

THE EDITOR & PUBLISHER

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

60 Pages in Two Sections Including Automobile Number

\$3 a Year

NEW YORK, SATURDAY, AUGUST 4, 1917

10 Cents a Copy

Leads in Automobile Advertising

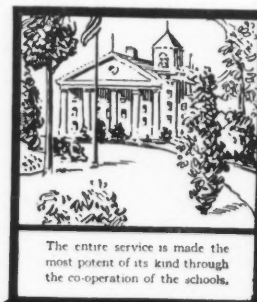
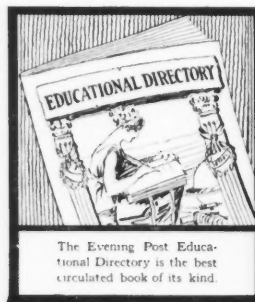
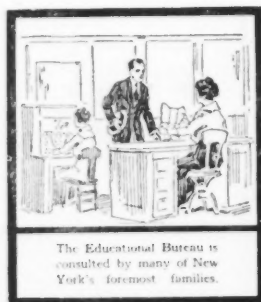
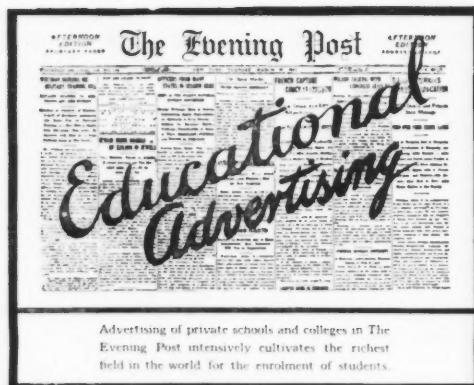
The Chicago Daily News in the first six months of this year printed more automobile advertising, display and classified, six days against six, than any other Chicago paper.

The figures follow:

	Display lines	Classified lines	Total lines
The Daily News -	259,262	170,726	429,988
Tribune - - - -	235,374	190,524	425,898
Post - - - - -	410,484	410,484
Journal - - - -	240,036	240,036
Examiner - - - -	133,915	40,242	174,157
Herald - - - - -	141,133	32,099	173,232
American - - - -	134,131	134,131

THE CHICAGO DAILY NEWS

"It Covers Chicago"



The Correlated Educational Service

☞ Newspapers desiring to amplify their own service to readers and advertisers on Educational matters, are invited to co-operate with The Evening Post Bureau. Address Advertising Manager for further information.

A Public Service To Parents

THE Correlated Educational Service of The New York Evening Post is designed primarily for the benefit of the parent, and is, therefore, a public service.

In rendering this service, The Evening Post realizes the seriousness of giving advice on the school question, because of its life-long effect upon the student. Therefore, it endeavors to give the inquirer all possible information on the subject and on individual schools, so that he may make selection with fullest intelligence.

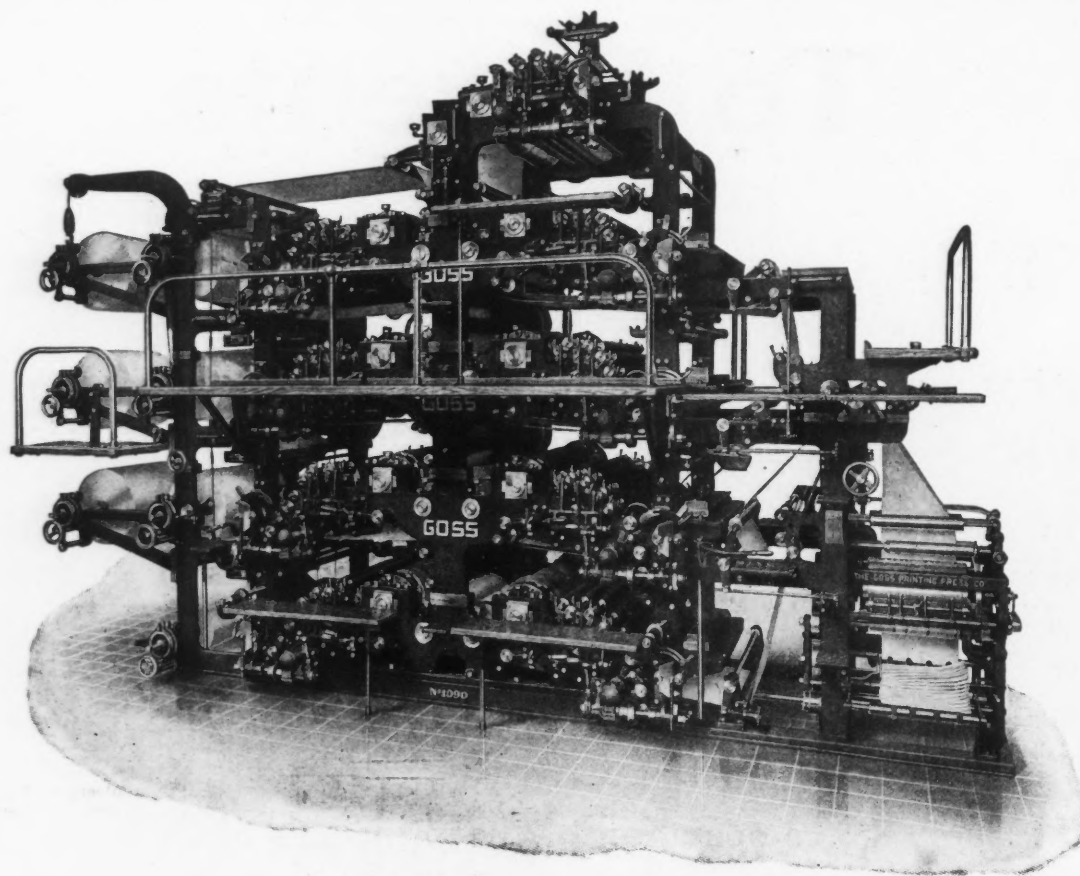
Through the co-operation of the principals of those educational institutions which are worthy of serious consideration on the part of discriminating parents, The Evening Post is in possession of catalogs, bulletins and other data which are of invaluable aid. The Director of the Service is personally acquainted with many headmasters and principals, and is competent to advise parents in making their selection.

There is, of course, no charge, either to parents or to schools. Year after year the foremost families of New York take advantage of the Correlated Educational Service.

The New York Evening Post

More Than a Newspaper — A National Institution

Yes, Sir! It's a GOSS



The Goss High-Speed Quadruple Press With One Extra Color

We have made two recent installations
of this identical press in South America

EL MERCURIO, Valparaiso, Chili
LA NACION, Santiago, Chili

This machine embodies all of the "Goss Efficiency Features"
Let us tell you more about them!

THE GOSS PRINTING PRESS CO.

Main Office and Works
16th Street and Ashland Avenue, CHICAGO, ILL.

NEW YORK OFFICE
220 West 42nd Street

THE EDITOR & PUBLISHER

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

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

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The decision in the case is as sweeping a victory for Gen. W. B. Haldeman, Col. Henry Watterson, Miss Isabel Haldeman and Col. Bennett H. Young as the decision of Judge Wallace was for Bruce Haldeman. The decision is final. The injunction sought by Bruce Haldeman is denied.

The legal battle by two giants of the Kentucky bar, Messrs. Helm Bruce, representing Bruce Haldeman and Judge Alex P. Humphrey for Gen. W. B. Haldeman and the other litigants was waged around an interpretation of paragraph six of the contract of May 22, 1912, as between the heirs of the late W. N. Haldeman, founder with Mr. Watterson of the two newspapers, whose estate at his death in 1902 was held in trust for ten years.

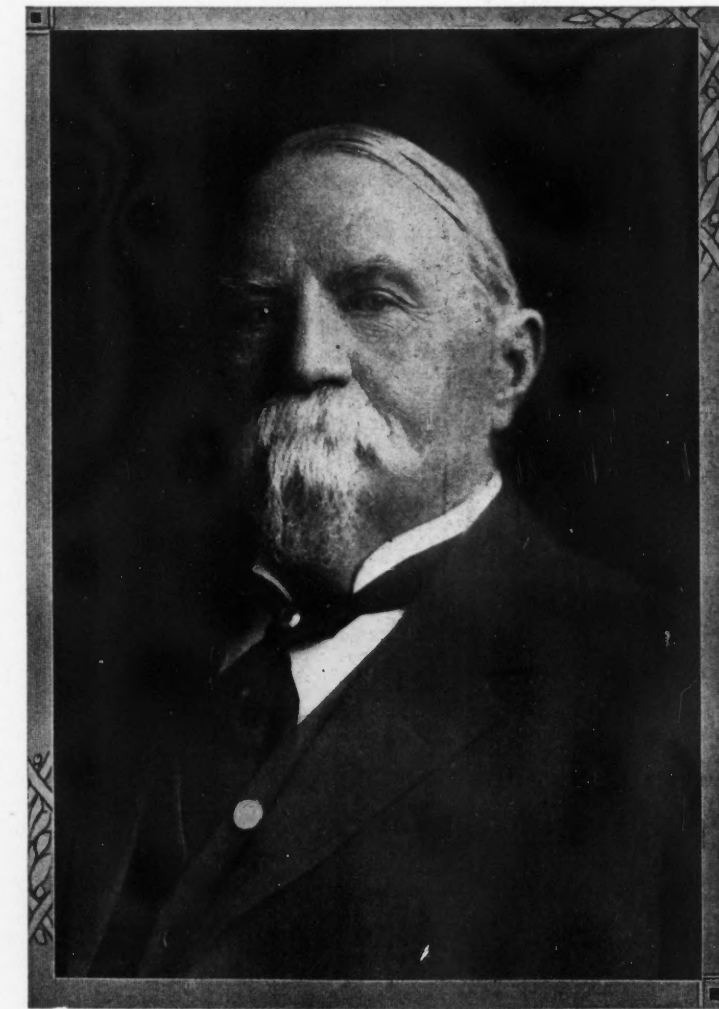
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It was contended by Bruce Haldeman that this agreement gave him supervisory control of both the business and editorial departments of both papers and that he has exercised such control from the date the agreement was entered into.

The opinion of the Court of Appeals written by Judge Shackelford Miller, with Chief Justice Settle and Justices Hurt, Carroll, Sampson and Clarke concurring, hold that a contract as between stockholders of a corporation for the management of the corporate business and against a dissenting stockholder is in violation of public policy and therefore invalid.

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Death was due to organic heart trouble. Breakfast was being served in his bedroom when he felt the attack coming. He said to a maid as she entered the room:

"Take away the tray; I am gone."

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In the death of Gen. Otis, the passing school of personal journalism lost one of its most distinguished representatives. Although he was eighty years old, he had been at his desk in the office of the Times every day last week.

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Gen. Otis was a soldier and a journalist. He was a brigadier-general of volunteers in the Spanish-American War, captain of Ohio volunteers in the Civil War, and editor and manager of the Los Angeles Times since he acquired control in 1886. He was born in Marietta, O., February 10, 1837, the son of Stephen and Sarah Dyer Otis, who were pioneer settlers of Ohio. His grandfather, John Otis, was a soldier in the Revolutionary War, and his earliest ancestor in this country was James Otis, the patriot and orator. He was educated in the public schools and, at the age of fourteen, became a printer's apprentice. Subsequently he had one term of five months' schooling at Lowell, O., and a commercial course of one year at Granger's College, Columbus, O., from which he was graduated in 1857.

While young Otis was living in Louisville in 1860 he was sent as a delegate to the Republican convention in Chicago, which nominated Lincoln, and when the Civil War broke out he enlisted as a private in the Twelfth Ohio Infantry, serving through the war until he was mustered out July 26, 1865, as captain of the Twenty-third Ohio Volunteers, having been twice wounded, and brevetted major and lieutenant-colonel of volunteers for gallant and meritorious conduct.

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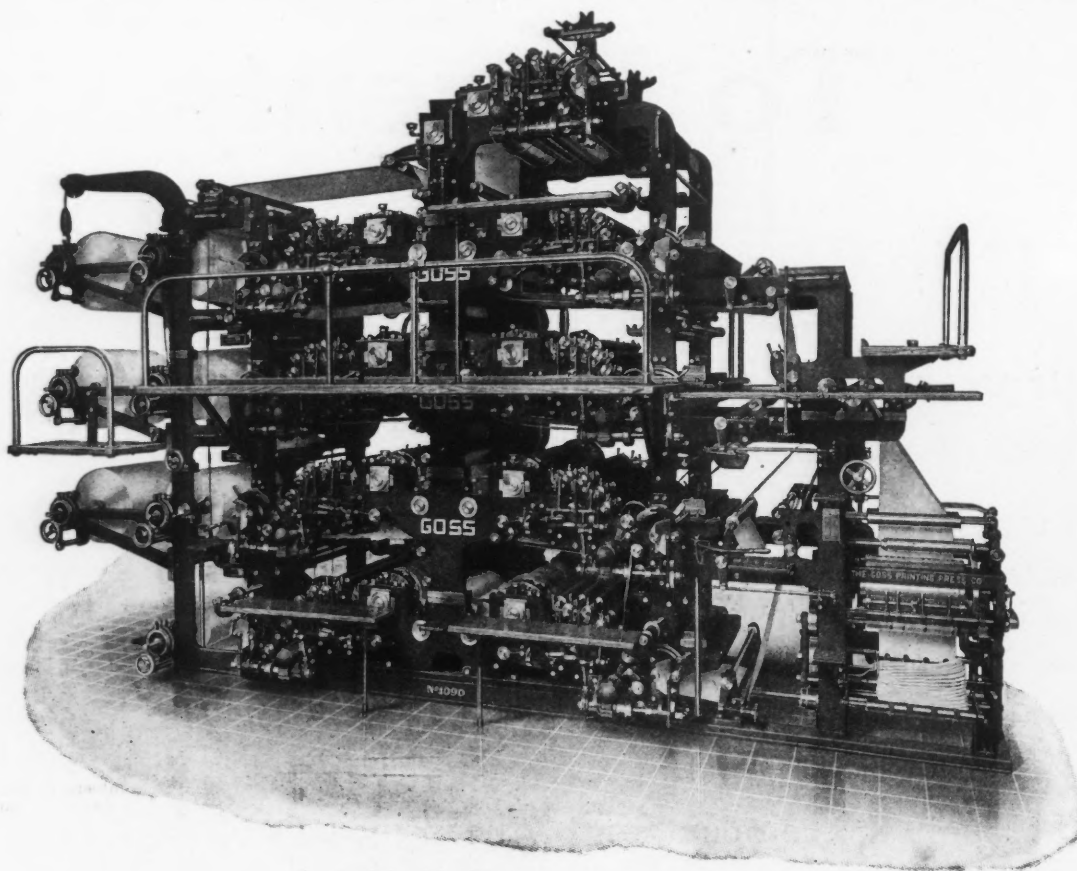
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We have made two recent installations
of this identical press in South America

EL MERCURIO, Valparaiso, Chili
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This machine embodies all of the "Goss Efficiency Features"
Let us tell you more about them!

