the course of the battle that has centred about Chief Healey, some of the afternoon newspaper editors have become unintentionally involved in the possibility of being named in suits for criminal libel.

State's Attorney Hoyne, when questioned by reporters for the afternoon papers, made some statements reflecting on Chief Justice Olson, of the Municipal Court, who heard the preliminary charges against Chief Healey. The reporters printed these statements as an interview, but Mr. Hoyne later disavowed it. Judge Olson, however, announced that he would bring suit for criminal libel "against responsible parties," intimating these would be Mr. Hoyne and possibly newspaper men.

**BROOKLYN HAS AN AD CLUB**

It Was Organized Last Tuesday Night, with Eagle Man as President.

The Brooklyn Advertising Club has been organized with Stanley H. Gunnison, of the Brooklyn Eagle, as president; John T. Ballou, jr., of the advertising department of Frederick Loeser & Co., as secretary, and T. D. Cornwell as treasurer. These three, with Darwin R. James and William M. Horner, will act as directors. The Club held a dinner at the Hotel Bossert, Brooklyn, Tuesday night, at which Borough President Lewis H. Pounds discussed the relation that the Club may have on the growth of Brooklyn, and Herbert F. Gunnison, business manager of the Eagle, spoke on the "Ethics of Advertising," and told the members that they must have three objects in view to be successful: Good fellowship and good comradeship, self-education, and a better understanding of their business. "You must get together and exchange ideas," he said. "The newspapers must cease knocking each other. Talk up your own medium and say little about the others. Give your business careful thought. I can't agree with the papers that censor advertisements and guarantee results. A newspaper is like an individual—if he's honest and upright, he doesn't have to tell about it."

**INDICTED THROUGH AD CLUB**

Oklahoma Men Who Tried to Sell Land Are in Trouble.

The first indictment obtained by the Better Business Commission of the Cleveland Advertising Club in the campaign to make for honesty in business and advertising dealings was filed by the Cuyahoga County Grand Jury on October 27, against H. M. Adolph, L. A. Schroeder, and Victor Studley.

These men, according to S. A. Weisenburger, secretary of the Commission, intimated to big business men of Cleveland and vicinity that they represented the Oklahoma State Bureau of Publicity. They claimed that the State of Oklahoma has spent money in advertising in the daily and trade newspapers, but that the plan had failed and that the personal appeal has proved more feasible. They tried to induce business men to purchase units of valuable oil lands the State had set aside. These units were offered at ridiculously low prices.

The Governor of Oklahoma denied that the State was connected with any such scheme. The men then were arrested, on a charge of obtaining property by false pretence, and held in \$800 bail, which later was raised to \$2,000. The indictment followed.

**THE** circulation of The Louisville Herald is concentrated circulation.

Ninety per cent. of the Louisville Herald's circulation is within a radius of 100 miles of Louisville. "The paper that goes home" in Louisville, Kentucky, and Southern Indiana is

**THE LOUISVILLE HERALD**  
Kentucky's Greatest Newspaper

**The Boston Evening Record**

Independent, optimistic, published in the interest of its 35,000 readers, and growing every week because people believe in it.

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

Represented in New York by  
**Bryant, Griffith & Fredricks**

**Topeka Daily Capital**

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

**32,551**

And as confirmed by report of The Audit Bureau of Circulations.

*Arthur Capper*  
Publisher,  
TOPEKA, KANS.

**Women's Features**

Ask for samples of the following:

Oliphant's daily fashion service. Rheta Child Dorr's editorials. Zoe Beckley's "Her Side—and His." "Problems of Everygirl."

**The Evening Mail Syndicate**  
203 Broadway New York

## ADVERTISING A NEWS-PAPER AS A COMMODITY

(Continued from page 10)

In a word, in these days of efficient administration, advertising offers the aggressive publisher "a short cut" to big profits.

Such a campaign as I have outlined would of necessity be carried out in a systematic manner. You would have to plan your campaign on a yearly basis, prorating the expense over the twelve months.

Newspapers need publicity as much as any commodity. Many newspapers can "be put across" in a big way only by advertising.

Will it pay? Well, I should say so. I know of one Pennsylvania daily that has made a net daily circulation increase of 80,000 copies this past year through the medium of well-planned advertising campaigns.

I know of a big metropolitan daily that has increased its foreign advertising over \$200,000 a year since it began its intensive advertising campaign.

### ADAPT PLAN TO COMMODITY.

Then again: There are certain lines which the manufacturer has to advertise heavily and which can stand this expense—and there are other lines which don't require any advertising. For instance, a manufacturer of locomotives would not spend as great a percentage of his sales in advertising as a maker of automobiles. In the same way a thousand dollars spent in advertising your classified columns may produce better or worse results than the same amount spent in getting more display advertising.

When your appropriation is made you should divide it up and see which lines can stand the most and which are the most profitable—and, of course, your selling rates will take this appropriation into account. That is only a matter of having good records, and you can tell which class of business to push and which to leave alone. A few weeks ago I showed where seven papers carried classified advertising at a big loss. I would not like to recommend them to spend money in getting more classified advertising. Display advertising was run at a good profit—then it will be good business to get more of it, and promotion work along this line will be profitable.

This article is not intended to show you how to advertise—you know a great deal more about that than I do—but I will try to show you *what* to advertise.

You can, of course, make as many subdivisions out of your annual appropriation as you want to. For instance, standing copy and foreign advertising pay better than classified and big store display, which is changed every day and sometimes subject to many corrections.

Next week I will submit to you methods of arranging all this detail in the very simplest of forms. Graphic charts are used and it is quite unnecessary to wade through pages of statistics to have all the necessary information before you.

### Monotype Districts Merged

The Lanston Monotype Machine Company announces that on November 1 the New England and New York districts were consolidated under the management of Richard Beresford, the present New York manager, and will hereafter be known as the New York-Boston district.

## WRITER-WARRIOR STIRS CAMP

Lieut.-Col. Foster, of the World, Tries to Enforce Anti-Liquor Law.

Lieut.-Col. Reginald L. Foster, of the New York Sunday World, who is now serving with the Twelfth Regiment on the Mexican border, has figured recently in numerous news stories from McAllen, Tex., because of his activities in preventing the use of alcoholic liquor by members of the New York Division. Col. Foster is the present head of the military police.

So much resentment was aroused by Col. Foster's methods that on Tuesday last Major-Gen. John F. O'Ryan issued a memorandum directing that the habit of searching soldiers on suspicion that they might have containers of liquor concealed about their persons be discontinued.

This injunction came after complaints had been made against Col. Foster, his assistant, Lieut. Dean Nelson, of the Second Field Artillery, and the military police under them. So numerous were complaints by both soldiers and civilians that Division Headquarters realized, says one report, measures had to be

taken to stop the enforcement of the ban against liquor. Serious consequences to Foster in particular had been threatened.

The principal complainants were private soldiers returning in the evening to their camps. These men would be stopped indiscriminately by military police under the orders of Foster or Dean and were searched for possible hidden bottles. Officers were also halted by the military police, who on one occasion tried to "frisk" them. Automobiles would be halted on the streets and the vehicles searched for traces of liquor.

Foster says he will do his duty, no matter who he hits. He has many warm defenders of his course.

### Pearson's Barred from Canada

Pearson's Magazine, published in New York city, has been barred from circulation in Canada. This magazine, which was at one time the American edition of the English magazine of that name, is said in Ottawa to have fallen into the hands of persons hostile to Great Britain, who have changed the character of the publication.

## TO DEVELOP SMALL ADVERTISERS

Chicago's Advertising Club's Campaign for the Benefit of Local Retailers.

Small merchants of Chicago, who do not advertise, are to receive assistance from the advertising association of that city. That most of them are timid, on account of the large space used in the newspapers by the department stores, is the opinion of President Clough, who has appointed a committee to investigate the matter, and to work out plans that will be of benefit to them. The first step is to interest the retailers in the association, where they may get the knowledge they seek, and learn more about selling and advertising from a scientific standpoint. It will be the object of the committee to develop an intensive state of merchandising among the retailers, and in other ways to assist them in a try-out process that will be profitable to them as advertisers.

"The men who make money are the men who make a town. No town prospers where it is a sin to make more than \$2 a day."—[E. W. Howe.

# The Ault & Wiborg Company of NEW YORK

## News Ink

57 Greene St. New York City

Write Us—

## TIPS FOR THE AD MANAGER

The Gulf Refining Company, Inc., of Pittsburgh, is placing "Gulf gasoline" copy with newspapers in selected sections, through the William B. Akin Company, of that city.

The Amsterdam Agency, 1170 Broadway, New York city, is placing thirty-five-line orders five times with Pennsylvania newspapers, for the Atlantic Coast Line, 71 Broadway, New York.

Winship, Boit & Company, 153 East 24th Street, New York, are placing advertising for "Merode underwear," through N. W. Ayer & Son, 300 Chestnut Street, Philadelphia.

The Burnet-Kuhn Advertising Company, 39 South La Salle Street, Chicago, is sending out advertising for "A Lass of the Lumber Land," for the Mutual Film Corporation, 71 West 23d Street, New York. The contracts are for 1,200 lines, and are going to newspapers in selected sections.

Capehart's Minknown Methods, 450 Fourth Avenue, New York, is placing three-time orders with a number of Texas papers for "Cactus Hats," of the Eagle Felt Works, Yonkers, N. Y.

Deimonico, Wallace & Cutler, 299 Madison Avenue, New York, are placing orders with New York city newspapers

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.

**34,686 Daily**

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

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

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

## Advertising Agents

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

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

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

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

## Publishers' Representatives

**CONE, LORENZEN & WOOD-**  
**MAN,**

Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas City.

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

**O'FLAHERTY'S N. Y. SUB-**  
**URB LIST,**  
22 North William St., New York.  
Tel. Beckman 3636

**PAYNE, G. LOGAN, CO.,**  
747-748 Marquette Bldg., Chicago,  
Ill.; 200 Fifth Ave., New York,  
N. Y.; 8 Winter St., Boston,  
Mass.; Kresge Bldg., Detroit,  
Mich.

for Smith's Island Oysters, Smith's Isl-  
and, Va., and 21 William Street, New  
York.

