

THE EDITOR & PUBLISHER

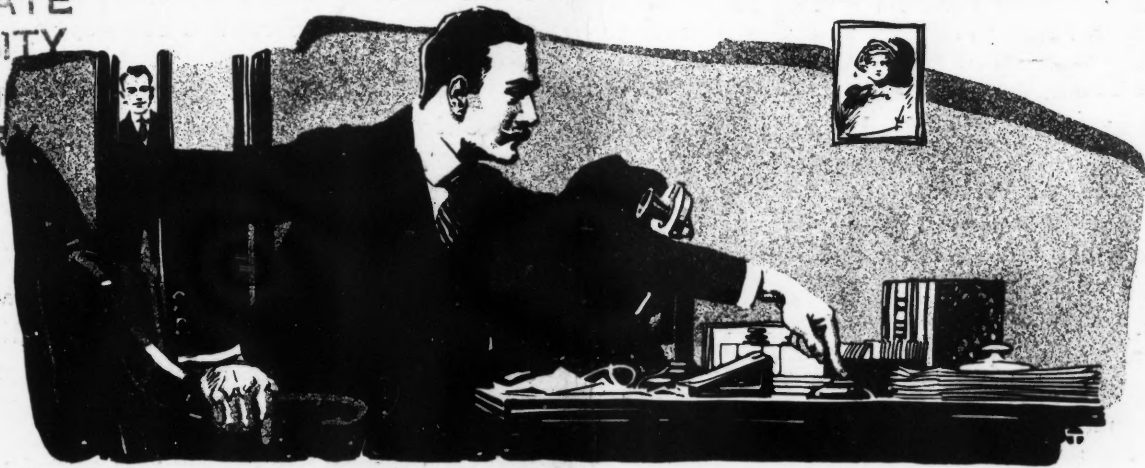
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NEW YORK, SATURDAY, NOVEMBER 18, 1916

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It shows you why some merchandising and advertising campaigns in Chicago have failed and why others have succeeded. It gives specific instances, not generalizations. It gives you a comprehensive outline of the entire Chicago market. It gives information that every manufacturer, sales manager, advertising manager and advertising agent ought to have.

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(Trade Mark Registered)

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Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

The Scoop of a Nation

A Victory for Truth

The Chicago Herald was the only newspaper in the United States carrying Wednesday morning the news of Mr. Wilson's re-election.

Only 400,000 citizens out of 100,000,000 knew who their president was the morning after election—or as many as could lay hands on the Chicago Herald's Wednesday edition.

Most of these hundred million had gone to their homes Tuesday evening satisfied that Mr. Hughes had won.

The press had said so—but the press had jumped at conclusions and had come a "cropper."

The Herald had declined to fall for the game of "beating the ballot."

The Herald staff was examining the political firmament—refusing to follow the star of the lone East. It had sized up the situation as being too complex for the application of the usual method of election calculation by percentages. It preferred to depend upon its own private sources for authentic information on the missing precincts in the doubtful states.

A great organ was being tuned to reproduce correctly the voice of the people.

The Herald had previously sent John Callan O'Laughlin out into the West—the cockpit of the nation—to sense the turn of events, to see which way the back-bone of the nation was leaning.

The Herald *knew* that neither the tariff nor the war but the WEST, would decide the issue.

The Herald waited—waited while the American people literally changed their mind over night.

At 6 A.M. Wednesday, while the national press grappled in a deadlock of doubt, the Herald *alone* printed the decision of the people.

For the Chicago Herald to scoop the newspapers of the nation on the news of Mr. Wilson's re-election is as much a victory for truth as it is indicative of the superior character of the Herald as a newspaper.

Accuracy in news is the cornerstone of the Chicago Herald. It is not reared on guess work. The confidence of its readers is its proudest boast—it holds a public trust that brooks no betrayal.

The Herald is organized to report accurately both great happenings and small—the story of the 17,000,000 ballots as well as the fire around the corner.

This is why the Herald was able to cope successfully with the crisis of Tuesday night, to bring order out of chaos, to tell the world about Wilson.

And in its advertising columns no less than in its news is the cause of truth relentlessly upheld. Its "Truth in Advertising" campaign means an annual loss of \$150,000 worth of advertising not acceptable in its columns because its policy is never intentionally to mislead its readers. Cost can be no consideration when truth is at stake.

Mr. Wilson's re-election has already shown one thing:

The number of people who buy the Chicago Herald because they can believe what they read and depend upon what they buy is leaping by tens of thousands.

CHICAGO HERALD

"Fair and Square"

Eastern Representatives

CONE, LORENZEN and WOODMAN

225 Fifth Avenue

New York City

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 Copyright, 1916, by The Editor and Publisher Co. NEW YORK, SATURDAY, NOVEMBER 18, 1916

No. 23

SOUTH AMERICAN NEWSPAPER IS MIRROR OF PEOPLE'S SPIRIT

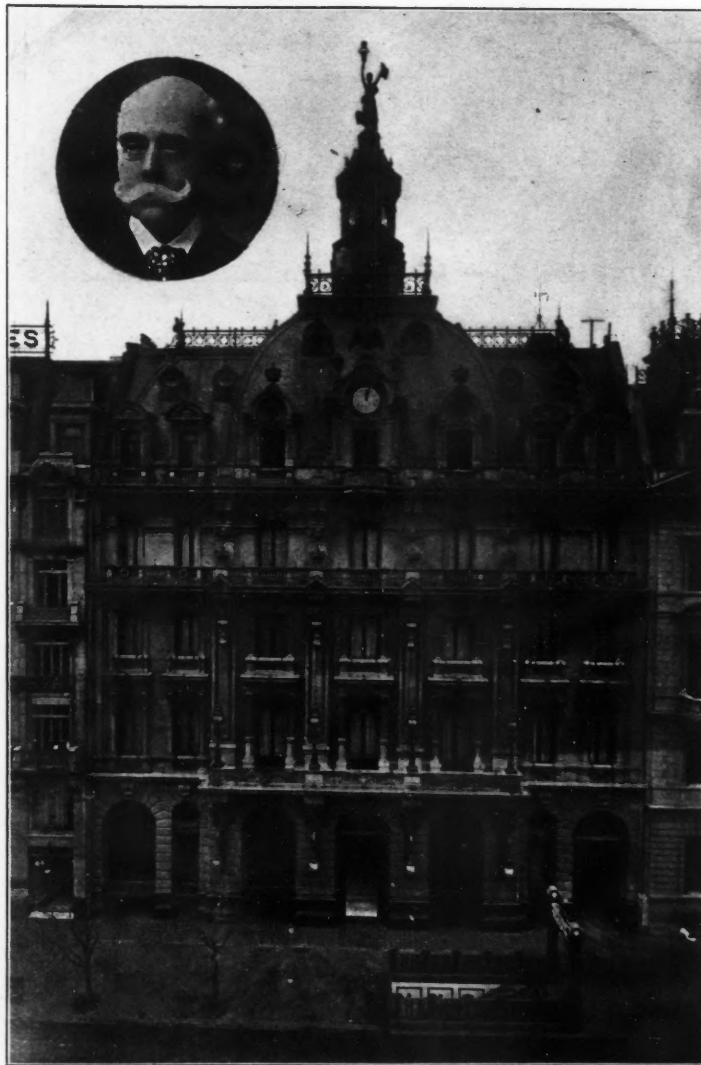
By CLAYTON SEDGWICK COOPER

IT is sometimes needful to travel in alien lands to fully appreciate the enormous influence of the daily press and also to realize how it is through the pages of the newspaper that the foreigner sees reflected the spirit and life of a people. The far-reaching business of those who live by printer's ink is always impressed more firmly upon me as I travel in countries other than my own.

In South America this delineation of the characteristics of the Latin people through their press is particularly noticeable. These Latin people are great readers of newspapers. In wandering through the ornate and aristocratic Jockey Club of Buenos Aires one day with a Government official, we were admiring the unusually beautiful de luxe editions of Spanish books in the club library. Strangely enough, I had never happened to see one of these books in the hands of a member of this organization, and I asked the official what the club members read. He pointed to a long line of tables in the reading-room, which were surrounded by finely dressed and cultured Argentinos of the "estancia" class, remarking, "That is what they read—La Prensa, Le Nacion, and the illustrated South American and French weeklies. They don't miss a word in these newspapers; advertisements, obituaries, weddings, and births—nothing escapes them. The newspaper is the Argentinian's library."

Throughout one's travels in the Latin republics the visitor is impressed with this predominance of the press. The buildings look like Government capitols at home; the equipment is far more elaborate than one sees, as a rule, in the newspaper offices of the United States, while the editors and members of the staff are among the first personages to whom your diplomatic American officers will give you letters of introduction. These are the men who not only form public opinion, but engage themselves in scores of outside interests bringing them into national prominence. We attended a large mass meeting of Chilean citizens in the famous Plaza of Santiago, and the speaker of the evening was the editor of a newspaper. In the city of Rio de Janeiro you will hear in the first week from a dozen or more persons, who are desirous of acquainting you of their national leaders, the honored name of Dr. José Carlos Rodrigues, who for so many years has been the chief proprietor and general editor of the *Jornal do Comercio* of that capital city, diplomat, philanthropist, financier, world traveller, and one of Brazil's most remarkable men.

One of the first buildings which will meet the eye of the American who follows the regulation path in visiting Buenos Aires and puts up at the Plaza,



HOME OF "LA PRENSA" AND PORTRAIT OF ITS FAMOUS FOUNDER, DR. JOSE C. PAZ.

will be the extraordinary residence which is known as the "Paz Home." It is a veritable palace, faces on four streets, and from an architectural point of view is hardly surpassed by any private residence we recall seeing in any part of the world. Here lived Dr. José C. Paz, founder of La Prensa, the most famous newspaper in South America. Dr. Paz, who was born in Buenos Aires in 1842, early associated himself with the history and growth of his republic. He engaged actively in political and agricultural movements and served in the army commanded by General Bartolomé Mitre. It was during the

Paraguayan war that he founded the hospital for the wounded, which is today the Hospital Rawson. He also served for many years as Secretary to the Chamber of Deputies for the Province of Buenos Aires.

In 1869 Dr. Paz founded La Prensa and from that restrum until his death in 1912, he wielded a power of leadership on the side of good government and in defence of absolute freedom and the all-round development of his country which permeated this newspaper with the spirit which it now bears. It was simply another case of a high-minded and strong personality trans-

forming itself into an institution which continues to carry the impress of the man among generations now to follow.

Perhaps the most brilliant day of his life was that, when, through La Prensa, he took a decided stand, on the 24th of September in 1874, amid revolutionary times, for the revindication of public liberty, a stand which exerted no small influence in deciding at that moment Argentina's national attitude.

DR. PAZ AND HIS GREAT NEWSPAPER.

The standing of the press of South America in the eyes of the people is further exemplified in the person of Dr. Paz who served his country in the National Congress, as Envoy Extraordinary and Minister Plenipotentiary at the Court of Spain, and at Paris, received the degree of doctor of laws from the University of Montevideo, and will always be considered by the Argentinos as one of their most highly honorable countrymen.

Perhaps no better or quicker word can summarize the nature and policy of this unusual newspaper than the word of the founder himself in presenting the first edition of La Prensa to the readers of this republic:

"Independence, the respect to the private citizen, the judicious attack on public officials when necessary, though not against the individual personally.

"Truth, honesty; this is the starting point.

"Liberty, progress, civilization; these are the only ends which we pursue."

The following remarkable note was added: "As we are not guided by any business motives, we are confident to preserve sufficient independence, at least that which is characteristic, in order to be the faithful interpreters of public opinion."

It is this spirit, philanthropic as well as journalistic, which the visitor finds to-day inter-penetrating the great newspaper building of La Prensa on the Avenida de Mayo of Buenos Aires. Indeed the building is not more suggestive of a newspaper than it is of a notable national institution, which in a unique fashion and with a kind of dignified paternalism, has combined the publishing of a daily paper with a service philanthropic, artistic, and widely diversified, for the whole Argentine people.

Although La Prensa is nearly half a century old it does not claim precedence among the journals of the republics south of Panama. The Standard, an English newspaper of Buenos Aires possesses a priority as far as age is concerned, while the loyal admirers of El Mercurio, in Chili, will inform you that, with the exception possibly of a small

NEWSPAPER MAKERS AT WORK

Brazilian sheet, their paper was the first to be founded in the Latin republics.

The Prensa, furthermore, is by no means the only journal in Argentina of honorable mention, for here one finds at least 180 daily newspapers and periodicals printed in Buenos Aires alone, 157 being in Spanish, 14 in Italian, 8 in German, and 6 in English. Many of the discerning will inform the visitor that La Nacion, the newspaper of Buenos Aires devoting itself particularly to authentic political news, is not only more highly dignified, but also more reliable in its particular line. There is also the clever El Diario, La Razon and half a dozen other papers whose titles the newsboys shriek into your ears on the tram-cars and in the restaurants, all of them being capable of bearing satisfactory comparison with the papers of any other modern city.

La Prensa, however, easily holds the throne of prestige and general popularity in the Argentine press, if the circulation lists and the elaborate office equipment and varied activities are signs of press royalty.

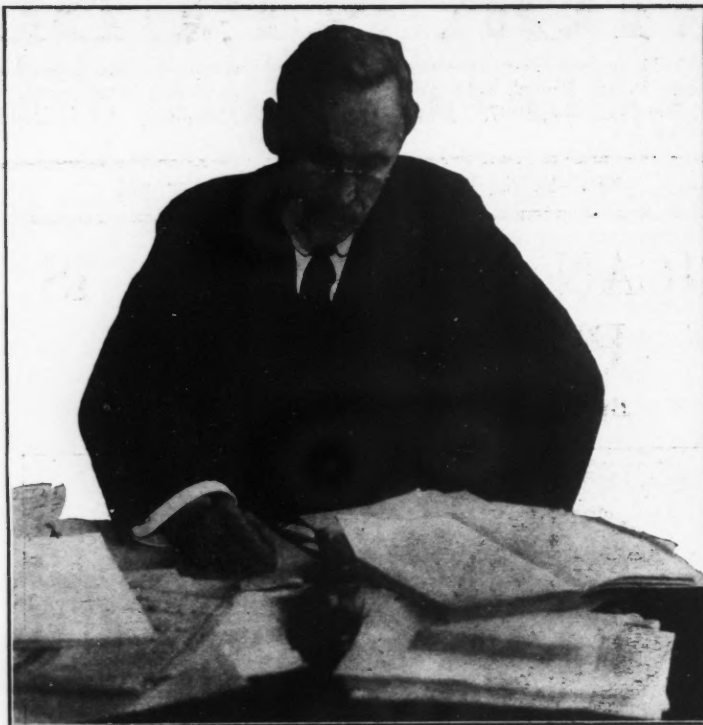
LA PRENSA HAS WONDERFUL HOME.

This newspaper occupies a building purported to cost with its land and equipment, more than \$5,000,000, and its so-called newspaper office would impress the average American as a combination of the Albany State Capitol, a Carnegie Library, a Metropolitan Museum, and the Boston Conservatory of Music. It must be said, however, that the architectural effect, like most of Latin-American architecture, is impressive, and as one enters this building, luxurious in all its appointments, and with the atmosphere of good form on every side, he hardly realizes that he is visiting the newspaper establishment which publishes a journal in Spanish twenty-three pages in extent, with two daily editions and a certified circulation of 220,000 copies each day of the year.

Here is a type of dignified journalism par excellence. There are no glaring billboards, no screaming supplements, no letters a foot high on the first page to delude the trusting public for the benefit of the newsboys and stockholders. The chief pyrotechnics which we found in connection with La Prensa was a small electrically framed news-board at night, not more than two feet square, speaking in authoritative Castilian of such momentous facts, as, for example, that Rumania and Italy had both declared war on Germany.

The offices of this paper are all of them upon a de luxe plan. The usual reporter in the "States," who found himself suddenly installed in one of these beautifully furnished rooms, splendidly equipped with mahogany desks, and the floors laid in marble mosaic, velvet curtains at the windows, and cherubs painted above him on frescoed ceilings, would be inclined to lose his American "punch." La Prensa, however, is not an art gallery, nor a throne room, in spite of the fact that it has marble enough in it to make almost any kind of a palace. It is rather a marvellous newspaper building owned by a single American family, with real American presses and a foundry hidden away in the basement, and twenty-one linotype machines that make all the noise expected of such instruments in working hours.

We had the privilege of an introduction to one of the members of this Paz family who is now helping carry out the ideas of the philanthropic founder. We found a gentleman of rare manners and travelled culture, who gives one the impression that the chief business of



S. S. McCLURE.

HERE you have a picture of S. S. McClure, of the New York Evening Mail, writing the "biggest story of the day"—"The Cause of the War." Mr. McClure is intense. He goes to the heart of every subject with which he deals, and to do this he gets personality into it. He trains himself to think in the terms of the other man, to realize his viewpoint; and, reasoning from the other side, understand his motive. Mr. McClure concentrates deeply by surrendering himself to a subject. In this way he goes to the centre of a thing, and cuts through both sides of a controversy, in order that he may arrive at an impartial verdict, unbiassed by either side. He searches for documents, looks for facts, and collects data. Then he arranges everything in chronological order and studies his subject. Having the innermost views and thoughts of both sides, and, acting in the capacity of a judge, he passes on the questions of fact. Mr. McClure possesses that rare faculty of keeping his mind open, the better to grasp the real meaning. Before he writes a line, he becomes a master of the details of his subject. He sees, interviews, and understands the mental attitude of the people about whom he is writing. Just at the present time he is engaged in producing a book on the cause of the present war. This, he declares, is found in Asia Minor, a country which, if irrigated, would be one of the richest agricultural sections of the world. It has great mineral wealth and oil. It was the Kaiser's dream, he said, to establish there an empire that would equal those of antiquity. There are now what appear to be insoluble questions—but they must be solved before peace can come. How, he does not know. These things he touches upon—but he is writing about the causes of the war, not the settlement—and he sticks to his subject. For the past year he has travelled in all of the belligerent countries, has seen and talked with high officials, and has collected a mass of information and data that would fill a trunk. From these manuscripts and books he is writing the story, applying himself day and night to the task, and outputting copy in excess of the ability of a stenographer to keep pace with him. First he writes his copy with a pencil, and, after careful reading, has it typewritten. Every sentence breathes the authority back of his statements, and every sentence shows the personal touch and the intimate knowledge of his subject. It is the same policy he pursued in the conduct of McClure's Magazine, the method he followed when he wrote the first of the series of articles from Europe for the Evening Mail. It is the plan he adopts whenever he writes anything, regardless of how long or short it may be. Thoroughly familiar with both sides, he draws impartial conclusions for an open-minded public. Mr. McClure says that this book is not to be the crowning work of his life, it is simply an episode in his life as a newspaper man. Some men reason back from effect to cause. Mr. McClure finds the cause, and sticks to it, verifies it, supports it—tells his story plainly, drives every point home, and supports each one with statements based on unquestioned authority. From the mass of papers on and in his desk he can produce any one, can tell you its contents, and can turn to almost any page to get a statement or a figure, so thoroughly has he become saturated with his subject. Here one finds the dominating trait of his investigating character, on which he built his success, on which he depends to maintain his reputation for accuracy, and which he gets reader-confidence.

his life is to be of courteous service to investigating visitors from abroad. We discovered later that this gentleman was by no means an idle rich man, but a very assiduous newspaper expert, who knew how to wield the blue pencil

quite as dextrously as the average city editor in the United States. From his perfect equanimity and polished manner, one would scarcely dream that the days held aught for him beyond the charming leisurely conversation of a

man's social club. Such is the subtle mystery of Spanish etiquette.

A tour through this ingeniously arranged building, built on the plan of the old Spanish houses with a beautiful patio in the centre is quite an unforgettable experience. One is shown through the large and well equipped free library, where enquiring students may read and write. A music school is also included where 220 pupils receive musical education gratis. There is a concert hall, with Gobelin tapestry on the walls, and the paintings of renowned artists upon the ceiling, and where the official staff and invited guests sit on gilt, satin-upholstered chairs, to hear the operatic stars sing portions of their librettos in advance.

Utility has not been sacrificed to artistry. The modern telegraph and operating rooms, the four electric elevators, the department of photography and the up-to-date grill room for the reporters, and the gymnasium, speak of practical modernity. The accountant will tell you that La Prensa pays for customs duty, Government taxes, municipal contribution, and for paper, ink, and other supplies, an average of \$240,000 per annum, that the telegraph service costs La Prensa \$20,000 a month, and that the paper pays its correspondents \$33,000 yearly. Every month there are 80,000 small advertisements published, and the advertising manager who has been for many years at the head of this department is a sample of the practical possibilities wrapped up in the romantic Latin-American.

SERVES PUBLIC IN MANY UNIQUE WAYS.

In all these activities La Prensa strives to keep foremost the ideal of real service to the public in many unique ways. The paper conducts a law department, where three lawyers serve the people free of charge. There is a medical section where four physicians give free medical advice to all who apply. The conference rooms, held particularly for the public, are richly appointed, and here any group of persons may hold a meeting at any hour of the day or night.

A meteorological observatory, where weather reports are made and given out, has not been forgotten. There are apartments for distinguished visitors who are entertained by La Prensa during their sojourn in Buenos Aires.

La Prensa is also interested in education and to stimulate it the paper offers a permanent prize of \$1,500, which is annually awarded to the person who has taught the greatest number of illiterate people to read the national language within the boundaries of the Republic, during the year preceding. There are held here also literary contests, money prizes being given for the best articles and stories presented, while an information bureau is carried on for the benefit of the public. The interest in Argentine land problems which La Prensa is helping to solve interested us. One finds in this building an industrial and agricultural bureau and its department of free service has contributed largely to the needs of the agriculturists as well as to the requirements of the business community.

A striking feature of La Prensa, which is at once an advertisement and a public utility consists in the method of conveying news of extraordinary events through a powerful siren whistle which can be heard to the utmost limits of the city and suburbs. During these war times also, the news from the European battlefields is conveyed by a system of signals, flags by day, and electric light by night, on the top of the Prensa building.

CHANGE PROGRAMME OF SCHOOL OF JOURNALISM

President Butler, of Columbia, Makes Important Announcements Regarding Future Plans—Professional Work Will Be Expanded Over Three Years Instead of Two as Heretofore.

A tribute to the service the late Joseph Pulitzer rendered to American letters and American journalism is paid by President Nicholas Murray Butler of Columbia University in his annual report submitted to the trustees of the University and made public on November 13.

The various prizes in letters and journalism provided for under the will of Mr. Pulitzer are set forth at length in the report, together with a review of the work of the Pulitzer School of Journalism and future plans for the school. Dr. Butler continues:

"The jury or juries to make nominations for these prizes will be chosen by the American Academy of Arts and Letters from its own membership and that of the National Institute of Arts and Letters.

"Nominations of candidates must be made in writing on or before February 1 of each year.

TO CHANGE SCHOOL'S PROGRAMME.

Taking up the work in the Pulitzer School of Journalism, Dr. Butler says:

"During these three years two facts became apparent—first, that the income from the endowment of the School of Journalism would probably not be sufficient to meet the cost of such a school as Mr. Pulitzer had planned and as the University wishes to conduct; and second, that the students who were to enter upon purely professional courses in journalism must be called upon for a more extended and a more accurate knowledge of English, history; economics, and natural science than had heretofore been the case.

"The Administrative Board of the School of Journalism, therefore, recommended that the purely professional work of the School of Journalism be expanded to cover three years instead of two, as at present, and that the present two collegiate years of the programme be transferred to the control and direction of the faculty of Columbia College. In this way it was aimed to conserve the income of the School of Journalism fund for instruction in purely professional subjects and to increase the extent and the thoroughness of the preliminary training in non-professional subjects. This new programme will go into effect on July 1, 1918."

Florida Paper's Fine Home

The World Publishing Company of Winter Haven, Fla., is erecting a new brick structure in Winter Haven to be the home of its three publications, one of which will be a daily. The building will be 30x90 feet in size, two stories in height, and will be handsomely furnished throughout. One of the latest design Webb perfecting presses will be installed, together with the most modern machinery.

Says British Steal News

The Chicago Daily News charges that the British Government has been stealing its news dispatches from Germany, and selling them to a private London news bureau. The charge is made in a signed and copyrighted dispatch from Oswald F. Schuette, the German representative of the Daily News.

By the Side of the Road By Thomas Dreier

Now, do you wish to know what riches I have gathered in the new world? I will tell you. These are my riches, which neither moth nor rust can corrupt. I have travelled from the primitive social life of a Syrian village to a great city which embodies the noblest traditions of the most enlightened country in the world. I have come from the bondage of Turkish rule to the priceless heritage of American citizenship. Though one of the least of her loyal citizens, I am rich in the sense that I am helping in my small way to solve America's great problems and to realize her wondrous possibilities.—Abraham Mitrie Ribbany.

WHEN JAFFREY DOUGLAS was a youngster his parents moved from the farm seven miles from town upon which he was born, and bought a place on the edge of a small town. Right next door was the Catholic Church.

Always observing, it did not take Jaffrey long to discover that the biggest man in the neighborhood was the priest. He seemed to have more power than any one else. When he spoke, people listened—and obeyed.

"I shall become a priest," said Jaffrey to himself.

But as he grew older he discovered that there were many persons in the town whose lives were not touched, by the teachings of the Catholic priest.

There was Frank Raitt, and the Goss children, and Chris Haugen—scores of persons who attended the Congregational, Methodist, and other churches. Jaffrey watched the ministers of those churches and found that their influence was also limited to the people of their own congregation.

The principal of the local schools was also limited in power. He sent his teachings into many homes in the city, but what about the hundreds of homes out in the country?

Suddenly the light broke. "Why," said Jaffrey to himself, "Judge Eldridge and Charlie Ingraham go into all sorts of homes all over the county every week, wherever their papers go. They go to Catholics and Protestants alike, giving to their readers the best they have. What a chance the editor of a country weekly has! I'll become an editor. Editors belong to the larger priesthood."

Whether he thought all that out when he was a boy, I do not know. All I know is that, in the work he is doing to-day, he is serving as a priest—one who ministers to his community, making it finer and better and happier because he lives and works in it.

The rewards of the country editor may be small, but his responsibilities and his opportunities are great.