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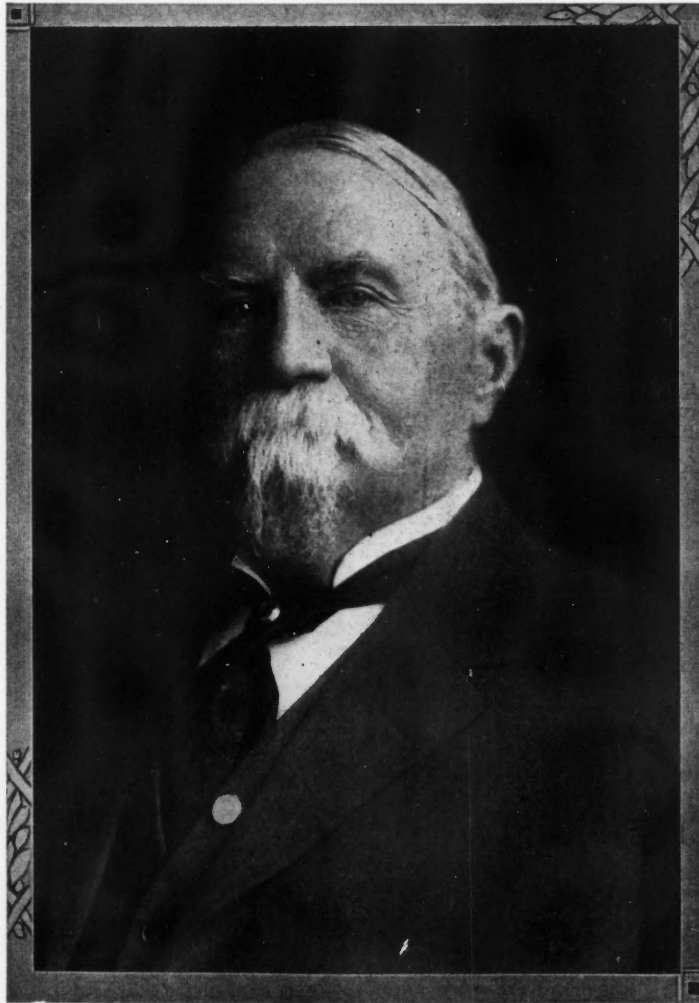
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CREEL ANNOUNCES NEW CENSORSHIP RULES FOR GUIDANCE OF PRESS ASSOCIATIONS

Confusion Over Handling of Story of Arrival of Another Contingent of American Troops in Europe Results in More Sweeping Regulations Being Issued—Associated Press Carries Story While U. P. and I. N. S. Await Release.

PUBLICATION of the arrival last Saturday of a contingent of American soldiers in Europe by newspapers served by the Associated Press resulted in the announcement Monday of new rules for the voluntary censorship of the American press. These rules made public by George Creel, chairman of the Committee on Public Information, set forth the kinds of military information which the Secretary of War and the Secretary of the Navy are anxious that the press shall refrain from publishing unless authorized by the War or Navy Department. As there is no legal censorship the rules take the form of "specific requests" to the press.

The story of the arrival of another American contingent at "a European port" was received by the Associated Press Saturday at 4:40 A. M. At 9:40 the Associated Press received from the Committee on Public Information a request to kill the dispatch. In an explanation sent out at the time by the Associated Press, this explanation for not killing the story was given:

CREEL REQUEST IGNORED.

"The Associated Press saw no reason for killing the dispatch, inasmuch as it disclosed no military information of a character to betray the location or description of the troops, and, furthermore, because the dispatch had been passed through the official censorship in Europe.

"Furthermore, the Associated Press has before it no request from any responsible official to submit news of such a character, passed by the Censor, to officials in Washington before being distributed to its members. On the other hand, the Secretary of War on July 5, in a statement to editors, permitted press cables from France to go directly to addresses without reference to Washington, with the stipulation that certain classes of information must not be contained in them. No such prohibited information is contained in the dispatch to-day.

"Since July 5 no request has been made of the Associated Press to withhold or submit dispatches from abroad prior to publication."

Now that new rules have been announced, they will be followed to the letter, the attitude of the management of the Associated Press being to cooperate in every possible way by the strictest observance of any regulations laid down by Washington as to the character of the war news that may or may not be published.

The United Press on Saturday carried a story in which Secretaries Baker and Daniels reiterated "their appeal that nothing save what is authorized by this Government be included in the press of the country."

BAKER APPEALS TO PRESS.

"I feel deeply on this matter," Secretary Baker was quoted as saying. "The order against publication of troops movements or movements of other military forces still stands. We still must appeal to the press not to use such stories unless authorized by the War Department. We are helpless now to enforce the order. But I cannot speak too earnestly of the danger there is in not abiding by the rule."

On Monday the United Press carried

the following story under a New York date line:

"Simultaneous request was made to the United Press and the Associated Press by the American Embassy in London that announcement of the arrival of additional troops in England not be cabled to the United States. As the request was put upon patriotic grounds and was in accordance with the voluntary censorship agreement at Washington, the United Press complied.

"In response to a message from the New York office informing him that the Associated Press had published the troop arrival Saturday, Ed L. Keen, general European manager of the United Press, to-day cabled the following statement from Lowell Mellett, United Press staff correspondent:

ASKS THAT STORY BE NOT USED.

"First Secretary Crosby, at the direction of the military attaché, requested the United Press and the Associated Press, in my presence, not to use the troop arrival story. Secretary Crosby advises to-day that an investigation has revealed no embassy official removed the restriction."

The International News Service informed THE EDITOR AND PUBLISHER this week that the story of the arrival of another contingent of American troops in Europe was received early Saturday morning, that editors were informed that the story had been received but that the story itself was not put on the wire because the War Department had not released it. Tuesday the International News Service carried a story under a Washington date line in which Mr. Creel was quoted as follows:

"When we told the International News and the United Press that the arrival of Pershing's troops should not be printed, they refrained from printing it. The Associated Press never referred the matter to us either on June 27 or on July 28."

With the release of the new censorship rules the Associated Press sent out a story in which was included the following:

COMMENT ON NEW RULES.

"The new regulations contain the first general request that there be no published mention of the arrival of American troops at European ports, replacing in that respect an express authorization in the old rules for use of any cable dispatches passed by the European censors.

"Other sections of the old regulations are made more severe by specific stipulations, in place of the more general language employed in the rules in force until now. Information which the Government considers might reveal military movements or policies is described in great detail.

"In the statement announcing the new regulations, George Creel, chairman of the Committee, says that 'repeated and serious violations of the voluntary censorship have been attempted to be excused on the score of misunderstanding,' and that a 'restatement' is made with the idea that hereafter there shall be no room for doubt as to the Committee's desires.

"The instances in which the most serious charges of violation have been made, however, have not resulted from

misunderstanding of the Committee's rules, but from following them implicitly. These instances have involved publication of dispatches passed by the European censors, announcing the arrival of American military units in Europe. On this subject the Committee's only standing rule, contained in the general list promulgated May 28 and never replaced or revoked, was as follows:

"All messages received from abroad by cable or wireless are censored at the point of dispatch on receipt and are for publication, unless some especial circumstances arouse the suspicion of the editor."

"The new rules, instead of restating this principle, substitute for it a prohibition on publication of information of the arrival at any European port of American war vessels, transports, or any portion of an expeditionary force, combatant or noncombatant, until announcement is authorized by the Secretary of War or the Secretary of the Navy."

RESULT OF NEW RULES.

The first result of the new censorship regulations was to deny to newspapers Tuesday publication of news stories announced without restriction in official quarters.

State Department officials gave out some detail of the Belgian Mission's forthcoming visit to Boston. The Russian Embassy announced some details of its forthcoming visit to Chicago. At the Department of Commerce it was stated certain shops had been transferred to the navy for coast patrol.

All three items were referred to the Committee on Public Information for use and publication was denied.

Later the Committee learned that Secretary Redfield himself had announced the transfer of ships to the navy, and thereupon withdrew its request for suppression.

Mr. Creel recommended Tuesday to President Wilson that no further effort be made to organize or conduct a voluntary press censorship. This means that Mr. Creel proposes that the Government abandon all connection with passing upon the propriety of publishing news dispatches relating to the war, leaving to the newspapers and press associations themselves the matter of demonstrating whether certain classes of war news should be published.

Cleveland Press Picnic

July 5,500 newsboys and several thousand more sisters, cousins, and aunts, to say nothing of parents and brothers and sisters, attended the annual outing given by the Cleveland Press at Euclid Beach Wednesday. Jack Lynch, circulation manager of the Press, was general manager and master of ceremonies. Each boy had a strip of coupons attached to his ticket, good for rides, things to eat, and other attractions. There were sack races, greased pigs, and all the rest of it.

Country Paper Does Well

The Cedar County News, published at Hartington, Neb., a town of 1,800 inhabitants, seventy-five miles from the nearest telegraph office, receiving the draft numbers, had its extras, giving the numbers of 132 men called—only 104 needed from the county—on the streets Friday, July 20, at four o'clock, and covered the county by rural mail Saturday morning.

The wise man commends—the fool finds fault.

ST. LOUIS STAR SHOWS REMARKABLE FORESIGHT

Does Most Remarkable Work of Any Newspaper in the United States in Handling the Story of the Selective Draft—Contemporaries Praise Enterprise.

The St. Louis Star, in handling the story of the selective draft, went the other newspapers of the United States one better.

During the recent registration in St. Louis, the Star foresaw the demand for quick news on the draft lottery. It recognized that it would be almost impossible to compile and put in type the numbers, names, and addresses of all those who were drawn in the lottery if everything was held up until the drawing started before having the names set.

A force of thirty stenographers was employed to copy the draft lists by wards, and as soon as this work had been accomplished these numbers, names, and addresses were sent to the composing-room and set. After the proof-readers had finished, the names and addresses of each of the men in each of the twenty-eight wards of the city whose registration number was 1, were assembled on a galley under the heading of No. 1. This was done on No. 2, No. 3, and on each of the numbers in numerical order from 1 to the highest registration number, which was No. 4336.

85,000 NAMES PRINTED.

In all, was set in agate face a total of 85,000 names, which required approximately 425 linotype hours, and tied up three tons of metal.

As soon as the first number was drawn and flashed over the wire, oil that was necessary to do in the Star office was to reach over on a galley and lift all of the numbers and addresses of St. Louisans whose number corresponded to the first number drawn.

As the drawing progressed, the other names and addresses already in type and assembled under proper registration order, were lifted into the forms and the Star's extras were on the street far in advance of any other paper.

STAR FIRST ON STREETS.

Within ten minutes after the first draft number was drawn in Washington, the Star was on the street with a list of names and numbers of St. Louisans who had been drawn, long before any other St. Louis presses had turned a wheel.

An hour later the Star's Noon Edition, with thirteen columns of draft names, was on sale. The corresponding editions of two afternoon competitors combined carried less than two columns of names.

The first complete list of St. Louisans drafted appeared in the Star at 2:10 P. M. This was two hours ahead of its nearest competitor. The Star's sale on that day was 172,957.

The work was handled in such an efficient manner that both morning contemporaries saw fit to comment very favorably in editorials.

Noteworthy Newspaper Enterprise

The Newark (N. J.), Star-Eagle, in its regular edition of Friday, July 20, printed in the order in which they were called, the names of two-thirds of the 6,500 men summoned in the twenty-three districts and on Saturday, July 21, gave complete, the names of twice the quota for each district.

A. N. P. A.'S PLAN TO BREAK PRICES WITH PAPER FROM NORTHCLIFFE MILLS

Newfoundland News Print to Be Shipped to Sections Where High Quotations Prevail, to Be Sold at Less Than Paper Makers' Rates, in Order to Restore Competitive Conditions, for the Benefit of Small Publishers.

THE successful termination of the negotiations for the entire news print output of the Northcliffe mills in Newfoundland, by the Paper Committee of the American Newspaper Publishers Association, through the Federal Trade Commission, and with the assistance of Roy Howard, president of the United Press Associations, came as a welcome surprise and a relief to the publishers of the United States.

The announcement, made exclusively in THE EDITOR AND PUBLISHER last Saturday, brought a flood of inquiries and requests for paper into the office of the Paper Committee of the A. N. P. A. The completion of the deal, which has been pending for several months, is recognized as another move which the Paper Committee has executed to restore free competition, and to secure an adequate supply.

In paper-making circles the news came as bomb shell. The fact that the negotiations were on was not taken seriously, and was believed to have lapsed.

It was believed that the Paper Committee would confine its efforts to increasing the tonnage by interesting publishers in new mills, which would take months to erect. Securing a supply of news print, to be sold in direct competition with the mills at the present time, and at prices lower than obtained in the market, was not thought possible.

PLAN TO RESTORE COMPETITION.

Now that the deal has been completed, and the Publishers Paper Co. has been organized by the A. N. P. A., which owns all of the stock, the active work of disposing of news print at the high price points in the United States has commenced. Storage stocks will be carried in the principal cities of the country, from which news print may be shipped to publishers without delay. The new company organized by the A. N. P. A. will open offices immediately, through which to contract with publishers and supply them with their news print requirements. The office will be in charge of a force of experts, who have followed the business, and every service that is rendered by a paper-making corporation will be given by the new organization, and at prices lower than the prevailing market quotations.

The third cargo of Newfoundland paper has been delivered on the Atlantic Coast, and more is on the way.

It is the intention of the Publishers' Paper Co., in addition to carrying large storage stocks at strategic points for the relief of publishers, to keep agents in these cities who will serve newspapers, and, in addition, the country will be travelled, publishers will be called upon, and the experience of dealing again with news print selling agents on a competitive basis will be enjoyed.

The Northcliffe mill in Newfoundland will be in charge of A. A. MacDiarmid. The rolls furnished by the new company will be marked with the name of the new corporation, and on the end the initials A. N. P. A. will appear in large letters. There was an indication of this at the last banquet of the A. N. P. A. at the Waldorf-Astoria in April, when miniature covers of rolls containing

SUE TO DISTRIBUTE INTERNATIONAL PAPER CO.'S SURPLUS AND REMOVAL OF OFFICERS

Minority Stockholders Allege That Directors and Officers Are Responsible for Threatened Taking Over of Mills By Congress, on Account of "Oppressive, Arbitrary and Illegal Manner" in Which Company's Affairs Have Been Operated.

MINORITY stockholders of the International Paper Co., Tuesday, filed a suit against that corporation, its officers and directors, and asked a court order to distribute the surplus, stated at the last meeting to be \$16,238,743, and the removal of the officers. The plaintiffs are: Delavan A. Holmes, member of the law firm of Holmes, Rogers & Carpenter, and Ernest F. Turnbloom, who are holders of common stock in the corporation. They allege that the officers of the company have joined with others in the News Print Manufacturers' Association for the purpose of suppressing competition, and have incurred the hostility of Congress, which threatens to take over the management of the mills.

Philip T. Dodge, president of the International Paper Co., said he did not attach much importance to the suit, which was brought by an insignificant fraction of stockholders.

The complaint states that in 1898 and 1899 there was \$45,000,000 worth of authorized common and preferred stock, which was issued largely in the acquisition of twenty-five other large paper manufacturing concerns throughout the country. The preferred stock was limited to 6 per cent. dividends. In November, 1898, there was a net surplus of \$814,908 after the payment of two quarterly dividends on the preferred stock. The business continued to be profitable, the plaintiffs state, and the company paid regular dividends until 1908, when it ceased to pay the full 6 per cent. on the preferred stock.

The arrears on the preferred stock in 1915, the plaintiffs state, amounted to 33 1/2 per cent. The failure to pay preferred dividends in full, the complaint states, was not due to decreased profits, the management or the conduct of the business. The complaint goes on to state for the years 1903, 1907, 1910, 1911, and 1912 the company reported expenditures amounting to \$7,835,896 for improvements, and that in 1916 the financial papers published accounts of the "great prosperity" of the corporation, as a result of which the stock advanced in market price, there being 50,000 shares of International common sold on the New York Stock Exchange, the price going as high as \$75.50.

Unprecedented prosperity was enjoyed by the company during 1916, the complaint states, the balance sheet of December 31, 1916, showing net earnings for the year of \$3,836,492, which, with the net surplus in the treasury, made a total of \$16,238,743.

DECLINED TO PAY DIVIDENDS IN ARREARS.

The company refused to pay the back dividends, the complaint states, notwithstanding this showing, it is alleged, although the annual report in April last exhibited a high state of development of the property of the company.

Complaint is made by the plaintiffs that the annual meetings of the corporation are held at Corinth, Saratoga County, N. Y., a small place remote from the railroad, and that this entails considerable expense on the part of smaller stockholders who attend the meetings, and puts the company to unnecessary expense, because the defen-

WAR DEPARTMENT GRATEFUL TO NEWSPAPERS FOR MAGNIFICENT WORK IN HANDLING STORY OF THE SELECTIVE DRAFT

Secretary Baker, Through THE EDITOR AND PUBLISHER, Expresses to Editors and Publishers of the United States the Indebtedness of the War Department for Admirable Services Rendered.

THE EDITOR AND PUBLISHER:

THE service rendered by the press of the country, in connection with the drawing under the provisions of the Selective Service act, was so outstanding that no comment of mine is needed to call proper attention to it or to induce sufficient appreciation of it, but I do thank you for your telegraphic request which gives me this opportunity to say a word of personal gratitude for the magnificent work of acquainting the people of the country with the results of the drawing.