The Elliott Advertising Service, St.  
Paul Street, Rochester, N. Y., is mak-  
ing new contracts with newspapers that  
have been carrying the "Shinola Shoe  
Blackening" advertising account of the  
Shinola Company, of Rochester, N. Y.

S. W. Straus & Company, bankers, 1  
Wall Street, New York, are sending out  
advertising copy through Albert Frank  
& Company, 26 Beaver Street, New  
York city, to Pennsylvania newspapers.

H. Waiton Heegstra, Inc., 19 South  
La Salle Street, Chicago, is placing or-  
ders with a number of Western news-  
papers for the Eneman Matthews Range  
Company, South Bend, Ind.

The J. W. Morgan Advertising Agency,  
44 East 23d Street, New York, is plac-  
ing orders in weekly editions of daily  
newspapers for Charles Cluthe & Sons,  
trusses, 125 East 23d Street, New York  
city.

The Moses Advertising Service, Mun-  
sey Building, Baltimore, Md., is plac-  
ing three-inch copy one time with Pennsylv-  
ania newspapers for the Atlantic Real-  
ty Company, of Baltimore, Md.

The National Advertising Agency, 32  
West 25th Street, New York, is plac-  
ing orders for the Emergency Laboratories'  
"Polsam" and "Ascatco" with a num-  
ber of Pacific Coast newspapers.

The P. F. O'Keefe Advertising Agency,  
43 Tremont Street, Boston, Mass., is  
placing copy for eight weeks with the  
same list of newspapers used last year  
for Dr. F. A. and J. A. Greene, "Greene's  
Nervura"

The O'Shaughnessy Advertising Com-  
pany, Westminster Building, Detroit,  
Mich., is making 7,000-line contracts for  
the Associated Manufacturers. The  
copy will go to Michigan newspapers.

Williams & Carroll, 1 Madison Avenue,  
New York, are making contracts with  
Connecticut newspapers for the "Metal  
Shoe Tree" copy of the Kloo Manufac-  
turing Company, 20 West 22d Street,  
New York city.

The Chambers Agency, Inc., New Or-  
leans, La., is sending out orders for  
Dantoni's Italian Beauty Olive Oil to  
a selected list of Southern newspapers.

The Hicks Advertising Agency, 217  
Broadway, New York, is placing 47-line  
3-time tryout orders with some Con-  
necticut newspapers for the Glebeas Im-  
portation Company, manufacturers of  
toilet articles, 35 Warren Street, New  
York city.

The Martin V. Kelly Company, Sec-  
ond National Bank Building, Toledo, O.,  
is making 10,000-line contracts, space to  
be used in one year, with Texas news-  
papers, for the Peerless Motor Car Com-  
pany, East Ninth and Quincy Avenue,  
Cleveland, O.

Lyndon & Hanford, 200 Fifth Avenue,  
New York, and Rochester, N. Y., are  
renewing orders with newspapers gen-  
erally, for "Dr. Bull's Cough Syrup," of  
the Dr. A. C. Meyer & Co., 210 East  
Lexington Street, Baltimore, Md.

The H. K. McCann Company, 61  
Broadway, New York, is placing Royal  
typewriter advertising in a selected list  
of newspapers.

Maliory, Mitchell & Faust, Security  
Building, Chicago, are making 22,500-  
line contracts, space to be used in one  
year, for Armour & Co., Union Stock  
Yards, Chicago, the contracts to go to  
a selected list of newspapers.

The Morse International Agency,  
Fourth Avenue and 30th Street, New  
York city, is placing 240 lines extra  
space for "Beecham's Pills" with news-  
papers in which they have contracts.

Proctor & Collier, Commercial Trib-  
une Building, Cincinnati, O., are mak-  
ing contracts for 10,000 lines for the  
Westcott Motor Car Company, Spring-  
field, O.

The Frank Presbrey Company, 456  
Fourth Avenue, New York city, is plac-  
ing fall orders with newspapers for the  
Shredded Wheat Company's "Shredded  
Wheat Biscuits."

W. W. Sharpe & Co., 99 Nassau Street,  
New York city, is placing orders with  
newspapers for the Haggerty-Cook  
Company (pianos), of Warren, Pa. The  
copy goes to newspapers in selected sec-  
tions.

The Franklin P. Shumway Company,  
453 Washington Street, Boston, Mass.,  
are placing orders with some Pennsylv-  
ania newspapers for the candy adver-  
tising of Page & Shaw, Boston, Mass.

Vredenburg-Kennedy Company, 456  
Fourth Avenue, New York, is plac-  
ing orders in selected sections for the Fitz-  
gerald Soap Company, Collingswood,  
N. J.

E. E. Vreeland, 344 West 38th Street,  
New York, is making some new con-  
tracts with newspapers in selected sec-  
tions for "Rengo Belt Corsets," of the  
Crown Corset Company, 170 Fifth Ave-  
nue, New York city.

George E. Lees, 916 Euclid Avenue,  
Cleveland, O., is placing orders with  
large city newspapers in selected sec-  
tions for the Hollenden Hotel, of Cleve-  
land.

The Green Lucas Co., of Baltimore,  
handles the stock and poultry remedies  
advertising of the Cal Sino Co., 104  
South Eutaw Street, Baltimore, Md.  
The company also has the accounts of  
the Motor Cooling System, Munsey  
Building, and the One Dip Pen Co., of  
that city.

Theodore F. MacMarius, of Detroit,  
Mich., has the tire advertising account  
of the General Tire & Rubber Co., of  
Akron, O.

The Chambers Agency, Inc., is send-  
ing out orders for the Falcon Shoe Co.  
(mail order) to Southern farm journals  
and Louisiana, Mississippi, Alabama, and  
Florida weeklies.

The Geo. Batten Co., 391 Fourth Av-  
enue, New York city, will place adver-  
tising of Steero Bouillon about January  
1. This agency will also place the  
"Dromedary Date" account of Hills  
Bros.; the Hamilton Watch Manufac-  
turing Co.; the Rudd Hot Water Heat-  
ers, and the Geneva Cutlery Co.'s safety  
razor and Genco products accounts.

The Black Cat Textile Co., of Ken-  
osha, Wis., a \$3,000,000 concern, has ab-  
sorbed the Chicago Kenosha Co., the  
Sheyogon Knitting Co., and the Cooper  
Manufacturing Co., and it is expected  
will become a large advertiser.

The Wales Advertising Co., 113 West  
40th Street, New York, will place the  
Micheim Tire accounts.

The Merchandising Service Corpora-  
tion, Stevens Building, Chicago, is plac-  
ing copy in large cities for Wollberger  
& Co., Chicago bankers, announcing the  
floatation of the Times Square Auto  
Supply Co., for its new chain of stores.  
This agency is also placing page copy  
in metropolitan Sunday newspapers for  
the International India Rubber Co., of  
South Bend, Ind., a new Studebaker en-  
terprise.

E. A. Ferron & Co., of New York,  
Chicago, and Los Angeles, are plac-  
ing copy for the Sequoyah Oil & Refining  
Co., a New York curb stock, through  
the Merchandising Service Corpora-  
tion Stevens Building, Chicago.

The Corning Advertising Agency, St.  
Paul, Minn., is placing matter for the  
McKibbin caps in 163 Western papers.

The Fletcher Company, advertising  
service, Widener Building, Philadelphia,  
has secured the account of the Bourne  
Magnetic Truck Company, of Philadel-  
phia.

The Geo. Batten Agency, 381 Fourth  
Avenue, New York, will handle the ad-  
vertising of Pears's Soap.

The advertising of the Automobile  
Salon, to be held at New York in the  
ballroom of the Hotel Astor, from Janu-  
ary 2-10, will be handled by the Mar-  
tin V. Kelley Company, 171 Madison  
Avenue, New York.

## Cheap Taxis Through Press

New York was presented with a cheap  
taxi service during the past week, with  
the advent of the Black and White  
Taxi. Its appearance on the street was  
heralded by half and three-quarter page  
advertisements in all of the New York  
dailies. The night before the appearance  
of the ads the company tendered a com-  
plimentary dinner to friends and repre-  
sentatives of the press. One of the  
principal guests of the evening was Miss  
Sophie Irene Loeb, feature writer of  
the New York Evening World, who  
has had charge of the Evening World's  
campaign for cheaper taxi rates in New  
York. Miss Loeb made a short address  
telling of the fight made by the Evening  
World and predicting success for the  
new company.

## A Newspaper Squadron

The First Illinois Cavalry might very  
well be named a newspaper squadron  
judging by its membership. The major  
of the second squadron is Robert R.  
McCormick, one of the publishers of the  
Chicago Tribune and there are twenty-  
one members of the working staff of the  
Tribune in the squadron. The twenty-  
two members include a major, a cap-  
tain, a lieutenant, and five sergeants.  
There are also other newspaper men  
from Springfield, Peoria, and several  
other towns, enough to make a full  
company on a war footing. The com-  
mand served on the border from July  
until the middle of October.

## Congressional Campaign Ads

Thomas R. Shipp & Company, incor-  
porated, of Washington, have placed  
orders for more than 262,000 lines for  
the National Republican Congressional  
Committee in several hundred news-  
papers in close districts. This is the  
first advertising campaign the Con-  
gressional Committee has undertaken.

**AD FIELD PERSONALS**

George B. Hynson, for the past twelve years the advertising manager for the L. D. Caulk Company, dental supplies manufacturers, of Milford, Del., will sever his connection with the company on January 1 to engage in independent advertising work. Mr. Hynson, will make his headquarters in both Milford and Philadelphia.

Leavitt Corning, of the Corning Advertising Agency, St. Paul, who was for several weeks incapacitated by an injury received while chopping wood, has fully recovered.

E. W. Rankin, advertising manager of Topeka (Kans.) Farmers' Mail and Breeze while in New York assisting the committee in charge of the Armenian-Syrian Relief Days, was offered and accepted a position as one of the secretaries of the Federal Council of Churches.

St. Elmo Massengale, of Atlanta, Ga. president of the South's oldest advertising agency, and one of the most prominent figures in the advertising world, is now "Colonel" Massengale, having been recently commissioned lieutenant-colonel and aide-de-camp on the personal staff of the Governor of Georgia.

George L. Louis, of the Paris Garter Company, Chicago, addressed the Cleveland (O.) Advertising Club on Friday night on "Sanity in Selling," giving a distinct message to sales and advertising managers.