I WAS TALKING the other day with a young advertising man who lately has broken into the Saturday Evening Post with some of his fiction stories.

"What is your ambition?" I asked. His answer was not what I expected. He said: "I want to do work of such character that people will love me."

Think of that from a big, strong, ambitious six-footer! He did not choose fame. He did not choose money. He asked for love.

"I've been watching men," he went on, "and the number of men who have fame and wealth, but who are disliked for one reason or another, appalls me. It seems to me they have paid too big a price for their money. Others have paid too much for their

fame. Their ideals were too low."

I was interested to know what conclusion he had come to as a result of his observing, so I asked: "Why do you ask for such a thing as love?"

"Because," he answered, without hesitation, "love is the reward the world returns to those who serve efficiently. By efficiently I do not mean with mechanical precision and lack of waste. I mean service rendered in the right spirit—as a loving mother would help her child.

"I want to write things that will make people feel better—stories that will make them cleaner, kindlier, more neighborly, more eager to help one another. I want to increase the amount of love in the world. Hate isn't driven out by fighting against it with stronger hate. It is always driven out by greater love.

"Maybe I won't make so much money, and I may not become famous, but I know for an absolute certainty that I can be lovable and can express that loveliness in my writings. That ought to win what I want, don't you think?"

A good question to ask: "Are my writings helpful, creative, neighborly, love-liberating, or are they filled with irritation, hatefulness, envy—the devils of an unhappy heart?"

ONE TIME BRUCE BARTON was persuaded to give a talk to the boys at Amherst. He told them something about magazine-making in New York. When he returned home he found his desk all cluttered up with letters from the youngsters who wanted to know how they could get editorial jobs on some of the so-called intellectual magazines of New York. The answers they received must have surprised most of them. "Start in as a cub on a real newspaper," said Mr. Barton, in effect, "and by the time you become a real writer you won't want to get the job you think you want now."

Some years ago in Chicago I heard Hugh Chalmers say that every man gets two things out of a job—first, what he learns; second, what he earns. The most important reward the young newspaper man gets is the training he receives. So the newspaper man should use the greatest of care in choosing his employer. Think what it has meant to countless young men to work on the Springfield Republican, or, in the old days, on the New York Sun.

THE MAN who has the right spirit, who feels right, who knows what he wants to do and who desires to be as useful as possible, finds his path strewn with the materials needed for the proper doing of his work. To him that hath the desire shall be given that which is needed for the materialization of that desire.

PRaised Pulitzer Students

City Editor Swope, in Entertaining Talk, Eulogized Their Work.

In an illuminating address on Wednesday evening before the Pulitzer Press Club of the Columbia School of Journalism, Herbert Bayard Swope, city editor of the New York World, eulogized the remarkable results thus far obtained by the Pulitzer school, as evidenced by the exceptionally fine work done by its graduates writing for the World. "During my brief administration on the New York World," he declared, "five Pulitzer students out of seven originally engaged are still with us and are doing most praiseworthy work. It is my opinion that the physical equipment that the school gives has done immeasurable good for all those who intend to enter the game.

"It is, however, unfortunate," continued Mr. Swope, "that graduates of schools of journalism are less self-confident and self-assured than those not possessing such training. But this is, of course, a personal equation. I have actually met graduates with boundless journalistic aspirations who appear to be on the defensive when they break into the game.

"This timorous, defensive attitude," went on Mr. Swope, "should be eradicated, and be supplanted by justifiable pride, for you have laid a groundwork of ethics that will go a great way in a game still in a fluid state.

"The next great moral upheaval in America," he predicted, "will be in the newspaper profession. It has been kept in a state of flux. In a way the New York World has tried to bring about that standardization so desirable by securing the confidence of the public. The World has been notable for doing big things in a big way. Truthfulness is the supreme bigness in this game, and the World has always striven to be guided by it. We aim more diligently than any other paper in the world for accuracy. The bureau of accuracy has done considerable in this direction."

In connection with his discussion of his experiences in Germany, Mr. Swope stated that representatives of the American press are at present given anything but a welcome reception upon their arrival in Germany. "I realized when I arrived in Germany," he asserted, "that even the New York World, regarded by all as being impartial in casting judgment on any one of the belligerent nations, was viewed as being a hireling of the Allies."

BILLY SUNDAY IN BOSTON

He Meets the Newspaper Men of the Hub Half-Way.

Billy Sunday is in Boston for a three months' attack on the forces of his Satanic majesty there. He says that he hopes to drive John Barleycorn to cover before he departs for his New York city campaign.

Already Billy has endeared himself to the newspaper men of Boston, for he has met them half-way in every thing. They find that the latch string of the Sunday home on Commonwealth Avenue is always out for them and that Billy's secretary, Robert Matthews, a former newspaper man, is ready and willing to give all assistance in his power.

Boston newspapers are printing columns on the campaign. They run, in most part, his sermons in full daily, besides special features galore, cartoons, photographs, and the like.

FUNCTIONS OF A. N. P. A. DEFINED BY T. H. MOORE

In a Talk Before the Officers of the National Cash Register Company, at Dayton, O., He Tells of the Aims and Work of the Great Organization Which He Represents.

Thomas H. Moore, associate director of the bureau of advertising, A. N. P. A., talked recently to the officers of the National Cash Register Company at Dayton, O., on newspaper advertising and the association he represents. He said, in part, describing the functions of the A. N. P. A.:

"The American Newspaper Publishers' Association, or, as we in the trade term it, the A. N. P. A., has nothing to do with news or editorial policy or with political opinion. Its sole purpose is to help the man who owns the newspaper solve some of his purely manufacturing and selling problems.

"Some of the most important functions of the A. N. P. A. proper can be briefly summarized as follows:

"Dealing with public matters affecting the business as a whole—such things as unfair post-office regulations, unfair express rates or railway rates, and along these lines it has won some notable victories;

"Arbitrating through a permanent labor bureau the very intricate problems that arise with labor unions;

"The recognition of advertising agents, the dissemination of confidential credit information, the collection of bad debts, and the warning of publishers against frauds and impositions. One of its most noteworthy works along this line has been, and is, a relentless warfare against seekers after free publicity.

THE NEWSPAPER A TARGET.

"The newspaper is a prize target. Each day the mail brings to every publisher a flood of requests to put this or that item in the paper—a flood now happily growing less in volume. These requests come from manufacturers, merchants, theatres, corporations, prize fighters, churches—everybody with a personal game. They come in all sorts of disguises, and all have the one object of inducing the newspaper to transmit an inspired message to the public.

"The newspaper owes it to the reader to keep its columns clear of this trash, and owes it to itself to get a revenue from any advertising it may see fit to print. The pitiless campaign of the A. N. P. A. against the free publicity seekers, and its never-ending inquiry, 'Why Don't They Pay For It,' is giving you better newspapers and giving publishers hundreds of thousands of dollars in annual revenue they would not otherwise receive.

"And, lastly, the A. N. P. A. deals with the question of costs of materials, and at this moment it is centring its energies towards finding a solution for one of the most vital problems that has ever arisen—the rising prices and increasing shortage of white paper."

A. N. P. A. AIDS CONSERVATION.

"As the average newspaper is sold for less than the original cost of the paper and ink, you can see what a terrible threat the slightest price variation on raw material holds for profits. But it is becoming more serious even than a mere question of price. It is a question whether we can get paper at all. Advertising and circulation have grown in the last year to such an extent that the newspapers have need of approximately 2,000,000 tons of white paper annually, and the mills are producing only 1,900,000 tons. If this continues, the

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



JUST WHEN THE "CUB" WAS MAKING AN IMPRESSION ON HIS YOUNG LADY VISITORS WITH THE STORY OF HOW ALL THE IMPORTANT NEWS COPY FOR THE PAPER HAD TO PASS THROUGH HIS HANDS.

finish is not hard to discern. The profits of all newspapers are in peril—the very life of many is threatened.

"Every possible economy has been made. Prices are becoming prohibitive. Even to smaller newspapers the present price means an increase in costs of from \$25,000 a year upward. To the large newspapers the sum runs into hundreds of thousands.

"You must expect to see newspapers increasing their subscription price and advertising rates. Indeed, many have already gone from 1 to 2 cents.

"The A. N. P. A. has aroused publishers to the necessity of eliminating every ounce of paper waste—and a free newspaper is becoming as difficult to obtain as free advertising. Ultimately, there will be some remedy, and when that day comes all the newspapers will have the A. N. P. A. to thank for guarding their interests in one of the most critical periods of their history."

Howard Figures in Tragic Accident

On Monday last, while Roy W. Howard, president of the United Press Associations, was driving his car through Greenwich, Conn., he accidentally struck Frederick Reynolds, twenty-six, of that town. Mr. Reynolds was rushed to the hospital in Port Chester, but he died shortly after his arrival. Mr. Howard thereupon returned to the Connecticut town, and surrendered to the authorities. After hearing his side of the case, and examining witnesses, he was placed under nominal bail of \$500 to await the result of the Coroner's inquest, which was set for yesterday. With Mr. Howard in his machine were his wife and family. It is stated that he was driving rather slowly, and that Mr. Reynolds stepped into the roadway and became confused.

Sphinx Club Meets

At the regular monthly dinner of the Sphinx Club, held Tuesday evening last, William S. Kies warned his hearers that in his opinion the belligerent countries would continue government supervision of industries after the war, and that when the war ends the European countries will economize in every way possible to increase their exports. He urged that a greater efficiency be practiced in industries here. Other speakers were: Edward James Cattel on "Getting the Most Out of Life"; Isaac Franklin Russell, on "Other Crimes Than Advertising," and James E. Bennet on "Do Modern Newspapers Make Presses, or do Modern Presses Make Newspapers?"

Exhibit of Raemaekers's Cartoons

Many of the original cartoons of Louis Raemaekers, of Holland, which caused nine attempts against his life, are on exhibition at the office of White, Alton & Co., in New York. These cartoons have embittered the German people toward Raemaekers. The American exhibition is arranged in chronological order, beginning in the early days of the German advance through Belgium, to the submarine controversy with the United States, and the deportation of Belgians to work in Germany. Some of the cartoons were loaned by King George, King Victor Emmanuel, Premiers Asquith, Briand, and others. The reproductions sell for \$10 each, the proceeds to go to the French Red Cross.

London Daily News Reduces Size

The London Daily News, in the practice of economy, has announced that it will cut down its size to six pages daily, in order to assist the Government, in its shipping economies.

GREAT SELLING POWER OF COUNTRY PAPER

In Address to New York Advertising Agents, Arthur Brisbane Champions the Cause of the Small Town Newspaper—Says It Affords Best Medium to Reach Farmer.

Arthur Brisbane, editor of the New York Evening Journal, paid a tribute to the country paper at the meeting of the Association of New York Advertising Agents on Thursday evening, at the Aldine Club. He said that the two large mail-order houses, transacting a business of \$80,000,000 to \$140,000,000 a year, would gladly pay the country newspapers \$1,000,000 annually, if they would take their copy; but they will not, for they conceive it to be their duty not to do so, in the interest of the home merchant. He said that the country paper deserved better treatment and more liberal patronage for its loyalty to the town in which it is printed. The country newspapers, he said, constitute a police force for the good of the country, and it is a most effective force. The man who advertises in these papers can talk to the subscribers of 10,000 towns at one time, and that is more than any other selling force can do. The advertiser who overlooks the country paper, and especially this year, is not taking advantage of the opportunity that may be his. There have been wonderful increases in prices recently for the farmer. The man who gets \$1,000 more for his potatoes or his wheat this year than he did last has \$1,000 more to spend, and the advertiser who is looking to big towns and their populations is missing the small towns, their own and surrounding populations, where more money is in circulation now than ever before, and where there are discriminating buyers of worth-while things. The country newspaper represents an intensive field. He likened it to the circulation of the San Francisco Examiner, which is so intensive, that, were the same profit per subscriber made by the New York Evening Journal, that paper would earn \$10,000,000 yearly. The country paper has that intensive service. A paper in a town of 500 will furnish 5,000 words of reading matter to its subscribers in each issue, every line of which will be read—and these papers will sell a page advertisement as low as \$12. With the city paper, a man may buy a can of salmon, which finishes his shopping for the day, and then go to a picture show. Fifty salesmen might talk to 500 people in one day, but five hundred country papers talk to 5,000,000. The editors of these papers are, some of them, the brightest in the country, and many of them are miserably paid. He cited the recent campaign in New York of William Calder for Senator. He advertised in the country papers, and was swept into office. He appealed to the source that others overlooked. Manufacturers, he said, should patronize these papers more, in order to prevent others from using them to influence public opinion.

"Walter Manning, of the Woman's World, told of the small town circulation of his magazine, illustrating the buying power and the prosperity of the people by stereopticon views. He said that 53,000,000 people lived in towns of about 5,000 or less population and 39,000,000 in towns of more than that number of people. Nearly all of the country merchants pushed nationally advertised products, he stated.

The meeting was presided over by Collin Armstrong.

FOREIGN SULPHITE AFFECTS PRICES HERE

German Bidding for Supply of Sweden Advances Quotations on all Shipments Made from Sweden, Norway, and Elsewhere in Northern Europe, Cutting Down Imports to the United States.

The price of chemical fibre, commonly called sulphite, so necessary to the manufacture of news print, is governed by the cost of the foreign supply, according to Maury L. Freeman, secretary of the American Pulp Manufacturers' Association. The price of the foreign product, particularly that from Sweden and Norway, is high, on account of the prevailing prices in that country—the amount the Germans are willing to pay for it. Something like 205,640 tons of sulphite were shipped into the United States during the first seven months of this year. Of that amount, Canada supplied 128,041 tons, compared with 130,801 for the twelve months of 1915 and 97,601 during 1914, while the Swedish supply has decreased from 11,407 tons a month to about 9,900 tons monthly. Formerly sulphite was purchased in terms of the American dollar—now it is bought at the value of the kroner—in Sweden. Freight, which formerly cost 18 shillings, has increased to 30 kroner. The shilling is worth about 25 cents, the kroner something like 26.8, and all exchange must be paid by the American purchaser. All of the German supply has been cut off, and there is a shortage in the northern European countries, because much of the wood from which sulphite is manufactured, a great deal of which came from Russia, is not now available.

FOREIGN SOURCES OF SUPPLY.

The following table shows the imports of unbleached sulphite, and the countries from which they came:

Countries:	1914.	1915.*	1916.*
Canada	97,601	130,801	128,041
Sweden	126,881	136,864	69,329
Norway	52,206	27,268	7,177
Germany	44,941	13,535
Austria	2,706	519
Other countries	5,891	2,314	1,093

*Seven months. Eighteen thousand tons less were imported in 1915 than in 1914.

There were 106,681 less tons of unbleached sulphite imported so far this year than during 1915, and 121,576 less than during 1914. Canada increased her shipments for the first seven months of 1916 to 128,041, sending into the United States almost as much as during the entire twelve months of 1915, which illustrates the readjustment necessary to maintain a sufficient supply.

FINE CHECKS FOR OLD PAPER

Washington, D. C., School Children Netted \$667 from Their Collections.

The plan for collecting old newspapers through the public schools is working out admirably in Washington, D. C. Fleming Newbold, business manager of the Evening Star, proposed it, to the end that greater conservation of paper may be effected. Old newspapers are made up into other grades, for which original stock would have to be used unless this plan is followed. The printed pages are utilized to make box board, building, and several other grades of paper. The idea of having the school children of the city make collections and bring them to the schools, from which they would be removed by a dealer in that commodity met with favor. The result is that carloads of paper that formerly went to waste, are salvaged now.

IN FIXING PRICES FOR NEWS PRINT MR. DODGE IS MAKING INDUSTRIAL HISTORY

TO say that the news print situation has reached a crucial period is to sum up recent development dispassionately.

Those news print manufacturers who sell the bulk of their output on annual contracts with publishers are now considering the vital question of WHAT THE PRICE SHALL BE UNDER CONTRACT RENEWALS. These manufacturers have come to the parting of the ways.

Two courses are open to them. One leads to enormous temporary profits, collected through taxing the American publishers—and incidentally the American people—to the utmost limit suggested by greed and opportunity.

The other course leads to reasonable immediate profits, and ASSURED PERMANENT PROFITS AND GOOD WILL.

No industry can prosper through a business policy which will hamper, injure, and, in some instances, even destroy the business of its customers. A temporary "killing" in the matter of inflated prices for news print is POSSIBLE for the manufacturers under present conditions. But to yield to the temptation would be business suicide for them.

Presumably the makers of news print value the good will of their patrons as highly as do business men in other lines of industry. Presumably they realize that the development, and the future prosperity, of their industry depend upon their willingness and ability, in times of economic stress, and when abnormal conditions prevail, to PROTECT and to CO-OPERATE WITH THEIR CUSTOMERS.

The publishers of America are not demanding of the news print makers that they shall sacrifice reasonable profits, based upon MANUFACTURING COSTS. Such profits are due to the manufacturers—and such profits the publishers, through economies and through reasonable advances in advertising and subscription rates, will be able and willing to pay.

This week the International Paper Company, through its president, P. T. Dodge, has been conferring with its sales agents and with some of its old patrons on the subject of the price to be fixed for 1917 contracts, and the tonnage to be allotted. If Mr. Dodge is as wise as a majority of publishers believe him to be he will BASE THE 1917 PRICE ON ACTUAL MANUFACTURING COSTS, PLUS A REASONABLE PROFIT FOR THE COMPANY CONSIDERING ITS ENTERPRISE AND ENORMOUS INVESTMENTS. By doing this, and by resisting the lure of temporary profits, he will RENDER A SERVICE TO THE PUBLISHING INDUSTRY OF SUCH FAR-REACHING VALUE THAT HE WILL ASSURE THE DOMINANCE AND THE PROSPERITY OF HIS CORPORATION FOR YEARS TO COME.

For this great company, producing approximately a fourth of the total output of news print on this continent, has it within its power to practically REGULATE THE MARKET PRICE OF THAT PRODUCT. The International price will rule. It will stabilize and standardize the market—or it will further disorganize and unsettle that market. If Mr. Dodge fixes a fair price, other manufacturers must follow suit—or eventually go out of business.

It is not often that any man faces the opportunity that is now confronting President Dodge. It is a big test—for a big man. He will emerge from this test as one of the great figures of American industrial life—or as a man who has failed at the crucial hour. THE EDITOR & PUBLISHER DOES NOT BELIEVE THAT HE WILL FAIL.

The city was divided into six districts, the dealer calling weekly. The plan was approved by the Board of Education, and the work commenced. In collecting old newspapers, a large number of magazines, that bring \$1 per hundred pounds, were brought in. The first check paid by the dealer surprised everybody, for prices had advanced to fifty cents a hundred pounds, with waste paper quoted at forty cents. The check amounted to \$317.38, and the second week the dealer paid \$350.07, which was given to the schools for the playground fund and other social purposes by Mr. Newbold.

WILL BUILD NEWS PRINT MILL

Mississippi Plant Will Bring New Tonnage on the Market in January, 1918.

Work of construction of the Hattiesburg Pulp & Paper Co.'s mill at Hattiesburg, Miss., is to commence next month. The plant, which will be located within the limits of the town, near the Leaf River, will produce news print exclusively. The mill will cost \$1,500,000 and will be ready to add its tonnage to the present supply January 1, 1918. Originally, it was the intention to erect a cardboard mill, at a cost of \$750,000, but after canvassing the matter it was decided to double the capital, and go into the manufacture of white paper, for which there is an increasing de-

mand. Charles W. Rantoul, of New York, has been mentioned for president of the new organization.

HANNA CONTROLS REMINGTON

Takes Over Majority Interest of Paper Company for His Sons.

The control of the Remington Paper & Power Co. of Watertown, N. Y., has been turned over to D. R. Hanna for his sons. Mark A. and Carl H. Hanna, who have become officers of the corporation and members of the board of directors. The Remington Co. operates three mills, with a capacity of 48,000 tons of paper annually, being one of the largest concerns in the country. The company's plants are located at Norfolk, Norwood, and Raymondsville, N. Y. Mark A. Hanna becomes an officer in the financial end and Carl H. Hanna takes an official position in the operating end, and both of them have taken up their duties at Watertown. Associated with Messrs. Hanna will be Mark L. Wilder, who continues as president of the company; Birmingham & Seaman, paper brokers; James Whelan, of Port Arthur, who has large paper and wood pulp interests in Canada; William P. Leech, vice-president and general manager of the Cleveland Company, publisher of the Cleveland Leader and News, and others.

A. N. P. A.'S PAPER COMMITTEE MEETS

Informal Discussion of Present News Print Situation, Without Definitely Discussing Any Plan—Convenes to Meet A. G. McIntyre, Paper Expert of the Association.

The paper committee of the American Newspaper Publishers' Association convened Wednesday morning to meet A. G. McIntyre, paper expert of the Association, who will handle the news print problems of that organization in the future. The committee consists of F. P. Glass, of the Birmingham (Ala.) News; Hopewell L. Rogers, of the Chicago Daily News, and president of the American Newspaper Publishers' Association, Emil M. Scholz, of the New York Evening Post, and Elbert H. Baker, publisher Cleveland Plain Dealer.

The meeting was of a preliminary character. No definite action was taken, though different plans were discussed with reference to the white paper market, the matter of future supply, and the price which will be charged for news print for 1917, among which were the propositions, mentioned previously, of encouraging present manufacturers in the matter of developing an increase in tonnage, either by contracts, by financial investment, or both.

The discussion was general in its character, ranging over the situation at large, no detail being taken up for consideration.

NEW YORK PUBLISHERS IN SESSION.

The New York Publishers' Association held a meeting Wednesday, having present as guests H. L. Rogers, president of the American Newspaper Publishers' Association; F. P. Glass, of the Birmingham (Ala.) News, chairman of the paper committee, and Emil Scholz, of the New York Evening Post, the members of the executive committee of the A. N. P. A., and A. G. McIntyre, the paper expert, of that organization.

Mr. McIntyre and members of the paper committee spoke on the present news print situation, and outlined plans under discussion, as well as the work that has been done so far by the committee. The meeting took place at the Hardware Club, following a luncheon. The membership of the Association consists of the publishers of daily newspapers of New York and Brooklyn.

TO CURE NEWS PRINT SHORTAGE

Frank L. Frugone Suggests Suspension of Publication on Legal Holidays.

Frank L. Frugone, treasurer and business manager of the Bollettino Della Sera (the Italian Evening Bulletin), of New York, offers another and a new suggestion for the conservation of the supply of news print. His suggestion involves a suspension of publication on the part of all newspapers on Thanksgiving Day, Christmas, New Year's Day, and July Fourth. Mr. Frugone believes that if there was a general suspension of all of the dailies on that day, the saving of news print would more than take care of the scarcity. The idea at first thought does not strike seriously, but it improves under consideration. There is not a particle of doubt that if the suggestion could be put into effect, it would help to take care of the news print shortage in a way that would be most effective. The matter has been submitted by Mr. Frugone to the editors and business managers of many of the larger dailies throughout the country.

VETERAN JOURNALISTS MET AT DINNER TABLE

Thirty-three of Boston's Old Guard Held Their Tenth Annual Reunion — Speeches by General Taylor, Edward P. Barry, and Others—Governor McCall Elected President.

BOSTON, November 16.—Members of the old guard, newspaper men of years of experience, dined last Saturday night at Young's Hotel, recalling experiences of the past as they did so. They call themselves "Boston Veteran Journalists." To-night thirty-three of these men of the press, many of whom are still "in the game," held their tenth annual dinner.

Linn Boyd Porter, who died some months ago, was the originator of the organization. Mr. Porter is remembered as a former president of the Boston Press Club, a novelist and newspaper men. The requirement for membership is that a man shall have done newspaper work in Boston thirty-three or more years ago.

The president of the association, Manley M. Gillam, once city editor of the Post, but now a resident of New York city, presided. At the head table with him was Gen. Charles H. Taylor, of the Globe; B. Leighton Beal, secretary of the Boston Transit Commission; George F. Babbitt, formerly of the Herald; Charles P. Tower, former city editor of the Post; Frank H. Pope, supervisor of loans, and the Rev. Henry P. Winter, for many years assistant pastor of People's Temple.

When the list of members who have died during the past year was read by Weston F. Hutchins, the secretary of the organization, it was noted that Willard S. Cooke, Edward W. Hazewell, the Rev. William S. Smith, William G. Spear, Benjamin P. Palmer, Edwin M. Bacon, and Linn Boyd Porter had been given "good night" by The Great City Editor. A loving cup was passed around the table, each member standing in turn and drinking a toast to the departed men.

GENERAL TAYLOR'S SPEECH.

The first speaker of the evening was General Taylor, who said that the door of opportunity is always open to any young man who is looking for such an opening. Opportunity, he said, is being alert, ambitious, and always ready to do more than one is paid to do. He described how, when a young apprentice on the Traveler, he obtained a job as reporter by taking time at his dinner hour to run over to City Hall and the Court House to gather news to be handed over later to the city editor gratis in order to prove that he was capable of the newspaper work for which his heart yearned.

Reporting a speech for the Traveler, which he later sold the New York Tribune, just after the close of the Civil War, landed General Taylor a \$2,000-a-year job as Boston correspondent of the Tribune. General Taylor cited other instances, leading up to and including his purchase of the Boston Globe, to prove that opportunity always has the latch-string out for a young man who is ambitious.

Edward P. Barry, formerly of the Herald, paid a high tribute to General Taylor, who had left the gathering, when he said that he had done more to elevate the calling of the reporter than any other man in the United States.

NEW OFFICERS CHOSEN.

The new officers chosen are: President, Gov. Samuel W. McCall, formerly

editor of the Boston Advertiser; E. Rockwood Tilton, formerly of the Post, secretary; Joseph O. Hayden, treasurer of Middlesex County, treasurer.

Among others present were: Walter E. Adams, former city editor of the Herald, and now publicity man of the Boston & Albany Railroad; Gen. William E. Bancroft, former president of the Boston Elevated; Sylvester Baxter, John J. Finn, Thomas H. Hall, Joseph O. Hayden, James W. Hemmenway, Weston F. Hutchins, Justin S. Keeler, Hon. William S. McNary, Samuel Y. Nash, James T. Neil, the Rev. Frederick H. Page, John L. Parker, Alvah H. Peters, Charles E. Pierce, C. Frank Rice, Edward S. Sears, and the Rev. Daniel Munroe Wilson, of Dover, N. H.