Very many publications went to no little trouble and no small expense in order to get the results speedily and fully before their readers and before the country. For all of this the War Department is deeply grateful.

Cordially yours,

NEWTON D. BAKER, Secretary of War.

ice-cream were placed on the table. Nearly every one present remarked that it was appropriate, but few at that time caught the significance.

ASSISTANCE OF ROY HOWARD.

The negotiations for the output of the Northcliffe mills have extended over several months, and have been carried on through the Federal Trade Commission. The contract has been underwritten by the A. N. P. A. The introductions, engagements, and meetings were arranged with Lord Northcliffe and his representatives through Roy Howard, president of the United Press Associations, of New York. Mr. Howard, realizing the importance of obtaining an adequate supply of print paper, at a fair price, gave invaluable assistance to the Commission and to the A. N. P. A. Indeed, it is stated that, without his assistance, the result would not have been the same, for he made it possible to place the representatives of the American newspaper publishers in touch with the men whose influence was necessary to close the contract.

WORK OF THE TRADE COMMISSION.

The members of the Federal Trade Commission worked night and day to bring result to the smaller publishers of the United States. At the very time when the newspaper men of the country considered that it was impossible to make the contract, the members of the Commission were doing their hardest work. The members of the Paper Committee were on the job all the time, Frank P. Glass, the Chairman of the Committee, devoting months of his time to the task, and A. G. McIntyre, special representative of the Committee, did nothing else. E. H. Baker and Emil M. Scholz gave their time to the conferences and the negotiations which have been so successfully concluded.

AID FOR CONVERSION MILLS.

It is believed that practically all departments of the Government assisted in the matter, by the gathering of information and in assisting to bring about a successful determination of the negotiations. There were many obstacles to overcome, and difficulties to be ironed out. It required infinite patience, for there were so many things to take

into consideration. Not only was it necessary to arrange for the output of the Northcliffe mills, but there was also the question of relief for a number of the American conversion mills, that were paying war-time prices for their ground wood and sulphite, the added cost of which was passed on to the publisher, and which made it necessary for them to advance their prices, in many cases, to points above the amounts asked by companies that manufactured these important raw materials for their own use, as well as for the open market.

This brought to the front the necessity of getting ground wood, in addition to the supply manufactured at the Northcliffe plant, and to do this, the entire output of the Reed mill, in Newfoundland, was contracted for. Then there was the question of shipping, to keep an uninterrupted supply of news print and raw materials moving to Atlantic Coast points. All of these things were necessary, and became prime factors. To give the relief sought, they have to be brought together and tied to a central point, and this was done by placing the output of these mills and the necessary shipping at the direct disposal of the Publishers' Paper Company, which the A. N. P. A. has organized for the relief of small publishers and those without contract.

ARRANGING FOR A SUPPLY.

Then, before the plan could become operative, it was recognized that there must be a sufficient supply of news print in Eastern warehouses to take care of the demand, and, in addition, a supply of news print in storage at central points, from which it could be shipped quickly and without loss of time, to publishers whose demands are urgent. All of this required time, and now that the arrangements have been completed, amazement has been expressed that the work was accomplished so quickly. There has been not a single flaw in the programme to date.

As stated by Mr. Scholz, in his exclusive interview in THE EDITOR AND PUBLISHER last week, the quality of the paper will be excellent, and in the matter of color, it will be in all respects up to the contract specifications that pre-

(Continued on page 26)

(Concluded on page 28)

POST-DISPATCH TO MOVE INTO NEW HOME SUNDAY

St. Louis Newspaper Will Get Into New \$1,250,000 Structure To-morrow Without Losing an Edition—Removal Facilitated by Pre-Installation of Equipment.

St. Louis will witness an industrial achievement to-morrow, when the Post-Dispatch will move into its new \$1,250,000 home at 12th and Olive Streets, without missing an edition.

The last edition at 210 North Broadway will be run off the presses at 5 A. M., and the next edition will be turned out from the new plant the following morning at 8. Between these hours the Post-Dispatch will move.

The Pulitzer corporation had planned to move July 29, but a delay in the laying of a floor necessitated deferring of the grand event for one week.

TO OCCUPY 85,000 SQUARE FEET

Fronting 127 feet on 12th Street and 100 feet on Olive Street, the stately edifice stands eight stories above the ground, while below the ground are a basement and a subbasement. Engineers drilled 53 feet to bedrock for foundation. In all, there are about 125,000 square feet, of which the Post-Dispatch will utilize 85,000 square feet for the present, doubling its present floor space.

The removal is facilitated by the fact that entirely new mechanical equipments have been purchased and installed in the new plant for the following rooms: press, stereotype, photo-engraving, mail, and the power plant.

All that will be moved from the old quarters will be the linotype machines.

Every floor has been built to permit the operation of heavy presses, if necessary.

The power plant has been installed in the subbasement. The press-room and stereotype casting-room are in the basement. The first floor will contain the business office and mail-room. Auditing, circulation, and classified advertisement departments will be installed on the second floor. The editorial department will occupy the third floor. On the fourth floor will be found the composing, stereotyping, and moulding rooms, while the photo-engraving and rotogravure, with the filing departments, will be housed on the fifth floor.

Both the power and light necessary for operating the business are external in source.

AIR MECHANICALLY WASHED.

The air within the building will be mechanically washed and tempered. White tile walls will brighten the mechanical department. Editorial and clerical eyes will be protected by walls painted pale green.

The publishers have purchased complete new filing equipment and office furniture. Not a roll-top desk will be found. There will be no pigeon-holes.

Every Post-Dispatch reporter and editor will be encouraged to take a bath at 8 A. M. of each workday in the alluring shower-rooms. Printers will get their showers daily after the day's work.

The newspaper's productive capacity has been doubled. The theory of the whole structure is economical administration. There is expected always to be 1,500 tons of paper in its own store-rooms, making the Post-Dispatch independent of white paper famines or railroad derangements for a month, at least.

NEWSPAPER MAKERS AT WORK



HERBERT BAYARD SWOPE.

By CHARLES M. LINCOLN.

FEW men now working for newspapers in New York city have done more to demonstrate the value of individual initiative than Herbert Bayard Swope, the city editor of the New York World. Still a young man, he is positively "old-fashioned" in his discontent with the obvious and in his refusal to be satisfied with the ordinary. Prior to his promotion to the city editorship, three years ago, he "showed the way" to his fellow-reporters in every big effort to which he was assigned. His record of the past eight years is remarkable. During the World's investigations of the affairs of the collapsed Carnegie Trust Company six years ago Mr. Swope did work that would have reflected credit upon a lawyer of the first rank. The "Becker case" coming in the next year, Mr. Swope showed qualities diametrically opposite to those revealed in his principal effort of the year before. His long series of achievements in the developments of this extraordinary New York crime is still fresh in the memory of the New York newspaper world. Mr. Swope's versatility shown out afresh a bit later in his description of the Willard-Johnson fight, in Havana. This was a classic of sporting writing. With the coming of the war Mr. Swope was sent to Germany. He has made two extended tours of that country for the World, the last during 1916. Enjoying rare privileges during this visit, Mr. Swope wrote the best series of articles on conditions in Germany that has yet appeared in any newspaper. These articles have since been published in book form under the title "Inside the German Empire." It is a volume of enduring value.

Mr. Swope is one of the most intense, energetic workers in the New York newspaper field. He is interested in every phase of life, and there are very few phases in which he has not had personal experience. His acquaintance is all-embracing. Few men have a circle of friends with such a diameter as his, all of which is of benefit to him in his work. His range of memory is most unusual. He could probably define every bit of the insignia of all branches of the army and navy service with as little difficulty as naming the left halfback on the Princeton eleven of 1899, or telling you what the Senate did to that thing the House put through, in which you are interested, but cannot for the moment recall. Mr. Swope's diversions are a small but very attractive family, outdoor sports, and mingling with his fellow-men. He takes a deep interest in the affairs of the Pulitzer School of Journalism, Columbia, and frequently addresses its scholars. He has high ideals of newspaper work and a capital sense of news value. He is a great reader and he remembers what he reads. His one club diversion is centred inside the portals of the Manhattan.

SEND CHILDREN TO FARMS

Chicago News Does Fine Bit of Social Service During Hot Months.

The Chicago Daily News, acting in conjunction with the local office of the United Charities, is sending small groups of poor children from Chicago's congested districts to farms throughout Illinois, Indiana, Wisconsin and Iowa where they are cared for during the hot weather.

Persons living in the country who wish to take one or more children, board free, make requests to the Daily News. A large crowd from the Hull house district, back of the Stockyards, will leave this week for the farms in the neighborhood of Fairbury, Ill.

Newspaper Helps Soldiers

The Pittsburgh Press has started a soldiers' relief to send gifts to the "Boys from home" who are in France.

BUY WEEKLY NEWSPAPERS

Calgary Western Standard Purchases String of Country Weeklies in Canada.

The Calgary (Alberta, Canada) Western Standard recently closed a deal whereby it becomes interested in conjunction with the A. B. C. Printing Co., in the publication of the following weeklies: Champion (Alta.) Chronicle; Blackie (Alta.) Bulletin; Barons (Alta.) Bugle; Travers (Alta.) Times; Brant (Alta.) Banner; Retlaw (Alta.) Review.

Options have been obtained on a number of other weekly newspapers in Alberta and Saskatchewan, and it is expected that this list will be enlarged if the plans of the promoters are carried out.

Tobacco for Soldiers

The Pittsburgh Dispatch has started a tobacco fund for the American soldiers in France.

NEW YORK CIRCULATION MANAGERS TO ORGANIZE

J. M. Annenberg, Circulation Manager of the Schenectady Union-Star, Proposes that Preliminary Meeting be Held at Schenectady During Latter Part of August.

J. M. Annenberg, circulation manager of the Schenectady (N. Y.) Union-Star, has sent a circular letter to the circulation managers of the New York State dailies urging that a New York State Circulation Managers' Association be organized. Mr. Annenberg proposes that a preliminary meeting be held in Schenectady the latter part of August and that at that time a permanent organization be perfected.

Mr. Annenberg in his communication, tells of having attended the recent meeting of the New England Circulation Managers' Association and of the benefits obtained. He points out the need for a similar organization in New York State.

Mr. Annenberg reports that James McKernan of the New York World, Willie Hoffman of the New York Staats-Zeitung, M. D. Treble of the Buffalo Times, E. F. McIntyre of the Syracuse Herald, and others are enthusiastically interested in the proposed organization.

Nebraska Editors Meet

The Northeastern Nebraska Editorial Association held its annual meeting at Wayne, Neb., last week. Frank I. Ringer, commissioner of the Nebraska Manufacturers' Association, was the principal speaker. He lauded the country weekly newspaper as an advertising medium.

Wiley to Tour Canada

Louis Wiley, business manager of the New York Times, will leave to-night for Montreal on the first lap of a month's trip through Canada, extending from Montreal and Ottawa in the East to Vancouver and Victoria in the West. He will return to New York September 3.

Sinclair's Magazine Appears

Sinclair's Magazine is the title of a new monthly publication edited by Glen E. Winship, and published in New York by the Winship Publishing Company, which has just appeared. The magazine confines its interest to the petroleum industry.

Teaching Position Filled

Fred A. Russell, of the University of Illinois, has been appointed assistant professor of journalism at the University of Washington to succeed E. E. Troxell, who resigned recently to become executive secretary of the Washington Newspaper Association.

Want Peace Terms Stated

The Detroit News has come out strongly for a statement of the nation's peace terms and has instituted a general drive for action toward an early peace.

We'll Join

O. C. Harn, advertising manager of the National Lead Company, in a letter to the editor of Advertising Club News, official publication of the Advertising Club of New York, proposes a new organization. To quote Mr. Harn: "I would call it The Society-for-the-Suppression-of-the-Nuisance-who-has-an-assistant-call-You-on-the-Telephone-and-then-makes-You-wait-while-his-assistant-gets-him-on-the-Wire."

THE PHILADELPHIA DISTRICT IS THE Greatest Automobile Market in America THE NORTH AMERICAN *Is the Leading Automobile Newspaper in This Field*

THE PHILADELPHIA DISTRICT, whence came the capital to finance the Revolutionary War, the War of 1812 and the Rebellion, is again the theater of the foremost activities in "making the world safe for democracy." It is the Allies' chief arsenal. The Philadelphia District is the industrial heart of the nation—its output in steel alone nearly equals the output of all the states combined. Here is the greatest cannon manufactory on the continent, the largest small arms plant and the largest powder and explosive works in the world. Always the center of the locomotive industry, now it becomes also the chief shipbuilding zone—the Delaware, not the Clyde, will supply the ships to clear the seas of German submarines.

Add to this the throbbing shuttles in the textile mills of the Philadelphia District—shuttles whose whirr is an anthem to the million American soldiers they will clothe completely for their campaign in France.

Also in the Philadelphia District are the great hard coal fields, nationally famous rolling mills and the country's biggest refineries of oil. In no other section is so much of the world's work done—or expected. And as "speed, and then more speed," is the order of the hour, the use of *the automobile and the motortruck has a call the like of which the nation has never known.* The market is only limited by the imagination of the sales force. Big business is here, and the flood of the nation's wealth has nowhere reached high tide. There is unbounded opportunity in

Philadelphia—the Workshop of the World

The North American, founded by Benjamin Franklin, is unquestionably the dominating newspaper among the history-making men and women of this district. Fearless, aggressive and edited with an intelligence well above the average, it more truly interprets the will and desire of the community than any of its contemporaries.

For ten consecutive years—from 1907 to 1917—THE NORTH AMERICAN has led in display automobile advertising. In the first six months of 1917—January to June, inclusive—THE NORTH AMERICAN printed the greatest volume of display automobile advertising that ever appeared in any Philadelphia newspaper within the same period of time.

Comparative Table of Display Automobile Advertising

In Philadelphia Newspapers During the First Six Months of 1917

January to June, Inclusive	For the Month of June
THE NORTH AMERICAN 289,700 Lines	THE NORTH AMERICAN 51,460 Lines
Second Paper247,060 Lines	Second Paper38,995 Lines
Third Paper231,715 Lines	Third Paper37,450 Lines
Fourth Paper214,260 Lines	Fourth Paper35,305 Lines
Fifth Paper178,075 Lines	Fifth Paper34,650 Lines
Sixth Paper168,950 Lines	Sixth Paper30,490 Lines
Seventh Paper164,340 Lines	Seventh Paper28,300 Lines
Eighth Paper 64,015 Lines	Eighth Paper18,250 Lines

THE NORTH AMERICAN'S Increase Over Its Own Lineage for First Six Months of 1916, 23,845 Lines

THE NORTH AMERICAN carries the most display automobile advertising because it produces the best results.

THE NORTH AMERICAN

NEW YORK OFFICE
347 Fifth Avenue

PHILADELPHIA

CHICAGO OFFICE
People's Gas Building

CIRCULATION MANAGERS PLAN ANNUAL MEETING

War Problems Which Are Worrying Circulators Will Be Given Important Place on Programme at Annual Convention of International Circulation Managers' Association.

War problems which are perplexing circulation managers of newspapers will be given an important place on the programme of the nineteenth annual convention of the International Circulation Managers' Association, which will be held the week of October 8 at Atlanta. J. M. Schmid, of the Indianapolis News, president of the Association, has been busily engaged during the past year studying the many problems of circulation caused by the war.

Since the last convention the United States has become involved in the war. This calls forth problems of service, sacrifice, and conservation. The great expense of the war means taxation, and taxation means more revenue. For more revenue it means careful promotion and the elimination of waste. The Canadian members of the Association have had three years of war. They have met the increased cost of production; the increase of taxation; the loss of employees who are in the war. The Canadian members will be in position at the Atlanta convention to tell all about their successful efforts.