Otto C. Mosley has been appointed advertising manager of the American Sugar Refining Co. Mr. Mosley comes from the Libby, McNeill & Libby Co., of Chicago, of which concern he was advertising manager for a number of years. He succeeds Earle Y. Crossman, who has been promoted.

William G. Mennen has been elected president and manager of Mennen's Talcum Powder Co. He succeeds Mrs. E. C. Mennen, who died October 25, and who conducted the business of the corporation following the death of her husband.

Harry S. Grollman, until recently vice-president of Albert Pick & Co., of Chicago, in the credits and promotion departments, has purchased an interest in the Merchandising Service Corporation, Stevens Building, Chicago, and will become actively identified with the advertising agency, of which he has been elected president.

John Leisk Tait has joined the advertising staff of Ruebel-Brown, Inc., of St. Louis. Mr. Tait is a well-known newspaper man and magazine writer, formerly with the Portland Oregonian. He was for fourteen years Sunday editor and feature writer on the Memphis Commercial-Appeal.

L. C. Harte has been made resident manager for Syracuse, N. Y., of the Frank Presbrey Company, with the purpose of giving to small manufacturers direct relations with the New York agency. Mr. Harte's activities will not be confined to Syracuse, but will cover the entire State.

J. J. Hazen, former advertising director of Life, McClure's, and lately with the Blackman-Ross Co., has gone into the planting of nurseries at Neosho, Mo.

George Walker, formerly connected with the Multiplex Display Fixture Company, is now with the Gardner Advertising Company.

Charles W. Collier, until recently assistant secretary-treasurer of the Advertising Club of St. Louis and secretary-treasurer of the Junior Advertising Club, has resigned both positions to ac-

cept the advertising management of Kline's, a big St. Louis department store.

C. L. Brittain, who before coming to St. Louis was president of the Kansas City Advertising Club and has been chairman of the Better Business Bureau and the 1917 convention committee of the Advertising Club of St. Louis, has accepted the advertising management of Seruggs-Vandervoort-Barney Dry Goods Company of St. Louis.

H. Clay Begole has been chosen assistant secretary-treasurer of the Advertising Club of St. Louis and secretary-treasurer of the Junior Advertising Club, succeeding Charles W. Collier.

**Advertising with Wild Rice**

C. D. Bertolet, a Chicago advertising man, agent for the Clover Leaf Combination, is making use of a novel scheme for advertising himself and his combination. He has secured a quantity of "wild rice," which he has had put up in bags and sent to friends. The folder accompanying the bag explains that the wild rice is very scarce this year and that it is one of the staples of the Indian. A dissertation on the wild rice, headed "Bun-Ghee Mah-nomen," and several recipes for preparing it are also in the literature.

**J. D. Ellsworth Visits Atlanta**

J. D. Ellsworth, advertising manager of the American Telephone & Telegraph Company, has been paying Atlanta, Ga., a short visit to attend the convention of the Telephone Pioneers of America, recently held there. Mr. Ellsworth has been the company's advertising manager since the day the position was created. He made a success as a newspaper man in New York before he went with the American Telephone & Telegraph Company as advertising manager of this great system.

**Changes in Farrar Agency**

The Farrar Advertising Company, of Pittsburgh, Pa., founded and owned by the late David C. Farrar, has been taken over by George Benjamin Martin, William F. Born, Morgan W. Eckley, all of Pittsburgh, and Wallace H. Russell, of Chautauqua, N. Y. G. B. Martin has been connected with the Farrar Advertising Company for five years, and for the past two years has been manager of the "copy" department. W. F. Born and Morgan W. Eckley have also been members of the Farrar organization for several years.

**Hall Joins Advertising Agency**

William E. Hall, who has for nineteen years been treasurer and general manager of the Shaw Stocking Co., of Boston, and who has for several years supervised the placing of that corporation's advertising, has resigned to become associated with Wood, Putnam & Wood general advertising agents of that city, as treasurer, with supervision of office details. Mr. Hall has a wide acquaintance among the advertising men of the United States.

**Ad Manager for Gyro-Compass**

Harry Knowles now has charge of the advertising for the Sperry Gyro-Compass Company, Brooklyn, having recently severed his connection with the advertising department of the Westinghouse Electric & Manufacturing Company, at East Pittsburgh, Pa. Prior to that he was on the staff of the Newark (N. J.) Sunday Call.

The Following Newspapers are Members of  
**THE AUDIT BUREAU OF CIRCULATIONS**

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

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Plainfield
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A. B. C. THE PROGRESS ..... Pomona	<b>NEW YORK.</b> COURIER & ENQUIRER ..... Buffalo IL PROGRESSO ITALO-AMERICAN..... New York DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531) ..... Atlanta CHRONICLE ..... Augusta	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>ILLINOIS.</b> HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria	<b>OHIO.</b> VINDICATOR ..... Youngstown
<b>IOWA.</b> REGISTER & LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>KENTUCKY.</b> MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>LOUISIANA.</b> TIMES-PICAYUNE ..... New Orleans	<b>TEXAS.</b> CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MICHIGAN.</b> PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	<b>UTAH.</b> HERALD-REPUBLICAN ..... Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening... Minneapolis	<b>VIRGINIA.</b> DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper of the richest Agricultural County in United States.
<b>MISSOURI.</b> POST-DISPATCH ..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average ..... 375,428 Daily average ..... 217,228	<b>WASHINGTON.</b> POST-INTELLIGENCER ..... Seattle
<b>MONTANA.</b> MINER ..... Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	<b>CANADA.</b> ONTARIO FREE PRESS ..... London

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384) ..... Lincoln
<b>NEW YORK.</b> BOULETTING DELLA SERA..... New York	

## If You Are Advertising In Wisconsin The Northwestern At Oshkosh

Can Do Some Business  
For You.  
Strongest in the State Outside  
of Milwaukee.

G. LOGAN PAYNE COMPANY,  
Representatives,  
New York, Chicago, Boston and Detroit

## The Newspaper Situation in New Orleans

(October P. O. Statements)

**THE NEW ORLEANS ITEM**  
Sunday, 68,942; Average, 57,292;  
Daily, 55,365

**THE TIMES PICAYUNE**  
Sunday, 66,453; Average, 55,219;  
Daily, 53,359

**THE DAILY STATES**  
Average, 36,660

**THE NEW ORLEANS  
AMERICAN**  
Average, 12,976

*It's the buying  
power represented  
in circulation  
that counts.*

## Pittsburg Leader

In Philadelphia  
For over half a century

## THE EVENING TELEGRAPH

has reached more men and women  
of education, refinement and BUY-  
ING POWER than any other Phila-  
delphia newspaper, and its posi-  
tion is stronger today than ever  
before in its history.

More than a million and a half  
lines of paid advertising gained

during first eight months of 1916  
—a greater gain than that of ANY  
other Philadelphia newspaper,  
morning or evening.

## The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



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

## White Paper

Situation is such that some newspapers are  
limiting the amount of Advertising which  
they will carry

## The New York Call

(Daily and Sunday)

has yet a "lethal" advertising space to be  
disposed of, and a loyal, responsive clientele,  
one-third of whom are either business or  
professional people.

You should know this paper—  
Advertising Rates for Nov., 10c. a line.

## OSHKOSH PAPER MAKES SPOT CASH ITS RULE

Northwestern Gets Pay in Advance and  
Allows No Returns by Carriers, Agents  
and News Dealers—Was One of the  
First American Papers to Put Con-  
servation Scheme into Effect.

Every paper taken out of the office of  
the Oshkosh (Wis.) Northwestern is  
paid for when delivered to the carriers  
and newsies. The Northwestern last  
spring cut off the return privilege from  
agents and news dealers, all free copies  
and other wastage, and is now running  
as close to the limit as possible. This  
policy of white paper conservation be-  
gan when the shortage of news print  
first became apparent, the Northwestern  
being one of the first newspapers in  
the United States to reduce its list to an  
absolute paid-in-advance business.

The circulation department of the  
Northwestern has worked out an ad-  
mirable plan for the handling of its car-  
riers, of whom there are about 250. The  
papers are delivered every evening to  
subscribers not later than 5:30 o'clock,  
to do which it is necessary to start the  
presses at 3:30 o'clock.

### BOYS AND GIRLS CARED FOR.

The papers are handled by both boys  
and girls. The smaller newsies and the  
girls are segregated from the others.  
The main carrier-room is on the ground  
floor, and is twenty by forty feet in  
size, with ample seats for all, steam  
heated, well lighted, and conveniently  
arranged with railings, so that they  
may approach the delivery clerks in  
single file, which does away with crowd-  
ing. To prevent accident, the entrance  
to this room is on a side street, away  
from the car tracks. Adjoining the  
doorway there is an open space where  
the boys can spend spare time without  
annoying the neighborhood.

More than thirty girls deliver papers  
every evening, and the small boys and  
the girls call for their papers in the  
counting-room.

### ELECTION NIGHT IN CHICAGO

How Local Papers Will Announce Re-  
turns to Interested Multitudes.

Chicago newspapers will make some  
spectacular displays of election returns  
next Tuesday night.

The News will install a 65,000 candle-  
power searchlight on one of the high-  
est buildings. If the trend of the elec-  
tion is toward Hughes, this light will  
bore through the sky with a green hue;  
if the returns favor Wilson, the color  
will be crimson. When the election is  
determined, the light will be swung  
through the sky in an even circle, if it  
is Hughes, and in a zig-zag circle if it  
is Wilson.

The Herald has arranged for the use  
of six large auditoriums, seating an ag-  
gregate of 50,000 people, where election  
returns will be announced, interspersed  
with various entertainment. Admis-  
sion will be free.

The Examiner will flash bulletins on  
screens located in three sections of the  
loop, and will make use of searchlights  
on top of the Hearst buildings. Ex-  
aminer bulletins are also to be trans-  
mitted to many theatres and moving-  
picture playhouses.

The electric bulletin boards which the  
Chicago Tribune has established  
throughout the city in conjunction with  
an advertising agency will be used to  
flash the latest returns. A bulletin  
screen will also be operated opposite  
the Tribune Building, in the centre of  
the loop district.