FARRAR REDEEMS HIMSELF

Disgraced Former Reporter and Clergyman Decorated for Bravery.

Frederick P. Farrar, of the French Foreign Legion, has been decorated for valor in the field and acclaimed for conspicuous gallantry.

He disappeared five years ago after his many friends here and in England learned that, as the Rev. Dr. Frederick Percival Farrar, rector of Sandringham, domestic chaplain to King George and honorary chaplain to Queen Alexandra, he had been dismissed from his court posts. He had not been heard of since in the United States or England until a few days ago.

For a year, it is said, he has been fighting in the Foreign Legion, but it is not known under what name. His persistent courage finally drew attention to him.

Farrar's wife was Miss Nora Davis, of Philadelphia, a sister of the late Richard Harding Davis. He had met her when he was a Philadelphia newspaper reporter.

Farrar is a son of the late Canon Farrar. For a long time he lived in the home of George W. Childs, of Philadelphia, Mr. Childs and Canon Farrar being close friends. After working as a reporter he became private secretary to L. Clark Davis, then managing editor of the Public Ledger, and father of the girl he later married.

NEWSPAPER MAN HEADS CLUB

Arthur Benington, of the Sunday World Has Been Chosen President.

The first social session of the Patria Club of New York since the recent election of Arthur Benington, of the New York Sunday World, to the presidency of the Club, was an interesting event. It was held on the night of November 10 at Delmonico's, the subject of the session being "Beautifying New York." F. Wellington Ruckstuhl, the sculptor, spoke on "What New York Must Do to Be Beautiful," and Dr. John Quincy Adams, secretary of the Municipal Art Commission, spoke on "What New York has Done and is Doing to Become Beautiful." Mr. Benington presided.

The Patria Club has been for twenty-five years devoted to the active consideration of national, ethical, social, and scientific subjects, and the selection of Mr. Benington as its head adds another distinction to the many he has won. Associated with him as officers are Elisha Hewitt, first vice-president; Mrs. Charles H. Denison, second vice-president; Paul A. Meyrowitz, third vice-president; James Barr Luckey, secretary; James B. Millward, financial secretary, and Edward V. Brokaw, treasurer. Nine prominent citizens compose the executive committee.

JUDGE CAUSES ARREST OF NEWS BUREAU HEAD

Unusual Libel Suit Which Involves Nice Legal and Ethical Points is Started in Chicago—Newspaper Men Are Much Interested As the Case Sets a Precedent.

One of the most unusual actions for libel in the history of Chicago newspapers was started there on November 14 by Chief Justice Harry Olson, of the Municipal Court. Judge Olson obtained a warrant from an associate judge in his court for Walter B. Brown, manager of the City News Bureau, charging criminal libel.

The action was the outcome of an alleged interview given by State's Attorney Hoyne reflecting on the motives of the Chief Justice in giving a decision adverse to the prosecutor. The case in question was Mr. Hoyne's application for a warrant for the arrest of Chicago chief of police, Charles C. Healey.

Mr. Hoyne's interview, which he later disowned, was distributed to the newspapers by the City News Bureau and printed in full in several afternoon papers and with explanations as to its doubtful authenticity in the morning papers.

Judge Olson's action has aroused considerable speculation as to his object in singling out Mr. Brown, inasmuch as the Bureau unquestionably handled the interview in good faith.

INVOLVES NICE LEGAL POINTS.

Furthermore, there are two or three witnesses who claim that Mr. Hoyne actually said what was attributed to him, and the question is being asked why Judge Olson did not ask for a warrant for the State's Attorney as well as for the head of the News Bureau.

Among lawyers it is declared the hearing will bring out some nice legal and ethical points. Although it is well understood that an interview coming from a public official is not necessarily "privileged," nevertheless it is believed Judge Olson will find it difficult to convict a man who merely transmitted what he presumed to be an authentic interview to subscribers for the bureau service.

Some of the papers, it is known, printed the story as it came from their own reporters, yet Judge Olson has taken no action against the editors of the newspapers.

U. P. Wins Point

The United Press has won its appeal in its suit for damages against the National Press Association, publisher of the Kansas City Post, for breach of contract. The United States Court of Appeals, on November 4, handed down a decision reversing the lower court and sending the case back for a rehearing. In the lower court, the United Press was given a verdict for \$850, which covered the period between the last payment to the United Press by the Kansas City Post and the date when service actually was stopped. The U. P., however, is suing for damages, aggregating about \$30,000. The U. P. attorneys carried the case to the higher court, where their contentions were sustained. The National Press Association is owned by Bonfils & Tammen, publishers of the Denver Post and the Kansas City Post. The United Press case has been in the charge of Judge Glendy B. Arnold, of St. Louis.

An Illinois woman gets alimony from three former husbands. Marriage, next to advertising, pays best.

NEWSPAPERS SHOULD SUCCEED

Howe Says Success Is Easier Than Failure, if Men Would Only See It.

Ed Howe, the sage of Potato Hill, always says something when he speaks. Addressing an audience before the University of Kansas, at Lawrence recently, he drove right to the point, and told what a newspaper should be like. According to Mr. Howe, there is too much to abuse among newspapers. "I know of more worthless newspapers than good ones," he said, "and all of these might be successful. The first thing in life is to be as good men and women as possible; the first thing in newspaper work is to be as good an editor as possible. Success in life is easier than failure." He said that genius is not necessary for success; that the common people have as great a chance to make good as any one. The man who is patient, kind, energetic, efficient, and industrious rarely fails, while he who is vicious, listless, and inefficient never succeeds. "The man who is selfish will never be a drunkard, a liar, or a failure," he declared. "He can't afford it. Thomas A. Edison is a selfish man, but no one can dispute the big things he has accomplished."

Mr. Howe said that people are no longer content to sit and listen to lectures and speeches without a point, when one can sit at home and enjoy his paper and criticize the editor.

COL. ROOK HAD FORESIGHT

Editor of Pittsburgh Dispatch Did Not Concede Election to Hughes.

Due to the excellent editorial foresight of Col. C. A. Rook, editor of the Pittsburgh Dispatch, this paper was the only Pittsburgh daily on the morning after election which did not announce the positive election of Hughes and Fairbanks. The Pittsburgh Post, the Democratic organ, announced in a streamer head, followed by their photos: "Hughes and Fairbanks Are Elected," while the Republican organ, the Gazette-Times, declared: "Hughes and Fairbanks Elected," with a cartoon of "That Same Old Coon." The Dispatch gave its morning readers the headline, "Democrats Deny Election of Hughes," using neither cartoon, photos, nor editorials to figure as a part of the election news. However, the editors at the Post and the Gazette-Times say they had lots of good company in making a mistaken election announcement.

National Advertisers to Dine

The annual dinner of the Association of National Advertisers will be held on the night of December 6, in the Copley Plaza Hotel, Boston, Mass. Edwin L. Shuey, advertising director of Lowe Brothers Company, of Dayton, Ohio, who is president of the Association, will act as toastmaster. The speakers will be Dean Edwin F. Gay, of Harvard University, Lieut.-Governor Calvin A. Coolidge, of the State of Massachusetts and Frank P. Sibley, of Boston.

Developing News Print Mills

Development of news print manufacturing concerns in Ontario continues. The response to the advertisement of the Canadian Government for tenders for pulp wood and pine on the Pie River has been large. Another area on the Black Sturgeon River will shortly be opened, on the condition that the erection of pulp and paper mills will follow.

TRADE **LINOTYPE** MARK

The (*Linotype* *All-Slug*) Way in Ohio

FOLLOWING the recent order for twelve Multiple-Magazine Linotypes from the Cleveland Press, the Cincinnati Post, and Toledo News-Bee, the Leader-News of Cleveland has just modernized its composing room by ordering eleven Multiple-Magazine Linotypes—eight Model 18's and three Model 14's.

That the Linotype is keeping pace with the requirements of progressive newspaper publishers everywhere is evidenced by the fact that of the twenty-three new Linotypes purchased by these four recognized Ohio dailies fifteen were machines that have been on the market less than seven months—Models 17 and 18.

All the elements of simplicity and speed of the well-known Model 5 are retained in the new Model 18 Linotype, with the further advantage of an additional magazine.

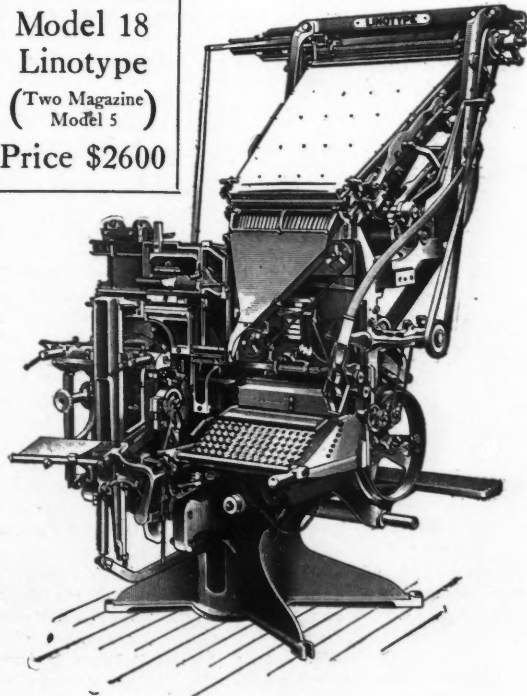
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CONCEDE LAWRENCE IS A POLITICAL PROPHET

New York Evening Post Man Who Made Remarkably Accurate Election Forecast was Graduate of Buffalo Express, Which Paper Trained Many Other Political Writers.

"The best school of journalism there ever was in the United States, in my opinion, was the old Buffalo Express," said Frank Parker Stockbridge, managing editor of the Evening Mail, the other day.

The subject under discussion was the work of the New York newspapers in forecasting the result of the recent election. Mr. Stockbridge called attention to an article in last Sunday's Times in which the following three paragraphs interested him:

"David Lawrence, a Washington correspondent of the New York Evening Post, has attracted attention by the forecast he printed in that paper in which he predicted that President Wilson would win with 267 electoral votes against Mr. Hughes's 264. Ohio was one of the States Mr. Lawrence credited to the President, with a declaration that Minnesota might be found in the Democratic column, while New Jersey, the President's own State, would undoubtedly go Republican. He gave Wilson the thirteen electoral votes of California.

"The closeness of the election, while not generally anticipated, proved to have been correctly foreshadowed in the nation-wide poll published in the New York Herald on last Sunday.

"Another political writer who foresaw that it was going to be a close contest was Stevenson H. Evans, of the New York Tribune.

GOOD POLITICAL PROPHETS.

"The best political writer and reporter I ever knew was and still is Samuel G. Blythe, now of the Saturday Evening Post," said Mr. Stockbridge. "When I went to work on the Buffalo Express, in 1894, Sam Blythe was its city editor. Almost all that I have ever learned about the fundamentals of good journalism I learned on that paper, and it was Blythe who gave me my first start as a political writer.

"The three newspaper men who came closest to predicting the result of the last election were three men who got their early journalistic training on the Buffalo Express. Don Martin, who had charge of the Herald poll, came on the Express as a cub while I was a reporter there. Steve Evans, now with the Tribune, worked for a while on some other Buffalo papers before he became city editor of the Express, from which job he came to New York. David Lawrence, of the New York Evening Post, got his first training as a political writer while on the Express.

OLD TIMERS GOT TOGETHER.

"There is something about Buffalo journalism, at least about the way things are done on the Express, that makes good political reporters. We had quite a round-up at the Chicago Convention last June. There were so many of us there that we planned to have an Express Alumni breakfast, with Jim Greene, who has been managing editor of the Express for twenty-eight years, as the guest of honor. He was there reporting the Convention as he has reported every national Convention for more than thirty years.

"I remember a few years ago Don Martin and I took a census of New York newspaper men who had come

from Buffalo within the preceding ten years, and we counted, as I recall it, thirty-three who held good jobs on New York papers.

"My advice to any young man who wants to learn the newspaper business is to start in some small town where he can learn all ends of the work. I know mighty few good newspaper men who got their early training on New York city papers."

POLITICAL PUBLICITY COST A LOT OF MONEY

It Is Estimated that the Campaign Committees of the Two Big Parties Expended More Than \$100,000 Each in Advertising the Claims of Their Respective Candidates for the Presidency.

WASHINGTON, November 14.—Advertising expenditures made by both parties in the Presidential campaign which has just closed are the largest which have ever been made in any national campaign. It is approximated that the total expenditures will easily be more than a hundred thousand dollars each for the national committees.

Robert W. Woolley, director for the National Democratic Committee, with headquarters in New York, and William J. Cochran, publicity director of the Western headquarters at Chicago, have been complimented upon the masterly way in which they have handled the publicity for President Wilson.

The enormous volume of display advertising placed by the Republican National Publicity Committee in newspapers over the country—particularly in the doubtful States—was in charge of William C. Neilly, who has a very wide experience in newspaper advertising, having been for years advertising manager of the United Drug Company of Boston.

Two of the largest single items spent for advertising by the Democratic National Committee were those paid to the Western Newspaper Union of New York, and the Street Railway Advertising Co. of New York, \$10,000 each. Other items are noted in the statements filed by the National Committee with the Clerk of the House of Representatives, as follows: The Messenger Publishing Company of Owensboro, Ky., \$300 for newspapers; E. J. Noble, of New York city, \$200 for advertising; the Central Advertising Mat Service Co., of Cleveland, \$750 for advertising; James M. Dally, of Chicago, \$3,000 for advertising; the Croatian Printing Company of Chicago, \$150 for advertising; rent of advertising display, the Realty Advertising & Supply Co., \$75; Ward & Gow, of New York city, \$1,325; the Taylor-Critchfield-Clague Co., \$5,000 for advertising; George Enos Throop, Inc., \$2,500; Hanff-Metzger, Inc., New York city, \$10,951, in four amounts; J. B. Carroil, of Chicago, Ill., \$1,000 for advertising. Street Railway & Advertising Co. of New York, \$9,660; Central Advertising Mat Service Co. of Cleveland, \$750; L. R. Libben, New York city, \$30.24; North Side News, New York city, \$30; Brooklyn Daily Times and Brooklyn Citizen, each \$124.80; Standard Publishing Co. of Grand Rapids, Mich., \$25.20; American Press Association, \$4,389; McConnell Press (newspapers), \$3,545; the Day (New York), \$1,050; New York Labor papers, \$5,000; New York City Car Advertising Co., \$2,511; the National Publicity Co., Washington, D. C., \$289; Remo Zucca, \$200; the Broadway Subway & Home Boroughs Car Advertising Co. of New York, \$1,113; the National Railway Advertising Co. of Chicago, \$675; the Federal

Sign System Co. of Chicago, \$250; the Home Show Printing House, Kansas City, Mo., \$435; the National Printing Co. of Omaha, \$189; the American Press (for cartoons) was paid in one item by the Democrats, \$567; the Whitehead & Hoag Co. of Newark was paid in one item \$524 for buttons. This is only one of many items for like purpose. The Postal Telegraph Co., Chicago office, was paid \$3,983 in one item, for publicity telegrams. The Western Union Co. was paid \$1,706 in one item for publicity telegrams.

SOME REPUBLICAN EXPENSES.

Items of interest spent in publicity work for advertising by Republicans were in part as follows: The Thomas Cusack Co., \$5,000 for advertising; Thomas R. Shipp & Co., \$1,000; the Western Newspaper Union, \$794.71; Svenska-Amerikanska, of Minneapolis, Minnesota, \$500; M. W. Pickering, various items from \$50 to \$300; W. Y. Morgan, \$500; The Evansville (Ind.) Journal-News, \$1,000; the Lake County Publishing Company, four items of \$500 each; H. E. Jones, of Chicago, Ill., \$500; J. W. Bryan Press, Washington, D. C., for advertising, \$8,490; the Farmers' National Congress, \$300; the Louisville Herald Company of Louisville, Ky., \$624. The Socialist Party spent \$101.83 for advertising.

These items are culled from the hundreds of pages of the statements filed by the Democratic and Republican parties, and are the more prominent items of the amounts spent for advertising and publicity. The item of the expenditure to M. W. Pickering was made by the Republican Congressional Committee, and was meant to include clerk hire and pay for other publicity work by that organization. There are many items for publicity, no doubt, in the thousands of items filed that can never be credited to advertising or publicity owing to the fact that the Committee in filing the statements only gives the name of the concern to which the money was paid, and which upon the face of the statement does not disclose whether it is for advertising, publicity work, or otherwise.

There is nothing to indicate in any of the statements which kind of advertising was most effective. The Democratic publicity representatives were, of course, most successful in their work, but to just what kind of advertising they give the most credit, it is hard to say. William J. Cochran, at Western headquarters, employed all kinds of advertising and made a feature of newspaper work. One of his assistants, Henry Minor, of Mississippi, did very effective work in preparing news and editorial matter for the smaller city and country newspapers.

It was the policy of the Democratic publicity directors to send their campaign material by telegraph with the tolls paid in advance, which practically insured the publication of the information sent throughout the country. These are only a few of the many thousand advertising items that were used in the campaign just closed, but they give an idea of the advertising methods used.

Publisher Believes in His State

A. P. Johnson, publisher of the Grand Rapids (Mich.) News is the author of "The Glory of the States—Michigan," a three-column tribute to his native State. He has had printed a map of the State, showing within the radius of a circle the territory covered by his paper, and on the back the story of the Glory of the States. The whole makes a most interesting contribution.

HERALD TAKES SLOGANS OF THE TIMES AND SUN

"All the News That's Fit to Print," and "It Shines for All," Mottoes That Have Been Used by Rival Newspapers for Years, Now Appear on the Front Page of the Bennett Paper Daily.

The New York Herald has adopted and carries on its front page the Times and Sun slogans: "All the News That's Fit to Print" and "It Shines for All." If readers of the Herald were surprised, their astonishment was nothing compared with that of the other New York newspapers, which noticed the change and commented upon it. While these two slogans have been recognized for years as the tentative property of the Times and the Sun, no action will be taken by these newspapers to prevent their use.

In an editorial discussing the matter and appearing under the heading "The Herald Undertakes a New Line of Business," the Sun observes "The appearance of the familiar legend 'It Shines for All' on the main headline of our neighbor the Herald has occasioned some mild interest in this quarter.

"At first it seemed another manifestation of Mr. Bennett's well-known partiality for the maxim that imitation is the sincerest form of flattery.

"Then occurred the question of copyright; for this verbal device has been the recognized property of the Sun since the beginning of 1834—that is to say for about eighty-three years.

"There is no need, however, of considering questions of complimentary intent, of invasion of legal rights, or of violation of professional ethics. We understand that our contemporary is merely advertising the fact that to its public utilities at Sixth Avenue and 35th Street it has now added a well equipped and attractive boot-black parlor."

THE HERALD NOT DISTURBED.

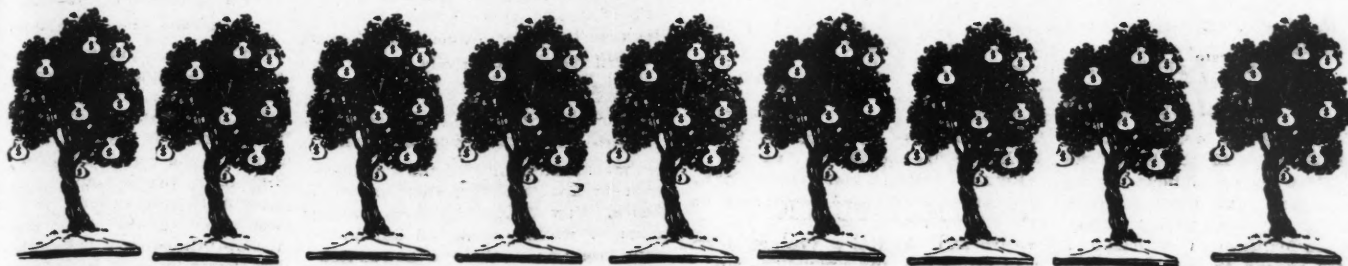
In response to this politely sarcastic editorial, the New York Herald printed the article on its editorial page the following morning, and supplemented it with "Sure! That's right! Next! Shine, sir? One cent for all the news that's fit to print."

Even the New York Evening World felt impelled to remark editorially: "In its commendable efforts to put life and activity into its venerable limbs our esteemed neighbor, the Herald, has taken on board the Times's motto, 'All the News That's Fit to Print,' and the Sun's motto, 'It Shines for All.' Now, if it will adopt the World's 'Circulation Books Open to All,' things should go well."

Ervin Wardman, publisher of the Sun, regards the rather aggressive tactics of the Herald as being exceedingly humorous. When questioned by a representative of THE EDITOR AND PUBLISHER as to whether his publication would take out an injunction against the Herald, he replied with a good-natured smile, "Certainly not. We do not take the latest step of Mr. Bennett very seriously. In fact, it all amuses us and makes a decided appeal to our sense of humor. Our attitude is that of an amused spectator witnessing the perpetration of some harmless fun. That is and will be the extent of our activity in the matter."

It is likewise the intention of the New York Times to remain passive in the matter.

The only statement procurable from the Herald is "Mr. Bennett has sailed abroad. We have no remarks to make."



The Money Crop is the Biggest Crop in

MICHIGAN

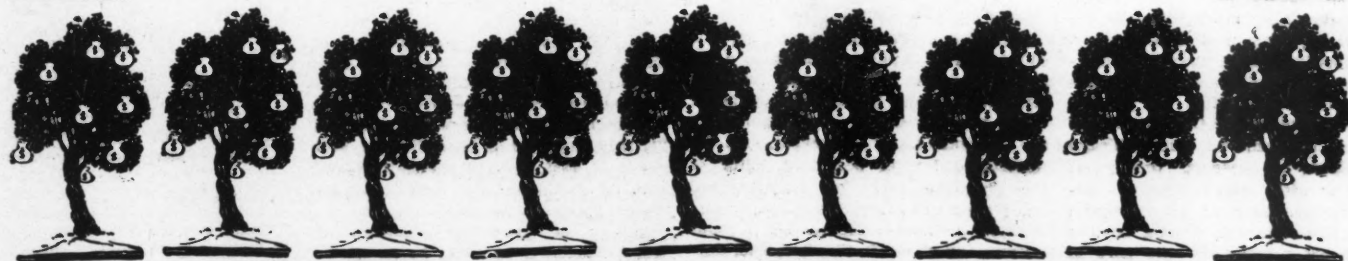
And you can cover the most prosperous field—where nearly three million people live—by using these **FOURTEEN** evening newspapers.

Just consider the remarkable conditions that exist and realize the small cost of reaching this splendid territory! You simply **CAN'T** go wrong when you cover Michigan with *such* mediums.

HERE ARE THE BUSINESS GETTERS

Circulation Figures, Net Cash Paid					Circulation Figures, Net Cash Paid				
CITY	Popu-lation	NEWSPAPER	Circu-lation	5000 Line Rate	CITY	Popu-lation	NEWSPAPER	Circu-lation	5000 Line Rate
Detroit	725,000	News	187,993	.17	Jackson	40,000	Citizen-Press	15,941	.02
Gd. Rapids	125,000	Press	82,302	.09	Muskegon	35,000	Chronicle	11,298	.02
Flint	65,000	Daily Journal	22,168	.04	Battle Creek	32,000	Moon Journal	6,114	.015
Saginaw	55,000	News	19,642	.03	Port Huron	25,000	Times-Herald	12,454	.025
Bay City	52,000	Times-Tribune	18,000	.03	Ann Arbor	20,000	Times-News	6,974	.0215
Lansing	50,000	State Journal	20,000	.035	Pontiac	20,000	Press-Gazette	10,640	.02
Kalamazoo	46,000	Gazette-Telegraph	26,332	.035	Adrian	12,000	Telegram	10,219	.02

“Evening Papers Bring Results”



NEWSPAPER MAKING

Value of Exclusive Features, of the Human-Interest Kind, in Developing and Holding Circulation—Routine News No Longer Potent in Securing New Readers—Distinctiveness the Key to Problem.

By JARON ROGERS,

Publisher of the New York Globe.

MORE money has been wasted and foolishly sunk in childish efforts to bolster up circulations for inferior newspapers than would, if properly invested to boost worthy enterprises, secure for them circulations and prestige far beyond their fondest ambitions. I mean this in the broadest and widest sense, for I know that I am on the soundest kind of a foundation when making this radical statement.

Our friends the mining engineers, those of broad experience, put the proposition in this way: "More money has been spent in mining than ever came out of the ground." In mining so much money is wasted in foolish prospecting, and for fictitious stocks in mines that never existed except in the minds of the crooked promoters seeking to float the worthless securities, that the assertion is more than made good.

The same thing happens every day in our newspaper offices and has been going on for years—ever since there have been newspapers. Any really competent circulation manager, of successful experience, knows that he can get better and more satisfactory results circulation-wise for his paper by spending more money through the editorial department than by many times the amount in trying to force a sale for an inferior product.

The fully qualified circulation manager—the only kind worth desk room—will put in more time ascertaining what the public in his town want in the paper, and fighting for that standard of paper, than in foolish fireworks. He is in closer touch with the situation than any one else on the paper. His carriers report the criticism of subscribers and newsboys, and he is in a position to verify the reports.

The difficulty in many newspaper offices is that publishers, business managers, and editors are too inclined to look upon the circulation manager as a sort of overgrown newsboy, or a grossly inferior subordinate, than as a responsible man, probably more keenly interested in the growth of the circulation of the paper than any one else on it.

My introduction to the newspaper business was through the circulation department, and during the past thirty-seven years I have had, I think, exceptional opportunity for studying circulation methods and results. As a matter of fact my weakness in the newspaper business is my natural inclination to look upon practically everything that offers as it may effect circulation.

Regardless of general opinion to the contrary, in many important quarters, I am satisfied that as a rule a newspaper can secure more satisfactory growth out of specialties than the extravagant exploitation of general news. In a competitive field a newspaper either succeeds or fails according to its features and individuality.

Big special news, like that created by Victor F. Lawson, of the Chicago Daily News, in covering the great World War with forty exclusive special correspondents at all European capitals, and with the armies, costing him \$200,000 a year, is the sort of news which can be cashed in for circulation. The Chicago Daily News gained nearly 100,000 circulation through its publication, while the New York

Globe has picked up nearly 50,000 new readers in five months by its use.