J. M. Annenberg, chairman of the programme committee, has carefully considered every topic to be upon the Atlanta programme, and the programme itself will make it worth the while for every circulation manager to attend the convention. Special meetings will be held to consider the many new problems. Reports will be made upon actions taken where enlisting and conscription will take many employees; comparative prices of all supplies; new methods of simplified records; meeting the additional expense that will be caused by the proposed increase in postage; detail information where special delivery to points of distribution has helped to economize; affiliation with State organizations; the revision of the by-laws to be uniform with the continued growth of the organization; the latest work in newsboy welfare, and the establishment in some cases of a service department in connection with the circulation department for special privileges and considerations to newsboys, subscribers, and the general public.

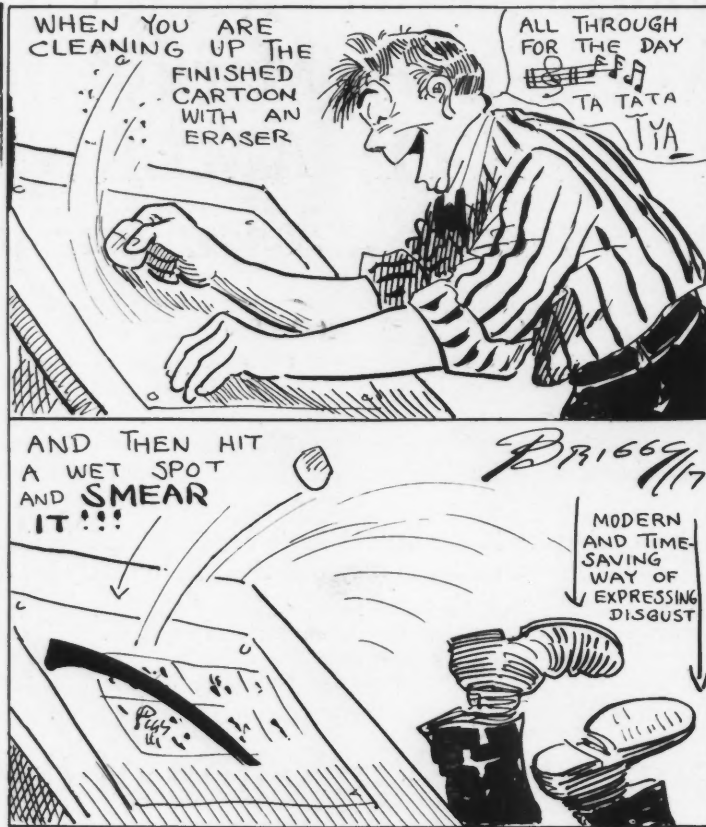
Any information desired in reference to the I. C. M. A., or the Atlanta Convention can be secured by addressing any of the following persons:

John M. Schmid, president, the News, Indianapolis, Ind.; I. U. Sears, vice-president, the Times, Davenport, Iowa; Joseph B. Taylor, vice-president, the Press, Grand Rapids, Mich.; James A. Mathews, secretary-treasurer, the Oklahoman, Oklahoma City; George H. Reynolds, chairman Convention City, the Standard, New Bedford, Mass.; C. F. Stout, chairman, membership committee, Courier-News, Plainfield, N. J.; J. M. Annenberg, chairman programme committee, Union-Star, Schenectady, N. Y.; John D. Simmons, entertaining committee, Atlanta, Ga.

Publish Special Edition

The Phoenix (Ariz.) Republican recently published a special State-wide edition of 169 pages. Sections of the paper were devoted to descriptive articles concerning the industries and resources of the different parts of the State. The entire edition is creditable in every way.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



BRIGGS DEPICTS HIS IDEA OF THE REAL TRAGEDY

CARTOONISTS agree that language fails when they smear a drawing during the process of erasing the pencil marks. Just imagine Mr. Cartoonist, who has produced a corking good picture, and whose mind blithely turns to the ball game. He whistles with joy, for life is worth the living.



C. A. BRIGGS.

All he has to do is to rub the eraser over his work a few times, and then there's nothing else on hand until to-morrow! He strikes up a tune all his own—one that would become famous if the artist happened to be a composer. And then the eraser strikes a moist ink spot and—well, it's the extension of the limit. Only the man who has been up against it knows what that kind of a newspaper office tragedy means. Here is misery with a big M.

C. A. Briggs, cartoonist for the New York Tribune knows. He has been there.

Like all the cartoonists who have become famous, Briggs had to work his way up. He started in St. Louis, coming to New York in 1898. He was not famous then. He had the ideas, but the editors didn't know him, because he was a stranger in town. In 1900, however, he joined the staff of Mr. Hearst, being associated with the old New York Morning Journal, where he made the biggest kind of a hit. Then he was transferred to the Chicago American, and in 1907 joined the staff of the Chicago Tribune. He was getting bigger all the time. In February, 1914, he came to the New York Tribune, and since then the people of the Greater City have wondered what he would do next. Briggs does not confine himself to a single subject. He has a wide range, and draws several series. "When a Feller Needs a Friend" always produces a laugh. "Days of Real Sport" is another that finds a responsive chord. His golf cartoons are well known. "Oh, Man," is another, while "Somebody is Always Taking the Joy Out of Life." "It is a Grand and Glorious Feeling," and others are looked for by his followers. Briggs has a hobby. He likes to collect maritime relics, pictures, and old ship timbers. He gathered enough to construct a house out in New Rochelle, where he lives, and it is the show place of the town, a description and illustration of which was printed in THE EDITOR AND PUBLISHER. Briggs is a regular fellow, has an army of friends, and everybody likes to know him.

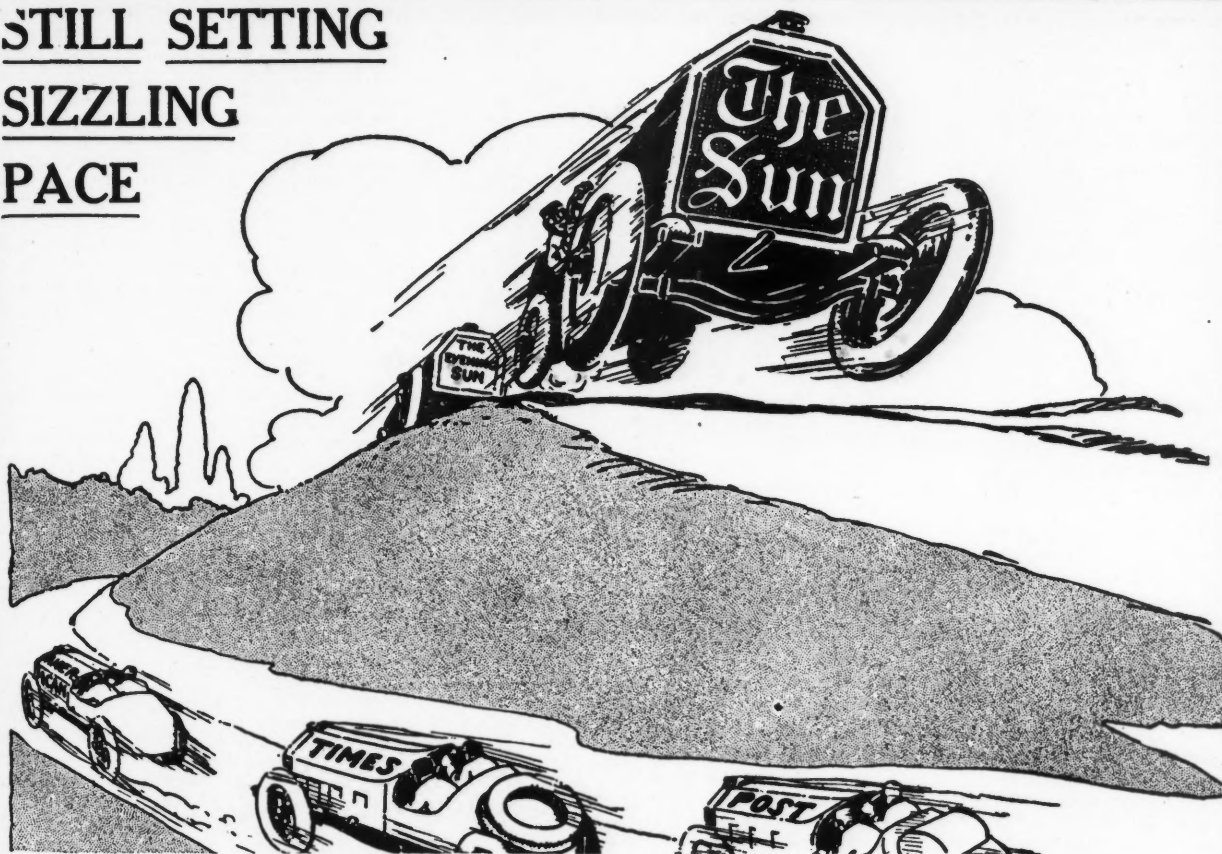
TEXAS CIRCULATORS TO HOLD ANNUAL MEETING

Programme Committee Arranges List of Timely Topics for Informal Discussion at Convention Rather than Have Members Prepare Papers—Good List of Subjects Prepared.

The annual meeting of the Texas Circulation Managers' Association will be held at Beaumont August 16 and 17. Rather than have papers read at the convention the programme meeting has arranged the following list of topics for discussion at the two days' meeting:

- (1.) Welfare of the newsboy, and how can the circulation department improve it?
- (2.) Relation of the circulation manager to the editorial department.
- (3.) Should all agents, news dealers, newsboys, and carriers be charged the same rate for their papers?
- (4.) Relative importance of comics, features, serials, editorials, and news columns in making the paper salable.
- (5.) Do you think the tendency is toward more dealer and less mail circulation, or more mail and less dealer? Which is best, in your opinion, and why?
- (6.) Has the tendency of the publisher to reduce the number of pages and increase the percentage of advertising space in each issue had a tendency to reduce circulation, or cause complaint from your readers. Do you think subscribers like a great big paper, say 18 or 24 papers each day, or do you think they prefer papers with less bulk?
- (7.) The relations of State organizers to the I. C. M. A.
- (8.) The best way to handle soldier circulation.
- (9.) Best way of filling positions of employees who are taken away for military service.
- (10.) Postage rate, if increased, how to make up increased expense to publisher.
- (11.) Is it practical to send agents bundles via express when transfers from one line to another, or from one express company to another is necessary?
- (12.) Liquor ads—do you publish two editions, one for wet and one for dry territory, or has your paper eliminated all liquor advertising?
- (13.) Colored circulation—is it worth while from a circulation viewpoint—from advertisers' viewpoint?
- (14.) Is it better to have the entire circulation under one man, or to have it divided in city and county, with a manager in charge of each.
- (15.) Best plan to increase rate to agents without increasing price to subscribers.
- (16.) What benefit does a circulation manager get from joining T. C. M. A.?
- (17.) Coöperation—between competitive papers.
- (18.) What features are best circulation builders?
- (19.) What is the best plan for encouraging carriers to secure new business?
- (20.) How is it best to handle service copies, such as correspondents, railroad and post-office employees, and advertisers' copies.
- (21.) Best plan to stuff Sunday issues. How is it best to handle stuffers, by contract or under foremen?
- (22.) How do you handle foreign news dealers to get your money and not allow any returns?
- (23.) Why all papers should cut out return privilege.
- (24.) Best way to get news companies on-trains to handle enough papers without the return privilege.

**STILL SETTING
SIZZLING
PACE**



NEW YORK'S BIG RACE

This big event for supremacy in automobile advertising has been under way since the first day of January this year.

At the very outset THE SUN and EVENING SUN jumped into the lead with a pace so hot as to nearly outdistance all competitors.

To-day THE EVENING SUN has an overwhelming lead over all other evening papers, beating its nearest competitor in volume of advertising carried by 139,662 lines.

THE MORNING SUN continues its sensational pace, and to-day is leading all New York newspapers, both morning and evening, with but one exception, in volume of advertising, beating its next nearest competitor by 63,723 lines.

Automobile Display Advertising

First 7 Months, 1917.

	Lines Carried.		
The Sun.....	442,592	158,904	Gain
Evening Sun.....	334,477	133,803	"
American.....	378,869	84,689	"
Times.....	538,889	71,261	"
Post.....	184,961	68,853	"
World.....	305,542	59,303	"
Journal.....	194,815	56,054	"
Telegram.....	141,608	52,253	"
Mail.....	168,099	47,126	"
Tribune.....	177,613	38,875	"
Evening World.....	36,873	20,963	"
Globe.....	105,509	3,470	"
Herald.....	301,823	8,682	Loss

Results of July, 1917.

	Lines Carried.		
Evening Sun.....	37,817	10,247	Gain
The Sun.....	49,307	4,841	"
Evening World.....	3,933	2,647	"
Telegram.....	14,758	371	"
Journal.....	15,556	6,706	Loss
Tribune.....	8,482	8,991	"
World.....	32,065	9,152	"
American.....	41,842	10,726	"
Globe.....	9,271	11,226	"
Mail.....	11,873	12,226	"
Post.....	8,888	13,105	"
Times.....	64,234	15,690	"
Herald.....	28,128	27,202	"

MANY NEWSPAPER MEN HEED CALL TO COLORS

Chicago Tribune Loses Sixty-five Men from Different Departments Who Enlisted in Various Branches of the Army and Navy—Chicago Herald Furnishes Twenty-eight Men.

While many newspaper men in all parts of the United States have been called to the colors under the Selective Draft law, many others have enlisted in various branches of the army and navy.

The Chicago Tribune has furnished sixty-five men to Uncle Sam. R. R. McCormick is with Gen. Pershing in France. J. M. Patterson is a lieutenant in the First Illinois Artillery, Battery C, and is stationed at Fort Sheridan, Ill. R. F. Webster, M. S. Watson, O. A. Mather, J. L. Maloney, C. L. Flanagan, and G. W. Hinman, jr., are in the reserve officers' training camp at Fort Sheridan.

Gerald Kiley is in the American Field Ambulance Service. G. C. Dorsey is in the Aviation Corps reserve. Charles MacArthur and K. A. Hunter have enlisted in the Second Illinois Field Artillery, N. G. U. S.

FOUR FROM ART DEPARTMENT.

Four men from the art department of the Tribune have entrained. From the classified department seventeen men have entrained and eight have enlisted. From the display-advertising department two have entrained and one has enlisted. Two have entrained from the auditing department, and three have enlisted. The circulation department has lost three men. The pressroom has furnished three men. And so one might continue on through all of the departments.

The Chicago Herald has furnished twenty-eight men.

Although no complete roster of the men who left other Chicago newspapers to serve the flag is available, some of the better known are as follows:

Journal—Editorial department: Robert J. Casey, C. B. Howard, and W. W. Magin, reserve officers' training camp; Donald Higgins, United States army; W. F. Ferney, second lieutenant, Seventh Illinois Infantry.

FROM CHICAGO AMERICAN.

American—Editorial department: Jack Little, reserve officers' training camp; Harry Crichtow, United States Army. Edward F. Dougherty, John F. Delaney, and Henri A. De Massi are applicants for the second reserve officers' training camp.

Evening Post—Editorial department: Charles Gray and Franklin Kearfoot, American Ambulance Service in France; Alfred Eddy, reserve officers' training camp. Composing room: William Tims, Illinois National Guard.

Daily News—Editorial department: Gene Morgan, reserve officers' training camp; Larry Lawrence, First Illinois Field Artillery. Advertising department: Newton Frye. Circulation department: Joe Long.

Examiner—Editorial department: C. V. Slattey, H. O. Dwyer, E. E. Friganza, Second Illinois Field Artillery; H. M. Colbert and M. L. Dunn, reserve officers' training camp; Matt Simon, secretary to the publisher, Second Illinois Field Artillery. Art department: E. O. Bidwell, Second Illinois Field Artillery. Photography department: Nicholas McDonald, United States Signal Corps.

The entry of the United States into the war has evoked the patriotic spirit of many employees of the New York Times. Previous to the discussion by

the Congress of the question of conscription a considerable contingent of the Times' men in every department enlisted. The subsidiary publications of the Times, the Annalist, the Mid-Week Pictorial, and the Index, have each contributed a quota to the expeditionary forces. All departments of the New York Times are represented in the army and navy.