### Newsies at State Fair

Eighty-eight newsboys from Fort  
Worth, Tex., who distribute the Dallas  
Morning News and Dallas Evening  
Journal, in Fort Worth, were guests of  
A. H. Belo & Co., publishers of the News  
and the Journal, at the Fair one day  
this week. The boys came from Fort  
Worth to Dallas on special interurban  
cars, and everything at the State Fair  
grounds was thrown open to them. This  
was the twenty-fifth annual pilgrim-  
age of the Fort Worth newsboys to  
Dallas as guests of the Dallas News  
management. The boys were accom-  
panied from Fort Worth and chaper-  
oned while in Dallas by D. T. Topher,  
in charge of circulation of the News  
and the Journal in Fort Worth. While  
in Dallas the Fort Worth newsies were  
under personal supervision of M. W.  
Florer, superintendent of circulation of  
the Belo publications.

### New Home for Newsboys

A series of card parties are being  
held in Buffalo, under the direction of  
Mrs. Allen D. Husted, to raise sufficient  
funds for a new home for the Buffalo  
Newsboys' Benevolent Association.  
More than \$500 has been raised by this  
means already, and each week sees an  
additional sum contributed.

### CIRCULATION NOTES

Elwood Street, formerly an assistant  
secretary of the Cleveland Federation  
for Charity, will, on December 1, be-  
come circulation manager of the Sur-  
vey, a New York publication devoted to  
the interests of social workers. Mr.  
Street was formerly on the editorial  
staff of the Cleveland Leader.

The Des Moines (Ia.) Register and  
Tribune has had a contest among the  
carriers of the papers in which prizes  
of gold watches, mackinaws, sweaters,  
racing skates, etc., were offered. The  
prizes were awarded for increases in  
number of new customers, and the con-  
test ended on Tuesday last. The prizes  
will not be given, however, until after  
November 15, and every boy, to be en-  
titled to a prize, must hold his increase  
until that date. Boys who do not qual-  
ify for any of the prizes, and who se-  
cure at least twelve new subscribers,  
will be awarded a jersey sweater.

A unique situation developed in Pitts-  
burgh recently when subscriptions came  
so fast to the Pittsburgh Press by  
means of a canvass, that the manage-  
ment of the Press decided with paper at  
such high cost it would be a very ex-  
pensive matter to fill the demands and  
called off the canvass.

W. S. Haddock, circulation manager  
of the Pittsburgh Press has planned a  
grand swimming carnival for the Press  
patrons on the South Side of the city.  
The awards will be gold and silver med-  
als and all entrants must be members of  
the Amateur Athletic Union. The Press  
reports these amateur sport meets as  
making strong and permanent friends  
for the paper.

Two newsboys of Roxbury, Mass.,  
have taken the stump for F. W. Mans-  
field, Democratic candidate for Govern-  
or. Recently Hyman Manevitch and  
Joe Schneider stood up before 1,000  
people in Roxbury and told of the ser-  
vices Mr. Mansfield had given the News-  
boys' Welfare Association, and were  
thanked by Candidate Mansfield, who  
arrived just after they had finished  
speaking.

The circulation department of the  
Atlanta Georgian and Hearst's Sunday  
American issues a live eight-page paper  
called the Hearst Hustler, for distribu-  
tion among the news agents of the two  
newspapers. The paper is full of "pep,"  
calculated to keep the boys up on their  
toes and constantly striving to increase  
their sales of the two papers. Pictures  
of successful boys are published with  
every issue, together with a write-up of  
what they have accomplished.

The St. Paul Pioneer Press and St.  
Paul Dispatch publish a Junior Press,  
devoted to the interests of the circula-  
tion department. Prizes are awarded  
agents and newsdealers, consisting of  
sweaters, knives, mackinaws, jewelry  
sets, fountain pens, etc., as well as cash  
prizes for increases in circulation. Pic-  
tures of the prize winners and letters  
from them help to fill the columns of  
the Junior Press.

With the development of seventeen  
cases of infantile paralysis in Ithaca,  
N. Y., the health authorities of that city  
issued an order to prevent newsboys  
from selling papers on the streets, from  
congregating in public places.

Charles R. Forman, for eight years  
in the circulation department of the  
Kansas City Star, and recently with the  
New York Times, has been made sub-  
scription manager of the Progressive  
Farmer of Birmingham, Alabama.

### Prices Raised in St. Louis

Commencing November 1, the St.  
Louis Post-Dispatch joined the two-cent-  
paper class, and the price to dealers  
was raised from one-half cent to one  
cent. The Globe-Democrat and the Re-  
public will continue as two-cent papers,  
but the price to dealers has been in-  
creased from 1-6 to 1½ cents. The  
Post-Dispatch also announces that all  
returns on all editions are to be elim-  
inated. None of the other papers have  
as yet made any announcement on the  
return privilege. The Republic has raised  
the mail subscription \$1 per year, but  
there is no raise to subscribers receiv-  
ing their paper by carrier. This paper  
has also started a subscription prize  
campaign, with sixteen automobiles, dia-  
mond rings, wrist watches, and other  
prizes offered to women contestants. The  
end of the contest will not be reached  
until the latter part of January.

### Coupons an Evil, Say Druggists

That premium coupons with proprie-  
tary medicines, toilet articles and other  
package goods are a detriment, in-  
creasing the cost of the product with-  
out enhancing its value, was one propo-  
sition heartily endorsed at the joint  
meeting of the Nashville (Tenn.) Drug  
Club and the Nashville branch of the  
American Pharmaceutical Association,  
last week. An agreement was reached  
to have an investigation made with a  
view to determining some action look-  
ing to the abolition of the prize cou-  
pon.

### Railroads Profit from Old Papers

What was formerly a liability to the  
railroads of the country has, because  
of the paper shortage, lately become an  
asset. Formerly the large numbers of  
newspapers and magazines left on  
trains and in depots had to be disposed  
of at considerable cost. With the pres-  
ent price of old papers at from 50 cents  
a hundred pounds up, and with the price  
of magazines from \$1.50 up, the paper  
is carefully collected, taken to a cen-  
tral point, sorted and baled, and then  
shipped to either paper mills or jobbers.

**NEWSPAPER ACTIVITIES IN MANY CITIES**

**Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.**

The corner-stone of the new home of the Lexington (Ky.) Herald was laid recently with impressive ceremonies. A large crowd was present. The principal address of the occasion was made by County Judge Charles Kerr. Mayor Rogers represented the city government at the exercises, Dr. R. H. Crossfield represented Transylvania College, while Judge W. T. Lafferty, dean of the Law School at the University of Kentucky, represented that institution. Harry Giovanelli, editor of the Lexington Leader, represented the Chamber of Commerce. Luncheon was served to the Herald's employees, including its out-of-town agents and correspondents, to all who participated in the laying of the corner-stone, and to the principal advertisers of the city.

The Los Angeles (Cal.) Morning Tribune and the Evening Express, controlled by E. T. Earl, will have a new home nearer the principal business district. About December 1, the Express-Tribune Company will leave its present location and remove its offices and plant to the building formerly occupied by the Boston Store, on Broadway, near Third Street. A long-term lease of a portion of this large building has been secured.

A new building is to be erected at Auburn, Cal., for the use of the Auburn Journal, now under the management of William Conroy.

The home of the Galveston (Tex.) Tribune, of which C. H. McMaster is chief owner and editor, is undergoing thorough overhauling, and is being remodelled and arranged more for the convenience of a daily newspaper office.

The Corsicana (Tex.) Daily Sun will soon move to its new two-story and basement brick building, now being erected at a cost of \$16,000.

Employees of the San Antonio (Tex.) Light publish a little house organ, entitled Little Matters, which is creditably arranged, full of interesting information, and helpful hints for the employees of the company, and artistically printed. Sid Murray, head of the printers on the Light, is editor of the publication.

The Columbia (S. C.) Record recently issued a special edition of 116 pages in six sections. It was called a Textile Industrial Edition and gave a very complete survey of sociological and industrial conditions among the cotton mills of South Carolina. The edition showed the result of painstaking research and great care in the selection of items, the preparation and presentation in newspaper form.

The Arkansas Democrat issued a special booster edition last week, which was sent out on the "Arkansas Special." This train was sent on tour to advertise the resources of the State, and the Democrat did its part splendidly. Editor C. A. Zane accompanied the train and handed out the papers to all who visited the exhibit.

The St. Louis (Mo.) Globe-Democrat last week entertained the members of the Junior Advertising Club. They were taken through the building from one end to the other under the guidance of David

R. Williams, and were shown the entire work of making an up-to-date newspaper. Previous to the visit to the plant the young men were entertained at luncheon and listened to a talk on street-car advertising, by Albert Burnham, of the Western Advertising Company. The club was represented Monday last at the meeting of the national executive committee of the A. A. C.

The Albany (Ga.) Herald celebrated its twenty-fifth anniversary on October 29 with a special edition of eleven sections, totalling ninety-six pages. The edition is as up to date as any published in New York or any other of the great metropolitan centres.

The San Angelo (Tex.) Standard issued its fall Fair Edition on October 23. The big West Texas Fair is held in San Angelo every year, and it is in celebration of this event that the special edition is issued. The edition carries 7,079 inches, or 98,980 lines, of advertising, a most creditable showing for West Texas.

The Brooklyn (N. Y.) Citizen on Sunday last celebrated the 30th anniversary of its existence as a newspaper with a special edition of forty-eight pages.

The San Francisco Call has leased the big exposition auditorium for election night for its subscribers. A vaudeville entertainment will be furnished, and the election returns will be thrown on a screen. No charge is being made to subscribers for admission. Twelve thousand can be accommodated.

The University and Editor, published by the School of Journalism of Oklahoma, has been designated as the official organ of the Oklahoma Press Association. The U. and E. has been sent out to every newspaper in the State, and it was found that by inserting official notices in that publication, that the secretary of the Press Association would save large sums of money in postage in sending out form letters to members.

The Call, a New York Socialist daily, has a new social service department, running as a Sunday feature under the charge of A. H. Howland, formerly with the Christian Herald. The purpose of this department, the Call says, is "to record the doings of the people who are trying to push society in the right direction—the direction of brotherhood, of neighborliness, of helpfulness—who are trying to relieve the distress or right the wrongs of the world, particularly of America, and most particularly of the Call's own city, New York.