Routine news is now obtainable by almost any newspaper. To succeed and gain circulation by its use is too expensive and doubtful a venture to be recommended by any circulation man.

Special features, such as are covered by the Associated Newspapers and the various feature syndicates, provide the sort of exclusive matter which may be capitalized in any city or town. A careful selection of such matter, of the sort that people will "cry for," is the best sort of stuff to give the circulation man with which to build.

I recognize the natural opposition of the average managing editor to this theory. To expect him to admit that any "canned" product is as good as stuff that he can produce would be considered an admission of weakness on his part. Nevertheless, all best experience leans toward the method I am suggesting. I could give case after case to prove the point.

Look at the Chicago Tribune, the Kansas City Star, the Philadelphia Bulletin, and other successes too numerous to mention, and you will find the best presentation of the news of the day, backed up by features and departments which give them striking individuality, impossible of duplication in their fields.

The newspaper of the New York Times, the Indianapolis News, and the Dallas News type, which has scored successes here and there, are rather the "exceptions that prove the rule" than the most effective way to obtain the result.

The New York Times has won its position through specialized news as previously indicated, just as the other papers mentioned in the same general class have done. This type of construction is much more easily attacked than the class built on great human interest features, which cannot be duplicated.

Any one with sufficient money and properly trained brains can get out as complete a "news" paper as any one else. The news is free to all who will employ enough men and devote as much or more space as the other fellow.

From the circulation standpoint it is much easier to win increased sales of the kind that stick and gradually grow through the recommendation of readers by the proper use of features than to try and win success by piling in the news.

(Next week Mr. Rogers will touch upon the use of small loose-leaf books for keeping track of essential figures of expense and earnings.—Ed.)

Mullen with Tampa (Fla.) Times

The Tampa (Fla.) Times has appointed Charles G. Mullen as business manager to succeed J. V. Simms, resigned. Mr. Mullen, who began his newspaper career twelve years ago as a reporter on the Charlotte (N. C.) Observer, quit the editorial end after becoming editor of the Charlotte (W. Va.) Gazette, and made a special study of newspaper circulation problems. He earned a reputation as an expert in this line, and during the past eight years has aided some of the leading papers of the country to untangle their circulation problems. Mr. Mullen is only thirty years old.

BRITAIN TO ATTEMPT TO CONTROL ALL NEWS

Reuter's Company Announces Change—Will Be an Exclusively British Organization—Interest Is Felt in America Because of Recent Introduction of United Press into European Field.

Almost coincident with the announcement in last week's EDITOR AND PUBLISHER, "New York to be news-clearing house of world," comes an announcement from London that the famous Reuter's Telegram Company is to be absorbed by a new corporation. In the statement issued by the company appears these significant words:

"It may be stated that one of the principal objects of the acquisition of the undertaking is to insure that Reuter's Agency shall continue to be independent of any alien or undesirable control and its conduct and administration shall be entirely British."

The story in THE EDITOR AND PUBLISHER told of the accomplishments of Roy W. Howard, as president of the United Press Associations, and the new connections he had succeeded in making in behalf of his company with various newspapers in France, and other European countries. The signing of these contracts indicated that the many newspapers involved felt that the City of New York was becoming or had become the real news centre of the world, and that London's supremacy in this respect had passed.

The Reuter announcement states that "an offer to purchase the undertaking of Reuter's Telegram Company has been made by the Hon. Mark Francis Napier, chairman of the company, with whom are associated Lord Glenconner, chairman of the Union Bank of Scotland; Viscount Peel, a director of the London and Provincial Bank, and Sir Leander Starr Jameson, president of the British South Africa Company.

"Certain investigations are now being undertaken on behalf of Mr. Napier and his friends, and if the result is satisfactory to them the offer will promptly be submitted to the shareholders of the company for their approval."

HISTORY OF THE REUTER COMPANY.

The Reuter Company was established by Paul Julius Reuter in 1849, and has been practically a family institution ever since. The first line was established between Berlin and Aix-la-Chapelle, the Morse telegraph having been established about the same time. A line of carrier pigeons was established to Brussels. Two years later the cable between Calais and Dover was completed, whereupon the main office of Reuter's was moved to London. The agency had some trouble in getting established, and it was not until February 9, 1859, when Napoleon III made his famous speech, in which he threatened Austria, through her Ambassador, that it made its first hit. The speech was reported to the London newspapers within a very few minutes after its completion, and Reuter's was made.

In 1892 Reuter was made a Baron by Queen Victoria, and several years later he retired, turning over the business to his son, Horace de Reuter. The Baron was born at Cassal-Hesse-Nassau, July 21, 1816, and died at Nice, France, February 25, 1899. Before his death he had effected a combination with the Associated Press of America, and the two great news gathering organizations worked together in exact harmony.

James Gordon Bennett, proprietor of the New York Herald, married the Baroness de Reuter in Paris, September 10, 1914.

PAPER PRINTED ON SHINGLE

Women Editors in Washington Teach Lesson in Conservation.

The Cowlitz County (Wash.) Advocate has made good. Its proprietor, Mrs. Nellie McClaine, and its editor, Mabel McClaine Brown, recently announced that, because of the high cost of news print and the correspondingly low cost of shingles, that it would be cheaper to print their paper on shingles. So it has been done. Number 20 of volume XXXI appears printed on a red cedar shingle, 16x9 inches in size. It is designated as a "News-shingle—supplement edition," and the news articles are mainly devoted to the comparative prices on news print and other commodities, and shingle imports.

Commenting on the shingle edition a prominent New York newspaper man asked why this was not solving some of our household problems. Our newspapers printed on paper are not worth much after being read. If printed on wood shingles, they could be used for kindling to light the fire with, thus helping to conserve the high cost of living and ridding the home of the piles of old newspapers.

DEVELOPING AMERICAN BUSINESS

Trade Papers from U. S. A. Eagerly Sought by New Zealanders.

Consul-General Alfred A. Winslow, of Auckland, New Zealand, reports that one of the large New Zealand department stores to which he has been forwarding certain American trade journals recently wrote him thanking him for the same, and saying that they had been the means of opening up many new lines of business with American firms. He states that arrangements have been made with the Auckland Public Library to place in the reading room connected with that institution sixteen American trade and industrial publications received at the consulate. The librarian has had a separate case prepared to hold them and has installed it in a prominent location. Upon accepting the librarian's invitation to inspect the case he says he was informed that American journals were well received, and that the first day after the publications were placed in the case all of them had been taken out, and nearly all of them were then in the hands of persons studying them.

Shaffer Visits Des Moines

It is reported that J. C. Shaffer, proprietor of the Chicago Evening Post, Denver Times, Rocky Mountain News, Muncie Star, Indianapolis Star, and several other papers recently visited Des Moines, Iowa, considering the idea of establishing a Republican morning daily there. No conclusion has been announced.

Ancient Weekly Suspends

Charles I. Combes, publisher of the Montgomery County Republican, of Fultonville (N. Y.) for a year past, has turned over the keys to the former owner, and publication has been suspended. The Republican had been in existence since 1838, and was one of the oldest newspapers in its section.

National Advertisers to Meet

The National Advertisers' Division of the Advisory Council of the Advertising Club of New York, meets next Wednesday evening at the Club, 47 East 25th Street. No definite programme has been announced for the meeting.

A Newspaper of International Financial Authority

Q *The New York Evening Post* is read here and abroad by men of pre-eminent rank and importance in finance and trade. Its advertising columns offer an admirable means of promoting sound international business connections, extending overseas trade, and establishing better relations, notably with South America and the Orient.

The New York Evening Post also has staff correspondents in all news centres of the world.

Main Office—20 Vesey Street, New York
Washington Office—Home Life Building,
G and 15th Streets, N. W.
Chicago—332 South Michigan Avenue
London—16 Regent Street, S. W.
Buenos Aires—Lavalle 341.

THE JOURNALIST

Devoted to Newspapers, Authors, Artists, Publishers and Advertisers

Vol. XIV, No. 9. New York, Nov. 14, 1916.
Price Ten Cents.

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

Who would succeed William Henry Smith as general manager of the Associated Press was one of the live questions on Newspaper Row. It had been settled that Mr. Smith was to go, and it was thought more than likely that his successor would be an Eastern man. It was also pretty well understood that a very strong man would be selected in order to put the A. P. on its feet, and, if need be, lead it in a fight to the bitter end with its competitors. The available men for the places were few. Walter P. Phillips, of the United Press, had been mentioned, but his friends declared that nothing would induce him to sever his relations with the United Press. Col. John A. Cockerill, it was rumored, had also been offered the position. It was known that he had had several interviews with James Gordon Bennett, and the inference was drawn that Mr. Bennett wanted Cockerill to assume charge of the A. P. The Colonel, with a vivid recollection of the manner in which he had taxed his strength through his intensive work on the New York World, declined the tempting offers made to him with the remark that he could work himself to death with sufficient rapidity running a couple of newspapers, without going into any press associations. (Col. Cockerill was editor of the Morning Advertiser and the Commercial Advertiser at this time.)

Another man, whose name had been used in connection with the place, was Foster Coates, of the Mail and Express. Mr. Coates had been managing editor of the Mail and Express for about ten years, and was still one of the youngest managing editors in town. His reputation was national, and it was thought possible for him to be tempted to leave Col. Shephard's flock for a position where his abilities would have a wider range.

Newspaperdom was stirred to its centre by Press Club politics of the liveliest kind. On Tuesday a caucus called mainly by friends of Foster Coates assembled in the reading-room of the Club. Every available member of the Mail and Express staff was on hand, but there was a rally of Cockerill's friends, and, after eulogistic speeches by Major T. P. McElrath, John A. Hennessy, and George H. Fleming for Foster Coates, and by Charles O'Connor Hennessy, Thomas H. Evans, Edward Payson Weston, Edward Bunnell Phelps, and others in favor of Col. Cockerill, a ballot was taken. It resulted in thirty-two votes for Cockerill, thirty-two for Coates, and one vote for A. C. Fenn. This remarkable result accomplished, the caucus was adjourned until Thursday afternoon, and wire-pulling began on both sides. Campaign committees were formed, and the highways and by-ways were searched for supporters of the respective candidates.

When the caucus reassembled Thursday afternoon, the reading-room of the club would hardly hold the crowd on hand. The session was a lively one while it lasted. By mutual agreement the cause of each candidate was presented by a single speaker. Charles O'Connor Hennessy, of the Daily News, spoke in

favor of Col. Cockerill, and John A. Hennessy, of the Mail and Express, spoke for Foster Coates. When the ballot was taken, of the 107 votes cast, 57 were for Col. Cockerill, 48 for Foster Coates, and two scattering. Pandemonium reigned for about five minutes, when a motion to adjourn was carried. Half an hour later two caucuses were in session, one in the club parlor to name the balance of the Cockerill ticket, and one in the reading-room to make up the opposition ticket. At the latter caucus the name of Foster Coates was withdrawn, and that of George H. Fleming, city editor of the Mail and Express, substituted as the head of the ticket. Major Thomas P. McElrath was named for vice-president, and the caucus adjourned to meet Monday afternoon. At the Cockerill caucus a committee of five was appointed to draft a ticket, and the caucus also adjourned to meet on Monday afternoon. Both parties declared that the contest would be waged without indulging in personalities, and, as both Col. Cockerill and Mr. Fleming were active newspaper men, each with active supporters and many strong friends, the race for the presidency promised to be a most exciting one.

Major George F. Williams, one of the oldest and best-known newspaper men in town, became managing editor of the Morning Advertiser. Major Williams had at one time been managing editor of the New York Herald, and had occupied important positions on the World for many years.

Col. John F. Mines, famous for his reminiscent articles on old New York over the nom de plume of Felix Oldboy, died.

BUYS INTO TO-DAY'S MAGAZINE

George A. McClellan Purchases Interest and Becomes General Manager.

George A. McClellan, formerly of the Jacksonville (Fla.) Metropolis, has purchased a substantial interest in Today's Magazine, and has assumed the general management of that publication, succeeding George Thorne Hill, who goes to the Home Pattern Co., in which corporation he has acquired an interest.

Mr. McClellan is one of the best-known newspaper men in the country. He purchased the Florida Metropolis in 1913, reselling it to the former owners a few months ago. Prior to going to Jacksonville, he was with the Indianapolis Sun, and previous to that with the Star League, consisting of the Indianapolis Star, the Muncie Star, and the Terre Haute Star.

Diplomat-Editor in St. Louis

Preston McGoodwin, U. S. Minister to Venezuela, has been in St. Louis the past week conferring with business men in regard to trade relations between this country and Venezuela. He and Mrs. McGoodwin also enjoyed visiting among St. Louis friends. Mr. McGoodwin was engaged in newspaper work prior to his appointment as Minister to Venezuela. He was at one time connected with the St. Louis Republic, the Joplin Globe, newspapers in Columbus and Cincinnati, and was managing editor of The Oklahoman at Oklahoma City, when he was named to his present post by President Wilson in the summer of 1913.

There are few good books because of the difficulty in writing well; and the few men who write well edit themselves with difficulty.—E. W. Howe.

PAPER SHORTAGE IN SPAIN

Government Recognizes So-Called Crisis and Fosters Home Industry.

Consul-General Carl Bailey Hurst, writing from Barcelona, Spain, to the authorities at Washington, says that the Spanish Government has officially recognized the shortage of paper and material by provisional legislation to foster the domestic industry. It is now discussing the expediency of granting a kind of credit intended to pay the difference between the price of paper before the declaration of war and the current price. The national Treasury would be reimbursed for this payment by means of a tax of 5 centimos (about \$0.01) per 100 kilos on paper when normal conditions are reestablished. The present so-called "paper crisis" in Spain has been freely discussed in the public press and in Ergos, the periodical of the Spanish paper industry, published at Granvia 3, Va'encia, Spain. The pronounced scarcity of pulp wood and of the essential chemicals has seriously affected the home manufacture. Nevertheless, various kinds of paper are actually exported from Spain in increasing quantities.

The Spanish Government recently placed a temporary embargo on the exportation of paper stock. In one or two instances, however, this has been lifted in favor of shipments to the United States, at the request of the Department of State.

INCREASES PULP WOOD OUTPUT

Tonnage and Value from Canadian Forests Show Rapid Development.

The growth of the pulp and paper industry of Canada, and the manner in which it has responded to American demand for news print, is shown in a bulletin recently issued by Director R. H. Campbell, of the Forestry Branch, Department of the Interior of Canada. The consumption of wood in the Dominion for the manufacture of pulp has shown a steady growth in every year but one, since 1908. The following figures show the cordage increase and the value:

	Cords.	
1908	482,777	\$2,931,653
1909	622,129	3,464,080
1910	598,487	3,585,154
1911	672,288	4,338,024
1912	866,042	5,215,582
1913	1,109,034	7,243,368
1914	1,224,376	8,089,868
1915	1,405,836	9,426,217

Fifty mills and individuals operating mills in Canada in 1915 contributed the information on which the bulletin is based. Of the mills working in 1914, only one was idle in 1915, while two new plants started in that year. The manufacture of pulp wood, the bulletin states, is one of the few industries, not engaged in the manufacture of munitions, which has not suffered from war conditions, though there has been an increase in the cost of raw material and labor conditions have been disturbed, while the demand for American consumption has increased steadily.

Seven Dailies Join C. P. A.

TORONTO, November 14.—Headquarters of the Canadian Press Association announces that as a result of the recognized necessity of close cooperation among newspaper publishers in the present emergency, seven daily papers have joined the Association within the past week or two. The new members in the daily section are the Acadian Recorder, Halifax, N. S.; News, New Glasgow, N. S.; La Tribune, Sherbrooke, P. Q.; Herald, Guelph, Ont.; Telegraph, Kitchener, Ont.; Planet, Chatham, Ont.; Herald, Nanaimo, B. C.

TEN MORE PAPERS TAKE ON GOLDBERG

Newspaper readers will never lose their liking for the good comic cartoon.

People have always enjoyed looking at pictures, and they always will. The picture affords the simplest, the most vivid, and the most graphic means of conveying thought.

Prehistoric man sought self-expression by carving pictures on stones. From that day to this, pictures have been popular, and their hold on the public has steadily grown.

This is a pictorial age. Hence the great success of comic cartoons, the vogue of the movies, and the favor accorded news photographs in daily and Sunday papers.

Goldberg, master of the art of caricaturing the funny phases of human nature, was never held in higher esteem than he is to-day.

That is why our old newspaper clients cling to his daily cartoons. They couldn't afford to lose good-will and prestige by parting with them.

That is why TEN MORE newspapers have taken on the service within the past four weeks.

Goldberg is a necessity. He fills a popular demand.

Evening Mail Syndicate
203 Broadway New York

**USES MATS TWICE TO
LESSEN ITS EXPENSES**

Scranton (Pa.) Republican Makes Successful Plan at Practically No Additional Cost—Simple Device Makes Notable Economy—Manager Pattison Tells How It Is Done.

In cutting the corners of expense to meet the increased cost of news print, the Scranton (Pa.) Republican has effected a saving in the re-use of old mats for stereotyping. This has been done successfully, and without any additional cost, other than that of a single extra sheet of tissue for every old mat utilized the second time. Discussing the matter, W. J. Pattison, general manager of the Republican, said:

"To make a success of the plan, it is necessary to wet the old mat, and get the right degree of moisture. This requires considerable experimentation on the part of the stercotyper, and a number of trials. After the mat has soaked up a sufficient amount of water, it is subjected to a slight squeeze, flat on the table. Then we cover the face of it with a sheet of new tissue, waiting again until it absorbs the proper amount of moisture. Then it is ready for use, in the same manner as the original mat.

"We place the mat in the exact position on the form that it occupied the first time, and we trim it after it runs under the roller and comes from the steam table—just before it goes into the casting box, for it spreads a little when used the second time.

"Our experience convinces us that the mat cannot be used the third time. We do not know how it would act in an auto-plate machine, for we cast in a

box. This could easily be determined by a trial.

USED ON INSIDE PAGES.

"We have made it a rule not to attempt to use an old mat on the first or any of our starter pages. We do not wish to take a chance of delay at a critical minute. Neither would we risk having the first page marred, though it is often difficult to tell which page is made from the old or the new mats. Occasionally, the old mat will give a page a smudgy appearance in one corner, but as a rule they look well.

"I would recommend to any one who decides to adopt the plan, that they try it out either before or after the edition is off the press, in order to become familiar with the new methods. It may be necessary to make a number of tests, and several trial press runs before success is achieved.

"I first became acquainted with the system in talking with Mr. Bradley, manager of the Scranton Times, when I learned that he was experimenting along that line. Then I took the matter up with our stercotyper, and, after a few days, we were able to run our presses with plates made from mats that had previously been used."

Press Congress of the World

Confirmation of the designation Sydney, New South Wales, as the place for the holding of the 1918 session of the Press Congress of the World has been received by President Walter Williams, of the University of Missouri, from Hon. W. C. Holman, Premier. The Premier offers the thanks of the Government for the acceptance of the invitation, and states that the necessary action has been taken already to cooperate with

the organization for the proper reception and accommodation of the delegates. The Australian Press Association has cabled "enthusiastic support."

TRADING STAMPS DISCUSSED

Lively Debate Between Ad Men and Coupon Promoters in Cleveland.

The consensus of opinion among Cleveland, O., Advertising Club members that eliminating of trading stamps from retail merchandising is a good thing for the merchants and the customers, was the outcome of a strenuous debate at the clubrooms between two leading merchants of Cleveland. The debate was between C. G. Tomerlin, merchandise manager of the William Taylor Son & Company, which is firmly opposed to all forms of premium propositions in its store, and Victor Sincere, general manager of the Bailey Company, which distributes trading stamps.

Trading stamps are an added burden to the cost of merchandising, and must be paid by some one, Mr. Tomerlin argued. He said that stamps either increase prices, or cause substitution of inferior articles. Mr. Sincere claimed that stamps encourage cash payments, help to lower merchandising costs, and that cost of stamps is offset by the lower cost of delivery. In the discussion that followed, the stand taken by Mr. Tomerlin was led by Joseph A. Spitzig, jr., manager of the Retailers' Council of Ohio, which is working for legislation to curb the trading stamps. Members of all lines of retail merchandising, many of them heavy advertisers in the daily newspapers, were present.

EDITOR URGED FOR HIGH HONOR

Saulsbury May Be President Pro Tem of United States Senate.

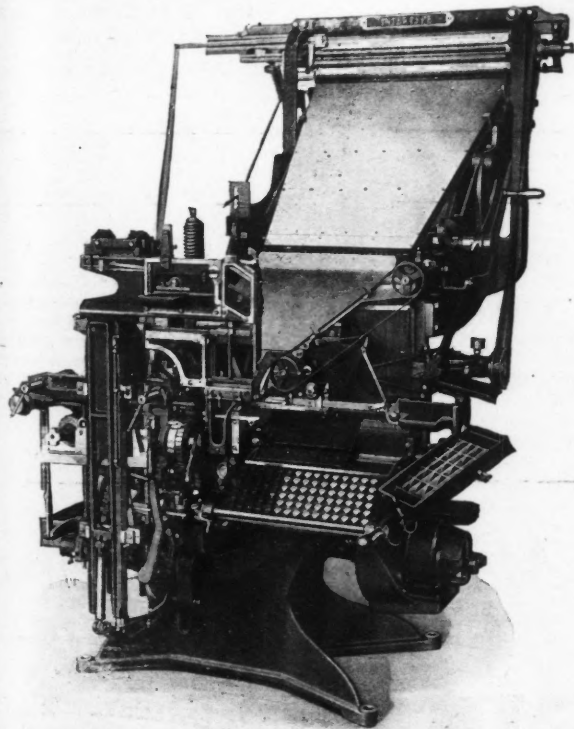
The friends of Senator Willard Saulsbury, of Delaware, the owner of the Dover Delawarean, are urging him to become a candidate for President pro tempore of the United States-Senate, one of the highest offices of our national Government. The vacancy exists by the death of Senator Clarke, of Arkansas.



SENATOR WILLARD SAULSBURY.

Senator Saulsbury is eminently well fitted for this high office, as he is of a judicial temperament and has served with distinction as presiding officer of the Senate on many trying occasions during his term as Senator. Only the more important Senators have served in this position.

Senator Saulsbury, who was an editor when he was only seventeen years of age, is one of the most distinguished and popular members of the Senate. It is reasonably certain that he will be chosen by his fellow-citizens for this high office. It will be another instance, among many, where a newspaper man has risen to one of the greatest offices to be obtained under our national Government.



**The Union and Advertiser
Rochester, N. Y.**

is installing
Four More Model B Intertypes
after operating two Model B's for two years.

Six out of eight machines in this office are now Intertypes.

Publishers visiting Rochester should not fail to visit this modern interchangeable battery.

**INTERTYPE
CORPORATION**

Standardized and-Interchangeable Intertypes

- Model A (single magazine) \$2100
- Model B (two magazines) 2600
- Model C (three magazines) 3000

NEW YORK, N. Y. CHICAGO, ILL. NEW ORLEANS, LA. SAN FRANCISCO, CAL.
World Building Old Colony Building 539 Carondelet Street 86 Third Street

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

U. P. ELECTION SERVICE

*A few of the messages on the
demonstration of unwavering*

I kept in unusually close touch with the news services during the period of stress when the election was in doubt. I was particularly pleased with the service of the United Press, which measured up to our strict requirements in every way. Its accuracy was so impressive in the earlier reports that on its service we based our first announcement that Mr. Wilson was elected, although it was not until some hours later that newspapers depending on other services were prepared to make a definite announcement.

Percival H. Whaley, Editor-in-Chief, PHILADELPHIA EVENING LEDGER

The best election service I ever

Election service of the U. P. for the week now closing was prompt, accurate and complete. It was a splendid achievement, highly creditable to the organization and the "men at the front." We put it all over the opposition in accuracy and time.

C. S. Hayward, Managing Editor,
PITTSFIELD (MASS.) DAILY NEWS

Please accept my congratulations to the United Press during the Presidential election. Its service was accurate and efficient. It gave me news 12 to 24 hours ahead of the other services.

We extra'd ahead on all big breaks and our stuff stood up. The opposition was simply funny.

J. E. Murphy, Managing Editor,
WASHINGTON (D. C.) TIMES

The Daily News believes it is justified in the fact that the same telegraph service which reported the fall of Port Arthur, the conclusion of the war, the death of Pope Pius X, the confession of the McCreary case, and other big events, enabled this paper to be re-elected just 12 hours ahead of any other newspaper.

The U. P. Serves More Afternoon Newspapers

UNITED PRESS

General Offices

RIGHT ALL THE WAY!

*the United Press Election Report; another
ering accuracy under intense pressure.*

service l... You didn't skid.
E. E. Martin, Editor-in-Chief,
SC... RAE LEAGUE OF NEWSPAPERS

The U. P. reports of election results were excellent. The service was fast and reliable. The Journal was able constantly to give the real news in advance of competing newspapers. The handling of the California returns was conspicuously satisfactory. Heartiest congratulations on your work.
G. M. Trowbridge, Editor, PORTLAND (OREGON) JOURNAL

congrat... on the splendid record made by the
resident... The service was marvelously
gave us... we wanted when we wanted it, which
of the...
E. B. Doran, Managing Editor,
DALLAS EVENING JOURNAL

Congratulations on the splendid way in which the U. P. handled the election. You certainly gave us a corking service here and put it all over the other wires.
Charles B. Welch, Managing Editor,
TACOMA (WASHINGTON) TRIBUNE

it is ju... in calling attention, with due modesty, to
ph serv... which told the country, ahead of all rivals, of
conclusio... Russo-Japanese peace terms, the death of
the Mo... the declaration of war, and numerous
paper to... readers positively that Wilson had been
of any... St. Paul newspaper.
R. Briggs, Editor, ST. PAUL DAILY NEWS

The most complicated American election found the service of the U. P. the premier news gathering organization of the country, lined up to handle facts, not rumors, and present them to its clients without delay and in impartial manner. The quick and accurate work in the dissemination of the latest news developments won praise of no small proportions. It was a wonderful showing of efficiency, speed and accuracy in reporting. As usual, the U. P., like Ben Adhem—led all the rest.
C. F. Skirvin, Publisher, KEOKUK (IOWA) GATE CITY

Than Any Other News Agency In The World

S ASSOCIATIONS

New York City

THE EDITOR & PUBLISHER

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

New York, November 18, 1916.