The editorial contribution includes Alexander H. Woolcott, the dramatic critic, who has volunteered for medical work. In addition to the men whose names follow, there will be numerous others who will be called to the colors as a result of the selective draft: J. O. Adler, E. R. Allen, H. M. Bjoreck, F. Brozong, L. G. Brown, H. M. Buggelyn, S. M. Chambers, W. Coulter, E. Cumberford, A. Eldred, H. Harmon, T. Herlihy, N. Hofele, H. Humphries, G. E. Hyde, G. Hoyt, L. Hughes, C. Jenks, J. K. Jieran, W. R. Joyce, C. E. Lovejoy, W. Manning, M. Murphy, W. Murphy, F. N. Nelson, J. Sharkey, J. Smith, R. J. Sprague, J. Simons, J. J. Sanford, B. S. Thompson, R. B. Wright, H. H. Walker, E. B. Welis, and A. H. Woolcott.

INDIANAPOLIS STAR MEN GO.

While only one member of the editorial staff of the Indianapolis Star was included in the recent draft, a number of the men have enlisted for service. Earl Bullock, Charles S. Ryan and Storey Larkin, reporters, have joined the First Indiana Artillery and will enter camp to-morrow. Ryan served on the Mexican border last year, and now holds a commission as lieutenant in the machine-gun company of the First Indiana Artillery. Miss Mary Bostwick, reporter for the Star for several years, has joined a local hospital unit and expects to be called for service at any time. Claude Wolf, whose name was among those selected in the draft, is assistant sporting editor of the Star.

Glenn I. Tucker, formerly copy reader on the Star, is a member of the Officers' Training Camp at Fort Harrison, Ind. William McClure, assistant city editor, has applied for admission to the second training camp.

BUFFALO MEN ENLIST.

The Buffalo newspapers are beginning to feel the effects of the war. Prior to the draft, twenty-five reporters and editors from the six English papers had joined the army or navy. The lottery of the draft has made it likely that some additional reporters will be ordered into service. Five, who probably will be included in the first call, are Ray C. Meyer and Eugene E. Jacobs, of the Commercial; Alfred H. Kirchofer, assistant city editor of the News; John J. Meegan, Times; Howard Nelson, Courier.

Lloyd S. Graham, of the Central Young Men's Christian Association, late of the Buffalo Courier, also was drawn, as was C. D. Zacher, jr., circulator of the Commercial. In addition, Buffalo newspaper men, who may have to respond on later calls, include Charles B. Taylor and Rollin Palmer, of the News; Andrew J. Sharick and Edward Zudeck, of the Enquirer.

Joseph J. Staley, for two years county circulation manager of the Detroit Free Press, left Detroit recently as an officer on the Don Juan de Austria, a gunboat in the United States service. He has been succeeded by C. C. Naney, who has been travelling representative for the Free Press for two years.

Five men in the San Francisco Daily News were drawn in the draft, including Guy P. Jones, managing editor. The names of four members of the San Francisco Bulletin staff appeared in the

early list of those drafted, including Clyde W. Kelly, market reporter.

Eleven men from the Oakland (Cal.) newspapers are called by the draft. Three of these are from the editorial department—Thomas Malvern Dargie, of the Oakland bureau of the San Francisco Call; Oscar Ingels, of the Oakland bureau of the San Francisco Bulletin, and Neil Hitt, of the Examiner's Oakland staff. George Fitch, of the advertising department of the Tribune has been called, also Marvin Watson and R. F. D. Brown, of the circulation department.

Capt. Ferd W. Parker, one of the battalion adjutants of the Milliken, Me., regiment of heavy artillery and until recently city editor of the Portland (Me.) Press, was recently presented with an automatic revolver by his associates on the Press.

J. Lindley Gammell, for ten years with the Providence Journal, has received word of his appointment as second lieutenant in the Field Artillery branch of the army.

Karl L. Lee has left the court run for the St. Paul Daily News and gone to the training grounds at Paris Island, S. C., as a member of the Marine Corps. He is succeeded by E. F. Ackely, of the Dispatch-Pioneer Press.

Irving Papineau, age sixteen who attended college while serving as office boy of the St. Paul Dispatch, is receiving a bluejacket's training at the Great Lakes naval station.

H. J. Linney, of the advertising force of the St. Paul Dispatch-Pioneer Press, was among the drafted and will make no claim to exemption.

The draft hit the Rocky Mountain News and the Denver Times hard. Among the men drawn to be examined for the first army are: H. Carlisle Conroy, John S. Barrows, dramatic editor, both of the Times; G. G. Alexander, Donald Evans, Frank Mangan, all of the News editorial staff; and C. Parkhill Harvey, Thomas F. Maxwell, and Glenn F. Ranck, of the News-Times business office force.

George A. White, former Sunday editor of the Portland (Ore.) Oregonian, now Adjutant-General of Oregon, has made application to the War Department to be assigned to active service abroad as soon as mobilization of Oregon troops is completed.

Max F. Wolff, for some years one of the associate editors of the New York German Herald, is included among those drafted. Although married, he has announced that he will not claim exemption.

William Lietzke, for ten years member of the Milwaukee Evening Wisconsin staff, has resigned and gone to Paris Island, S. C., where he will enter the marine service.

A. Steinkopf, member of the Milwaukee Evening Wisconsin force, has enlisted in the American ambulance service.

Clarence Churchill Worden, for several years a reporter on the staff of the Brooklyn Standard-Union, has enlisted in the aviation service.

Ernest G. Urber, editor of the Lorain (O.) Post, German weekly, was among the first Lorain men called under the draft. "I am ready to go," said Urber, who is a native of Germany but a naturalized citizen.

Richard F. Beirne, of Covington, Va., one of the best-known newspaper men of the South, has been appointed a major of Virginia Coast Artillery and instructed to report for duty at Fortress Monroe. Mr. Beirne for the last three years has been publisher of the Covington Virginian.

Capt. W. C. Howells, of the Fifth Reg-

iment, O. N. G., formerly Sunday editor, who has been reporter of military affairs for the Cleveland Plain Dealer, since his return from the Mexican border, joined his company when the Guard was called to the colors July 15, and is now on duty at Central Armory.

E. E. Crisswell, police reporter at central station for the Plain Dealer, has joined Battery A, Field Artillery.

H. M. Terrell, of the city room of the Plain Dealer, a member of Battery A, Field Artillery, joined his company July 15.

Carl H. Hanna, son of Dan R. Hanna, publisher of the Cleveland Leader and News, has enlisted in headquarters company, Ohio Engineers, and is on duty at Gordon Park, Cleveland.

Al Jaffe, of the Cleveland News sporting staff, has joined headquarters company of the Third Ohio Brigade.

Victor Slayton, editorial writer for the Cleveland News, and G. H. Denby, night editor of the Cleveland Leader, have been accepted for the Officers' Reserve and will go to the second camp about August 15.

Kenneth Watson, E. M. Thierry, and Arthur Boepple, of the Leader staff, will be examined for the first draft.

SUES INDIANAPOLIS STAR

Plaintiff Declares He Failed to Receive Dividends Which He Says Are Due Him.

Frank C. Ball, of Muncie, Ind., has filed suit in Indianapolis against the Star Publishing Company asking that the action of the company in attempting to redeem its preferred stock be declared void and that an accounting be had to determine what amount of the net earnings of the company has been available for dividends on its stock.

Ball alleges that he is the owner of 1,775 shares of preferred stock on which the company has failed and refused to declare a dividend, although it has been prosperous and had net earnings since 1908. Ball avers that an inspection of the books of the company has been denied him. He charges that loans have been made from the net earnings of the Indianapolis Star to other companies in which John C. Shaffer, owner of the common stock, is interested and that the company has appropriated and applied the net earnings to the redemption of preferred stock instead of paying dividends, which, he believes, should have been five per cent. on the par value of the stock per annum since 1908.

Brompton Earnings Increase

The directors of the Brompton Pulp & Paper Co., Ltd., at the recent meeting decided to place the common stock of the company on a regular 5 per cent. basis, and a quarterly dividend of 1¼ cents was declared. Two quarterly dividends have already been declared of 1 per cent., together with a bonus of one-quarter of 1 per cent. The liquid assets of the company exceed the current liabilities by \$1,500,000. There is no indebtedness to the banks. The total revenue on paper and pulp for the first half of the year amounted to \$664,156.

New York Publishers Meet

The midsummer meeting of the Western New York Newspaper Publishers' Association was held last week at Perry. The delegates represented thirty towns. A feature of the meeting was the presentation of the Buffalo Evening News play, "The Press and the Spoilsman."

Invective brings one into contempt.

Mean thoughts result in mean actions.



JAMES W. GERARD
Former United States Ambassador to the German Empire

JAMES W. GERARD has written the full account of his experiences as United States Ambassador to the German Empire. Mr. Gerard's revelations will do more to clarify America's understanding of the causes of the war and of the issues involved, than any other statement yet made from a responsible source.

Cyrus H. K. Curtis has arranged for their first publication as a serial in the Philadelphia Public Ledger.

*The Most Important Disclosures
Ever Made by a Newspaper*

Former Ambassador Gerard's 80,000-word narrative, "My Four Years in Germany" is the first complete and authentic account of the intrigue and treachery that finally forced the United States into war.

It pictures the real Germany and the real Kaiser. It reveals Prussia's plans for world-dominion, to be financed by the wealth of a cowed America.

*Announced In A \$100,000
Advertising Campaign*

Mr. Gerard's book will be printed in installments, daily and Sunday, for about six weeks, beginning Sunday, August 5.

The advertising campaign announcing it "blankets" the United States East of the Mississippi.

PUBLIC  **LEDGER**

The National Newspaper—Published in Philadelphia

NEWSPAPER TO ANALYZE PROPRIETARY MEDICINES

Detroit News Departs from Common Road and Employs Pharmaceutical Chemist to Analyze Proprietary Medicines Which Seek Admission to Advertising Columns.

Analysis of proprietary medicines which seek admission to the advertising columns of the Detroit News will be made hereafter by a pharmaceutical chemist, a member of the staff, when any question attaches to the character of the medicine or the phrasing of the copy. This service is rendered by the News for the protection of its readers and the enhancement of the value and dignity of its advertising columns.



GEORGE J. ELLIOTT.

The News believes that success for the advertiser as for the newspaper is dependent upon the extent of service rendered the reader. In fulfillment of its obligations to the reader, the News believes it must serve the advertiser by acquainting him with its basis for doubt, when doubt occurs, however infrequent.

For one reason or another the proprietary medicines have been for a number of years under fire, suspicions being voiced by nearly all classes, including the manufacturers and newspapers themselves. Some have been rightly indicted; perhaps the majority of advertised medicines have been meritorious, in themselves; but the advertisers have often erred in their manner of presenting their wares to the public, the News believes.

The News purposes to assure itself, so far as it is able, that testimonials are legitimate and truthful; that the merits of the medicines are honestly proclaimed; that the advertising copy will serve and not offend or hurt the reader.

The News has employed George J. Elliott to devote himself to analysis of the pharmacological and therapeutic properties of proprietary medicines in the paper. His extensive studies in the field now approached by the News makes his qualifications for the undertakings peculiarly strong.

Plain Dealer Service Book

The Cleveland Plain Dealer has just published an admirable handbook for the general advertiser entitled: "To tell it to Cleveland is to sell it to Cleveland." The book was prepared by the service department of the Plain Dealer and was edited by Carlisle N. Greig. It includes a comprehensive survey of marketing conditions in Cleveland and in the neighboring area covered by the Plain Dealer and contains just such information as the general advertiser would want to know.

Raemaekers to Work for Hearst

Louis Raemaekers, the famous Dutch cartoonist, whose scathing pen-pictures of "Germany at War" have been conceded by Teutonic statesmen and publicists to be a serious menace to militarism, has signed a contract to draw cartoons for the International Feature Service and its clients, and for Puck magazine.

FLOATS ON HIS BACK AND GETS REAL PAY FROM EVENING SUN

New York bumped into an intense heat wave this week and every newspaper and advertising man in the Big City felt his collar and disposition wilt and rumple. While the mercury played tag with the 100 mark, there was one newspaper man in New York City who didn't know it was hot. That man was Don Marquis of the Evening Sun. Let Don talk:

"While we were floating about on our back in the Woolworth building pool, looking at our toes, and dreading the frightful task of getting out a column, a task that could not be postponed much longer, there occurred to us a scene which had been witnessed by a friend at Mouquin's restaurant only a week or so previously.

"It was at the lunch hour, and the place was crowded. Through the midst of the crowd there thrust his way a Great Editor, with a stenographer in tow; he chose a table, and as he ate he dictated editorials, to the wonder and delight of the other guests, who thus gained a sharp realization of how valuable the Great Editor's time must be. It seemed to us that this man had the right idea, and we wondered if we might continue to float on our back for the rest of the day and at the same time get out the column.

"So we sent for a public stenographer, and the stenographer sat down at the side of the pool.

"We will float around the pool," we told the stenographer, "and every time we float past we will dictate a paragraph to you. You get it quickly, and we'll have another one by the time we're around again."

And that's the way Don got out his column.

CARTOONS WITHOUT CARTOONING

Detroit Times Hits Upon Idea How to Get Along Without Cartoonist.

Speaking of economy measures, the Detroit Times has hit upon one that will make you remove your Bangkok

The Times is running a series of "Conservation Cartoons," which are like piano solos without the aid of a piano, that is, these cartoons do not include any cartooning. The usual three-column space is used and in the centre of the box are instructions to the reader and a description of the finished cartoon as it will appear in the mind of the reader. The Times explains it all in this way:

"Releasing Man Power and Materials for the War—You Supply the Imagination, We Furnish the Words."

The "Conservation Cartoons" are getting away big.

Sues World for Libel

The Press Publishing Company of New York, publishers of the World, have been made defendants in a \$100,000 libel suit filed by Magistrate Paul Krotel. Mr. Krotel alleges a libellous article was published in the World on June 21, 1917, entitled, "Krotel Sides with Marine's Insulter."

Abandon Summer Meeting

The annual summer meeting of the Wisconsin City Editors' Association, which was to have been held at Oshkosh, will not be held this year. The regular meeting of the Association will be in Milwaukee in January.

\$50,000 LIBEL SUIT FILED

Former Manager of the El Paso (Tex.) Times Sues Former Employers.

The El Paso (Tex.) Times was recently made defendant in a \$50,000 libel suit filed by Wyehe Greer, former manager of the company. Greer charges that the directors of the company, in an effort to defend themselves against a charge that they had accepted a subsidy from agents of Francisco Villa, printed a false statement concerning him.

The statement recited that Greer had ceased to have any connection with the paper, but that under his management a contract had been entered into under which Louis Gaxiola had agreed to pay \$250 per week for 2,000 copies daily of the Spanish edition of the Times. This agreement, the article asserted, did not appear to have been executed, although it had been acted upon. They charged that it was made without their knowledge or consent. Greer alleges that the directors had knowledge of it, and that their published statement was malicious and false.

REAL EDITORIAL ENTERPRISE

American Machinist Hits Upon Original Method of Serving Readers.

The American Machinist has just issued a circular, signed by John H. Van Deventer, editor, announcing a most original piece of editorial enterprise; in fact, it is so original that a patent upon the idea has been applied for.

Beginning with the July 26th issue, the American Machinist began sending out 200,000 illustrated equipment index cards each week—a total of more than 10,000,000 a year.

Announcement is made that there is not a machine tool or equipment builder in the world who has money enough to buy space on one of these cards, which will be exclusively an editorial feature of the American Machinist.

The service will mean that an engineer, executive, designer, patent lawyer, superintendent or purchasing agent, will have use of a card index of uniform size on which,—perpetually up-to-date—is to be found a classified, illustrated record of everything new that comes out in the machine tool or machine shop equipment line.

NEWSPAPER MEN PATRIOTIC

Former Butte Miner Reporter Tells of Patriotism of Western Men.

Emmet Riordan, a former reporter on the Butte (Mont.) Miner and now a member of the Twelfth Aero Squadron stationed at the Wilbur Wright Aviation Field, Fairfield, O., was a visitor to New York this week.

Mr. Riordan talked enthusiastically about the patriotism of the Western newspaper men. He said that within a few days after President Wilson delivered his famous message to Congress, every newspaper man in Butte who did not have some one dependent upon him enlisted in some branch of military service.