The Chicago Herald is running a series of articles exposing the crooked activities of professional bondsmen. This exposé has shown a corrupt relationship between the bondsmen, attachés of the police courts, and certain members of the Police Department. In one case the Herald discovered that an employee in the Municipal Court clerk's office was engaged in the business and employed a "runner" to drum up trade. A committee of the City Council has begun an investigation of the conditions revealed by the Herald's investigators.

The Birmingham (Ala.) Age-Herald, with characteristic enterprise, has introduced a four-page rotogravure sec-

tion in its Sunday edition. Two, and sometimes three of the pages are filled with local subjects and local advertising. This is an innovation in Southern newspaper work.

The Dallas (Tex.) Morning News has just installed two Model 10 and a Model 17 (double-magazine, with auxiliary) linotypes. Leads, slugs, rules, dashes, column rules, etc., are now cast on the machines in the composing-room of the News, and the cost of distribution is greatly reduced.

**Tulsa Daily Democrat Sold**

Charles Page, of Sand Springs, Okla., has purchased the Tulsa Daily Democrat from William Stryker, one of the best-known and most picturesque editors of Oklahoma, who has owned the Democrat for thirteen years. The Tulsa Democrat has been one of the leading Democratic organs of the State since Statehood. It will be published by Mr. Page as an independent newspaper, so far as its political affiliations go. Mr. Page a few months ago established in Sand Springs the Daily Times. He is completing a fine building, which will be the home of the Times, and will move the office of publication from Sand Springs to Tulsa. Frank McFall is manager of the Times.

**Plainfield, N. J., Has New Paper**

The Plainfield Record, a weekly newspaper, made its first appearance on October 27, at Plainfield, N. J. It is published by Albert F. Larock, of the Central Publishing Company, as the result of a demand for another newspaper since the merger of the Daily Press and Courier-News. James McNamee, formerly of the Press staff, is the editor, and later it is proposed to issue a daily edition.

**W. C. Brown Buys Monterey Cypress.**

Wallace Clarence Brown purchased and assumed charge of the Monterey (Cal.) Daily Cypress on November 1. Mr. Brown went to California in 1893, buying the Martinez Gazette, which he controlled for five years. He then purchased the San Rafael Journal, a year later going to Monterey to take charge of the Cypress, later selling the paper which he has now repurchased.

**American Paper in Australia**

Reports of the imports of paper in Australia for the three months ending in March last show that the United States contributed to the value of £46,636. The British Empire contributed paper to the value of only £65,301, and Japan, £1,721. This is a slight falling off as compared with the same period last year. Importers complain of the difficulty in getting transportation for their paper.

**Reporters Find "Bootleggers"**

After being told by the Chief of Police of Dubuque, Ia., that the "bootleggers" had been "pretty well cleaned out," two newspapermen of that city went out to investigate. They found liquor in ten tent bars, which were raided by the police when the exposé was made.

**Enters Morning Field**

The Richmond (Ind.) Item, formerly published as an afternoon paper, is now being published as a morning daily. F. I. Dowd is the editor.

**New Daily in Chico, Cal.**

The Chico (Cal.) Tribune, which has been issued as a weekly for some time past, has entered the morning daily field in Chico.

**CIRCULATION HOLDERS**  
*The following are the contributors to the National Editorial Service this week.*  
**S. P. Bush**, Former President of the Ohio Manufacturers' Association.  
**Sir Leo Chiozza Money**, M.P., Author of "The Nation's Wealth."  
**Roland G. Usber**, Author of "Pan-Germanism."  
**Charles M. Pepper**, Formerly Trade Advisor to the United States Department of State.  
**Robert J. McKenty**, Warden of the Eastern Penitentiary of Pennsylvania.  
**Adamantios Th. Polyzoides**, Formerly Editor of New York Atlantis.  
**Charles F. Thwing**, L.L.D., President Western Reserve University.  
*Write or wire for rates*  
**NATIONAL EDITORIAL SERVICE, Inc.**  
 225 Fifth Avenue, New York

**TYPE MATS**  
 Practically all of our daily features may now be had in this form, weekly service in half pages  
 WRITE FOR SAMPLES.  
**The INTERNATIONAL SYNDICATE**  
*Features for Newspapers*  
 Established 1899 BALTIMORE, MD.

**The McClure Method**  
 Our features are sold on their individual merit.  
 Any service may be ordered singly.  
 THIS MEANS:  
 The greatest possible variety from which to choose.  
 The submitting of each feature to your own editorial judgment.  
 The opportunity to order a budget consisting only of what you want.  
 A definite reduction from individual prices on budgets.  
*Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.*  
**The McClure Newspaper Syndicate**  
 120 West 32nd St. New York

USE  
**UNITED PRESS**  
 FOR  
**Afternoon Papers**  
 General Offices, World Bldg., New York

**NEWSPAPER**  
 prosperity is based on circulation.  
**FEATURE**  
 elements of the right kind make and hold circulation.  
**SERVICE**  
 by experts means material and methods that have been PROVED.  
*Let us send you samples of our colored comics, daily and Sunday pages in black and colors.*  
**Newspaper Feature Service**  
 M. KOENIGSBERG, Manager  
 37 WEST 39TH ST., NEW YORK

**Keen Publishers Everywhere Are Buying Electric Bulletin Machines.**  
 They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.  
 Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?  
**National Electric Bulletin Corp.**  
 New London, Conn

## Pottsville Daily Republican Pottsville, Pa.

Wants new foreign business at from 36 to 48 cents an inch. Guaranteed net circulation, 12,000 within a six mile radius of Pottsville, a trading center. In 432 homes visited 346 families took the REPUBLICAN. Any merchant, banker or citizen of the Schuylkill coal region will substantiate all REPUBLICAN claims. THEY KNOW!

**POTTSVILLE REPUBLICAN**  
Pottsville, Pa.

N. Y. City Headquarters, Herald Square Hotel, Edmund L. Clifford, Office Representative.



**"From Press to Home  
Within the Hour"**

Its exclusive carrier service enables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

## THE SAME CENTRAL PRESS ASS'N

which supplied national convention reports by William J. Bryan, Irvin S. Cobb, and Samuel G. Blythe, furnishes day in and day out a practical, sensible illustrated matrix service. Ask for samples and prices. Write either to our eastern office in the New York World building, or our central office at Cleveland.

## The News FIRST

and all sides of it;  
reliably, accurately,  
without fear or favor

International News Service  
238 William St., New York City

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

## R. J. BIDWELL CO.

Pacific Coast Representative of

## DAILY NEWSPAPERS

SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**

742 Market Street  
SAN FRANCISCO

## THE PIONEER SPECIAL REPRESENTATIVES

(Continued from page 8)

to New York forty-one years ago this fall. The commission they were charging publishers was in addition to the amount the general agencies exacted. It was an uphill fight, against odds, and in a game where the cards were all held by opponents. Lottery ads were quite the thing—and were among the best accounts that went out. Medicine advertising to-day is tame compared with the character of stuff turned out by the adjective manipulators of the 70's and 80's, who "piled up the agony" in a way that would convince the healthiest man who read their screed that he was tottering on the edge of the grave. Everybody was after the business, mostly by mail. These three men brought the personal element into the game. They went behind the general agency to the advertiser himself, told about their papers, what they were doing, the field they served, and the way they did it. They commenced to call for circulation statements, and to show the man who spent the money that they represented a class of publications that were growing rapidly, that were supplementing weeklies, in the rapidity of circulation and popular favor. The pressure they brought to bear was tremendous. They invented keyed copy, in order that the advertiser might check up results, and they kept humping.

Nearly all accounts in the general foreign field then were paid for quarterly—some semi-annually. This furnished an opportunity for a number of fake concerns to sell what they had to offer, and go out of business before collection day came around. Crall, Mack, and MacFadden inaugurated the monthly settlement plan. One large advertiser in the late 70's failed, "sticking" every paper with which he did business, except those represented by these three men, who stationed themselves about his offices, taking up strategic positions commanding every entrance, from early one morning until after dark, when they caught the principal and collected every dollar coming to the papers they represented.

### INVENTED TELEGRAPHIC READER.

Crall was resourceful and original. He projected his mind into the future, and when the Centennial Exposition was held in Philadelphia, in 1876, he capitalized the rivalry between the various piano houses as to the question of exposition awards. He induced one firm to advertise its claims, and when the others followed, he invented the telegraphic reader, wiring his notices to the dailies, and beating competitors by from twenty-four hours to seven days.

Before very long each of the rival piano firms placed their business in his hands, permitting him to send their copy by telegraph nightly. It was a great stroke of enterprise, that brought him a large amount of trade, for in those days special agents handled accounts themselves—just to demonstrate to the general agents that it was a game that two could play. A short time after this, Crall obtained the advertising account of E. T. Babbitt & Co.

In the early 80's, S. C. Beckwith came into the field, representing the Omaha Bee and the Leadville (Col.) Chronicle, and within a few years half a dozen more crowded into the field, the special agents confined themselves to newspaper representation, and relinquished accounts which they were handling in competition with the general agencies. They fought constantly for more business at better rates.

### THE FIRST READING NOTICES.

What was considered among the best copy of the 70's, however, was the reading notice. It was invented by H. L. Ensign, of Warner's Safe Cure fame. They were wonderfully worded and splendidly displayed, carrying the regular news head of the paper, and as the Post Office Department did not require newspapers to label reading matter "advertisement" when paid for, columns of this matter appeared daily. Some man met with a terrible accident, and was about to die, when some one in the crowd thought of a remarkable advertised remedy, got a bottle, administered a dose, and he was cured in a few moments—and so on ad lib. Some of it was lurid and florid, and patent-medicine men amassed fortunes.

Among the big men in the proprietary field at that time was "Pay in Advance Johnson." He would order a column, or a page, and either give a check to the agent or send it along with the order for "Dr. Johnson's Indian Blood Syrup." He got rock-bottom prices for advertising, made enormous sales, and retired with millions. He drove blooded horses in Central Park with W. K. Vanderbilt and other well-known men.

Crall, when he came to New York as a pioneer in his field, insisted that the Eastern field extended from the Florida Capes to Maine, and Western to Buffalo and Pittsburgh—a point he carried, which he had to travel then, and which the special without exception holds to this day.