THE work of the Ad Bureau of the A. N. P. A. is to be more thoroughly nationalized through being more thoroughly localized—as is attested by the plan now under way to open branch offices in Chicago and on the Pacific Coast.

THE small merchant, who argues that his little ad would be lost if printed in a newspaper carrying many large ads, should be reminded that, if this were true, it would follow that his little store, located in a city having many large stores, would also be lost. If any store has a reason for existing it has a reason for advertising.

THE purpose of the movement for organizing salesmanship clubs in every part of the country is to bring about team work between advertising men and salesmen. These clubs are springing up with gratifying rapidity, and it is likely that, within a short time, they will constitute quite as powerful an aggregation as the A. A. C. W.

REV. MAURICE A. LEVY, of Brooklyn, says that "the gospel, according to the press, is—salvation by a good life." Newspaper publicity furnishes immediate penalties for wrongdoing, and immediate rewards for good deeds. For somebody almost every issue of a newspaper is a preliminary "day of judgment."

ABOUT the severest thing ever said about publishers is that they have far less faith in the value of the advertising space which they sell than have the people who buy it. If the statement has any element of truth it is applicable to but a small and diminishing number of publishers—but it ought to be wholly untrue.

NO other commodity in the markets sells so cheaply as newspaper advertising space. No other commodity holds, for business men, more necessity-value. To raise the selling price of such a commodity, when the producing cost of it has been increased, is merely to follow the one sound and safe business policy.

THE news associations and the New York newspapers handled the election returns by means of admirably conceived systems. Efficiency methods ruled. But, through basing inferences upon precedents, most newspapers—including those ardently supporting the President—were led to announce misleading results. As the doctors say: "The operation was a complete success—but the patient died."

H. J. KENNER, secretary of the Vigilance Committee of the A. A. C. W., says that only 25 per cent. of the readers of ads believe the advertisements they read. He points out that, if advertising pays under these conditions, how much more profitable it would be if public confidence in it could be increased by 50 per cent.! Truly, as he contends, the fake advertiser who goes unpunished costs the honest advertiser heavily.

AMERICAN JOURNALISM AND THE ELECTION

TWO questions present themselves imperatively for answer in respect to the Presidential election.

They are:

- (1.) What is the matter with American newspaper influence?
- (2.) Is it ethically right for a newspaper to print political advertisements opposed to its own editorial policy?

Let us see about these things:

There is no need, when discussing the influence of American newspapers, to attempt to cover the whole country, and to enter upon elaborate tabulations as to States. No better example of editorial failure to convince can be desired than is to be found right here in New York city. All through a prolonged campaign, three of the greatest newspapers that we have—and that means three of the greatest newspapers in the world—put forth their best efforts in favor of Mr. Wilson. With supreme ability they presented their arguments. Nothing was overlooked. No favorable angle was omitted. Not only this: Mr. Hughes was correspondingly opposed, and with the skilled vigor of trained and competent men.

Yet, to all appearance, the arguments fell upon deaf ears. The hundreds of thousands who were daily reached by these newspapers apparently paid no attention whatever. They formed their own opinions, entirely apart from the basis of editorial appeal. The newspapers did not lead them.

During the closing ten days or so of the campaign, two of the greatest of New York's newspapers, editorially opposing Mr. Hughes, admitted to their columns large display advertisements advocating his election. The public was treated to the interesting spectacle of an able editor laboring to his utmost to establish, on one page, the proposition that Mr. Hughes ought by no means to be made President, while the business office permitted Republican partisans to use another page of the same sheet—sometimes the one directly opposite the editorial page, and at other times the even more prominent "back page"—to combat the editorial arguments with views diametrically opposed thereto.

The whole situation is too important to be put aside as being merely an incident of the campaign. It is of high importance. There is a reason for this state of things. What is it?

Let us go back a year, to another circumstance—wholly apart from politics. Henry Ford, of Detroit, was then conspicuously in the public eye. He had a plan for bringing peace to the world. What was the result? The newspapers of this country—the great majority of them—were one vast and comprehensive sneer. No one was wise enough to know, in advance, what might be the result of Mr. Ford's endeavor. It might be failure—it might be unexampled success. Yet both in editorials and in news reports only the contemptuous and the grotesque found place. The fact that Mr. Ford showed courage was of no consequence. That he stepped forward from the mass and was trying to do something to lessen human misery was of no consequence. That he was asking no assistance but was paying his way, was of no consequence. The thing sought by the press was to surround wholly decorous and dignified procedures with an atmosphere of the grotesque—to make Mr. Ford seem, if not a charlatan, at least a mountebank; and the fact was that American journalism stood smugly and safely upon the shore, with a sneer upon its face, as Henry Ford set the prow of his ship outward upon an unknown sea.

Then, as now, the newspapers did not represent the people. The latter have been taught to distrust editorial opinions, and even news reports, by what they have read.

Unquestionably it is of serious damage to a newspaper's influence to take any but the highest side—the most scrupulously consistent attitude—in respect to all public questions. In the case of Mr. Ford, the attitude of flippancy was resented by the people. In the case of the Democratic newspapers, which openly accepted Republican money in payment for the advocacy of opposing principles, the people likewise resented what they saw. The influence of the Republican advertisements in Democratic papers did not consist in what those advertisements said. It lay in the fact that the Democratic newspapers printed them at all.

A newspaper is not a "common carrier." True, in fairness to its readers, it should present honest reports of news events in the opposing political camp. But these are given for information, and are known to be so given. There is no sulphurous odor of the pocketbook about them. Readers do not resent such reports—they welcome them.

But advertisements are in absolutely another category. Here the reader sees a newspaper that has made itself powerful and of wide circulation, taking a stand on one side of a great public question. Presumably it does so honestly. Presumably it truly feels that the best interests of the nation lie in the triumph of certain views, which it expounds to the utmost of its strength. Yet the reader upholds this newspaper accepting a payment of money in order to spread before the great body of its readers ideas that it must believe—if it be honest—to be pernicious, and statements that it must feel to be false.

Men are often elected to office who are opposed by leading newspapers. This is not because the people do not read the papers, and pay attention to them. On the contrary, it is distinctly because they do read and do pay attention. But the attention they give is tinged with a degree of contempt and distrust because of what they have read in these same newspapers.

The strong, earnest men who make newspapers should hang their heads at this. But they should face the facts—and they should amend the facts. People read papers as a whole. They judge them as a whole. They make no fine distinctions between editorials and news. "The paper" is "the paper"—and it ought to be so. The people are right; and their contempt is just, when it comes to pass.

Newspapers need, in their news columns as well as in their editorials, a replacement of clownish exaggeration with dignity and poise. They need a stern rejection of advertisements that are not in agreement with the editorial convictions of the respective publications.

Newspapers, like men and women, may achieve respect and a following only by deserving respect and a following. "The truth shall make you free"—nothing else.

ARTHUR CAPPER, the Kansas newspaper man, was reelected Governor of Kansas, carrying 104 out of 105 counties. What was the matter with that 105th county? Gov. Capper probably feels about it as he used to on occasions when he published a bumper, vital issue of the Capital, only to learn that some man's name had been spelled with two I's instead of one. In such circumstances the injured man can see nothing in the paper except his misspelled name—and often he succeeds in making the editor share his grief and humiliation.

PRIDE in his calling grows in the mind and heart of every newspaper worker when he reads the story of how the employees of the Pittsburgh Post "stood on the burning deck"—with not a man to flee—facing probable death from a burning building alongside the one in which they were "getting cut the paper." Not a man flunked. The paper was issued on time—and these workers went home in safety. But every man of the staff had faced the test—had looked the Grim Destroyer squarely in the eye without flinching. It may not have been prudent—but it was magnificent!

JOIN THE A. N. P. A.!

THE membership roll of the American Newspaper Publishers' Association should be an accurate directory of the daily newspapers of this continent.

It should be nearer to 2,500 than 400.

If the 400 publishers, now members of this organization, find such membership profitable—and we have never heard of one who did not—why should not ALL PUBLISHERS OF DAILY NEWSPAPERS join? It is not to be contended, reasonably, that the organization serves merely the big publishers. For the membership includes publishers of small dailies in considerable numbers—and these men would not remain in the organization if they failed to profit by it.

The A. N. P. A., through its paper committee, is charged with a great task, just now, IN BEHALF OF ALL PUBLISHERS. This task would be a short one, readily accomplished, if the membership of the association included practically all publishers.

In solving the news print problem—which the paper committee is trying to do—the association must have the cooperation of a big majority of American publishers.

Membership in the A. N. P. A., however, means more than the privilege of joining other publishers in the task of solving the news print problem. It means protection from the grafting advertiser, with assistance in recovering losses on bad accounts already on your books. It means advance tips on new business—reports as to the credit to be extended to advertisers seeking recognition, or of agencies sending out business. It means protection from labor troubles, through affiliation with the labor committee, assuring arbitration of all disputes with your organized workers. It means, through affiliation with the Ad Bureau, the benefits of efficient and organized effort to develop the power, potency, and prestige of newspaper advertising—and sharing in the new business developed for the newspapers by this division of the association.

If publishers believe in the potency of cooperation, of united action, and of common policies in matters of common interest, they will quickly align themselves with the men who, through this great organization, are working for the common good.

PERSONALS

A man may write at any time if he will set himself doggedly to it.
—Johnson.

NEW YORK CITY.—Melville E. Stone, general manager of the Associated Press, addressed the Men's Neighborhood Club of Leonia, N. J., on Friday night, on "How the News of the World is Gathered and Distributed."

Dr. E. P. Cohen, of the morning World's editorial staff, is confined to his home by illness.

Alva E. Lamberton, general manager of the Charleston (S. C.) American, arrived in New York Tuesday, leaving for the South Wednesday afternoon.

OTHER CITIES.—J. Thornton, formerly a member of the Louisville Times staff, has assumed the editorship of the Board of Trade Journal, a new publication recently launched to advance Louisville's commercial interests.

D. E. Town, general manager of the Shaffer group of newspapers, and director of the Associated Press, spent Tuesday last in Louisville.

William P. Goodspeed, business manager of the Buffalo News, addressed the Hamilton (Ont.) Ad Club recently, relating the story of the growth and development of the Buffalo Ad Club, of which he is president.

E. C. Wedemeyer has resigned as editor of the Hillsboro (Tex.) Evening and Weekly Mirror, and will move to West Texas on account of failing health. J. C. Butts, secretary of the Chamber of Commerce, at Itasca, has been selected to succeed him as editor of the Mirror.

H. D. Slater, editor of the El Paso (Tex.) Herald, addressed the El Paso Rotary Club, on "El Paso day," taking as his subject "The Duty of a Newspaper to the Public."

Robert W. Disque has been appointed business manager of the Syracuse (N. Y.) Post-Standard.

BOSTON.—Dr. Ernest Greuning, city editor of the Journal, is suffering with blood poisoning.

H. Lee Somers is night city editor of the Journal. He was formerly on the rewrite staff.

John W. Hammond, of the Worcester Evening Gazette, is one of the out-of-town men who is covering the Billy Sunday campaign.

Dr. Charles P. Haven, formerly a rewrite man on the Herald, is now city editor of the Cambridge Chronicle and Cambridge correspondent or district man for the Boston Globe.

Clayton Young, formerly a reporter on the staff of the American, is now on the city staff of the Record.

Frank Sibley, of the Globe; Bert Ford, of the American, and Edward J. Dunn, of the Post, have returned from the border.

Louis Whitcomb is covering the Weymouth district for the Post and at the same time filling in "on the desk."

PROVIDENCE, R. I.—R. V. Harden has resigned from the Providence Journal, and Alexander Gardner, formerly of the Springfield Republican, has been added to the staff.

Byron D. Burdick, who has gone to the Burlington (Vt.) Free Press as advertising and service manager, was formerly with the Associated Press, Providence Journal, and Westerly Sun in this State.

Harry Sandager, sporting editor of the Pawtucket Times, and president of the Southern New England Football As-

sociation, has gone to Denmark for several weeks' stay. He will endeavor to arrange a big series of football games while away.

Edward J. W. Proffitt, advertising agent, will represent the Providence Chamber of Commerce at a special meeting of the National Council to be held in Washington on November 17 and 18.

HARTFORD, CONN.—Vice-President Thomas R. Marshall was elected an honorary member of the Press Club of Hartford at a recent meeting. He addressed the Press Club during the campaign.

Charles C. Hemenway, president of the Hartford Press Club, and managing editor of the Post, won his race for the State Senatorial contest in the Second Connecticut District by a majority of nearly 1,000. He is the first Democratic candidate ever elected in that district. At a banquet of the Press Club Wednesday evening Mr. Hemenway was guest of honor.

Thomas P. McKiernan, formerly with the Lawrence Sun-American, has joined the staff of the Hartford Post.

George E. Bannister, formerly of the Post staff, who went to the border with the militia, is now on the Times' State desk.

WASHINGTON, D. C.—Gus J. Karger, of the Cincinnati Times-Star, who has been travelling with Presidential Candidate Hughes and ex-President Taft, has returned to Washington.

Carter Field, chief of the New York Tribune Bureau, has just returned from a trip to New Hampshire, where he went after the election.

H. J. Brown, of the Portland Oregonian, who spent some time at Republican Headquarters in Chicago, has returned to Washington.

C. C. Bralnerd, of the Brooklyn Eagle, and Morton M. Milford, of the Louisville Courier-Journal, who travelled in most of the larger States for their respective papers during the campaign, have returned to this city.

R. B. Smith, who spent five weeks with Presidential Candidate Hughes, has returned to his duties here.

W. W. Price, of the Washington Star, president of the White House Newspaper Men's Association, and M. Brice Claggett, of the Associated Press, vice-president of the association, are on duty at the White House again. Associated with them are Robert I. Bender, of the United Press; C. S. N. Godwin, of the International News; Stanley Mead Reynolds, of the Washington Times; A. M. Jamieson, of the Central News, and others.

CLEVELAND.—B. H. Canfield, president of the Newspaper Enterprise Association; E. E. Martin and H. M. Rickey, of the Ohio Group of Scripps Newspapers; J. W. Curtis, Cincinnati; N. D. Cochrane, Chicago; F. R. Peters, Evansville, Ind.; J. C. Harper, La Jolla, Cal.; A. O. Anderson, Dallas; J. G. Scripps, San Diego, Cal., and C. F. Mosher, Cincinnati, were trustees of the Scripps Concern who attended the annual conference at the N. E. A. headquarters here this week.

Ole May, cartoonist of the Leader for several years, has resigned to go into business in California. Mr. May was given a reception and a silver cup at the Druid Club.

William Howard Taft, former president of the United States, addressed a joint meeting of the Cleveland Advertising Club and the Rotary Club at Hotel Hollenden ballroom Wednesday. Mr. Taft reviewed the Presidency, its powers, limitations, and possibilities.

Tom W. Garvin, retiring secretary of the Cleveland Advertising Club, was presented with a phonograph at the mid-week meeting of the Club. Mr. Garvin leaves on November 18 to take up his work with the New York Tribune.

Michael D. Fanning, who has been covering the movements of the Ohio National Guard for the Leader, has resigned from that paper to become publicity and advertising manager of the Cooper Medicine Company, Dayton, O.

PITTSBURGH.—J. E. Trower, business manager of the Pittsburgh Post, returned this week from an Eastern business trip.

C. W. Johnson, general manager of the International Feature Service, spent Monday in Pittsburgh visiting the Post and Sun.

Col. C. A. Rook, of the Pittsburgh Dispatch, was a visitor in Philadelphia and New York this week.

H. K. Hambly, editor of the Tarentum Daily Telegram, has moved the force into new and commodious offices in Tarentum.

John Ball, political editor of the Pittsburgh Post, accepted in behalf of the management of the Post a hand-embroidered white rooster, handsomely framed, a gift from the Allegheny County Democratic Committee, which now adorns the walls of the editorial room.

CHICAGO.—Medill McCormick, brother of R. R. McCormick, who is one of the editors of the Chicago Tribune, was elected Congressman-at-large from Illinois by a large majority on the Republican ticket. Mr. McCormick was publisher of the Tribune several years ago.

John Lovett, formerly a reporter on Chicago newspapers and more recently secretary of the Illinois Manufacturers' Association, has just been appointed secretary of a new organization called the Public School League. The league is backed by wealthy Chicagoans and its object is to improve the school system.

James Keeley, editor of the Chicago Herald, whose trip to London has aroused considerable speculation, is expected to return to the United States within three weeks.

Mark S. Watson, formerly Washington correspondent and more recently editorial writer for the Chicago Tribune, went to a hospital Sunday for a minor operation.

Parke Brown, of the Chicago Tribune; John Buttman, of the Chicago Daily News; Jay Williams, of the Chicago Examiner, and Oscar Hewitt, of the Chicago Herald, accompanied the transportation committee of the Chicago City Council, which has spent the past week in New York and the East on an inspection trip.

Hilding Johnson, who for years has been Criminal Court building reporter for the Chicago City News Bureau, has left the bureau to join the Chicago Examiner staff. George Wright, of the Bureau staff will take Mr. Johnson's place.

ST. PAUL, MINN.—Ferdinand Reichsman, of the display advertising department of the Dispatch and Pioneer Press, has resigned to take a position with a New Rockford, N. D., paper G. L. Rueber, formerly with a Winona, Minn., paper and the St. Paul Daily News, takes Mr. Reichsman's place. Paul J. Connell, formerly of Sioux City, Ia., has been engaged to take charge of display advertising in Minneapolis.

H. E. Wessel is with the classified department of the Dispatch and Pioneer Press, taking the place of R. L. Weiss, who resigned to do display advertising work on the Winnipeg Tribune.

T. Bowers McDermott, formerly with the Winnipeg Tribune, is doing night police reporting for the St. Paul Pioneer Press. William Branch, of St. Paul, also has joined the Pioneer Press staff for assignment work.

G. N. Briggs, formerly on the rewrite and copy desk of the Dispatch, now has charge of the Sunday desk of the Dispatch and Pioneer Press, taking the place of Luther Weaver, who is handling day assignments.

VISITORS TO NEW YORK

Col. Robert Ewing, publisher of the New Orleans (La.) States and Shreveport (La.) Times.

Jess E. Trower, advertising manager of the Pittsburgh Post and Sun.

Victor H. Hansen, publisher, Birmingham (Ala.) News.

S. L. Slover, publisher of the Norfolk (Va.) Ledger-Dispatch.

E. H. Baker, publisher of the Cleveland Plain Dealer.

Frank P. Glass, editor of the Birmingham (Ala.) News.



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

PERSONALS

(Continued.)

TEXAS.—Frank Merrill, who has been on the staff of the Dallas (Tex.) Evening Journal since it was established nearly three years ago, has resigned to engage in the oil business in Oklahoma City.

Louis C. Elbert, news editor of the Galveston (Tex.) Daily News, has been spending his vacation in Mineral Wells.

A. P. Cook, formerly connected with the Corpus Christi (Tex.) Caller, but who has been a member of the staff of the Associated Press at Dallas for about a year, has resigned and will reënter the newspaper game as a reporter.

J. Silliman Evans, who has been city editor of the Fort Worth (Tex.) Record for some time, has been made news editor of that paper.

Jack H. Estes, railroad editor of the Dallas (Tex.) Morning News, has been transferred to the city staff of the Dallas Evening Journal, and will succeed Frank Merrill as City Hall reporter.

E. M. Andrews, just from the British front in France, where he had seen service almost since the beginning of the war, having been invalided out of service on account of shrapnel wounds, has joined the city staff of the Dallas (Tex.) Morning News as reporter. Mr. Andrews was made a captain in the British army for gallantry during the battle of the Marne.

SAN FRANCISCO.—William H. Levings, who recently resigned the position of city editor of the Chronicle, which he had held for two years, has joined the editorial staff of the San Francisco Examiner.

Lemuel Parton, formerly on the editorial staff of the San Francisco Examiner, has taken a position on the Bulletin.

Paul Neiman, formerly with the Kansas City Star, who has left the Pacific News Service after acting as its Portland manager since its Oregon Bureau was started a year ago, is here on his way East.

W. H. B. Fowler, business manager of the San Francisco Chronicle, sailed for Honolulu on the liner Great Northern, on November 7. He will spend a short vacation in the Hawaiian Islands.

CANADA.—J. D. Macdonald, editor of the Pictou (N. S.) Advocate, spent a day or two in Toronto this week on his way home from New York. Mr. Macdonald was recently elected president of the Maritime Province division of the Canadian Press Association and while in Toronto conferred with John M. Imrie, manager of the Association, as to how to build up the membership of the division.

A. H. Fenwick, formerly a member of the news staff of the New Westminster (B. C.) British Columbian, has been appointed editor of the Kamloops (B. C.) Telegram, a new paper established in the Liberal interest.

Mrs. W. M. Davidson, wife of the editor of the Calgary (Alta.) Albertan, was in newspaper work before her marriage. The other day, when there was a shortage of help on her husband's staff, she volunteered to assist and took over her old assignment, the City Hall.

S. H. L. Pearce, a Canadian newspaper man who recently returned from the front where he had been wounded and incapacitated for further military service, has accepted the position of associate editor of the Owen Sound Sun.

Robb Sutherland, publisher of the Nelson Daily News and president of the British Columbia Division of the

Canadian Press Association, was a recent visitor in Eastern Canada.

James H. Crockett, managing director of the Fredericton, (N. B.) Daily Gleaner, is being mentioned as a probable nominee for the vacant New Brunswick Senatorship.

Hugh Clark, M. P., editor of the Kin-cardine Review, is being mentioned as a likely successor to Sir Sam Hughes, whose resignation of the portfolio of Militia and Defence was the sensation of the week in Canada. Sir Sam, by the way, was also a newspaper man before he became a Minister of the crown.

JERSEY SKEETER'S EXTRA!

Red Hot Paper Gave "Newspaper Night" Proceedings in Advance, in Newark.

Sense and nonsense in palatable proportions were presented in the issue of the Jersey Skeeter, published as an extra on the occasion of "Newspaper Night," of the Newark Advertising Men's Association. While most papers contain features, the Skeeter was all features. In addition to telling what the speakers didn't say, it had a "Bad Visor Column," a "true tale of the white elephant—unprofitable advertising," a column headed "punk paragraphs," a feature called the "Daily Knock," diverting cartoons, and breezy reading. An idea of the contents of the paper may be judged from the statements taken from the head of the editorial column. Among other things it was stated that the paper was "excluded from the mails," "circulation uncertain," and "advertising rates supplied with a laugh." It was "Entered at the Newark Morgue as Awful Matter." "A. Knows All," was given as editor and publisher, R. E. Morse, business manager, and I. Getsem, advertising manager. The publication staff consisted of Chief Censor, Jos. J. Fiske; Musical Critic, John Betz; Printer's Devil, Phil Baldwin; Stereotyper Expert, Frank H. Tobey, and Circulation Manager, Fred J. Hartman. The paper was printed through the courtesy of the Newark Star-Eagle.

Bennett Returns to France

James Gordon Bennett, of the New York Herald, sailed for France on Saturday last. He was accompanied by his wife, formerly Baroness de Reuter, and his step-son A. de Reuter. This is the longest visit to America made by Mr. Bennett in some years, he having arrived here July 24. While spending considerable of his time at Newport, Mr. Bennett devoted a lot of time to his newspapers, and many rapid-fire changes have been the order of the day since his arrival.

Newsboys Buy This Organ

The Gazette Carrier and Newsboy is issued by the Arizona Gazette of Phoenix Ariz., in the interests of the circulation department. It is a monthly, and sells to the boys for 10 cents an issue. The November number announces prizes for the boys running from three stag-horned knives up to three Rugby footballs, two squad prizes of \$20 and \$5, and a capital prize of a \$45 bicycle.

Libel Suit Fails

The Birmingham (Ala.) Age-Herald, sued for libel damages placed at \$25,000 by Shan Henry, because of the publication in its columns of the story of his arrest for alleged complicity in wrecking a train, has had a verdict in its favor rendered by Judge Ferguson, of the Birmingham City Court.

MOTOR COMPANY'S ADS ATTACKED

National Vigilance Committee of A. A. C. W. Hits Concern Hard.

The National Vigilance Committee of the Associated Advertising Clubs of the World has sent out a report on the advertising of the Emerson Motors Company. This advertising has been sent broadcast throughout the country and Canada and many inquiries were received as to the stability of the investment offered. The report goes at some length into the history of the men connected with the company or advertised to be so connected and in a summary says:

"There has been an improper attempt in advertisements to connect officials of this company with the success of other existing companies. The claims made concerning R. C. Hupp as an engineer are misleading. Any claim that R. C. Hupp is to be credited with the success of the Ford Motor Company is untrue. Any claim that R. C. Hupp is to be credited with the success of the Oldsmobile Company is untrue. Any publication stating that R. C. Hupp designed the Hupmobile is a direct violation of an existing court order. Any published connection of R. C. Hupp with the Hupp Motor Car Company, made for the purpose of trading on the good name of that company, is unlawful, and a direct violation of the court's injunction. The alleged model Emerson car, as shown, does not meet the idea conveyed by cuts carried in advertising matter."

The Hupp Motor Car Company secured an injunction restraining Hupp from using that name in connection with automobile sales advertising, or from advertising that he was the maker or designer of the Hupmobile. This is the Court order referred to in the report of the committee.

The report says under the head "The Truth About R. C. Hupp," that he is not an engineer and that he has never qualified as such. It says that his connection with the Oldsmobile Company was that of an employee merely, not an official and that he had nothing to do with the management of the concern. The Committee states that Hupp was at on time employed in the purchasing department of the Ford Company and "had absolutely nothing to do with the development of the Ford business." As to the Hupp Motor Company, the report says that Mr. Hupp was an officer and director of the Company but that he did not design the car. It continues that his "statement that he fell out with his associates over the price at which the car should be sold is not borne out by others interested, and other causes are assigned for his leaving the company."

OLD LIBEL CASE DECIDED

California Paper Wins Verdict in Long-Drawn Litigation.

The jury which tried the suit of E. C. Espey, of Long Beach, Cal., against the Long Beach Times-Mirror Company, charging libel and asking \$100,000 damages for the publication of the facts in the so-called "social vagrancy" cases in Long Beach, two years ago, has brought in a verdict in favor of the defendant. The instructions of Judge Monroe to the jury, sitting in Los Angeles, were eminently fair, clear, and explicit, so clear in fact that the jury did not request to have a copy sent to them.