Paper Barred from Mails

The entire edition of the Kissimmee Valley (Fla.) Gazette was barred from the mails last Saturday because of an advertisement of a mass meeting next Wednesday to consider the legality of the draft law and to make preparations to fight it. The Kissimmee postmaster construed the advertisement as treasonable.

PEGLER ASSIGNED TO FRONT WITH PERSHING

United Press Representative Who Began As a Telephone News Transmitter in the Chicago Office, Transferred from London Bureau to American Troops on French Front.

J. W. Pegler, representing the United Press Associations, has been assigned to the American troops at the French front, with Gen. Pershing. He was recently with the London bureau doing general assignments in England.



J. W. PEGLER.

Mr. Pegler comes from a newspaper family. Ten years ago he did his first work for the United Press as a telephone news transmitter in the Chicago office. Later he went to work as a reporter on the Des Moines (Ia.) News. One year later he returned to the United Press service. Since then he has worked in Chicago, Des Moines, St. Louis, Dallas, and New York.

Mr. Pegler has been with the London bureau about a year. He is one of the ablest men in the United Press service and is widely known in the American cities where he has worked. His rise from that of a telephone news transmitter to that of accredited war correspondent has been watched with genuine interest in newspaper circles. Those who know Mr. Pegler best know that his success has been due to his meritorious services to his employers and the fact that his employers have been quick to recognize his remarkable capabilities.

PROSECUTION UNDER NEW LAW

First Suit Filed Under Chicago Ordinance Prohibiting Untrue Advertising.

The first suit under the new Chicago city ordinance prohibiting "untrue, deceptive and misleading" advertisements was filed recently by City Prosecutor Harry B. Muller. The defendant is Samuel Bezark, a retail millinery merchant. It is alleged in the prosecutor's complaint that window advertisements employed by the company are misleading.

Affidavits of two women shoppers declare that they were attracted by a sign which said that any hat in the window could be purchased for \$1, and further allege that upon investigation a saleswoman informed them that a hat like the one they pointed out would cost \$1.99.

The ordinance provides a fine of not less than \$25 and not more than \$200 for each offense. The hearing is set for August 6. Mr. Bezark issued a statement to the newspapers denying the charges.

Mystery Still Unsolved

Who sent the fake murder story from Savannah, Ga., which was printed recently in many afternoon newspapers in Georgia, Florida, and South Carolina, still remains a mystery in the South. The Albany (Ga.) Herald, one of the newspapers which printed the story, has offered a reward of \$100 for information leading to the arrest of the guilty person.

Exaggeration is the road to trouble.



1,738,843 Lines of Drug Store and Proprietary Advertising

appeared in the morning, Sunday and evening newspapers covering Greater New York's mammoth "10,000,000 Buying Zone"—for the six months ending June 30th, 1917. This gigantic total was divided as follows:

1. World	2. Journal	3. American	4. Times	5. Mail	6. Standard Union	7. Sun	8. Staats-Zeitung	9. Eagle	10. Globe	11. Herald	12. Telegram	13. Tribune	14. Post
590,982	221,305	146,332	111,705	105,318	101,469	100,600	91,831	86,954	82,772	35,617	28,938	20,949	14,070

Grand Total—Lines of Drug Store and Proprietary Advertising—1,738,843

Such a tremendous showing is an unequalled record in the exploitation of this greatest of all Drug and Proprietary Markets—in area about the size of Rhode Island, but in **selling power** equal to a dozen states.

Now for the real facts behind these figures:

Nearly every line of this advertising represents **Trade Marked Brands**, for it is the **Trade Marked Brand** against the field with **Standardized Brands** to the far forefront of successful merchandizing backed by manufacturers' guarantees. "Buy by the Brand" is the great order of the day, because the wise public is rapidly learning that the manufacturer of "right" goods will "Stand Behind the Brand."

And there is but **one** cheapest, easiest, most successful way to place these goods on this colossus of all markets. **Reach it via the "U. D. A."**

The "U. D. A." is the **largest single advertiser** of Drug Store and Proprietary Medicine, Trade Marked Brand Articles, in the **United States**.

The **United Dealers' Co-operative Association, Inc.**, is just what its name implies—a splendidly equipped selling corps consisting of the highest class **Drug Stores** in Greater New York and vicinity. It specializes **only** in **Trade Marked Brands** of Drug and Proprietary articles, numbering the **best** of the well established brands among its clients and **welcoming** all meritorious Brands for exploitation in Greater New York's "10,000,000 Buying Zone."

"As New York goes, so goes the Nation," is soundest advertising sense. The man who really "sells" New York City gains the key to a National success. And the "U. D. A." is doing wonderful things for the man with the Brand. For by this system of original and unique "co-oper-advertising," the advertiser is enabled among other advantages, to carry on at small cost—sustained, successful advertising campaigns in such unparalleled mediums for Drug Store and Proprietary Advertising.

And the Results! They are constantly and steadily proving the "U. D. A." to be the most effective merchandizing instrument of its kind ever devised. We will be only too glad to give concrete proof to those interested. Manufacturers with **Trade Marked Brands** who wish to **successfully** reach Greater New York's "10,000,000 Buying Zone" at least cost and in least time—must **Reach It via the "U. D. A."**

For further facts, write

UNITED DEALERS' CO-OPERATIVE ASSOCIATION, Inc.

Executive Offices

World Building

63 Park Row

New York City

Warehouse 17-27 Vandewater St.

ENLARGE STAFF BECAUSE FUTURE LOOKS BRIGHT

Ryan and Inman, Publishers' Representatives of New York and Chicago, Add J. C. Henderson and William Mendelssohn to Soliciting Staff—Both Experienced Salesmen.

Announcement was made this week of the appointment of J. C. Henderson and William Mendelssohn as members of the soliciting staff of Ryan and Inman, publishers' representatives, with offices in New York and Chicago.



J. C. HENDERSON, representative field.

Mr. Mendelssohn has been covering the Middle West territory for farm papers and daily newspapers for six years. He is well known wherever advertising space is bought or sold.

"Genuine optimism and a solid confidence in big business this fall and winter, based on a wide canvass of advertisers have led this firm to increase its staff by addition of these two advertising W. MENDELSSOHN. salesmen," said Mr Inman to THE EDITOR AND PUBLISHER this week.



W. MENDELSSOHN, salesmen.

FINNISH EDITORS RESIGN

Leading Finnish Daily Paper in Country Undergoes Reorganization.

Toivo Hiltunen, managing editor of the Superior (Wis.) Tyomies, leading Finnish daily publication in the United States, has resigned and will return to Hancock, Mich., for his vacation. He has not announced his future plans.

Kalle Tahtela, associate editor, also has resigned, and is now on his way to Finland. He will report the International Socialist Conference in Stockholm August 15 for a string of American Socialist newspapers.

Mr. Tahtela will be succeeded by Joseph Makela, of the Pittsburgh Railroad.

Literature for Soldiers

The New York World has suggested that a central office be established in New York to receive up-to-date literature from all parts of the country to be forwarded to American soldiers in France.

Approves of Zone System

A recent issue of the Congressional Record includes a letter to Congressman Garrett, of Texas, from M. E. Foster, president of the Houston (Tex.) Chronicle, in which Mr. Foster approves of the zone system of postal rates.

STORM FAILS TO STOP PAPERS

La Porte Paper Uses Tractor to Run Press When Electric Power Fails.

A storm of cyclonic violence recently swept the business district of La Porte, Ind., partly wrecking the electric light plant of the La Porte Gas & Electric Co., which furnished the electric power and light in the city.

The storm occurred at 2:15 P. M., nearly press time of the La Porte Herald and the La Porte Argus. While other industries in the city dependent upon electric power had to shut down, both papers got out their editions. The Herald hooked up a farm tractor with the press. The Argus press was similarly operated with a so-called "Helping Henry" apparatus attached to the rear of an automobile.

The Herald printed its regular eight-page edition, and the Argus a smaller edition. Both papers were more than two hours late.

BUYS INTEREST IN COMPANY

A. R. Lowe Named Vice-President of W. F. Long Co., of New York.

A. R. Lowe has purchased an interest in and has been elected vice-president of the W. F. Long Co., Inc., of New York and Chicago, representatives of a number of leading Canadian publications.

Mr. Lowe has had long experience as representative of Canadian publications and is well known to the advertising agencies and advertisers in developing Canadian trade. He is thoroughly familiar with Canada.

W. F. Long, president of the company, has joined the Royal Flying Corps of Canada, and will soon leave to assume his duties with that branch of the service.

MILL SALE NOT CONFIRMED

No Statement Made as to Reported Negotiations for Tidewater Paper Mill.

The meeting of the North American Pulp & Paper Co.'s trust at the Hotel Biltmore, in this city, last Monday, brought to the surface again the report that the Tidewater Paper Mill, controlled by that company, might be sold. It is understood that W. R. Hearst, who is reported to have made an offer for the mill, is not the only bidder for the plant. At least one other offer has been made, it is stated. The Tidewater mill is the only news print mill controlled by the company which confines its efforts to the making of raw materials, such as ground wood and sulphite. The Tidewater plant, which is located in Brooklyn, has a capacity of about 100 tons of news print a day.

The following directors were elected at the meeting: J. E. A. Dubuc, Chicoutimi, Canada; G. Tracy Rogers, Binghamton, N. Y.; Parmley W. Herrick, Cleveland, O.; Hon. J. M. Wilson, Montreal, Canada, and C. S. Wilcox, Hamilton, Ont., Canada. Mr. Wilson succeeds John H. Duffy, and Mr. Rogers succeeds George W. Robertson. The statement for the six months ended June 30, 1917, was submitted to the shareholders, showing \$632,105.98 available for bond, other indebtedness, and sinking funds, so that after deduction of these requirements there remains a balance of \$262,510.31.

To Open New York Office

Scoop, monthly magazine for newspaper men, will open a New York office soon. The head office will remain in Chicago.

MORE NATIONAL ADS SAYS J. T. BECKWITH

Prosperity of the West Due to Publicity Given to Products of That Section Through the Advertising Columns of the Daily Newspapers—National Advertising Increasing.

"The West is teeming with prosperity, due to national advertising," said J. T. Beckwith, president of the S. C. Beckwith Special Newspaper Agency, who has just returned from a month's visit as far West as the Pacific Coast. "National advertising is increasing, and will continue to do so. The greatest increase is along the line of non-intoxicating beverages. These beverages are being manufactured in constantly greater quantities, to meet the demand in the dry States. The men who formerly conducted breweries are now putting out beverages without alcohol, selling it for a higher price, and are making greater profits to-day than they did formerly. Old breweries are being enlarged. Bevo has been compelled to erect a big building that employs 2,500 people, to meet the demand caused by national advertising. And mind you, the demand is by no means at its zenith. It is just starting, for many of the States became bone dry July 1. The amount of money expended annually in advertising non-intoxicants amounts to about \$1,250,000. I think that this will be increased another \$250,000 during the next six months. Here the greater value of intense local advertising through the medium of the daily newspapers is demonstrated in moving these nationally distributed products. This business, apparently, is in its infancy.

WHAT NEWSPAPER ADVERTISING DOES.

"Advertising in the newspapers has created a demand for Western products. Advertising has familiarized the country with the fruits of California, Oregon, and Washington, and has brought about a degree of prosperity that is astonishing. It is advertising that enables the Western packer and fruit grower to

come into the Eastern market and get the top-notch prices. These men have for sale things that the people want—and they go about it in the business-like way of letting the people know where the products can be obtained—through advertising. It is all very simple. The West is after bigger business, on a greater scale than ever before, and the people are going to get it—by advertising for it.

"This spirit is not confined to any one section. It is general. One finds it on the entire Pacific Coast, in the Northwest and the Southwest, in the Rocky Mountain region, in the Middle Western States, and in the Middle States. The activity and the prosperity of the East is duplicated in those sections.

"The West is growing, because the people let the balance of the world know what it has, the opportunities it offers, and the chances for the newcomer. All of this is carried on through advertising, of which the West is a believer. They are a live, wide-awake people. And in giving the West advertising publicity, the newspaper plays a most important part.

"I look not only for business as usual, but better than usual, for bigger and better business than ever before. I look for greater advertising in the future than in the past, and I look for the increased business to be permanent and of lasting benefit to all concerned. In this the newspapers will play the most important part."

The trip Mr. Beckwith made through the West is a part of the policy of the agency, of which he is the head, to have some member of his organization periodically visit the sections represented, to meet the publishers, and to get better acquainted with the localities and to know first hand the measure of the service the newspapers can render to advertisers of nationally distributed products.

Some men, like skyrockets, attract attention by early spectacular flight, and lose the interest of the world in their descent.

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

No campaigns conducted in cities having a population of less than 200,000.

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

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

Some Vital Thoughts About Your Fall Advertising Campaign

LET'S get down to brass tacks. Let's be honest with ourselves about our fall advertising. Let's quit trying to fool ourselves, or to fool each other. Let's dig down deep and find the root of the whole thing.

* * *

It may hurt in spots. It may make some of us wince a bit. It may, and probably will explode some perfectly beautiful theories. It will shatter some illusions. It will do lots of other things that should be done—but it is going to make a whole lot better advertising men out of many of us.

* * *

This is the day of the daily newspapers. Oh, yes, it is, too! Things are going on these days, and we want to know what happened yesterday or today.

* * *

We don't much care what happened last week or last month. Yesterday is the limit. Back of that is antiquity.

* * *

Distance has been eliminated by the automobile. Time has been annihilated by the telephone and the telegraph. News is as prevalent on Bill Taylor's farm as Bassett's Corners, Arkansas as it is along Park Row, New York City.

* * *

City papers, daily newspapers are read in all communities, and within a few hours of publication. History is made every hour, and those of us who count for anything must have our news fresh and hot. That is the way of things today. We are all up and coming.

* * *

Too, we are all of us cutting out many of the glittering generalities. We are revising our line of reasoning to conform to facts. What was a fact last year is a memory today.

* * *

Reaching the trade through any other channel than the daily newspaper is not impossible, of course, but it is decidedly expensive.

* * *

Every other medium presents lost motion, excess baggage that eats far into the profits.

* * *

By using daily newspapers you connect the advertising service with the selling, putting heavy artillery fire where heavy artillery fire is needed, hitting the salesman, the retailer and the consumer, all at the same time.

* * *

The sales department works certain well defined territories concentrating on one section at a time. "General advertising" will hit that territory, of course, but at the same time you must pay for a tremendous circulation that does not hit that territory, and that does not even count as good will advertising, for you are telling people about merchandise that they cannot get.

* * *

It is better to have the advertising concentrated into the territory where your sales force is working. That can be done by using the daily papers in that territory.

At the same time you are doing "dealer advertising," for you are side by side with the merchants who handle your product, boosting their game and at the same time taking the boost their advertising gives your game.

* * *

And, too, you are reaching your possible customers. You are reaching them through the publication that is closest to their hearts. You are touching civic pride. You are telling them, in their home paper, of things they can get from their home merchants.

* * *

One big shot a month will not work as much havoc in a camp as will one dozen smaller shots. One big shot, fired into the air, with a hope that it will hit something when it falls will not prove as effective as a dozen smaller shots fired directly at the object you wish to hit.

* * *

It is daily newspapers all the way. That is logic. It is good sense. It is effective. It produces results. It is the layout for your fall campaign.

* * *

Then comes the question "what papers?" Well, that depends, of course, on what you are to sell and where you are to sell it.

* * *

Here is a list of many of the largest cities in the United States and their representative newspapers.

* * *

They are all Audit Bureau of Circulation papers. They are all standard papers. They are all reliable in every way. They are all in honor bound to do everything possible to help you make your fall campaign a success.

* * *

You will find their line rate, as well as the circulation of each paper. The map shows you just what territory is covered. You can readily see for yourself just what papers to use in any given territory, and what it will cost you to use them.

* * *

Now, after having given this matter some thought you will quickly see the best way to get to the right kind of people at the right price and at the right time.

* * *

Make up a list. Figure the circulation. Figure the line rate. Figure the possible per cent. of customers reached by this list. Figure how much cheaper this is than any other way you know of. Be sure, however, to figure in the per cent. waste circulation to be had in any other form of advertising.