### DEVELOPING NEW ACCOUNTS.

When the proprietary medicine accounts had been developed to the snapping point, other lines were taken up, such as stocks, then bonds, financial, merchandising, liquors—a hundred and one other accounts began to appear—and then the screws were again applied—this time to the patent-medicine manufacturer, who fell back from first place as a patron of newspaper advertising. Higher prices came with new accounts, and with it the fearful and wonderful rate cards, amplified from the cut rates of the middle 70's and the early 80's, when newspapers boosted prices enormously, in the hope that the general agents would give them more when they applied their horizontal reduction process of 25, 33 1-3, or 50 per cent.

Through all the changes the special publishers' representative has been a factor in developing business, in maintaining rates, in rendering service, improving credit, and weeding out frauds.

To-day there are, approximately, 150 recognized general advertising agencies in New York city. There were not that number of general agents and national advertisers combined forty one years ago. To-day there are more than one thousand national advertisers, and the agents of to-day following in the footsteps of the three men who started in 1875, have highly organized staffs that are in direct contact with all of the business going out, from advertisers and agencies, as was the case forty-one years ago, for they follow the principles adopted by the pioneers, to locate the business—and then keep after it until they get it.

There are seventy-five special publishers' representatives in New York, and perhaps as many in the Western field, with headquarters in Chicago.

### Another State Bars Liquor Ads

Newspapers in which appear liquor advertisements are barred from sale in Mississippi in a decision handed down on October 31, by the State Supreme Court at Jackson, Miss.

GROWTH	
Circulation Report to Post Office Department	
Average net paid Daily and Sunday circulation for six months ended Sept. 30, 1916	Copies. 340,904
Average net paid Daily and Sunday circulation for six months ended Sept. 30, 1915	318,274
Gain over 1915	22,630
Record of Advertising.	
Twelve months ended Oct. 31, 1916	11,302,793
Twelve months ended Oct. 31, 1915	9,200,936
Gain (all objectionable and misleading advertisements excluded)	2,101,857
The New York Times "All the news that's fit to print"	

**PHILADELPHIA**  
America's Greatest  
Industrial City.

**The PRESS**  
Philadelphia's Great  
Industrial Paper.

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

**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

**Artistry in the creation of**

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

**The Detroit Free Press**  
"Michigan's Greatest Newspaper."

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

**The  
Pittsburg Dispatch**

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

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

**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



TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

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

NEW INCORPORATIONS

**NEW WILSON, Okla.**—Wilson News Publishing Company. Capital stock, \$5,000. Directors: G. W. Power, J. W. Harris, G. C. Paine, all of New Wilson.

**MUSKOGEE, Okla.**—The Star Printery, of Muskogee. Capital, \$12,000. Incorporators: S. B. Hudson, Clyde L. Askew, and Will L. Askew, all of Muskogee.

**NEW YORK**—Mercantile Paper Products Co.; paper products; capital stock, \$5,000. Directors: B. Goldman, L. and E. M. Geiger, Bronx.

**NEW YORK**—The University Dietary, Inc. Publishers and printers. Capital stock, \$25,000. Incorporators: B. Weiss, F. Salter, and A. Hyman, all New York.

**AKRON, O.**—Times Publishing Co. of Akron. Capital stock, \$1,000,000. Directors: H. E. Andrews, M. M. Ragle, C. G. Wise, R. I. Moore, and C. B. Motz, all of Akron.

**WATERLOO, Ia.**—Harry B. Clark Company, publishers Corn Belt Farmer. Capital stock, \$75,000. H. B. Clark president; Paul B. Talbot secretary.

**WARREN, O.**—Warren Printing Company. Capital stock, \$20,000. Directors: Earl A. White, Fred H. Wolf, Ed. W. Paden, Arthur H. Jenkins, and Aaron S. Frank.

**NEW YORK**—O'Connor-Wingate, Inc.; capital stock, \$50,000; general advertising business; directors: John M. O'Connor, J. Elwood Wingate, and H. Elliot Reid, all of New York city.

**NEW YORK**—Atlantic Paper and Pulp Corporation; capital stock, \$250,000; general paper and pulp business; directors: Ralph N. Sheffey and David T. Wells, of New York city and M. A. Nicholas, of West Point, Va.

**NEW YORK**—American Standard Electrotype Company, Inc., capital stock, \$1,000; general electrotyping, job and book printing; directors: Maurice Kaufman, Charles Rothaus, and Thomas H. Lipps, all of Brooklyn.

**NEW YORK**—Chatterton and Marvin, Inc.; capital stock, \$2,000; general printers and publishers; directors: F. B. Knowlton, E. M. Beyhl, and William E. Marvin, all of New York city.

**FLEISCHMANN'S, N. Y.**—Shemia-Harris Company, Inc.; capital stock, \$10,000; general printing business; directors: Bernard Seidman, David Barnett, and Minnie Rothenberg, all of New York city.

**NEW YORK**—Young's Hotel Booklet System, Inc.; capital stock, \$25,000; print and distribute in hotels a booklet regarding New York; general advertising business; directors: William E. Young, Edward Woodward, and Walter G. Goody, all of New York city.

**BUFFALO, N. Y.**—Buffalo Picture Playhouse Directory Company, of Buffalo, N. Y., Inc.; capital stock, \$5,000; general advertising business and operation of motion-picture theatres; directors: Victor F. Vieregg, Ira M. Mosher, and Perry R. Cant, all of Buffalo.

**NEW YORK**—Brown Bros. Linotypes, Inc.; capital stock, \$10,000; general linotype slug manufacturing business; directors: Edward Cole, William B. Brown, and William P. Brown, all of New York city.

**NEW YORK CITY**—Radom and Neldorff, Inc.; capital stock, \$8,010; printers, publishers, color work, autograph, and plate engraving.

CHANGES IN INTEREST

**EUREKA, Cal.**—F. Georson has assumed control of the Humboldt Standard, succeeding W. N. Speegle, and will act as editor and direct the paper's policy. F. W. Worcester, business manager of the Standard during the past year, becomes general manager.

**ROFF, Okla.**—J. W. Clark, recently of Dallas, Tex., has purchased the Roff (Okla.) Eagle, succeeding John Duran as editor and manager.

**CROFTON, Neb.**—J. A. Lister, lately of Wamego, Kan., has bought the Crofton Journal from R. B. Cooley.

**CHICKASHA, Okla.**—Bryce P. Smith, for many years part owner and manager of the Daily Express, has sold his interest to his partner, George H. Evans, and has retired. Mr. Evans, who was in charge of the editorial work, now becomes the publisher and business manager. William T. Lampe, formerly with the Associated Press, becomes managing editor.

**ST. CLAIRSVILLE, O.**—The Chronicle, a weekly Republican paper, founded in 1803, has been sold to the law firm of Warren W. Cowen and Walton J. Walker. C. C. Miller will be editor.

**NEW YORK CITY**—The Coney Island Printing Company has purchased the Coney Island Press, formerly owned by John S. Hayes, jr.

CARLSTROM REACHES NEW YORK

Aviator in N. Y. Times Biplane Breaks Cross-Country Record.

THE EDITOR AND PUBLISHER is in receipt of a postal card from Victor P. Lawson, proprietor of the Chicago Daily News, via the New York Times air line. The card was part of the bag of mail that was carried by Victor Carlstrom in the Times biplane flight from Chicago to New York. It is postmarked Chicago 6 A. M., November 2, and was delivered in the office of THE EDITOR AND PUBLISHER, at 10:15 A. M. November 3. Carlstrom left Chicago at 6:09 A. M. Western time, Thursday, November 2. He stopped at Erie, Pa., three hours and seven minutes and arrived at Hammondsport, N. Y., at 4:24 P. M., Thursday. He left at 6:35 A. M. Friday, arriving at Governors Island, New York city, at 8:56 A. M. Dequoting the time lost in stops, and the difference in time between New York and Chicago, the actual flying time for the 967 miles between the two points was eight hours thirty-seven minutes.

But for an unfortunate leak in the gasoline tank which developed just before reaching Erie, Carlstrom would have undoubtedly made the non-stop record for which he was trying. As it was he broke the American record for distance cross country flying without a stop—which was 416 miles—his record to Erie being 542 miles.

Ohio Publishers to Meet

The publishers of the daily newspapers comprising the Ohio Select List will hold an important meeting on Tuesday, November 21, at Cleveland. Several prominent advertising men of that city will address the meeting. W. O. Littick, of the Zanesville Times-Recorder, is president of the List, and C. H. Spencer, of the Newark Advocate, is the secretary.

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.

**ADVERTISING MAN**, young in years, but old in experience—32 and married, good character, sound judgment, sober, honest and a conscientious worker. Knows how to handle advertisers from actual selling and soliciting experience. Eight years adv. experience mostly on daily. Full of energy, resourceful and can produce. Would like to connect with medium-sized daily agency who wants a man who will grow with the business. Address N 3106, care Editor and Publisher.

**ADVERTISING SOLICITOR**, experienced, one thoroughly capable of promoting business on any publication, desires position on good daily. No particular location. Good references. Address N 3103, care Editor and Publisher.

**ADVERTISING MANAGER**, 25 years old, 4 years' experience on good live daily, handling both local and foreign advertising. At present employed as advertising manager, but desires a change. Prefer city about 30,000 population. Address M. 3094, care Editor and Publisher.

**BUSINESS MANAGER**, at present in charge of leading paper in country, 25,000—24 years old—wants to get into larger field. All around experience of five years—young, ambitious, and capable. Address M. 3088, care Editor and Publisher.

**BUSINESS MANAGER**—Man of ability, 15 years' experience in every part of newspaper business, now employed, but seeks larger opportunity for employment of ability, in city from 40,000 to 100,000, where he can take full charge and responsibility. Would consider job as advertising manager of first-class newspaper. Address M. 3091, care Editor and Publisher.

**CIRCULATION SALES MANAGER**—The getting of new subscribers for your newspaper, whether daily or Sunday, morning or evening, is up to your circulation manager, but your circulation can be permanently built up only through your editorial department. Your Circulation Sales Manager should be a past master in introductory methods, with ability to converse the business of new subscribers impressed with the activities of that department. I claim for myself that distinction, and would like to get in touch with the B. M. who is not entirely satisfied with his circulation department. Over ten years' experience on one of the greatest newspapers in the country. Also, where necessary, to reconstruct from the ground up. Have no bad habits, best of references. Prefer straight salary, but will work on salary and commission. Address M. 3089, care Editor and Publisher.