Proprietors of newspapers, said the court to the jury, are not to be punished for publishing a fair, full and true

report of a judicial proceeding except upon actual proof of malice in making the report, and they also have the right to make just, fair, and reasonable comments upon a deduction from facts disclosed in judicial proceedings. "If you find that the sting of the charge is true, then your verdict should be for the defendant," instructed the Court.

Fined for Misleading Advertising

Arnold Sussman, of 30 West 82d Street, New York, was convicted in Special Sessions November 16, of having inserted false and misleading advertisements in the newspapers and was fined \$25. Sussman advertised the furniture in his home for sale at a great reduction. He had procured the goods two days before from a furniture dealer by whom he was employed.

Libel Verdict Against Herald

The jury in the Supreme Court of New York, which with Justice Hotchkiss heard the \$100,000 suit of Tilden Adamson, head of the Bureau of Contract Supplies of the Board of Estimate and brother of Fire Commissioner Adamson, against the New York Herald for libel, gave a verdict for \$25,000 on November 16, to the plaintiff. Justice Hotchkiss refused to set aside the verdict. The suit was based on statements that Adamson and George L. Tirrell, head of the Bureau of Standardization, had their salaries raised in the 1915 budget by "trickery." The testimony showed that all members of the Board of Estimate knew they were voting to increase the salaries.

McCormick Praises Citizen

Claims to being the only newspaper in New York to correctly predict the reelection of President Wilson are being made by different newspapers, but the one that seems to have the goods in the shape of a letter acknowledging that fact is the Brooklyn Citizen. The Citizen is in receipt of a letter from Chairman Vance McCormick, of the Democratic National Committee, in which Mr. McCormick says, in part: "Please extend to the editor of the Brooklyn Citizen my congratulations on its being the only newspaper in Greater New York that was absolutely right on election night and the following morning."

Newspaper Men Win and Lose

ST. PAUL, Minn., November 15.—A number of newspaper men were candidates for office in the recent election. Harold Knutson, of St. Cloud, Republican, was elected to Congress in the Sixth District. Samuel A. Rask, of Blooming Prairie, was elected State Senator. Former Lieut.-Gov. Sam Y. Gordon, editor of the Brown's Valley Inter-Lake Tribune; Gunnar B. Bjornson, editor of the Minnesota Mascot, and Elmer E. Adams, owner of the Fergus Falls Journal, were defeated for reelection to the lower house of the Legislature, where they have been prominent for years. Martin W. Odland, editor of the Fergus Falls Free Press, was successful in his candidacy as a member of the same body. Theodore Christianson, owner and editor of the Dawson Sentinel, was reelected Representative. Herman Roe, editor of the Northfield News, and secretary of the Minnesota Editorial Association, failed in his attempt to obtain a legislative seat.

Eric L. Thornton, chairman of the Republican State Committee, who has been appointed private secretary to Gov. Burnquist, was for seven years a reporter on the St. Paul Pioneer Press before he took up a law practice.

RECORD IS BROKEN FOR OUTPUT OF LINOTYPES

Increased Number of Machines Manufactured Last Year Reflects Prosperity of the Printing Business— Company Paid Nearly \$36,000,000 in Dividends, and Is Without Indebtedness.

That there has been a remarkable increase in the printing business during the past year is evidenced by the report of Phillip T. Dodge, president of the Mergenthaler Linotype Company to the stockholders of that corporation on November 15. During the year 820 new printing offices were equipped with linotypes. Net orders for 2,312 machines were received, the largest in the history of the organization. There were shipped on sale, 1,976 machines, 571 more than during the previous twelve months. The company has built to date 21,000 linotypes in its Brooklyn factory, to which must be added several hundred outputted in the Baltimore plant and thousands built in Europe. The net gain of the company for the year, after making allowance for depreciation, was \$1,898,200.22 an increase of \$431,185.10 over the preceding year.

From the date of the manufacture of the first machine, designed for newspaper composition, the linotype has been developed, and its use extended to cover all forms of composition. An experimental research department was established, and inventors and skilled mechanics were secured to carry on the work, while the ideas of outside inventors were encouraged. This has resulted in steady improvement in design, and is shown in the many new machines placed on the market.

The company maintains several schools, in which free instruction is given in the operation, construction and maintenance of the machines.

It is not generally known that the company paid large sums to Mergenthaler for his inventions, and continues to pay royalties to his heirs, while from time to time it has purchased other inventions, from outside sources for which it has paid full price. In this respect, Mr. Dodge states, the company has not been an imitator.

BIG MONEY TO STOCKHOLDERS.

There are 2,997 stockholders. It is claimed that the savings effected by printers and their earnings due to the use of the machine has been equal to 25 per cent. yearly. The company has paid \$35,913,229.50 in dividends to its stockholders.

Land has been secured and steps have been taken to increase the present factory buildings, to keep pace with the increasing demand for the company's product.

The report recites the fact that there has never been a strike in the company's factory.

The company has no indebtedness other than for current accounts, its property is not mortgaged or encumbered in any manner.

The exportation of machines has been limited, owing to disturbances in other parts of the world, and foreign business has been greatly hampered. It is impossible at the present time, the report states, to determine what conditions in Europe will exist at the conclusion of the present war, or what losses may be involved in connection with the large indebtedness due to the foreign connections of the Linotype company, and it is this doubt and the fact that large values now carried on the books may have to be cancelled or materially reduced that make it necessary, Mr. Dodge states,

for the company to husband its resources and keep itself in position to meet possible demands abroad and at home, without endangering its regular dividends and without incurring indebtedness.

THE TREASURER'S REPORT.

The treasurer's report shows that the company has real estate worth \$1,119,218.64; its plant is valued at \$924,324.62; plant and machinery, power and equipment, and Brooklyn factory fittings, worth \$279,846.95; investment and stock and bond account of \$3,905,506.94; it has on hand raw material and linotypes worth \$1,815,609.99, has \$832,796.12 in cash; \$5,676,537.58 in bills receivable, and \$1,398,193.39 in accounts receivable, and \$309,198.40 in the Canadian Linotype, Limited. Its rights and privileges, patents and franchises, are carried at \$3,650,000. The liabilities consist of the capital stock, \$12,800,000; creditors' open accounts of \$43,419.65; unpaid dividends of \$648, and surplus of \$7,067,164.98.

MORE INCREASES IN SCALES

Printers' Wages Raised at Various Points Throughout the Country.

Among recent increases in the wage scales of printers, as reported through the November issue of the Typographical Journal, are the following:

PALO ALTO, Cal.: Newspaper, book, and job (day)—Foremen, \$4.50 per day; handmen, \$3.25; operators, \$4.50. The contract covers a period of two years—August 1, 1916, to August 1, 1918.

Increase—August 1, 1916, handmen, 25 cents; October 1, 1916, 25 cents; January 1, 1917, 25 cents; April 1, 1917, 25 cents.

CANTON, O.: The local union has negotiated a new wage agreement with the newspapers and job and commercial offices which provides for a flat increase of \$1.50 per week all around for a period of one year. The job scale will henceforth be \$21.50, and the newspaper scale \$22.50.

PHOENIX, Ariz.: An increase of \$1.50 per week in both the newspaper and book and job scales of Phoenix union has been secured. The scale will run for three years from October 1, and calls for a wage of \$25.50 per week in job offices, and \$28.50 for day work on newspapers and \$31.50 for night work.

BOZEMAN, Mont.: The pay of floormen and machine operators on newspapers has been increased \$1.50 per week.

BRIDGEPORT, Neb.: Newspaper, book, and job (day)—All journeymen, \$16. The contract covers a period of three years—January 1, 1917, to January 1, 1920.

Increase—1918, \$1; 1919, \$1.

MONTREAL, Can.: Newspaper (day)—Linotype and monotype operators, handmen, \$23; linotype and monotype machinists, \$25. (Night)—Linotype and monotype operators, \$25; handmen, \$24; linotype and monotype machinists, \$27. The contract covers a period of one year—September 15, 1916, to September 14, 1917. Increase (day and night)—Handmen, \$2. The agreement was secured through local arbitration.

"Big Six's" Annual Ball

The sixty-seventh annual ball of Typographical Union No. 6 will be held in Brooklyn on Thanksgiving eve, November 29. As is customary, the proceeds will be devoted to the maintenance of the Union's hospital fund, which defrays the cost of nursing back to health the sick and disabled members of the organization, which maintains beds in seven of the hospitals in New York city.

A HANDY BOOK FOR TYPOS

"Suggestions to Linotype Machinists" Covers Every Phase of the Work.

"Suggestions to Linotype Machinists," is the title of a book issued by the Mergenthaler Linotype Co. Every detail of the machine is mentioned in the book, which is illustrated, showing how the different parts operate and are coordinated, one with another. Under proper headings, which are indexed, there is a mass of information, briefly and tersely told, as to the particular part under study, its use and function, the manner in which it should be set and aligned, and the way it should be handled to get the best results.

The book deals with every phase of linotype work, from the metal that is used in it and the manner in which it should be cared for, to the production of the perfect slug. Each stage of the work the machine performs, and the way in which the result is obtained, is set forth in a manner that cannot be misunderstood. It is, in reality, a text book on the care and operation of the machine, and solves in a moment any problem that may arise in the mind of the machinist in charge.

Lady Borden Rapped Press

TORONTO, November 14.—The Ottawa newspapers received a rather bad character the other day from no less a person than Lady Borden, wife of Sir Robert Borden, Premier of Canada. An editorial had appeared in the Free Press concerning the inadvisability of allowing the Patriotic Fund to be administered by Government officials. This was quoted at a meeting of the Women's Club of Ottawa, attended by Lady Borden, as an argument against Government administration of the Fund. Lady Borden at once rose and remarked: "Certainly you will not be influenced by anything you see in the papers here, for it will be sure to be wrong." People in Ottawa have since been wondering what the papers could have been saying about the Premier to rouse Lady Borden's resentment.

Typos Appeal to Government

The members of the Ottawa (Canada) Typographical Union have taken cognizance of the news print situation. In a set of resolutions adopted recently they call attention to a threatened advance in cost of 60 per cent. to take effect January 1, and say that it will cause suspensions or amalgamations of newspapers, thus throwing members of the Union out of work. They petition the Government to take such action under the War Measures act as will assure to Canadian newspapers a fair price, the price to be fixed by the Minister of Finance.

Would Shorten Twelve Words

The Colorado Teachers' Association recently unanimously endorsed the spelling of the National Education Association for the twelve following words: Tho, altho, thru, thruout, thoro, thoro-fare, thoro-ly, catalog, decalog, pedagog, program, and prolog.

"On to St. Louis"

Addressing the Advertising Club of St. Louis a few days ago, F. A. Wilson-Lawrenson, chairman of the "On to St. Louis" committee of the New York Advertising Club, told the St. Louis men that he was there to make arrangements to bring 200 men there from New York to the 1917 convention.

Editor Back from Firing Line

Charles F. Crandall, managing editor and acting editor of the Montreal Star, has just returned from Great Britain, where he went two months ago to reorganize the Montreal Star's London office. While on the other side of the water Mr. Crandall was allowed to visit the British front in Flanders. He witnessed one of the battles during the advance on Courelette, from an advanced trench position, under escort of an official guide, and had several narrow escapes from the explosion of big shells. He is now writing articles on what he saw and experienced at the front in the Saturday editions of the Star. Mr. Crandall has been a visitor in New York during the week.

T. P. A. Meets and Dines

The first of a series of dinner meetings to last throughout the winter season was held November 13 by the Technical Publicity Association at the Advertisers' Club in New York. The entire programme to be covered by the addresses at these dinners is intended to be constructive, covering the advertising question from both the advertisers' and the publishers' viewpoint. Harry Tipper, president of the Advertising Club, talked on "The Advertising Department." M. S. Seelman, jr., assistant general sales agent of the Edison Company, discussed the sales side, under the title "Relations Between the Sales and Advertising Departments."

Austria to Relax Censorship

It is officially announced that Premier von Koerber will shortly relax the Austria-Hungarian censorship of the press.



UNDER ONE ROOF

We can take the entire "feature responsibility" of a newspaper.

Many papers take a choice of 10 of our features—out of our big bunch of about 30—and so end their feature worries forever.

When they decide to drop a feature, we have about 20 others to take its place. See?

The plan is very interesting and very practical, and we would like to explain it to you.

The cost is surprisingly small. Let us figure on installing our complete "group of 10" service in your paper.

THE GEORGE MATTHEW ADAMS SERVICE

8 W. 40th ST., NEW YORK

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

FROM October 1, 1915, to and including April 30, 1916, The Louisville Herald gained 1,242.87 columns of advertising. This is the largest gain of any Louisville paper for this period.

You can not cover Kentucky and Southern Indiana without using "the paper that goes home."

THE LOUISVILLE HERALD
Kentucky's Greatest Newspaper

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.

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

JOHN LEE MAHIN TALKS TO N. Y. TIMES AD MEN

Tells of His Career Since Boyhood, When Circumstances Forced Him Into Business—Believes in Rules, Rightly Applied, and Calls Courtesy a Valuable Asset.

The New York Times advertising staff held the first monthly luncheon of the season Saturday, November 11. The guest of honor was John Lee Mahin, formerly of the Mahin Advertising Agency of Chicago, and now in the advertising business in New York city. Mr. Mahin gave the members of the staff an excellent address based upon his own experience in the advertising business. He said in part:

"I started in the advertising business when I was sixteen years of age. I had no ideals whatever, being forced into it through circumstances over which I had no control. My father was owner of a country newspaper in Missouri, but his principal means of support was from holding office under the Federal Government.

"When I was sixteen years of age a Democratic President was elected, which caused father to lose his job. It then became necessary for us to turn to the newspaper which he owned to make our bread and butter. Up to that time there had never been a local merchant in our office inquiring the cost of advertising, or a letter had never been received asking us to insert an advertisement. Occasionally the medical advertising men would send in copy. It was my first business to sell space to the local merchants which I did to the best of my ability.

"When I found I had advanced as far as it was possible in the small town, I came to Chicago to enter a larger field. My first newspaper work in Chicago was on the old Chicago Times. After a short period, I resigned and became connected with a religious paper, more because I was given a title of advertising manager than for the remuneration I received. Afterward I became connected with the Chicago Daily News, which had a rate card to which it lived up."

COURTESY A GREAT ASSET.

Mr. Mahin then told his experience in obtaining the advertising account of one of the largest department stores in Chicago, and how he developed the small advertising business which came over the counter. He emphasized the fact that courtesy was a great asset to the representative of any newspaper; how rules and regulations should be handled with the representative as a compromiser in order to avoid friction. He said that strict rules often created friction simply by reason of their being enforced without diplomacy. "All large newspaper establishments have to have rules, and they should be lived up to, but it is up to the representative to handle the advertiser in such a way as to leave the impression with his client that the rules were to his advantage."

Mr. Mahin said that he did not believe in certain kinds of cooperation with advertisers, which made the newspaper's representatives' salesmen for merchandise. He did believe that cooperation which would help build up advertising was an excellent feature for the advertising department of any newspaper. He believed that all enterprising, successful newspapers should have a bureau of information fully equipped to give all data pertaining to trade and commerce in their particular locality, to be used free of charge by national advertisers entering the field.

TIMES WAS NOT STAMPEDED

Told Its Readers Early Wednesday Morning Just How Election Went.

In telling last week in THE EDITOR AND PUBLISHER the story of how big New York dailies handled election returns, little was said about the methods of the New York Times.

The preparations made by the Times for handling the Presidential election story were on an elaborate scale, and commensurate with the importance of the occasion. The utmost care was taken to insure accuracy with the result that in its extra edition issued at 5:30 A. M. on the morning following the election, the Times printed 70,000 copies which were delivered to regular city subscribers. That edition contained these headlines: "Election Close, Wilson 264, Hughes 251; Two States in Doubt"; "California in Doubt"; "Majority for Wilson Changes to 1,400 lead for Hughes"; "May Depend on New Mexico"; "Hughes Leads There With No More Than 2 Score or So"; "New Hampshire Close, Too"; Kansas, Apparently for Wilson, Also Shows a Declining Plurality"; "New York Goes to Hughes"; "Also Illinois, Indiana, Michigan, Iowa, and South Dakota by Large Majorities."

The editorial was less than a stickful, and headed "Election in Doubt," and was as follows: "The decision taken by the electorate in yesterday's voting is unexpectedly close. After various shifts in the returns, which at first strongly indicated the election of Mr. Hughes, the decision at the writing, 5 A. M., apparently depends upon the vote of California and New Mexico, still undecided. One or two other States are also close, but there is a good prospect that the victory may be President Wilson's."

Men were assigned to take up the story from every possible centre, with the consequence that a remarkably graphic picture of the election was given, the details from every section of the country being filled in with accuracy and picturesqueness. The readers of the New York Times were provided with the story of the election as it actually stood, and there was no attempt made to carry off a scoop at the expense of truth.

Turns Press Agent "News" Into Ads

The recent coal shortage, which affected the entire country and boosted the price of that commodity to strike-time prices, gave the Des Moines Register and Tribune some good ads as the result of good suggestions on the part of the advertising department. While the populace was clamoring for satisfaction against the coal barons, the local Coal Exchange prepared a statement of their position in the matter and offered it to the advertising department of the two newspapers as news. Harry T. Watts, the advertising manager, took the matter up with the dealers, and in a short time convinced them that the statement could be put over to much better advantage as an advertisement. The result was a four-column ad in the next issue. The following day carried a three-quarter-column ad, five columns in width, along the same lines. The two ads were undoubtedly much more effective than two news items would have been, especially as the second ad carried a half-column facsimile article from a Chicago newspaper dealing with the same subject.

Whatever aid you intend giving the poor, give in cash; they have enough good advice.—E. W. Howe.

Get Bushnell's Thanksgiving Feature For Your City and Territory

Joseph Garretson, Managing Editor of The Times Star, Cincinnati, says: "I am especially pleased with the Thanksgiving Day cartoon. The drawing is splendid. I know of no better draughtsman in the newspaper field, and my confidence in your ability is fully justified by the results."

Deep matrices furnished in any size or width desired.

Wire or Write today

E. A. Bushnell
Room 1116
63 Park R w, New York

(Watch for my Christmas Feature)

ADVERTISERS NOW BEAR SUBSCRIPTION LOSSES

Such is the Claim Made by Will S. Eakin, Who Advances Arguments to Prove It and Who Declares That Increased Cost of White Paper Has Not Been Fairly Distributed.

Discussing what he deems to be the unfairness of the advertiser continuing to carry the loss in the subscription department of publications, Will S. Eakin, advertising manager of the Swift Specific Company and the Bradfield Regulator Company, says:

"The shortage of print paper and increased overhead cost of producing a newspaper are two of the most serious questions that have confronted the publisher in years and every fair-minded space buyer must fully appreciate just what these conditions are. At the same time the publisher must not lose sight of the similar conditions that the majority of general advertisers are facing and trying to work out without eliminating their source of income to such an extent that they will be forced out of the advertising field.

"My investigation, through correspondence and a recent visit to Chicago, where a thorough personal investigation was made, brought out the fact more distinctly than ever that 90 per cent. of the publishers look to only one course to cover 4-5 of this increase in cost of production. This source is the advertiser.

"In many instances rates have been advanced to the point of eliminating for the advertiser any chance of an even break on present sales against expenditures.

"This action seems to be taken without any thought of making the real source of the trouble carry the burden, which they are responsible for through the efforts of the publisher to deliver to the subscribers their paper at cost, or less than cost, of production, in order to show more circulation.

ADVERTISERS' EXPENSES INCREASED.

"The average publisher does not seem to realize that what is true in the case of the Swift Specific Company and Bradfield Regulator Company is also true in the majority of other similar lines. That is, we use thousands of tons of paper in cartons, booklets, fillers, and numerous other ways necessary to carry on our business, and the percentage of increase to us on this material is just the same as to the publisher. Aside from this, we all know that the greatest increases in prices have come in chemicals used in connection with most proprietary medicines and other manufactured products.

"Has not the time come when the subscriber should take on all or part at least of the increase in cost of production, and the space-buyer back the publisher up in this by being willing to take a reasonable view on the circulation guarantee, and do all in his power to help make every publication look to the subscriber for a profit instead of an even break or loss to the paper?"

"No publisher can afford to continue the penny paper under present conditions, and I hope to see this feature of the daily newspaper eliminated from coast to coast in the near future.

MAY DRIVE AWAY ACCOUNTS.

"The life of advertising depends entirely on what can be produced by the mediums used, against the expense to the advertiser necessary to cover the campaign. While the publisher who has placed from 80 per cent. to 100 per cent. of his increased cost of production on

the advertiser, may be encouraged to some extent by the space-buyer who is willing to take a long chance, or does not give the proper thought to the advertising and marketing of his product, this condition can bring but one result, and that is the gradual elimination of a good account from the advertising field, and a loss to both sides through the space-buyers' efforts to hold his list by meeting advances that are impossible for him to overcome. All because he has retained papers on the list where rates have advanced overnight per inch per 1,000, that wipe out the entire profit in the field and in many instances two and three times the amount to which he has been building for years.

"To increase the subscription price necessary to take care of part if not all of the increased cost means saving many good advertising accounts to the publisher, that have been years building. These accounts have been standing increases in rates each year that in part belonged to the subscriber, who has had many times the value of his money at the expense of the advertising departments, and who have carried this loss of the paper without a kick until they have reached their limit through no fault of their own."

TEXAS EDITORS IN SESSION

Discussed Paper Shortage and Certain Press Legislation.

Several hundred editors of Texas, with their ladies, were guests of the Texas Cotton Palace and of Waco on November 10, which was press day at the annual cotton palace exposition. The large attendance of editors was due to a call issued by Sam P. Harben, secretary of the Texas Press Association, and Lee J. Rountree, former president of the National Editorial Association, and now Texas member of the legislative committee of the National Association, for all Texas editors to meet at Waco on that day to discuss the paper situation and also to consider legislation pending before Congress, which is regarded as inimical to the interests of publishers.

No action was taken by the editors in regard to the print paper situation, but it was suggested that editors and publishers conserve print paper, that free lists be discontinued, and the size of editions be cut down wherever possible. It was decided to increase the membership of the legislative committee with instructions to work against the passage of inimical legislation.

The editors were welcomed by Lee J. Rountree, of Georgetown on behalf of the editors of Texas, and by Mayor Henry D. Lindsley, of Dallas, on behalf of the citizens of Texas. Greetings on behalf of the city and county editors were extended by A. R. McCollum, of the Waco Tribune, and George Robinson and J. L. Spencer, of Mart. The response was made by W. B. Whitman, of Dallas. W. V. Crawford, of Waco, president of the Associated Ad Clubs of Texas, presided, and James Hays Quarles, of Waco, acted as secretary.

After a business meeting the editors were guests of the Hotel Raleigh for a luncheon, at which Walter B. Whitman, of Dallas, was toastmaster.

Tri-City Circulation Figures

The advertising department of the Clover Leaf Newspapers has just issued printed matter showing the post-office statement of all the daily newspapers published in St. Paul, Minneapolis, and Omaha. Striking points of circulation are emphasized by red lines or by circles around figures it is desired to bring into prominence.

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

TIPS FOR THEAD MANAGER

The Direct Advertising Service, Inc., of Birmingham, Ala., is placing reading matter advertising for the Sur-Ferro-Sol Company, of that city, in Alabama and South Carolina newspapers. A report that this agency is placing the advertising for the Glee-Cola Co., is erroneous, as no agency is handling this account.

The Wallis F. Armstrong Co., North American Building, Philadelphia, is placing "Victor Talking Machine" copy for the Victor Talking Machine Co., 114 North Front Street, Camden, N. J. The agency is figuring on one full page once a week for six weeks, with a number of large city newspapers.

The Geo. Batten Co., New York city, is placing "Standard Automobile" copy for the Standard Steel Car Co., Frick Building, Pittsburgh, Pa., with selected list of large city newspapers; this agency is also making 2,000 line contracts for "C. C. C." copy of the Cliquot Club Co., with Pacific Coast newspapers.

The D'Arcy Advertising Co., St. Louis, Mo., is placing "Cascade Whiskey" copy for Geo. A. Dickel & Co., 201 Second Avenue, Nashville, Tenn., with some Western newspapers.

The Dillard-Jacobs Agency, Empire Life Building, Atlanta, Ga., is making

5,000 line contracts, space to be used in one year, with newspapers, in selected sections, for the Shivar Spring, Shelton, S. C.

The Geo. L. Dyer Co., 42 Broadway, New York city, is placing "Gillette Safety Razor" copy, for the Gillette Sales Co., 42 West First Street, Boston, Mass. The copy is to be used in newspapers in selected sections. This agency also handles the advertising of the Vim Motor Truck Co., of Philadelphia, Pa.

The Federal Advertising Agency, 243 West 39th Street, New York city, is putting out the "Ever Ready Safety Razor" copy, for the American Safety Razor Co., 596 Sixth Avenue, New York city. The advertising is to go to New England newspapers.

Chas. H. Fuller, 623 Wabash Avenue, Chicago, is again placing orders with Western newspapers for the Mulhall Remedy Co., of Buffalo, N. Y. This agency is also sending copy to some Pacific Coast newspapers for the National Chemical Association, Benetol Co., Second Avenue and Washington Street, Minneapolis, Minn.

Hoyt's Service, 120 West 32d Street, New York city, is placing "Sweetheart Soap" copy for the Manhattan Soap Co., 426 West 38th Street, New York city, and 326 River Street, Chicago. The copy, which makes 2,000 lines, goes to Middle West newspapers.

The H. E. James Co., of Philadelphia, is placing orders with some Ohio newspapers for Dr. Bell's Pine Tar and Honey.

Edward D. Kolliec, 201 Devonshire Street, Boston, Mass., is placing the rheumatism advertising for Elmer & Amend, 205 Third Avenue, New York city. The copy, which goes to Middle West newspapers, calls for eighteen lines, thirty times.

Lord & Thomas, Maller's Building, Chicago, is placing "Winton Automobile" copy for the Winton Motor Car Co., Berra Road, Cleveland, O.