* * *

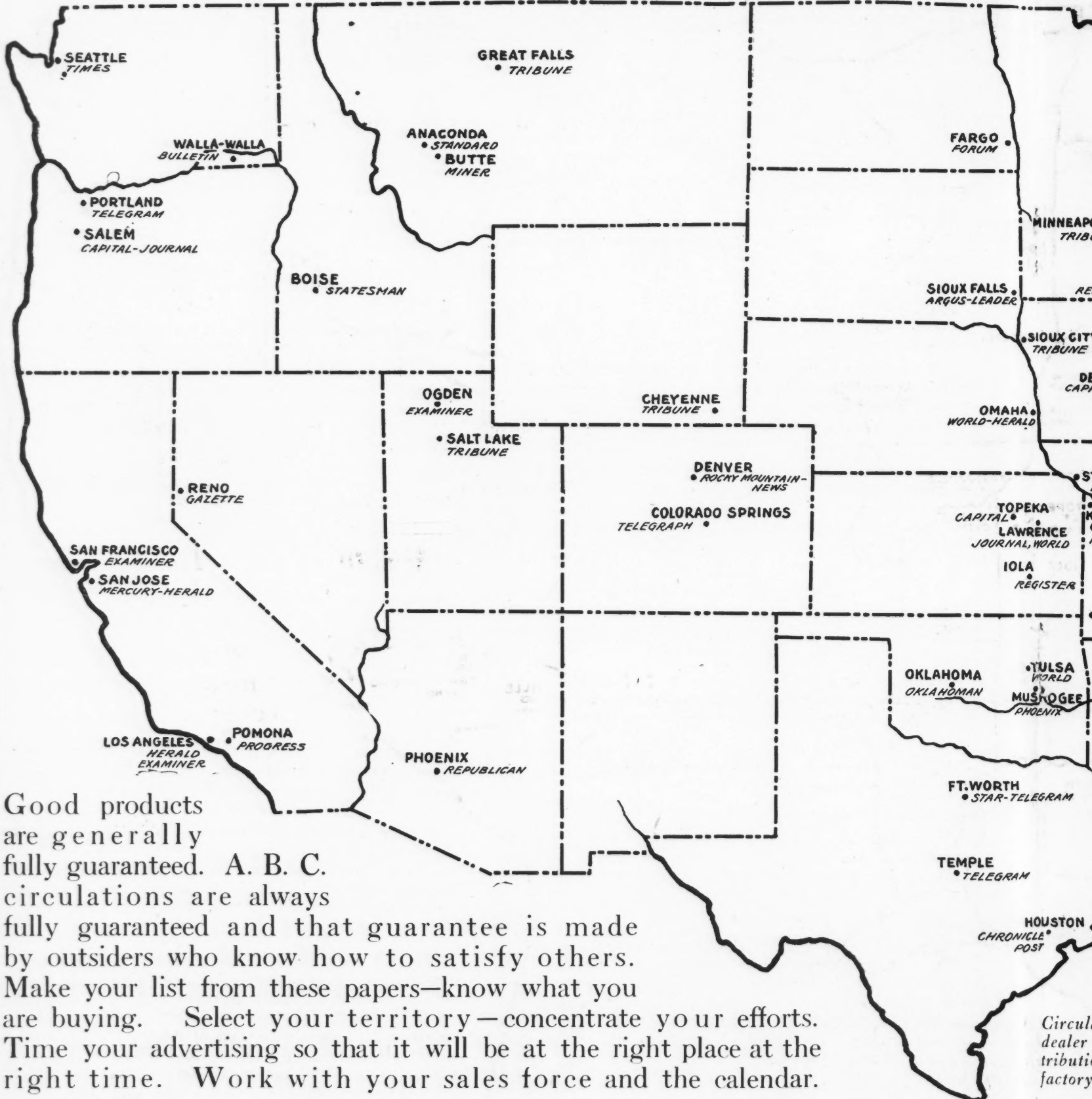
Then you will see for yourself how it is that we can be so very emphatic about newspaper advertising being the best and at the same time the least expensive form of advertising.

* * *

One of the many advantages of ABC circulation figures is that from Portland, Maine, to Portland, Oregon, the standards of compilation are the same. Local ideas of what constitute circulation are not taken into consideration. The standard rules of a standard organization are followed everywhere. They are fair to the publisher and to the advertiser.

Reach Your Customers via The A. I.

Your Customers and Those You Want for Customers Are In Closer Contact Than Any Other Publication—Get Down



Good products are generally fully guaranteed. A. B. C. circulations are always fully guaranteed and that guarantee is made by outsiders who know how to satisfy others. Make your list from these papers—know what you are buying. Select your territory—concentrate your efforts. Time your advertising so that it will be at the right place at the right time. Work with your sales force and the calendar.

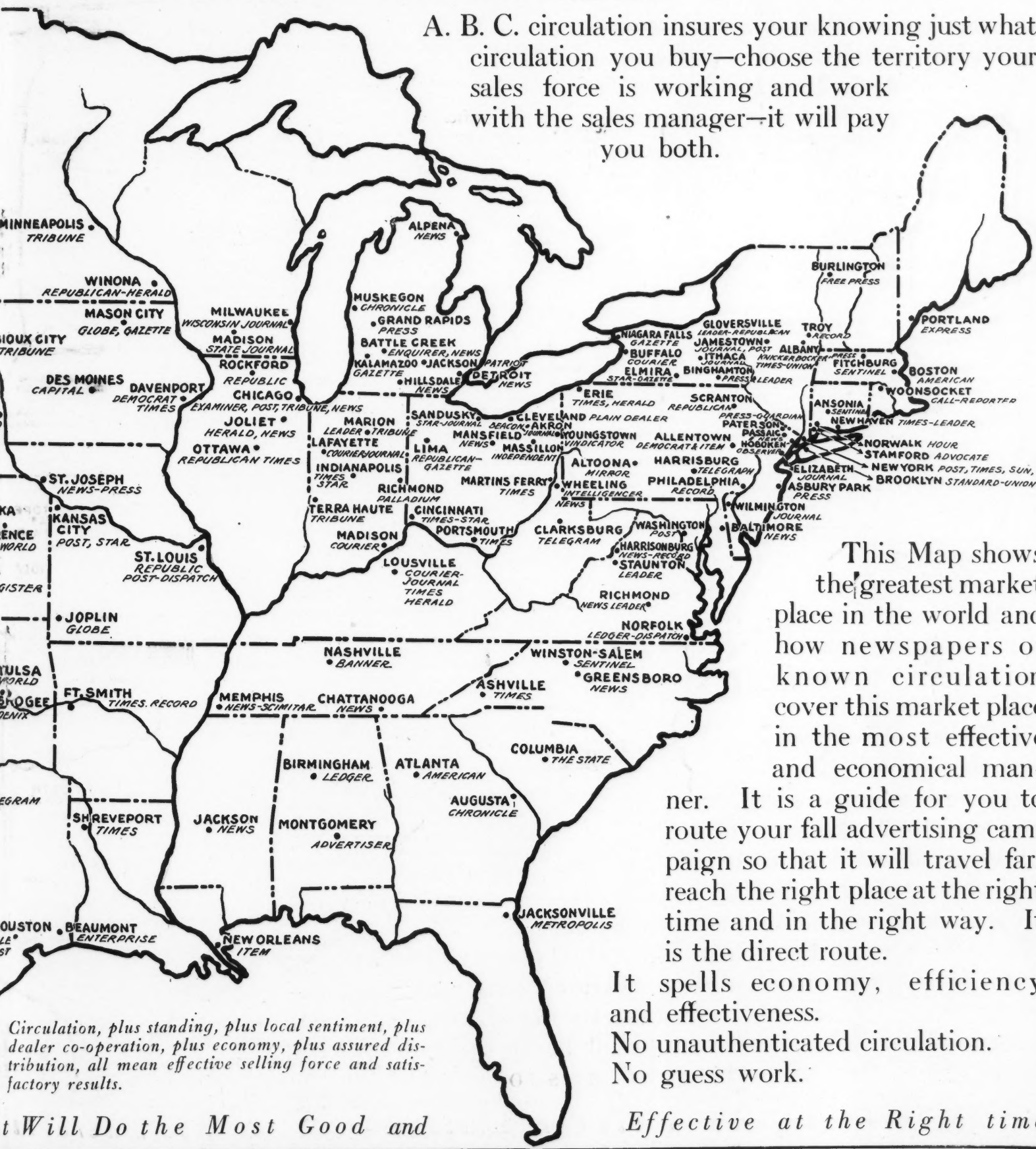
Daily Papers Offer Elastic Circulation—Concentrated Where It Will

Circulation dealer tributary factory

B. C. Short Line As Shown Here

closer and More Frequent Touch With Their Home Newspapers
own To Earth With Your Advertising

A. B. C. circulation insures your knowing just what circulation you buy—choose the territory your sales force is working and work with the sales manager—it will pay you both.



This Map shows the greatest market place in the world and how newspapers of known circulation cover this market place in the most effective and economical manner. It is a guide for you to route your fall advertising campaign so that it will travel far, reach the right place at the right time and in the right way. It is the direct route.

It spells economy, efficiency and effectiveness. No unauthenticated circulation. No guess work.

Circulation, plus standing, plus local sentiment, plus dealer co-operation, plus economy, plus assured distribution, all mean effective selling force and satisfactory results.

Will Do the Most Good and Effective at the Right time

A. B. C. Short Line Excursion Rates

Here, men, are 149 regular newspapers—daily newspapers—all representative newspapers of representative communities—all Above Board Circulation newspapers covering the United States from ocean to ocean and doing it every day. They have a combined circulation of 6,866,402 and a combined rate (on 10,000 line basis) of \$10.3015 per line, which is approximately .015 per line per 10,000. A page in the Cosmopolitan Magazine measures 420 agate lines and makes a pretty fair sized ad. You can use copy this size every other week for an entire year in the entire list at a total cost of \$112,492.38. This means your buying 1,627,080 agate lines of space, and a circulation of 178,626,452 copies and cover an entire year. Or, you can use 50 lines, 52 times or once a week for a year, on a 2,500 line contract at a total cost of \$30,210.18—giving you the same circulation. Copy no larger than this has built national institutions, such as Lyon & Healy, Hartshorn Rollers and others. Total combined circulation over six and a half million, combined rates, \$10.30 per line contrast this with the Saturday Evening Post circulation 2,000,000,—rate, \$8.00 a line. On the other hand it permits you an elasticity of copy and schedule where-by you can place your advertising where it will do the most good and at a time when it will do its work best. Then, too, you get to people like "home folks." You know, it's more like neighborhood, intimate, friendly stuff, rather than like an occasional visitor. It's the A. B. C. short line—the direct route to results, and at excursion rates.

A. B. C. Newspapers.	A. B. C. Circulation	2,500 Lines	10,000 Lines	A. B. C. Circulation	2,500 Lines	10,000 Lines
Alabama.						
Birmingham Ledger (E).....	33.259	.06	.06	Louisville Times (E).....	48.925	.10 .08
Montgomery Advertiser (M)...	20.000	.04D .04D	.04D .04D	Combination rate.....		.19 .14
		.05S .05S	.05S .05S	Louisville Herald (M).....	51.711D } 43.865S }	.07 .07
Arizona.						
Phoenix Republican (M).....	8.296D } 8.889S }	.03	.03	Louisiana.		
Arkansas.						
Fort Smith Times Record (E)...	8.919	.0215	.0215	New Orleans Item (E).....	56.046D } 69.278S }	.10 .10 .12 .12
California.						
Los Angeles Herald (E).....	120.527	.19	.17	Shreveport Times (M).....	12.000D } 17.270S }	.04 .03 .05 .035
Pomona Progress (E).....	3.406	.0179	.0143	Maine.		
San Francisco Examiner (M)...	118.773D } 234.072S }	.25 .2375	.45 .38	Portland Express (E).....	22.462	.06 .045
San Jose Mercury Herald (M)...	11.988D } 12.901S }	.03	.03	Maryland.		
Colorado.						
Colorado Springs Telegraph (E)...	4.574	.04	.025	Baltimore News (E).....	85.091	.15 .13
Denver Rock Mountain News (M).....	29.585D } 50.355S }	.075 .075	.10 .10	Massachusetts.		
Connecticut.						
Ansonia Sentinel (E).....	6.500	.015	.015	Boston American (E).....	375.641D } 314.239S }	.40 .40 .35 .35
New Haven Times-Leader (E)...	6.269	.045	.035	Fitchburg Sentinel (E).....	5.281	.0214 .0179
Norwalk Hour (E).....	3.093	.0215	.0215	Michigan.		
Stanford Advocate (E).....	6.204	.0179	.0179	Alpena News (E).....	2.558	.0107 .0107
Delaware.						
Wilmington Journal (E).....	17.000	.04	.025	Battle Creek Enquirer and News (M & E).....	11.324	.03 .025
District of Columbia.						
Washington Post (M).....	39.905	.12D .09D	.13S .10S	Detroit News (E).....	195.364 }	.21D .20D .17S .16S
Florida.						
Jacksonville Metropolis (E)....	18.465	.04	.04	Grand Rapids Press (E).....	80.497	.095 .09
Georgia.						
Atlanta American (S).....	8.5027	.12	.10	Hillsdale News (E).....	5.975	.015 .015
Atlanta Georgian (E).....	46.122	.08	.07	Jackson Patriot (M).....	11.352D } 12.341S }	.025 .025 .025 .025
Augusta Chronicle (M).....	7.546	.035	.025	Kalamazoo Gazette (M).....	22.769	.035 .035
Idaho.						
Boise Idaho Statesman (M).....	14.203	.035	.03	Muskegon Chronicle (E).....	12.034	.03 .025
Illinois.						
Chicago Examiner (M).....	195.169D } 497.753S }	.30 .25	.53 .46	Minnesota.		
Chicago Tribune (M).....	367.120D } 645.612S }	.50 .35	.60 .45	Minneapolis Tribune (M).....	126.822D } 177.427S }	.15 .12 .17 .14
Chicago News (E).....	374.572	.43	.43	Winona Republican-Herald (E)...	5.799	.0214 .0172
Chicago Post (E).....	65.842	.30	.12	Mississippi.		
Joliet Herald News (E).....	17.000	.035	.035	Jackson News (E).....	5.420	.04 .02
Ottawa Daily Republican-Times (E).....	3.781	.015	.015	Missouri.		
Rockford Republic (E).....	7.000	.015	.015	Joplin Globe (M).....	20.636D } 21.820S }	.05 .05 .05 .05
Indiana.						
Indianapolis Times (E).....	46.554	.07	.07	Kansas City Post (E).....	139.837	.15 .15
Indianapolis Star (E).....	102.329 }	.10D .10D	.12S .12S	Kansas City Star (M & E)....	212.979AM } 216.943PM }	.34 .25 .325 .20
Lafayette Courier (E).....	7.093	.128	.128	St. Joseph News-Press (E)....	211.272S }	.07 .07 .35 .25
Lafayette Journal (M).....	10.108	.0179	.0179	St. Louis Post-Dispatch (E)...	170.068D } 349.538S }	.35 .25 .35 .25
Madison Courier (E).....	2.339	.0086	.0086	St. Louis Republic (M).....	104.588D } 94.991S }	.175 .15
Marion Leader-Tribune (M).....	8.284D } 8.394S }	.0214	.0214	Montana.		
Richmond Palladium (E).....	10.579	.02	.02	Anaconda Standard (M).....	12.993D } 18.098S }	.035 .035 .04 .04
Terre Haute Tribune (E).....	20.939	.03	.03	Butte Miner (M).....	13.781D } 22.340S }	.035 .035 .04 .04
Iowa.						
Davenport Democrat (E).....	18.206	.04	.04	Great Falls Tribune (M).....	10.896	.03 .0236
Davenport Times (E).....	23.859	.04	.04	Nebraska.		
Des Moines Capital (E).....	51.000	.07	.07	Omaha World-Herald (M & E) }	41.658AM } 31.270PM }	.09 .09 .08 .08
Mason City Globe-Gazette (E)...	6.012	.0161	.0161	Reno Gazette (E).....	5.886	.03 .025
Sioux City Tribune (E).....	50.026	.07	.07	New Jersey.		
Kansas.						
Iola Register (E).....	4.509	.0143	.0143	Asbury Park Press (E).....	7.395	.0236 .0179
Lawrence Journal-World (E)....	4.789	.0135	.0135	Elizabeth Journal (E).....	15.268	.035 .03
Topeka Capital (M).....	34.567	.06	.06	Hoboken Observer (E).....	41.690	.08 .07
Kentucky.						
Louisville Courier-Journal (M)...	26.597D } 51.430S }	.125 .07	.15 .09	Passaic News (E).....	7.082	.0285 .0171
				Paterson Press-Guardian (E)...	13.983	.03 .03
				New York.		
				Albany Knickerbocker-Press (M)	39.026D } 35.470S }	.06 .06 .06 .06
				Albany Times-Union (E).....	40.958	.07 .07
				Binghamton Press-Leader (E)...	28.410	.06 .05
				Brooklyn Standard Union (E)...	66.329D } 75.864S }	.15 .15 .15 .15