**CIRCULATION MANAGER** of 15 years' experience, is open for position to take charge in small city daily, at liberty on account of supervision of publication. Will go anywhere. Address Live Wire, care Editor and Publisher.

**CIRCULATION MANAGER** with over 12 years' successful experience on one of the country's greatest daily and Sunday advertising mediums would like to connect in city of 250,000 or more as business manager. Can both make and save for some publisher whose business office has got into a rut, and requires reorganization. Married, no bad habits, can furnish A-1 references. Satisfied with moderate salary until ability has been demonstrated. Address M. 3090, care Editor and Publisher.

**EDITORIAL AND NEWS WRITER**—Young man with wide experience as news and editorial writer and desires new post. Has served on editorial staff of Metropolitan paper and as editor of daily in city of 100,000. Well informed on politics. Past employers as references. Address Box M. 3086, care Editor and Publisher.

**EDITORIAL SERVICE**—Timely, sane, vigorous. Address M. 3093, care Editor and Publisher.

**EDITOR**—Newspaper man with energy and ability, experienced in all departments, wants position as editor or managing editor of afternoon paper in town of from 50,000 to 100,000. South preferred. All references, and can show work. Don't answer unless you are prepared to offer a good man a good proposition. Address M. 3095, care Editor and Publisher.

**NEWSPAPER MAN**, experienced, seeks position as editorial assistant or similar place of trust. Has been editor of important daily in interior of New York State. Capable editorial and news writer. Can furnish very best of journalistic references. Moderate salary. Address N 3105, care Editor and Publisher.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

**SUBSCRIPTION SOLICITOR** for Trade Journal, liberal commission. State all in first letter. Address M. 3096, care Editor and Publisher.

"Marse" Henry Visits New York

Col. Henry Watterson, of the Louisville Courier-Journal, accompanied by Mrs. Watterson, has been in New York during the past week. He has been combining business with pleasure during the visit. Keeping strictly to his rule not to give out interviews on the political questions of the day he has steadfastly refused to talk for publication. Newspaper men of New York have however, had many hours of delightful conversation of a personal nature with the well known journalist at the Prince George Hotel, his headquarters.

\$100,000 cash available for investment in an attractive newspaper. New York State location preferred. Property need not now be making money. Proposition O. M.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

CENTRAL NEW YORK WEEKLY

earning net about \$3,000. Good field and opportunity. Plant includes a No. 5 linotype. Price \$8,500, one-half in cash.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties

Times Bldg., New York

SOUTHERN CALIFORNIA

In the center of the garden spot of the world I am offering a desirable, growing newspaper property; city of 15,000 and only one competitor in radius of 25 miles. Property valued at \$35,000, reasonable terms of payment. Proposition 926x.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

NEWS EDITOR

Four years in responsible positions with two metropolitan dailies. Harvard graduate with nine years' newspaper experience, as reporter, copy-reader, sports editor, city editor, news editor and in charge of make-up. "Very bright, of good appearance, a most dependable man." Ready at \$30 a week. Ask about No. 4034.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

**LINOTYPE**—Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh, Pa.

**LINOTYPE**—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

**LINOTYPE**—Model No. 5, Serial No. 14243, 3 magazines, and motor. Cantwell Printing Co., Madison, Wis.

**LINOTYPE**—Model No. 5, Serial No. 10412, magazine, matrices, etc. Con. P. Curran Printing Co., St. Louis, Mo.

**LINOTYPE**—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

**LINOTYPE**—Model No. 4, Serial No. 11650, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

**HAVE SMALL CASTING BOX** and melting pot, suitable for weekly or small daily paper, which can ship with little delay. Brand new. Makes plate uniform in thickness, requiring no tooling. Operation cost one cent per hour. Will make six different plates in twelve minutes. Casters including carbon, comic, and news feature picture service, \$1.75 per week. Carries with it to begin immediately 20 inches per week, for year at least, national advertising for which advertisers never have used weekly or small dailies before. Weighs about 65 pounds boxed. Will ship on approval your only risk being freight or express charges. P. E. P. O. Box 63, New York.

## NOTED WASHINGTON CORRESPONDENT DEAD

Elting Alexander Fowler, of the New York Sun's National Capital Bureau Succumbs to Kidney Trouble — Made Wide Reputation and Was Known Throughout the Country.

"Arehie" (Elting Alexander) Fowler, head of the New York Sun Washington Bureau, died Tuesday in the Hahnemann Hospital, Rochester, N. Y., as a result of heart and kidney affections.

Archie Fowler was perhaps one of the best known men in the newspaper game. Graduated from Princeton in 1902, he came direct to the Sun and entered upon his life work. For some time no special mention was heard of him until the celebrated Armstrong insurance investigation; then he was "made." His reports of that investigation attracted attention to his work, and from then on his rise was rapid. He later toured the country with William Howard Taft in 1908, and in 1910 he was sent to Washington to take charge of the Sun's bureau there. His most notable "scoop" in Washington was when, on March 3, 1913, he obtained the names of President Wilson's Cabinet-to-be, phoned them in to New York, and enabled his paper to publish them before the President had announced them.

### PRaised BY HIS PAPER.

The Sun on Wednesday said of him: "Presidents of the United States—Wilson, Roosevelt, and Taft—foreign Ambassadors, and other members of diplomatic corps, Cabinet officers, Senators, Representatives, bankers of international reputation here and in Washington, newspaper men from all over the United States, noted lawyers, leaders in national politics—they all knew Archie Fowler and liked him and trusted him implicitly. With no disparagement to the excellent work of his journalistic colleagues at the national capital, it may be truthfully said that Mr. Fowler, partly because of his untiring energy and largely, too, because of the faith in and real affection for Archie Fowler which Washington's highest officials entertained, obtained more exclusive news 'beats' than any Washington staff correspondent of his time."

Speaking editorially the Sun said:

"Elting Alexander Fowler, who died yesterday, had been with the Sun for eighteen years, the first four of these in his Princeton days. The Sun's public knew his work, admirably done, first as an interesting correspondent of college events and later as a reporter of the insurance investigation and of State and national politics. Public men, from the President down, knew him as a man to be told and trusted. His fellow craftsmen, whether in Park Row or Washington, where for the last six years he was the head of the Sun's bureau, knew and loved 'Arehie' Fowler for his honor, his generosity, and his gentleness. He was a fine reporter, a fine citizen, and a finer friend."

## ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses  
Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.  
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.  
Plainfield, N. J.

## AMERICAN'S CHRISTMAS FUND

Subscriptions Coming in to Gladden Kiddies' Hearts at Yuletide.

The New York American has started its usual Christmas fund for the benefit of the poor children of the city. Letters to Santa Claus are coming in, and a number of them are being printed from day to day, to stimulate interest in the campaign. William Randolph Hearst started the fund with a subscription of \$2,500, Sir Thomas Lipton gave \$500, and W. K. Vanderbilt, jr., \$250. Nearly \$5,000 was raised the first few days, with subscriptions coming in more rapidly than usual. Last year the American gave to the poor children of Manhattan 11,000 dinner baskets, 15,000 dolls, 11,000 roller skates, and thousands of other Christmas presents that gladden the hearts of the kiddies. Every penny given to the fund is used directly in the relief of the poor.

### Bankers Advise Advertising

"Persistent and judicious newspaper advertising" as one of the important factors in the success of banking and trust companies was recommended last Friday night as one of the elements of success by Fred W. Ellsworth, director of publicity for the Guaranty Trust Company, at the dinner of the Cashiers' and Secretaries' Association, at the Hamilton Club, Brooklyn. "With newspaper advertising supplementing strength, character, and personal service," he said, "a bank could not fail to win success. The very best results are secured from the use of the newspapers. Money spent judiciously is bound to have a beneficial effect, and steady, persistent advertising will not cost a great deal of money."

### Good Talks in Baltimore

The members of the Baltimore Ad Club listened to two very instructive addresses at their regular meeting last Wednesday. State Attorney William F. Broening told of "just what the Maryland laws' attitude is toward fake and misleading advertising," and E. C. Palmer, vice-president of the Salama Oil & Gas Company, told the members "What I would do if I were the advertising man." Alfred I. Hart has been elected to the board of governors to fill the vacancy caused by the resignation of John E. Boisseau.

### Utility of Linotype Borders

Advance proofs of borders for the Linotype Bulletin, by Harvey Hopkins Dunn, show an attractive design illustrating the utility and practicability for the borders cast on this machine. The border in the advance proof is printed in two colors, red and black, an effective combination, illustrating the use to which they may be put in the different classes of work. The specimens indicate what may be done by any printer or typographic artist who will give a few moments' thought to the linotype.

### Wolfram Left Half-Million

Charles Bethold Wolfram, late publisher of the German Herold, left an estate valued at \$505,870. He gave a life interest in \$30,000 to his son, William Herbert Wolfram, and left \$438,118 to his wife, Mrs. Amalie Wolfram. He had in the bank \$150,708 and stocks and bonds worth \$184,741. The report of the appraiser shows that decedent owned 440 shares of stock of the German Herold, worth \$38,816. Mr. Wolfram owned property in Atlantic Highlands valued at \$15,000.

## Noted Preacher-Advertiser Dead

"Pastor" Russell, perhaps the best-known gospel preacher in this country, died suddenly Tuesday last aboard a train en route from Los Angeles to New York. His great fame as a preacher was due in no small extent to his extensive use of the newspapers as advertising mediums, paying full advertising rates to have sermons of his published in full. He was a wealthy business man when he took up his final life work. Although never ordained as a clergyman, he preached in all parts of the United States and Europe. He organized the Watch Tower Bible and Tract Society, the People's Pulpit Association, and the International Bible Students' Association, the headquarters of which are in New York city. The organizations also own the Brooklyn Tabernacle, made famous by the late Rev. T. De Witt Talmadge.

## OBITUARY NOTES

*And rest at last where souls unbodied dwell,*

*In ever-flowing meads of Asphodel.—*  
[Pope.]

HORACE W. SHEPARD, at one time president of the Oklahoma Press Association, and engaged in newspaper work at Altus (Okla.); Hot Springs, Ark., and Paragould, Ark., died in Roswell, N. M., on October 25. The body was shipped to Warrensburg, Mo., for burial.