The Lyddon & Hanford Co., Cutler Building, Rochester, N. Y., and 200 Fifth Avenue, New York city, is placing copy for "Duffy's Malt Whiskey" the Duffy Malt Whiskey Co., Lake Avenue and White Street, Rochester, N. Y.; this agency is also placing orders for the Urbana Wine Co.'s "Gold Seal Champagne."

The Mahin Advertising Co., 104 South Michigan Avenue, Chicago, is making contracts with some Western newspapers for the Geiger-Fishback Co.

The Matos Advertising Co., Bulletin Building, Philadelphia, Pa., is placing fourteen-line copy, twice a week, fifty-two times, with a selected list of newspapers for the Moore Push Pin Co., 112 Sansome Street, Philadelphia, Pa.

The Sloman Advertising Co., Dayton, O., is placing "Reis Union Suits" copy, for Robt. Reis & Co., 889 Broadway, New York city.

The M. C. Well Agency, 38 Park Row, New York city, is placing copy for "Mrs. Winslow's Soothing Syrup," for the Anglo American Drug Co., 215 Washington Street, New York city. The copy, which goes to some Ohio newspapers, is for ten inches, one insertion.

The Corning-Curtiss Special Agency, St. Paul, is placing space for the Stone School of Watch-Making and American Tent and Awning Co., both of St. Paul, in Minnesota and North Dakota papers, and for the following Minneapolis concerns: Ramona film, International Barbers' College, Minneapolis School of Art, Emporium department store, McPhail School of Music, and Hotel Russell, in Minnesota papers; Minneapolis School of Music in Minnesota and the Dakotas, Moler Barbers' College in Minnesota, North Dakota, and Montana, and Minneapolis Business College in Minnesota, Wisconsin, North Dakota, and Montana.

Hoyt's Service Inc., is placing the advertising of Robinson Mfg. Company of Westfield, Mass. This concern manufactures a small loose-leaf device, selling by mail.

The H. K. McCann Company's San Francisco office recently released the Hood River Apple Company's Pacific Coast campaign. Large advertising space is being used in the dailies of San Francisco, Los Angeles, Pasadena, and San Diego. Advertisements of local firms selling Hood River apples appear on the same page with the Hood River Apple Co.'s display. The New York office of the H. K. McCann Co. released the Eastern campaign.

The Honig-Cooper Company, of San Francisco, is handling a Germea advertising campaign for the Sperry Flour Company. Big copy will run in the dailies of the principal cities of California for four months. Later, the advertising effort will be extended to the remainder of the Pacific Coast States.

The Republic Rubber Co., of Youngstown, O., has placed its advertising in charge of the Lawrence-Oswald Co., of Cleveland, O.

Chicago Schools Will Advertise

The Chicago Board of Education believes in advertising education and the public school system. The Board has just authorized the appropriation of \$2,500 for an intensive advertising campaign among the foreigners of Chicago in an effort to increase their attendance at the free night schools. A large share of the money will be spent in advertising in the foreign newspapers, urging their readers to take advantage of the free instruction in English and elementary subjects. The proposal was recommended by Superintendent of Schools Shoop.

To Advertise Industries, Not Goods

The Silk Association of America has inaugurated a newspaper advertising campaign, which is being financed by a group of manufacturers, and which is being watched with considerable interest by the trade. It is believed that if the advertising is a success, that other textile lines will adopt the same course and advertise for the general good of the entire line. It is said that the raw fur men have a similar plan already mapped out, and that the cranberry growers are also considering such a campaign.

Auto Accounts to Be Split

Louis Honig, head of the Honig-Cooper Co., San Francisco, says that a number of the big automobile companies are figuring on splitting up their advertising appropriations so as to give a proper advertising representation to Pacific Coast territory.

HIGH HONOR FOR MASSENGALE

Georgia Advertising Man Named on Big Railway Commission.

Following a recent appointment of St. Eimo Massengale, an Atlanta, Ga., advertising man as a member of the Western and Atlantic Railway Commission, to succeed the late Judson L. Hand, he was sworn in on November 13, by Governor Nat E. Harris, of Georgia. The term is for the life of the Commission.

Mr. Massengale is one of the leading advertising men of the south. More than twenty years ago he established the first advertising agency south of Philadelphia, and has made a wonderful success of the venture. In the civic life of Atlanta he has for years been a leading figure and potent factor.

The position to which Mr. Massengale has now been commissioned is one of the most important in the service of the State.

In the action of the Commission is involved the safe and advantageous disposition of \$15,000,000 worth of property, revenue from which goes largely to the maintenance of the State's public school system, and upon the value of which as a security is dependent to a large degree the credit of the State of Georgia in the principal money markets of the United States.

WIRED FOR RAZOR ADS

Paterson (N. J.) Press-Guardian Combined Humor and Business.

The strike of the journeymen barbers in Paterson, N. J., which started two weeks ago, and which has not yet been settled, prompted W. B. Bryant, publisher of the Press-Guardian to send the following night letter to all of the safety-razor manufacturers of New York on Thursday night when the election was still in doubt.

"All barbers on strike in Paterson, N. J. No shaves. Hughes whiskers much in evidence, but Wilson will no doubt set the style. Advise using page advertisement of safety razor in the Press-Guardian, leading evening daily. Will secure local dealers' cooperation."

This telegram was sent before the election of President Wilson was definitely known, and at a time when the men of Paterson were having a hard job getting shaved. The Press-Guardian, on election night, through an arrangement with a local furniture house which had a gigantic searchlight, prepared a code of signals, and then operated the searchlight, which could be seen for miles around.

To Advertise Southern California

Plans for a five-year advertising campaign for southern California are being made, and an attempt is being made to interest the authorities in the matter, so that appropriations may be secured from that source. The plan is to advertise the attractions of southern California generally, instead of any particular locality, so that the entire section may benefit by it. The movement is being backed by the Los Angeles Advertising Club and the Los Angeles Examiner.

Pulitzer's Review Expanding

Walter Pulitzer, publisher of Pulitzer's Review, announces that, with the December issue, his magazine will be enlarged and several strong departments added.

No man who is always excited can amount to a great deal.—E. W. Howe.

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916
36,660 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,

Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

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

AD FIELD PERSONALS

A. E. Chamberlain, of the Knill-Chamberlain-Hunter Advertising Agency, of New York and Chicago, assumes charge of the New York office of that company December 1.

Richard T. Farrington, who was recently with an Indianapolis advertising agency, has arrived in San Francisco to assume the management of the advertising department of the Chancellor-Lyon Company. He was formerly a newspaper man.

J. M. Sweeney, jr., for several years in the advertising departments of several Connecticut newspapers, has now connected up with the Manternach Company, illustrators and engravers, of Hartford, Conn.

W. R. Hotchkin, for many years advertising manager for John Wanamaker and lately of the Corman-Cheltenham Agency, addressed the members of the Advertising Club of New York on Thursday last on "What Is a Sale?"

Denson Gee, a student in the department of journalism of the University of Southern California, has been appointed a member of the research committee of the Associated Advertising Clubs of the World, of which Mac Martin, of Minneapolis, is chairman. Mr. Gee at the present time is assistant advertising manager of the Los Angeles branch of the B. F. Goodrich Tire Co.

Harrison Atwood, manager of the district office of the H. K. McCann Co., at San Francisco, has just returned from an extensive business tour of the Northwest, having visited Seattle, Portland, and Hood River, Ore.

Leavitt Corning and J. W. G. Curtiss have formed at St. Paul, Minn., what is termed the Corning-Curtiss Special Agency. This is independent of Mr. Corning's regular agency. Mr. Corning was on November 7 elected to the State House of Representatives from his district in St. Paul.

J. F. Wells, of New York, recently the subscription manager of the Gas Age, will become associated with the Curler Publications, which include the Shoe and Leather Reporter, the Shoe Retailer, and El Reporter Latino-Americano. Mr. Wells will go to the Boston office and become manager of the subscription and classified ad departments.

Changes in the staff of the Automobile, Motor Age, and Motor World have been announced as follows: Fred Lee has joined C. H. Gurnett in the Western territory, and M. L. Massover, formerly in the Western territory, will join W. F. Zimmer in Michigan. Henry M. Porter has been transferred from Michigan to Philadelphia.

Louis D. West, formerly of the Cleveland News, has been appointed Ohio

business representative for the Furniture Maker and Artisan and the Western Undertaker. The latter paper has been recently acquired by the Periodical Publishing Company of Grand Rapids, Mich.

Charles Richardson, Jr., once of Newark, N. J., and later of the Beaumont Advertising Agency of Birmingham, Ala., will head a new concern, the Charich Advertising Company, just started in Tacoma, Wash.

Robert W. Mickam has been appointed advertising manager of the Liberty Motor Company, of New York.

President Charles W. Hoyt, of Hoyt's Service, New York, has made announcement of the appointment of Gail Murphy as manager of the Cleveland office of the company. Mr. Murphy has been the advertising manager of the Chalmers Motor Company at Detroit.

J. W. Speare, advertising manager of the Todd Protograph Company, Rochester, has been elected to the board of directors of the company.

Richard Van Raalte, who has been for five years connected with the advertising department of the General Electric Company, has joined the Greenleaf Company, Boston advertising agency.

Advertising Agency Reorganizes

The Farrar Advertising Agency of the Empire Building, Pittsburgh, has made preparations to incorporate and will shortly apply for a certificate of incorporation. C. Benjamin Martin will be the president, William F. Born, secretary, and Morgan W. Eckley, treasurer. The death of David C. Farrar in August last has brought about the reorganization.

Hatton Goes to Baltimore

William J. Hatton, of the Pittsburgh Dispatch advertising staff, has accepted a position with the Baltimore News. Mr. Hatton started to work on the Dispatch as office boy in 1890 and has since been in the circulation, business, and editorial departments. From 1901 to 1910 he was associated with the Shaw Cassidy Co. also the MacManus-Kelly Co., of Toledo in the agency business. In 1913 he again came to the Pittsburgh Dispatch as cooperation manager and automobile representative and now goes to Baltimore on the general advertising staff of the News.

The Penalty of Inaccuracy

The city editor of the Fort Dodge (Ia.) Chronicle lost his job because he "played up" in big headlines an announcement that the Chicago News was supporting Wilson, when it had come out in support of Hughes, instead.


The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

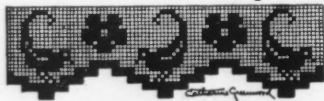
And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation,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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A. B. C. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN.. New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria	OHIO. VINDICATOR Youngstown
IOWA REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA TIMES-PICAYUNE New Orleans	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening... Minneapolis	VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	WASHINGTON POST-INTELLIGENCER Seattle
MONTANA MINER Butte Average daily 11,965. Sunday, 20,150, for 3 months ending March 20, 1916.	CANADA ONTARIO FREE PRESS London
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS. SKANDINAVEN Chicago	NEBRASKA. FREE PRESSE (Cir. 123,384) Lincoln
	NEW YORK. BOLETTINO DELLA SERA..... New York

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

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.

MANHATTAN
PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS

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



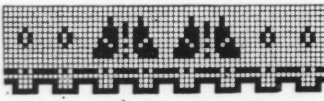
FILET CROCHET and EMBROIDERY PATTERNS

By Catharine Greenwood

1, 2 or 4 weekly may be had

The International Syndicate

Features for Newspapers
Established 1899 Baltimore, Md.



Movie Strip

7-column or 8-column size, daily feature. More "meat" and more laughs in this strip than you will find in a whole page of so-called expensive New York Service.

Let us send you proofs

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

Pulitzer's Review

Edited by WALTER PULITZER

LEASES its Readers

PULLS for the advertiser

ROMOTES Justice

U Its Principle For, by

L and With

I AMERICANS—

T AN OPEN FORUM FOR

Z THE DISCUSSION OF

R FACTS. We Render Unto

S Caesar That Which Is Caesar's

And To The American Public

That Which Is Theirs.

Write an article for us without fear or favor. We pay on acceptance for ideas!
Journal Building, 2 Columbus Circle, New York

USE

UNITED PRESS

FOR
Afternoon Papers

General Offices, World Bldg., 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.

NEWS COLUMNS AID IN GETTING SUBSCRIBERS

Novel Plan Adopted by the Middletown (O.) Journal Keeps the People Informed as to the Contents of the Paper, Whenever Their Names Appear, and Results in Increasing the Circulation.

Taking names from the news columns, and treating such names as prospects results in placing a great many new subscribers on the list of the Middletown (O.) Journal.

The plan is simplicity itself. The first copies from the press are rushed to the editorial rooms, where each society item or news story is clipped and attached to a slip, on which is written the name and address of the party whose name has been printed. The slip contains printed matter, advertising the Journal, and solicits a subscription. The slips are then placed in envelopes, across the face of which are printed the words "Important—Rush." These are placed in envelopes and return to the carrier room, where they are sorted by routes, arranged in the order of delivery, and handed over to carrier, with instructions to deliver them personally and take a receipt for each.

As the slip containing the item is placed in the hands of the person mentioned on the evening of publication, and at the same time copies of the papers are being delivered to other subscribers, it impresses the non-subscriber with the promptness of the Journal's service, and the speed of its carrier service.

SENDS SLIP TO ALL ALIKE.

It makes no difference whether the party is a subscriber or not. If he is, the slip directs attention to the article or item, and keeps him in close touch with the contents of the paper, so far as it affects him personally. If the party to whom the slip is delivered is not taking the paper, the slip serves as an introduction for the carrier. The work of getting the signature, showing delivery, permits him to get better acquainted, and to put in a few words about the paper, what it is doing, and why the prospect should subscribe.

If the boy fails to get an order the first evening, it is simply a matter of follow-up, for he is on speaking terms with the party, about whom the paper has made some pleasing reference. In this way a notable increase in circulation has been recorded. The Journal has recently changed from office to the carrier collection system, and reports it a success in every respect.

Subscription Prices Raised

TORONTO, November 14.—At the annual meeting of the St. Lawrence River Counties Press Association, held yesterday in Brockville, B. O. Britton, Gananoque Recorder, was elected president; A. H. Barker, Brockville Times, vice-president, and W. J. Moore, Brockville Recorder, secretary-treasurer. It was reported to the meeting that twenty-five weekly papers in the district had raised, or would shortly raise, their subscription rate to \$1.50. Unanimous support was given to the policy of higher subscription rates by the meeting. As one immediate result the Brockville Times, a daily paper, will increase its out-of-town subscription price from \$2 to \$3.

Hazleton Papers Raise Price

Three daily newspapers published in Hazleton, Pa., have announced an increase in price from one to two cents a copy on the streets, or ten cents a week subscription. The advancing cost of materials is given as the cause.

REVIVALS HELP CIRCULATION

Detroit Times Erected Tent During Billy Sunday's Campaign.

The most effective canvass for new subscribers, in the opinion of the Detroit Times, is the canvas that goes into tents.

Throughout the eight weeks of the Billy Sunday evangelistic campaign on Grindley Field, more than 1,000,000 people passed the Times Rest Tent, set up on the Woodward Avenue approach to the Tabernacle, and at least 100,000 dropped in.

The register looked like a permanent-peace-by-international-agreement compact. There were names from Iceland, Australia, Africa, Alaska, and other remote corners of the globe. President Houston, of the Associated Advertising Clubs of the World, was a visitor.

There was not an hour while Billy Sunday was putting across his virile beseechments for the boozeless State and regenerate society that the Times did not shelter cooing babes, fainting women, or rallying delegations.

Billy Sunday's campaign emphasized certain policies to which the Times had long been committed. It printed every sermon in full, "unawed by cigarette advertisements, unbribed by booze advertisers."

The Times's business, mechanical, and editorial forces attended one of the Tabernacle services in a body and sang a prophetic ballad to the tune of Tipperary.

On the farewell night of the campaign both Billy and Rodeheaver (chorister for Mr. Sunday) expressed their appreciation of the generous publicity given the meeting by the Times and of the high standards upheld by the paper.

Quite as cheering was the ingathering of cordial and grateful sentiments from long-time subscribers of the Times for the things it has stood for in newspaper-making, and in State and city govern-

ment, the outstanding feature of its editorial advocacy having been sweepingly endorsed by the Michigan electorate on November 7, when the State voted the saloon out of business by a majority of 60,000.

LONDON TIMES INCREASES PRICE

Famous Daily Announces That High Cost of Production Forces Raise.

The great London Times has felt the pinch of the high cost of news print, and in a recent issue announced that, commencing next Monday, November 20, the price of the paper will be three halfpence, or three cents. The present price is one penny, or two cents in American money. In its announcement the Times says:

"Rather more than a hundred years ago, on the morrow of Waterloo, it became necessary to increase the price of the Times from sixpence halfpenny to sevenpence. The present management of the Times, having carefully examined the facts, the outlook, and the cost of production, has come to the conclusion that it is necessary to increase the price from one penny to one penny halfpenny. The change takes effect Monday, November 20.

"The net sale of the Times exceeds 200,000 copies a day. The great increase in the cost of production, especially in the cost of paper has brought a loss on circulation of about \$5,000 a week. The increase in the price of paper on which the Times is printed since the beginning of the war has cost an additional \$350,000 per annum. The management is therefore faced with a position where it must either reduce the size and eliminate some of the historical features or maintain the Times as it is and increase the price. The latter step has been decided upon. Papers sold for less than a penny must soon still further restrict their size or follow the example of the Times."

THE YEAR OF FULFILMENT

THEY were bound together with an invisible chain—these two travellers on the Road of Years. Nobody knew how long the chain was. But all understood that it was a very strong chain—and that, while it might be stretched somewhat, it could not be broken without disaster. The two figures, bound together with the strong, if elastic, chain, may be called in this allegory, PRODUCTION and DEMAND.

PRODUCTION had always been a lusty fellow. He had made the pace for his comrade, DEMAND, for long years. "Hurry up," he would urge. "You are not keeping pace with me. Don't you understand that we are PARTNERS—that MY INTERESTS are YOUR INTERESTS? Why should I take great strides unless you do? Develop your strength. Win friends. Print more papers—more attractive features—more advertising." For, you see, one of our heroes typifies the news print maker, and the other the newspaper publisher.

"All right," responded our lagging traveller. "I'll develop myself. I'll win strength through useful service—but, after I've won it, will you keep pace with ME?" "Never fear," said PRODUCTION. "As you grow strong, I grow stronger. Our future is one of interlocked interests. I cannot AFFORD to fail you, or to fail behind, no matter what pace you set."

A Year of Fulfilment came. "Now," said DEMAND, "I can realize some of the things for which I have worked—and PRODUCTION will also reap a harvest." But PRODUCTION entered the Year of Fulfilment with sore misgivings. "You must slow down," he urged. "I can travel only about so fast. Slow down—for you MUST KEEP PACE WITH ME."

DEMAND grew irritable. "You said that your interests were my interests. Now remember that my interests are YOUR INTERESTS," he urged. "I've got to accomplish things this year, and next. You are my partner. I'm working for you, too. Why are you slowing down?"

"I see some alluring profits to be made here at the wayside," replied PRODUCTION. "If I stay here a while I can make more money turning our kraft papers than you could afford to pay me. You'll have to wait until I gather up these wayside gleanings."

DEMAND tugged at the invisible chain, and found that, while still just a little elastic, it was extended to the utmost, and could not be broken. He saw the patient work of years—his best assets, reader-confidence, prestige—imperilled. And all because his partner on the journey had lost sight of the goal, and had stopped to feast on husks. So he chafed at the partnership, and wished that it might be dissolved.

NEWSPAPER ACTIVITIES IN MANY CITIES

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

The two election-day flights of Laddie Laird, the twenty-year-old professional aviator, in St. Paul, in the employ of the Dispatch and Pioneer Press, were marked by dramatic incidents. Despite a heavy wind and rain, Laird went up over the city at noon before thousands which thronged the starting field and the downtown streets. At this time he also took a picture from his plane of a portion of the downtown business section, guiding his aeroplane by holding the wheel between his knees as he did so. When it came time for Laird to ascend at night the rain was falling harder than ever, but he ascended two thousand feet, and there in a snow storm which beat upon his machine and numbed him, threw off red fire streamers which announced to St. Paul that at that time Hughes was in the lead. The rain had put out the flares lit to guide him on his return, and for a time he lost his bearings entirely, but made the landing safely.

The St. Paul Pioneer Press and Dispatch have started a "Who, What, Where" contest, for which \$1,500 in ten prizes are offered. Contestants are required to answer 102 questions pertaining to various business houses, railroads, industries, and manufactured products of the city. Four prizes are \$100, \$75, \$50, and \$25 cash, and the other six, ranging from \$28 to \$45, are in merchandise. The contest is to close on November 22.

The Boston (Mass.) Post is running a puzzle picture which makes a weekly feature that is attracting much attention, provides amusement for the readers, and taxes their ingenuity to work it out. In a recent issue there was a picture which denoted a number of occupations. Some were plain to the eye—but there were more than appeared, even after a little study. Successful contestants are awarded cash prizes.

Szabadsag, a Cleveland, O., Hungarian, daily, celebrated its twenty-fifth anniversary November 12, with a banquet, at which Mrs. E. T. Kohanyi, proprietor of the paper, was hostess to the members of the editorial and business office staffs. Dr. Ladislaus Polva, editor, spoke, and read telegrams of congratulation from other cities. Szabadsag was founded in 1891 by Theodore Kohanyi.

Donnacona Installs New Machine

The Donnacona Paper Company, near Quebec, has installed a new paper-making machine. The entire output of the plant is consumed by the New York Times, at the rate of 100 tons daily. This amount falls short of the Times's requirements by 200 tons weekly, which that newspaper has to purchase elsewhere. It takes the wood of twenty acres of forest to manufacture the amount of news print the Times uses daily.

Thanked for Praising Uncle Sam

Sir Horace Plunkett, writing to the London Daily Mail in approval of its editorial entitled "Our Friend, Uncle Sam," says: "The note you struck will earn the gratitude of all who believe, as I do, that the future peace of the world depends largely, if not chiefly, upon the mutual understanding and respect of the two democracies, whose ideas of liberty, for which we are fighting, are fundamentally the same."

AD SAVED HIM FROM GALLOWS

Paid Publicity Brought Commutation of Sentence of Georgia Negro.

Everybody knows that advertising pays. Few are acquainted with the fact that it may save a person from the hangman's noose. It can be done—in fact, it has been done. A Georgia negro saved his spinal column by patronizing the newspaper advertising column. It was this way: A colored man in Brunswick had been sentenced to pay the extreme penalty. He escaped from jail, and was not recaptured until after the date set for his execution. Of course, he could not be hanged on a date other than the one specified by the trial judge. The court decreed that he should be put to death in October. The negro was a smart fellow, who had heard something about advertising giving returns. Likewise his lawyer was wise. Having failed at law, they decided to try newspaper publicity; not the free kind, but the variety obtained by transacting business through the counting-room. So they bought and paid for a page in the daily newspapers of Brunswick, and told the black man's story to the home people. The advertising made a better impression on the community than the evidence of the condemned man did on the jury. It made such a good impression that a popular movement in his behalf was started, resulting in the Governor commuting the negro's sentence to life imprisonment.

Ads Aid Dry Cleaning

Every business can be placed on a paying basis through judicious advertising, according to John L. Corley, attorney for the National Association of Dyers and Cleaners, who spoke in St. Louis this week at the American Annex before the members of the Advertising Club of St. Louis. Advertising has established the confidence of the public in the dry-cleaning industry, a business which long had been surrounded by doubt and mystery, the speaker declared. This, he said, resulted from a national advertising campaign, put on by the National Association of Dyers and Cleaners.

Will Stand by Ad Censors

The Galveston (Tex.) Retail Merchants' Association has agreed to accept the work and abide by the decisions of the advertising censorship committee of the Galveston Commercial Association. All advertising schemes must go before this committee for approval before being presented in Galveston, and their solicitors must show credentials from this committee before being permitted to solicit business. The action of the retail merchants was brought about by considerable losses sustained by some members through patronage of unauthorized advertising propositions.

Promotion for J. K. Hughes

Joseph K. Hughes, who recently resigned from the Pensacola (Fla.) Journal to go with the Charleston (S. C.) American, has been promoted to be country circulator of the American. For seven years Mr. Hughes was connected with the circulation and advertising departments of the two Pensacola dailies.

NEWSPAPER ADS COULD CLOSE ORPHAN ASYLUMS

The Experiences of Publisher E. E. Cook, of the Columbus (O.) Citizen, Show That Many Good Homes Would Welcome Tiny Unfortunates—Some Results of Humanitarian Publicity.

That two hundred and fifty homes were in the market for a baby at Columbus, O., is interesting news from that city.

Not passively in the market but aggressively eager to satisfy a desire for a "little fairy in the home." As a result of this unique "baby" campaign and several others of a somewhat similar character that have been handled in the past Publisher E. E. Cook, of the Columbus (O.) Citizen, believes that with properly applied newspaper publicity 60 per cent. of the orphan asylums in the United States could be closed.

A young woman appeared in the Citizen office one day in September with a baby in her arms and briefly stated her case.

She had to go to work. She was alone. She could not give her baby the character of a home and bringing up she felt it should have. She wanted the Citizen to help her find a home for it.

The Citizen did. It was easy. A picture of the baby was run with the caption "Who Wants This Baby?" With the picture was a short story of the circumstances in the case. The story appeared in the "home" edition of the Citizen. The response was almost immediate. By six o'clock that evening over fifty telephone inquiries had been made concerning the infant. By seven o'clock the next morning women appeared at the Citizen Building asking for the child.

DEMAND FAR EXCEEDED SUPPLY.

Soon over a hundred had made applications in person. During this time telephone calls kept coming in. By noon the long-distance telephone got busy. Dayton, Toledo, Newark, Zanesville, and Portsmouth were represented in the requests for the immediate consignment of the child. In the end a list of "bidders" was made with data as to their various capacities to give the child a home in the future and submitted to the young mother and from this list she picked a home.

This is not the first time the Citizen has proven by the power of newspaper publicity that there is a very real and unsatisfied demand in this country in hundreds of homes for foundling babies.

On one occasion not long ago the Citizen ran the pictures of twelve foundlings located in a local orphanage, and within twenty-four hours placed eight of them, and within the month found homes for the remaining four. The Cincinnati Post worked a similar stunt and with the same general result.

"One of the most remarkable things about these 'baby' campaigns," said Cook, "is the fact that very frequently the people that are most anxious to secure a baby are people who already have large families. These people aren't happy unless they have a toddler in the house."

Using Paid Space

In order to increase its subscription list, the Ohio State Telephone Company in Cleveland, O., is using liberal space in the daily newspapers to tell its story. Half-page ads are being run telling of revision in rates. And to date it hasn't asked for free reading notices, under the guise of news, either.

The True News
—FIRST—
Always—Accurately
International News Service
 238 William St., New York City

CIRCULATION HOLDERS
 The following are the contributors to the National Editorial Service, week of November 18th.
Wharton Barker, Author of "The Great Issues."
Charles M. Pepper, Formerly Trade Advisor of the United States Department of State.
Albert Bushnell Hart, Professor of Government at Harvard University.
Roland G. Usher, Author of "The Challenge of the Future."
G. Scott Daigleish, General Manager of the Agricultural Bank of Egypt.
Antonio Casullit, LL.D., Director of the Roman "Tribuna."
Sir James Crichton-Browne, M.D., LL.D., Fellow of the Academy of Medicine of New York, Fellow of the Royal Society.
Write us wire for rates.
National Editorial Service, Inc.,
 225 Fifth Ave., New York.

PREMIUMS
 Publisher of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.
S. BLAKE WILLS DEN
Premium and Advertising Specialties.
 1808 Heyworth Bldg., Chicago

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

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

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

Important to Publishers

Holiday Number of New York Times Review of Books, November 26, will present list of two hundred representative publications in all departments of literature. Special attention given to books for young folks. Review of year's poetry, fiction, history and biography, travel, science and art.

The New York Times publishes more book advertisements than all other New York morning newspapers combined.

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

20 Fifth Avenue NEW YORK Lytton Building 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 "lettle" 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 Now, 10c. a line.

Only Paper in the United States

that Owns its Own Telegraph Wire 122 Miles Long, Oshkosh to Milwaukee, over which it Gets the Leased Wire Service of the United Press. Also on the St. Paul and Minneapolis Leased Wire of the Associated Press. Both News Services.

DAILY NORTHWESTERN

OSHKOSH, WIS.

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 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

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—Ed.]

The Rush for News Print

THE DAILY RECORD,
CANON CITY, COLO., Nov. 2, 1916.

THE EDITOR AND PUBLISHER:

I was very much interested in your discussion of the news print situation in your issue of October 21. That was the sanest thing I have read.

It seems to me one of the troubles about this paper market is that most of the journals and all of the dealers endeavor to make the buyers believe that if they ever want to buy print paper again at anything like a reasonable rate, they should do it now and at once, and buy enough for years ahead. I have several friends who have enough paper in the house to last until the middle of next year and yet all are trying to buy cars in order that they may be safe against the possible future famine. This condition naturally crowds the mills with orders and enables them to raise the prices. The same kind of a panic would double the price on any kind of commodity on the market.

Of course there are no doubt some good reasons for higher prices than prevailed a year ago but don't you think that a good deal of the extra price is caused by this grand scramble of everybody to buy paper for a year's supply all at once? If people were only buying as they needed it in the manner they did a year or two ago, wouldn't the mills be able to take care of the orders fairly well, at a more reasonable price? A year ago we bought a car at \$2.05 at the mill. To-day we are quoted \$5.90 at the mills in the same section.

I appreciate the interest THE EDITOR AND PUBLISHER takes in the question very much and am sure it will be helpful in calming the nerves of the panic-stricken publishers.

GUY W. HARDY.

E. & P. Saves Them Money

THE READING PRINTING CO.,
READING, PA., Nov. 14, 1916.

THE EDITOR AND PUBLISHER:

We certainly feel indebted to THE EDITOR AND PUBLISHER for the thoroughness with which it has dug up news print information, and for the many helpful suggestions along the line of economy practiced by newspaper publishers from the cellar to the roof.

To any publisher who has read THE EDITOR AND PUBLISHER and practiced the economies it has preached during the past six months, his subscription has been worth thousands of dollars in real money.

THE READING PRINTING CO.,
S. H. BAKER.

Is Conserving News Print

GENEVA DAILY TIMES,
GENEVA, N. Y., Nov. 15.

THE EDITOR AND PUBLISHER:

For your information: We did away with our Saturday supplement of eight pages. We have changed the size of our type from 8 on 9, to 7 on 8, with an additional saving of about a page a day. We have cut out a number of features. We went on a non-return basis with no particular loss in the circulation. We mail our foreign advertisers copies of the paper on the day their advertisement appears. I compare the weight of the paper baled each day by the pressman with the weights sold to the junk man. This, together with the fact that I know about the amount of waste paper produced in the shop each day outside the pressroom, gives me a close line on the pressroom waste. We are down to bed rock now. The big savings must come from the Sunday supplements of the big city papers.

THE GENEVA TIMES,
By G. B. WILLIAMS.

London Times Fund \$25,000,000

The London Times has surpassed all records of fund-raising by newspapers. On Wednesday the Times announced that its collections on behalf of the Red Cross have passed the £5,000,000 mark, or \$25,000,000 in American money.

Shake-Up on Republic Staff

There have been several staff changes on the St. Louis (Mo.) Republic the past week, which are now in effect, according to an announcement bulletined by General Manager E. B. Lilley. C. E. Heberhart, lately Sunday editor, is now news editor, a newly created position; Max B. Cook, a special writer, becomes night city editor. R. G. Tindall, former night editor, is now Sunday editor, and George Huber, head of the copy desk, has charge of the make-up. Will T. Gray, late assistant night editor, succeeds Huber as head of the copy desk. Avery Carr, formerly telegraph editor, is now State editor, and in charge of the news bureau, while James V. Linck goes from the copy desk to the position of telegraph editor. W. M. Ledbetter remains managing editor, and Roy M. Edmonds continues as city editor.

Tom Watson's Trial Day Set

The trial of Thomas E. Watson, publisher of the Jeffersonian, published at Thomson, Ga., on charges of sending obscene matter through the mails, has been assigned for November 27, in Augusta, Ga., according to a statement made by the United States District Attorney. This announcement disposes of the report current some months ago that Watson would be indicted and tried in some other State, the Government having failed so far to secure a conviction in Watson's home State. At the time the talk was current, Georgia members of Congress protested to Attorney-General Gregory against any such procedure as a reflection upon Georgia courts and juries.

Detroit Wants Convention

Members of the Adcraft Club of Detroit have set the ball rolling to bring to that city the 1918 convention of the Associated Advertising Clubs of the World. Frank G. Eastman, president of the Club, has appointed a committee to take up the work and conduct an active propaganda, of which J. H. Moeller, advertising manager of the Michigan State Telephone Company, is chairman. The other members of the committee are: Elmer P. Grierson, A. W. Winter, Walter Huetter, Julius H. Moeller, H. D. Glenn, H. J. Klingler, Joseph Meadon, Frank T. Farnsworth, E. G. Frank, J. H. Doolittle, Harry Z. Brown, F. A. Ellis, Richard Cohn, Hal C. Trump, Verne W. Tucker.

Big Damages for Ad Man

A verdict for \$55,000, said to be the largest ever awarded in a personal damage suit, was returned in favor of William R. Wallis, a Cleveland, O., advertising writer Monday. Mr. Wallis sued Edward W. Moore, traction magnate, following injuries he claimed he sustained when his automobile was struck by one owned by Moore in Gordon Park, Cleve., three years ago. The case has been in court three times.

Junior Advertisers Organize

The Junior Advertising Association of New York, which was organized October 21, at a meeting held at the office of the American Printer, is making an effort to get in touch with young men in advertising offices who would like to become members. The Association has been organized for the purpose of creating an acquaintance among the younger men connected with advertising, and to develop among them an interest in the subject. Joseph F. Malone, of the Kelly-Smith Company, 220 Fifth Avenue, is chairman of the membership committee.

Pottsville Daily Republican Fights Rate Increase

While the high cost of print paper is forcing many newspapers to raise advertising rates, the POTTSVILLE DAILY REPUBLICAN is taking on new foreign business at from 36 cents to 48 cents per inch, to keep the scale of profit and loss from tipping in the wrong direction.

The POTTSVILLE REPUBLICAN enjoys a "quality" circulation of about 12,000 copies each day, which is greater than that of all its competitors COMBINED.

POTTSVILLE REPUBLICAN
Pottsville, Pa.

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

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

Representatives

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

The Pittsburgh Post

ONLY Democratic Paper in Pittsburgh.



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

In Philadelphia

For over half a century

THE EVENING TELEGRAPH

has reached more men and women of education, refinement and BUYING POWER than any other Philadelphia newspaper, and its position 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 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



"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.

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

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

CHANGES OF INTEREST

BISMARCK, N. D.—The Progressive Observer has been purchased by P. O. Thorsen, of Grand Forks. P. O. Stromme will be the new editor.

THESSALON, Ontario—Will L. Francis has sold the Algoma Advocate to Duncan McMillan, of Winnipeg. The new owner has taken charge of the paper.

ANNAPOLIS, N. S.—The Spectator has been purchased and will be managed and edited by J. W. Dawson Stearns. Mr. Stearns was at one time editor of the St. John (N. B.) Telegraph; later proprietor of a paper in Shelburne, N. S., and still later manager of Shipping Illustrated of New York.

OXBOW, SASK.—The Herald has been sold by John H. Noble to Hugh D. Pedlar, who for some time past has been managing the paper. Mr. Noble ran the Herald for nearly fourteen years. Mr. Pedlar came originally from Ontario.

ATHABASCA, LANDING, Alta.—The Northern News has been sold to new interests by the Northern News Co., Limited, and the name of the paper has been changed to the Athabasca Herald. R. F. Truss is the new editor and George Mills, business manager.

NEW ENTERPRISES

BRAINERD, Minn.—The Daily Journal Press is the name of a new afternoon daily recently started. C. E. Hansing and R. M. Sheets are the proprietors.

SOUTHAMPTON, N. Y.—The first number of The Chat appeared November 14. J. Vernon Teed is the publisher.

MOBILE, Ala.—The Tribune, formerly a weekly, has made its appearance as an afternoon daily. It will also be issued Sunday mornings. Victor Calver is managing editor.

SHERMAN (Tex.)—The Courier is the name of a new morning newspaper. The Courier Publishing Company, W. J. Minton, president, has published The Courier for some time as a weekly, and has changed it to a daily. The new paper will be issued each morning except Monday.

NEW INCORPORATIONS

NEW YORK—Walter Schedler Co., Inc., capital stock \$5,000; general photo-engraving and lithographing business. Directors: Walter Schedler, of Clarkstown, and Morris Hausen and Robert Cacevajo, of Brooklyn.

NEW YORK—Eagle Photo-engraving Co., Inc., capital stock \$12,000; general photo-engraving business. Directors: H. G. Hamalian, of West Hoboken, N. J., and Paul Keurajian and Diran Kiollan, of New York city.

NEW YORK—W. H. Snyder Co., Inc., capital stock \$10,000; manufacture engravers' supplies and materials. Directors: John W. Taylor and Kate L. Taylor, of Leonia, N. J., and Samuel Kline, of Brooklyn.

NEW YORK—Carroll-Schless Co., Inc., capital stock \$2,000; advertising, publishing, and printing business. Directors: Leon L. Carroll, Edward Schless, and Dorothy Spero, all of New York city.

NEW ROCHELLE, N. Y.—Edward Lyman Bill, Inc., capital stock \$250,000; publishing and general advertising business. Directors: Caroline L. Bill, J.

Raymond Bill, and Hester R. Bill, all of New Rochelle.

NEW YORK—The Maurice Press, Inc., capital stock \$1,500; printers, publishers, engravers. Directors: Maurice Katzenstein, Samuel Metz, and Morris Gerovitch, all of Brooklyn.

NEW YORK—Publicity Sales Co., Inc., capital stock \$10,000; general advertising business. Directors: Sigmund Majewski, Isaac Josephson, and Jay A. Gilman, all of New York city.

MAHONEY CITY, Pa.—American Tribune Publishing Company, capital \$20,000. James H. Kerehner, treasurer.

MEMPHIS, Tenn.—Memphis News Company, capital \$20,000. Incorporators: Squire Stevens, T. A. Evans, C. L. Silvey, Henry Dickerson, and J. E. McCaddon.

INDIANAPOLIS, Ind.—The Chic Press, capital \$10,000. Directors: G. G. Campbell, C. M. Moran, and R. W. Campbell.

COLUMBIA, S. C.—Commercial Printing Company, capital stock \$2,000. Directors: D. A. Baynes, P. L. Wiggin, and E. J. Woodward.

STONINGTON, Mass.—Pequa Press, Inc., capital stock \$25,000. Directors: August W. Goetting, George L. Belcher, Michael W. Hanley, John W. Wood, and Ernest B. Southworth.

WILMINGTON, Del.—Photo-Typo-Compo-Co., organized to manufacture printing presses, capital stock \$5,000,000. Directors not announced.

CHICAGO, Ill.—Illinois Lithographing Company, capital stock \$5,000. Incorporators: David Levinson, Walter P. Bauer, and Maurie L. Heims.

NEW YORK—The American Association of Foreign Language Newspapers has increased its capital stock from \$100,000 to \$150,000.

Every Man a Salesman

Harvey R. Young, the "live wire" advertising manager of the Columbus (O.) Dispatch, thinks that there is a possibility that salesmanship clubs will in time equal or even surpass the advertising clubs. "Practically every man is a salesman," he claims. "He is either selling his own service or commodity, or some one else's service or commodity." Because of that fact and because there are so many that do not advertise, he feels that the future of the salesmanship clubs is assured. Mr. Young has placed 172 members in the Columbus Salesmanship Club, out of the first 555 members.

Licenses for Solicitors

The San Angelo, Tex., City Commission has passed an ordinance with the object of regulating advertising, magazine, and subscription solicitors. The ordinance requires all such solicitors who operate in San Angelo to secure licenses signed by the city manager. This step is taken at the instance of the merchants of San Angelo who report that they have been made the victims of numerous graft schemes.

New Paper Mill in Arkansas

H. C. Alford, of St. Louis, is in Glenwood, Ark., for the purpose of organizing a company to install a paper mill. It is proposed to form a company with a capitalization of \$40,000. The mill will employ about 50 men, and will use the pine timber waste from the large lumber mills in that section.

Editor—Manager

Has sold interest in home magazine after developing over 250,000 circulation. Wants to return to newspaper work as publisher or editor of afternoon sheet. Only thirty-five but has been getting more than \$75 per week and is ready at that figure. Brilliant writer and capable executive. Ask about No. 405.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

ADVERTISING MAN, experienced, seeks position on small paper in Western City, population between ten and twenty-five thousand. Now employed, but desires to change where ability and a progressive spirit will produce returns. Address N. 3107, care Editor and Publisher.

EDITORIAL MAN—Newspaper man with reportorial and editorial experience in cities of 100,000 available immediately. Successful record. All branches street work and on news and city desks. Good reasons for change and best of references. No objection to small daily or substantial weekly. Eastern territory preferred. Age 31, and married. Address N., 3110, care of Editor and Publisher.

FEATURE WRITER, experienced wants position as manager of juvenile department for weekly or daily; original stories, puzzles, poems, games, special attractions, etc. Sample literary work sent anywhere; can join staff any time. Address N. 1108, care Editor and Publisher.

CIRCULATION SALES MANAGER, over ten years of success with most successful paper in one of the largest cities, would like to make new connection. Know every angle of circulation promotion from soliciting and work among boys and dealers, to the planning and direction of contests that appeal to the greatest number. Economy the watchword in all things. Member the I. C. M. A. No bad habits, employer's reference. Address C. U. M., care Editor and Publisher.

NEWSPAPER MAN, \$20,000 cash available as first payment on dominant, paying evening independent or Democratic daily, north of Ohio and east of Missouri Rivers. Am experienced metropolitan newspaper man. Address N. 3113, care Editor and Publisher.

CIRCULATION MANAGER, 28 years' general newspaper experience; successful record; business manager and circulation manager, built 15,000 to 43,000 circulation on daily in city of 200,000; extensive experience office detail and premium promotion; economical administration; highest references. Prefer Denver or west of Denver. Address Circulation Manager, care of 100, 742 Market St., San Francisco, Cal.

CIRCULATION MANAGER from Middle West now employed on an Eastern daily with 30,000 circulation wishes to change to a smaller paper in Middle West or South. Age thirty-two; married; fifteen years circulation experience. Experienced in handling office and independent carriers, solicitors and newsboys, want to make connection with a publisher who wants to cut his circulation expense and increase the earnings. Address N., 3117, care Editor and Publisher.

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

LINOTYPE—Model No. J, 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. 11680, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

HAVE SMALL CASTING BOX and smelting 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. Caster, including cartoon, comic, and news feature picture service, \$1.75 per week. Carries with it to begin immediately 20 inches per week, for you 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.

TRADE JOURNAL—The most popular paper in a growing industry; established Nov., 1892. Is now and has been making \$5,000 per year for the past ten years. The oldest, largest and best in its field. Owner is over 72 years of age and is selling to retire from business. Price \$10,000. Address N. 3116, care Editor and Publisher.

\$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

EXTRA

I am representing owner of exclusive newspaper in growing Central West city of 18,000. Nets annually from \$20,000 to \$25,000 in return for time and investment. Controlling interest offered for \$65,000. Practically all cash required. Proposition No. 326x.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an ancient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St.; Chas. H. May, Mgr., Phone Franklin 44; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep. Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions. \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

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

Baltimore—B. K. Edwards, American Building.

Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Rert E. Treas, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

Chicago—Popper's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 66 Larned St. W. San Francisco—E. J. Wilson, 24 742 W. 4th

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.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

TAKE IT TO

POWERS

OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH

ON TIME ALL THE TIME

POWERS PHOTO ENGRAVING CO.

124 Nassau St. N. Y. Tel. 622-4 Building

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

We can increase your business—you want it increased.

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

BURRELLE

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

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

NEW YORK AD CLUB'S BIG NEWSPAPER NIGHT

It Brought Out Largest Crowd of Daily Press Representatives Ever Seen in Rooms—Richard Waldo Presided, and President Harry Tipper Made Inspiring Speech.

Newspaper night of the Advertising Club of New York, held Tuesday evening, November 14, brought out the largest crowd of daily newspaper representatives that has gathered in the club-rooms, in East 25th Street.

Richard Waldo, of the New York Tribune, presided. He spoke of the past history of the club and the fact that previously the daily newspaper men had not been largely represented in it. He attributed this to the fact that the work in New York is so intense that they had little time for gatherings of the kind. He was confident, he said, that once they organized they would represent a tremendous power, and had always believed that the reason they had not done so was because they had lacked the opportunity, and the meeting to-night, the first of the kind held, proved it.

In ten days' time it had been possible to bring together the largest number of newspaper representatives ever gathered for a similar meeting in the history of the city. Every seat at the banquet table had been sold and paid for. The movement was growing in force so rapidly, he said, that he believed it was the question of but a very short time before the newspaper section would be the largest and most potential organization of the kind in the United States. He paid a tribute to the zeal of President Harry Tipper, who had devoted his time and talent to the reorganization of the Advertising Club.

PRESIDENT TIPPER'S SPEECH.

Mr. Tipper, in speaking of the growth of advertising as a force for economic good, stated that the time had arrived when newspaper representatives were to decide whether the newspaper advertising business was to be regulated by others, or whether the men engaged in it were to take part in the regulation of their own business.

Few men, he said, ever sold him advertising space in a newspaper, where the newspaper itself had not previously commended itself to him. Some representatives of newspapers know less about their papers, their pulling and selling power than the men who buy the advertising space. The getting together of the newspaper advertising men of New York on a cooperative plan is a movement destined to change the situation, not only for the good of all, but particularly for the newspapers.

CLUB CAN BE A MODEL.

The Advertising Club of New York, and particularly the newspaper division, can create, Mr. Tipper said, an organization that will be a model for the Associated Advertising Clubs of the World, and the first meeting, to which he was speaking, was the evidence of the character of the men in it and the kind of force and influence they were capable of putting into the work. Language is the strongest force on earth, and the newspaper represents it in the very highest degree of efficiency. The newspaper division is in a position to make the advertising organization the strongest weapon in the advertising world, just as advertising is now recognized as the strongest weapon for good.

After Mr. Tipper spoke, application cards were distributed, and within a few moments thirty-four new members were enrolled.

Death Calls Newspaper Partners

David H. Hunter, aged fifty-five, half-owner of the Guerneville (Cal.) Times, was found dead at the Times offices on November 3. His death was due to heart failure. He was formerly a San Francisco newspaper linotype operator. Hunter's partner, Andrew F. Smith, died on November 6 in San Francisco. For more than twenty years, Smith was foreman of the San Francisco Morning Call. Subsequently he was foreman of the State Printing Office at Sacramento. Four years ago he purchased the Russian River Advertiser and the Guerneville Times.

Molly Elliot Seawell Dead

Molly Elliot Seawell, author, writer, and formerly Washington correspondent of the New York Tribune, died November 14 at Washington, in her fifty-seventh year. She was born in Gloucester County, Va., daughter of John Tyler Seawell, a nephew of President Tyler. In 1885 she won a prize of \$3,000 in the New York Herald short-story competition. She was known as a staunch opponent of divorce and suffrage. She had been ill for more than a year from an illness that had caused partial blindness.

OBITUARY NOTES

AMOS WILLET WRIGHT, former owner of the Fort Wayne (Ind.) Gazette, and at one time on the staff of the New York World, died Tuesday at his home in New York city.

JAMES F. BURNS, aged forty-one, a writer of sporting topics for the Globe and Sun of New York, died Tuesday at his home in Flatbush.

MAYER J. FRIEDKIN, a well-known Jewish journalist, died Tuesday at his home in Brooklyn. He was for fifteen years on the staff of the Jewish Morning Journal, of which his son Israel is now publisher.

JAMES B. ROBERTS, aged seventy-one, Confederate veteran and pioneer newspaper man, died on November 3 at his home in Fort Worth, Tex. He was one of the oldest newspaper men in point of service in Texas and remained in the harness until three years ago.

JAMES A. CRUTHERS, for ten years a reporter on the staff of the Syracuse (N. Y.) Journal, was stricken on election night while working in the Journal office on election returns. He died soon after in a hospital.

WEDDING BELLS

James A. Howard and Miss Marlon Dingley, both of Auburn, N. Y., were married at Lewiston, N. Y., by the Rev. Arthur T. Stray. Mrs. Howard was formerly a member of the staff of the Lewiston Evening Journal.

Allen Seymour Richardson, of New York, assistant editor of the Commercial and Financial Chronicle of New York, and Miss Clara Helene Vogt, of Brooklyn, were married November 4 in St. Peter's Church, Brooklyn, by the Rev. Dr. Heishman. On their return from their bridal trip, Mr. and Mrs. Richardson will reside at 234 West 122d Street, New York.

John Milton Strait, editor of the Electrical Journal, of Pittsburgh, Pa., and Miss Sarah M. Clough, of Columbus, O., were married at the home of the bride in Columbus on October 31. They will live in Pittsburgh.

A farmer in New York recently gave up \$1,500 to a stranger for a deed of a beautiful gray building on Riverside Drive. It was Grant's Tomb.

Newspaper Ads Elected Him

Crombie Allen, editor of the Ontario (Cal.) Daily Report, and president of the Southern California Associated Dailies, was elected to the California Legislature on November 7 to represent San Bernardino County, the largest county in the world, by a plurality of more than 2,000 votes, as a result of paid newspaper advertising. His campaign was conducted entirely in the advertising columns of the newspapers of his district. Not a vote was solicited personally. He used display ads in every paper in his district but his own, in which his candidacy was never mentioned, but in which free space was offered to his opponents. He carried his home city by more than 1,000 votes.

Ad Censorship on Portland Dailies

The daily newspapers of Portland, Oregon, claim to have practically eliminated the advertising faker from their columns. At a recent meeting of the Portland Ad Club, representatives of the advertising departments of the four local dailies told how their readers were safeguarded. Thomas J. Mulien, of the Oregon Journal, said that Portland papers turn down \$250,000 worth of so-called medical advertising each year. C. W. Myers, of the News; W. J. Hoffmann, of the Oregonian, and George Warren of the Telegram, acted as spokesmen for their respective papers in the symposium of views.

Fehr Is Now a Lawyer

Louis W. Fehr, formerly New York Supreme Court reporter for the New York Times, and recently secretary to the New York Park Board, was sworn in this week as a lawyer in the Appellate Division. Mr. Fehr began his studies while acting as a reporter in the courts for the Buffalo Courier. He then came to the New York Times and continued there until his appointment as secretary of the Park Board. He is now president of the graduating class of Fordham University and managing editor of the Fordham Law Review.

St. Clair—Dirks Romance

Bert St. Clair, of the Chicago office of the Associated Press and Miss Mae G. Dirks, sister of the well-known artist and originator of the Katzenjammer Kids, were married in Chicago on November 6. Mr. and Mrs. St. Clair have gone to the Bermudas on their honeymoon, and on their return will live in Washington, D. C. St. Clair is given as authority for the story that ten years ago, while hunting in the Wisconsin woods, he was caught in a downpour and sought shelter in a near-by schoolhouse. Miss Dirks was the teacher and the acquaintance thus begun ended in the wedding.

Fined for Printed Contempt

The Supreme Court of Arkansas has imposed a fine of \$50 and a sentence of ten days in jail on B. Faisst, wealthy lumberman of Benton, Ark., for contempt. The case grew out of the publication in the Benton (Ark.) New Era, of which R. R. Adams is editor and manager, of an article over the signature of B. Faisst, severely criticizing the State Supreme Court for a decision in a suit in which Faisst was interested. Both Faisst and Adams were cited for contempt. Adams apologized and was discharged. The editor said he did not know the contents of the article until after its publication. He was admonished by the Court to read all matter before publication in his paper hereafter.

Newspaper Advertising Is The Most Effective Advertising

Most of the Difficulty in Using Newspaper Advertising for National Campaigns Arises from the Difficulty in the Selection of Mediums and Doing Business Under Difficulties with so many Separate Units.

In Order to Help Simplify the Process—

THE NEW YORK GLOBE

Has just issued a pamphlet which presents a list of 400 SELECT NEWSPAPERS covering most of the important business centres of the country, arranged alphabetically by states and cities, giving population, circulation and advertising rates.

Any advertiser or prospective advertiser may secure a copy of this pamphlet by asking for it.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