J. WALTER ROTH, well known in Chicago advertising circles, was killed on October 29 in an automobile accident. Mr. Roth was to have opened offices in Chicago the following day, establishing his own advertising agency.

HENRY PROVANCE SNYDER, publisher of the Connelisville (Pa.), Courier and known throughout the country as a statistician of the coke industry, is dead at Connelisville after an illness extending through several years. He was fifty years old.

Mrs. EMILY LOUISE LUBY, wife of James Luby, editor of the New York Evening Sun, died on October 30 at the German Hospital in New York, following an operation six days previous. Mrs. Luby was a native New Yorker, the daughter of the late Jacob Huber.

ROOT SUTHERLAND, formerly of the New York Tribune staff, died Friday, October 27, at his home in White Plains. He was a son of Erastus Sutherland, who established the Eastern State Journal and the Westchester County Reporter. A widow, four children, and three brothers survive.

THOMAS J. CARROLL, for six years president of Stereotypers Union No. 1, vice-president of the State Allied Printing Trades Council of New York, and a Commissioner of Education in The Bronx, died last Saturday evening at his home, 787 Prospect Avenue, Bronx. He is survived by his wife and nine children.

JESSE DAYTON CRARY, founder, publisher, and managing director of the New York Lumber Trade Journal, died at his home in Brooklyn, Wednesday, in his sixty-fourth year. A wife and two sons survive.

HENRY STRINGER, of the stereotyping department of the New York Times, died Monday at his home in Brooklyn. He has been an employee of the Times since 1874. A wife and eight children survive.

RAYMOND H. CAMP, of the advertising department of the Minneapolis Daily News, was instantly killed October 23

when an auto he was driving overturned. His wife survives.

FRANK P. MACGREGOR, for many years editor of the Hyde Park (Mass.) Times, died at Wilmington, Delaware, last week. A wife, one son and a daughter survive.

JOHN T. FITZGERALD, a reporter living at Newark, N. J., died October 26 from heart disease. He had been ill for four months.

PETER BOYARSKY, for thirteen years editor in chief of the Chicago (Ill.) Jewish Daily Courier, is dead in his fifty-first year. He is survived by his wife, four sons, and four daughters.

CAPTAIN CARLTON CARROLL GREEN, formerly on the staff of the Niagara Falls Review, has been killed in action "somewhere in France," according to reports received at Niagara.

## WEDDING BELLS

Miss Alice Jordan Conners, daughter of W. J. Conners, publisher of the Buffalo Courier and Enquirer, and Sherman John Sexton, of Chicago, were married Wednesday in St. John's Cathedral, Buffalo. Bishop Dennis J. Dougherty officiated. Mr. and Mrs. Sexton will be at White Sulphur Springs until December 1, after which they will be at home in Chicago.

Miss Gretchen Bigelow, of Worcester, Mass., and Paul Jones Thomson, vice-president of the New Orleans Item Publishing Company, were married at St. Mark's Episcopal Church, in Worcester, October 25, by Rev. Langdon C. Stewart. They will make their home in New Orleans, after a wedding trip.

Mrs. Jemima C. Gordon, widow of John J. Gordon, a former Scranton (Pa.) newspaper man, was married, October 20, to Frank Minton Van Atta, advertising manager of the Aetna Explosive Co. Mr. and Mrs. Van Atta are spending their honeymoon in Washington, D. C., and will later reside in New York city.

George M. Kiser, news editor of the Winchester (Ky.) Sun, and Miss Anna Warren, of Stanford, Ky., were married on December 24, 1915, according to an announcement made in Winchester on October 30. The license was secured in Richmond, and the ceremony was performed by Rev. P. D. Bruce, in Stanford. The marriage was kept a profound secret until Monday, when Mr. Kiser brought his bride to Winchester.

U. A. Kraemer, of the display advertising staff of the Cleveland (O.) Press, and Miss Sadie Dempsey, secretary to C. H. Fentress, business manager, were married last week. They were given a farewell dinner at Hotel Statler Wednesday by their associates in the office.

Gervais L. Berrey, news editor of the Chico (Cal.) Enterprise, was married in Washington, D. C., to Miss Gertrude Lobdell, on October 29, at the home of her parents. Miss Lobdell is the daughter of Commissioner Charles E. Lobdell, of the Federal Farm Loan Board. Mr. and Mrs. Berrey will make a transcontinental honeymoon trip and settle down in Chico.

Mark F. Hall, of San Diego, Cal., and Miss Elizabeth Christy were married at the home of her mother, Mrs. Samuel Benedict Christy, in Berkeley, on October 24. Fifty guests witnessed the ceremony.

Most of your troubles arise from dressing and keeping house for the sake of your neighbors.



## WISE ADVERTISERS USE THESE NEW ENGLAND NEWSPAPERS

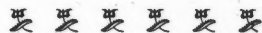
Wise Advertisers **KNOW** the **VALUE** and the **QUALITY** of these newspapers.

They **KNOW** the influence these Newspapers exert among their readers.

They **KNOW** how loyally and earnestly each Newspaper works for its advertisers.

They **KNOW** that every Newspaper gives every advertiser "a square deal."

They **KNOW** that New England Newspapers are the **BEST ADVERTISING MEDIUMS** that can be used to **GET** New England trade and **HOLD** it.

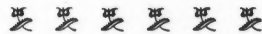


Advertisers who are unfamiliar with the **BIG RESULTS** which these New England Newspapers bring National Manufacturers and Merchants, ask: "Why do these New England Newspapers so **LEAD** in results?"

Naturally they can not accept facts without reasons.

That's common sagacity.

It's commendable business acumen which every man should exhibit always.



*The answer is this:*

New England people are **ABLE** to buy what the advertisers sell.

This is indicated by New England's great wealth, which is so gigantic that it's almost beyond belief.

**IT IS OVER \$12,000,000,000.**

**TWELVE BILLION DOLLARS!**

What mind can grasp it!



A large proportion of this wealth is kept in constant circulation. Circulation means **LIFE** and **ENTERPRISE** from the dingy work shop to the lustrous counting room.

The active capital invested in the Manufacturing Industries of New England is enormous—**\$2,503,845,000.**

Everybody in New England gets his share, consequently everybody has money to spend.

MASSACHUSETTS.			
	Net paid	2,500	10,000
	Circulation	lines	lines
Boston American	(E)	380,281	.35 .35
	(S)	321,023	.35 .35
Boston Globe	(ME)	242,457	.30 .30
	(S)	296,523	.30 .30
Boston Herald-Traveler	(ME)	196,794	.28 .25
Boston Journal	(M)	58,921	.16 .125
Boston Post	(M)	482,741	.40 .40
	(S)	327,831	.30 .30
Boston Record	(E)	35,123	.12 .12
Boston Transcript	(E)	30,277	.15 .15
Fall River Herald	(E)	7,585	.02 .02
Fitchburg Sentinel	(E)	5,085	.02 .0157
Lynn Telegram	(E)	7,527	.02 .02
	(S)	16,218	.02 .02
Lowell Courier-Citizen	(ME)	17,048	.03 .03
New Bedford Standard & Mercury	(ME)	20,774	.04 .04
Pittsfield Eagle	(E)	12,422	.0207 .0157
Salem News	(E)	18,732	.05 ...
Springfield Republican	(M)	15,215	34,632 .09 .08
Springfield News	(E)	19,417	
Springfield Republican	(S)	17,542	.. .04
Springfield Union	(MES)	30,444	.07 .06
Worcester Gazette	(E)	25,863	.06 .045
Massachusetts totals,		2,576,445	3.1507 3.0314
Population,		3,605,522.	

RHODE ISLAND.			
Pawtucket Times	(E)	22,385	.05 .0325
Providence Bulletin	(E)	49,455	.09 .09
Providence Journal	(M*S)	25,759	.07*08 .07*08
Providence Tribune	(E)	21,054	.05 .05
Woonsocket Call-Reporter	(E)	11,542	.0428 .0285
Rhode Island totals,		130,795	.3028 .2710
Population,		591,215.	

MAINE.			
Portland Express	(E)	21,247	.0535 .0375
Population,		762,787.	

VERMONT.			
Burlington Free Press	(M)	9,892	.0228 .0157
Population,		361,295.	

CONNECTICUT.			
Bridgeport Post-Telegram	(ME)	32,019	.075 .055
Danbury News	(E)	6,099	.0118 .0118
Hartford Courant	(MS)	18,976	.06 .035
Hartford Times	(E)	25,691	.06 .05
Meriden Journal	(E)	4,897	.025 .0143
New Haven Times-Leader	(E)	115,295	.04 .03
New London Day	(E)	8,765	.0285 .0171
New London Telegraph	(M)	3,750	.0086 .0071
Norwich Bulletin	(M)	9,265	.04 .018
Connecticut totals,		124,757	.3489 3.5939
Population,		1,114,756.	
New England totals,		2,863,136	3.5787 3.5939

†Statement to A. B. C.  
\*Rating Government statement, October 1, 1916.

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

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**S**OME Mighty Interesting Figures of Great Significance to Space Buyers as a Basis for Estimating Values in Almost Any Other City.

	1916	1915	Gain	Loss
January	168,869	178,054		9,368
February	170,922	170,779	143	
March	184,018	175,014	9,004	
April	191,419	188,300	3,119	
May	200,010	198,284	1,739	
June	220,794	187,894	32,900	
July	212,014	182,625	29,389	
August	210,676	182,737	27,939	
September	231,077	184,532	46,545	
October	*230,791	184,832	46,099	

\*First three weeks 1916

On May 22nd the New York Globe commenced the publication of the Chicago Daily News Special War Service, the product of 40 special correspondents sent to the European capitals and with the great armies by Victor F. Lawson.

Since that day the circulation of the Globe has grown to new high-water marks for every month as shown above. This wonderful and unprecedented *War Service* is not only producing immediate and permanent circulation of the best kind, but adding to the prestige of the Globe as a *newspaper*.

The Globe's steady growth from 100,000 in 1911 has been largely helped by its association with the Chicago Daily News, the Kansas City Star, the Philadelphia Bulletin and other important evening newspapers composing the Associated Newspapers, and its notable Pure Food Campaign under the direction of Alfred W. McCann.

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