A. B. C. Newspapers.	A.B.C. Circulation	2,500 Lines	10,000 Lines
Buffalo Courier (M)	108,947	.14	.12
Elmira Star-Gazette (E)	24,500	.05	.04
Gloversville Leader-Republican (E)	6,256	.0179	.0143
Ithaca Journal (E)	6,891	.0328	.0214
Jamestown Journal (E)	6,012	.0157	.013
Jamestown Post (M)	9,027	.025	.0207
New York Post (E)	23,682	.19	.17
New York Sun (M)	150,439	.39	.36
New York Sun (E)	186,185	.34	.32
New York Times (M)	344,436	.50	.45
Niagara Falls Gazette (E)	9,520	.0207	.0178
Troy Record (M & E)	22,207	.035	.035
North Carolina.			
Asheville Times (E)	6,406	.02	.02
Greensboro News (M)	11,269D } 14,657S }	.03	.025
Winston Salem Sentinel (E)	7,474	0.179	.0179
North Dakota.			
Fargo Forum (E)	12,340	.035	.035
Ohio.			
Akron Beacon-Journal (E)	29,147	.04	.04
Cincinnati Times-Star (E)	152,221	.20	.18
Cleveland Plain Dealer (M)	141,234D } 179,521S }	.18	.18
Lima Republican-Gazette (M)	7,014	.0129	.0129
Mansfield News (E)	7,987	.0157	.0157
Martins Ferry Times (E)	4,847	.0115	.0115
Massillon Independent (E)	6,030	.0115	.0115
Portsmouth Times (E)	9,411	.02	.02
Sandusky Star-Journal (E)	5,927	.0128	.01
Youngstown Vindicator (E)	19,291	.04	.035
Oklahoma.			
Muskogee Phoenix	12,546	.03	.03
Oklahoma City Oklahoman (M)	42,530D } 49,418S }	.10	.10
Tulsa World (M)	16,032D } 17,189S }	.035	.035
Oregon.			
Portland Telegram (E)	46,176	.07	.07
Salem Capital Journal (E)	4,357	.0143	.0143
Pennsylvania.			
Allentown Democrat and Item (M & E)	11,004	.015	.015
Altoona Mirror (E)	19,087	.04	.04
Erie Herald (E)	8,879D } 8,570S }	.02	.02
Erie Times (E)	26,168	.05	.05
Harrisburg Telegraph (E)	24,401	.055	.055

A. B. C. Newspapers.	A.B.C. Circulation	2,500 Lines	10,000 Lines
Philadelphia Record (M)	148,887	.25	.25
Scranton Republican (M)	28,608	.07	.06
Rhode Island.			
Woonsocket Call-Reporter (E)	10,232	.0428	.0285
South Carolina.			
Columbia The State (M)	20,924D } 20,093S }	.05	.04
South Dakota.			
Sioux Falls Argus-Leader (E)	11,371	.025	.025
Tennessee.			
Chattanooga News (E)	14,061	.03	.03
Memphis News-Scimitar (E)	45,000	.11	.09
Nashville Banner (E)	50,464	.07	.07
Texas.			
Beaumont Enterprise (M)	15,776D } 19,850S }	.04	.04
Ft. Worth Star-Telegram (E)	47,699D } 50,213S }	.07	.07
Houston Chronicle (E)	42,565D } 50,119S }	.07	.07
Houston Post (M)	30,164D } 38,242S }	.08	.08
Temple Telegram (M)	5,028D }	.06	.06
Utah.			
Ogden Examiner (M)	4,360	.0179	.0179
Salt Lake Tribune (M)	28,661D } 50,349S }	.07	.05
Vermont.			
Burlington Free Press (M)	10,867	.0235	.0179
Virginia.			
Harrisonburg News-Record (M)	6,783	.0179	.0143
Norfolk Ledger-Dispatch (E)	34,276	.05	.05
Richmond News-Leader (E)	42,803	.08	.07
Staunton Leader (E)	4,129	.014	.014
Washington.			
Seattle Times (E)	74,621D } 84,539S }	.13	.11
Walla Walla Bulletin (E)	4,238	.015	.015
West Virginia.			
Clarksburg Telegram (E)	6,538	.0185	.0185
Wheeling Intelligencer (M)	10,434	.03	.0225
Wheeling News (E)	18,052	.0375	.03
Wisconsin.			
Milwaukee Wisconsin (E)	39,000	.065	.05
Milwaukee Journal (E)	112,799	.12	.12
Madison State Journal (E)	13,740	.03	.03
Wyoming.			
Cheyenne Tribune (E)	5,064	.02	.02

CANADA SEEKS FEDERAL TRADE COST FIGURES

Robert A. Pringle, Canadian Commissioner Investigating Dominion Paper Makers' Manufacturing Expense, Asks for Costs Obtained By American Commission.

The Canadian Government has written the Federal Trade Commission asking use of such figures obtained in the Federal Trade Commission's investigation into costs of news print as might aid Canadian officials now engaged in an investigation into news print costs in the Dominion.

The request came from Robert A. Pringle, K. C., Commissioner, in charge of the Canadian investigation. Accountants are now at work at Canadian mills preparing statements of costs. Such statements, it is understood, are to be submitted to the manufacturers, when completed, following which a public hearing will be held at which all parties interested will discuss the statements.

Commissioner Pringle has suggested that Geoffrey Clarkson, at the head of the Canadian accountants, confer with the accountants who handled the news print investigation for the Federal Trade Commission, and submit copies of the Canadian accountants' reports. Commissioner Pringle also has requested a meeting with Chairman Harris, of the Commission, in Washington.

The Commission has replied that it would be glad to comply with Mr. Pringle's request at some future date to be settled by agreement.

Cast jealousy out of your system, as you would plague out of your home.

DYNAMIC EDITOR KNIGHT

Akron Journalist Will Increase Ohio Crops This Year.

When Gov. James M. Cox, of Ohio, in his plans for the State-wide preparedness, named C. L. Knight, editor and publisher of the Akron (O.) Beacon-Journal as food commissioner of Summit County, he did not know that he was galvanizing into action a veritable dynamo of energy. But he was.

When the call came from Columbus Knight closed his office and went to work, and since then there has been little preaching and much plowing in Summit County.

Knight gets no salary and had no organization, but he made one. With thirty-three business men appointed by Mayor Laub, Knight organized conferences of farmers in every township. Promises were secured from every farmer to increase his acreage this year over last, no matter how little. When they said there were not horses in the county to plow the acreage Knight ordered a trainload of tractors, and when seed potatoes were scarce at \$6 and \$7 a bushel, Knight bought six carloads and sold them at \$3.20.

Turning to the home gardens and vacant lots in the city, Knight hired A. E. Thompson of Ohio State University, and L. A. McGank, of Cleveland, experts, to take charge of the work. He pays their salaries. Back yard gardens have increased 300 per cent, although Akron has always had a home garden movement, sponsored by the Beacon-Journal. Placards mark the war gardens throughout the city.

Churches, schools and every civic organization have been enlisted in the cause.

CIRCULATION CONTEST WINNERS SEE BIG CITY

Jos. H. Lackey, Circulation Manager of the Memphis News-Scimitar, Accompanied By Mrs. Lackey, Chaperones Party of Thirty-Eight Young Women on Tour of East.

Jos. H. Lackey, circulation manager of the Memphis (Tenn.) News-Scimitar, accompanied by Mrs. Lackey, was in New York this week with a party of thirty-eight young women, who were prize winners in a circulation contest conducted recently by the News-Scimitar.

The party left Memphis July 24 going direct to Chicago, then by boat to Buffalo, and then by rail to Albany, N. Y., arriving in New York Monday of this week. The party left yesterday for Norfolk, Va., and before returning to Memphis will visit in Washington and Cincinnati.

The contest in which the young women were prize winners was conducted by the News-Scimitar in conjunction with twenty-eight country weekly newspapers in Tennessee, Arkansas, Missouri, and Mississippi. The entire campaign was handled by the News-Scimitar's own organization.

RESULT OF TRAINING.

He never wrote a single line
Of stories from the court—
He howled them on a telephone,
The long ones and the short.
His vocal training was immense
The rafters it could jar.
A thousand per is now his pay
As comic opera star.

A MERCHANDISING PIONEER

Heavy Volume of Business Developed by the Chicago Tribune.

No newspaper in the world does more effective work, or operates on a larger scale, than the Chicago Tribune in the matter of giving service to advertisers.

It is the pioneer in the field, and there is scarcely a newspaper man in the country who is not familiar with its advanced methods.

Its service department has divided Chicago into districts, and each district is considered a separate community in the planning of a selling campaign. This simplifies the distribution problem of the manufacturer.

Chicago's map in the Tribune office shows a salesman everything that he should know to attempt intelligently a distribution plan. The Tribune, for any advertising manufacturer, will make an analysis that will be more comprehensive and valuable to that manufacturer than if he were to spend thousands of dollars to do it for himself.

The Tribune publishes the Coöperator, a paper devoted exclusively to the interests of retail merchants of Chicago and the metropolitan district, and also maintains a retail merchants' service bureau.

Through the Coöperator and the service bureau the newspaper has secured remarkable dealer influence, and has developed helpful investigations for manufacturers.

In a wide variety of ways the Tribune has developed its service, which is now well known to national advertisers, and it is admittedly one of the greatest sources of Tribune revenue.

The best liar in the world eventually gets into a pack of trouble.

EDITORIAL

LET SOUND FACTS RULE THE SECOND LIBERTY BOND SALE

THIS curious paradox occurs in the report of the Liberty Loan Committee of New York, in a discussion of the question of paying for advertising of the Government's war bonds:

"The fundamental principle seems absolutely clear, that advertising is a commodity and that the Government should pay newspapers to carry Government advertising just as it pays railroads to carry Government freight. W. T. Mullally, in his report, says: 'We firmly believe that all work should be paid for—advertising space, copy writing, designing, etc.' Collin Armstrong in his report, says: 'The selling or distribution of United States bonds, even for so lofty and imperative a purpose as that of the present issue, is a matter of business as well as of patriotism, self-protection, and reestablishment of civilization.' . . . This committee agrees entirely with the principle involved. We have not arrived at a point yet, however, where we can put forth a specific recommendation that we believe would be practical in actual operation. This appears to be a matter to be decided by the Government. It is certainly most important. It is a question clear in principle but difficult in practice."

In great governments nothing that is sound in principle may be so difficult in practice that it cannot be undertaken without hesitation. Our war against Germany is sound in principle, the most lofty of all human principles indeed, and it is most difficult in practice—but we have undertaken it because of right, and in defiance of stupendous difficulties. Individuals may stand non-plussed by difficulties and fail to undertake enterprises based upon fundamental rights, but governments—never.

We have gone into this war with a spirit akin to religious fervor. Individually we feel that there is no sacrifice too great for us to make—our property, lives, blood of our children.

Hence, it becomes a halting and delicate matter even to discuss financial administration. What of money, of profits, of any material thing NOW, you ask. And the answer is: The relative importance of a man's act in laying down his life to another's act of laying down his material possessions is the difference between ALL and a TRIFLE. And the one who would seek to profit from this war, at the expense of his Government, is surely submerged in a bottomless pit of sensuous greed.

However unpopular a frank discussion of financial administration in relation to this war may be to those who are acting under patriotic impulses which amount to religious enthusiasm, THE EDITOR AND PUBLISHER feels well within bounds of propriety to speak its mind on the subject which relates to its field of interest. And we may state here, in full sincerity, that the financial profits that may accrue to newspapers from Government advertising would be subordinate out of all proportion to the service they may render.

It is unfair of the Government to ask or to expect the newspapers to advertise its bonds without compensation, for this reason: Some may be able to give it, and well and good for them, but many simply cannot reconcile the cost with their financial positions. We dare say that there is not a half dozen newspapers in the States that would not be happy to render the service. We know that it is just as unfair for the Government to expect many newspapers to volunteer free space as it would be for the Government to ask physically incapable men to volunteer to go to the front. Obviously, therefore, we have special license to bespeak the interest of newspapers which cannot afford to give, and, if failing to do so, be left in the invidious position of slackers.

But, aside from this, and purely upon the theory that we shall sacrifice none of our democracy in the process of creating a wider democracy, we declare that the Government should pay its way. Advertising should be paid for. Bond salesmen should be paid for their labors. The administrators of the bond sale should be compensated in full. The Government should not accept free service from any man or corporation. The laws of the land, being

NO man was ever written out of reputation but by himself.—Bentley.

liberal interpretations of Article 8, Section VIII, of the Constitution, declare that officers of the Government shall not accept free service or material—and yet, to-day, there are scores of men, many of them wealthy and highly efficient citizens, serving at Washington without compensation except for the \$1 a year honorable checks which the Government is issuing merely to evade the clear meaning of the law.

There is here no discounting nor mean questioning of the motives of scores of citizens who are rendering such service, any more than there is of the advertisers who have given space, or any of the host that have rushed with patriotic zeal to do their "bit" for the country they love. However pure the motive, the fact is that the practice is wrong in principle.

The *quid pro quo* is an inflexible human rule. Perhaps not one of those who have given of their wealth or their time have so much as dreamed of reward, but they are sure of reward. They cannot escape it. Other men, perhaps more capable, but financially unable to make the sacrifice, have no chance under this false and undemocratic system. The dignity of a great Government is impaired. Many worthy men feel defeated—feel that the Government is not so much theirs as of men better able to sacrifice for it.

The principle applies to the methods of bond flotation, as well as all other Government enterprises. Democracy demands that all of the people contribute to the Government, under a just system of taxation, and that the Government operate for the common benefit. War expediency will not explain away any breach of the democratic code. Governments cannot favor a class without creating aristocratic forms and distinguishing lines. To-day the bond salesman who gave of his time in gratuitous effort wears a badge of honor. The ammunition salesman is denied this distinction.

You can't abridge democracy, even in its own name.

The Treasury Department is considering methods of floating the second, or the three-billion-dollar issue of Liberty bonds, perhaps to appear in October. It is reported that Secretary McAdoo favors a duplication of the methods followed in the first flotation.

This means that, while publications will not be specifically asked to give their commodity without compensation, Uncle Sam will receive any favors gratefully; bond and stock houses will give the services of their employees, for more badges of honorable patriotism; large-unit advertisers will actually be requested to buy space for the Government, and they may get out of it such personal satisfaction or store advertising as the occasion permits; highly skilled advertising men and bankers will work like trenchmen for the cause and receive personal satisfaction and honor.

What are the "difficulties" that make a business operation of the second issue flotation seem "unpractical"?

Three billion dollars are to be raised. The bonds, tax exempt, will bear 3½ per cent. interest. Strictly speaking, they are a good "buy" for people of surplus wealth—mainly because they are tax exempt. The average citizen, with idle money, should prefer to have his money in Government bonds than as bank deposits. There are numerous good business arguments for the issue.

But the bonds must be sold. The way to sell them is properly to advertise them and put them through the usual channels of securities trading. True, the amount is stupendous, but there are many financial geniuses who, as private individuals, properly backed by the Government, would not hesitate to undertake the job. And what they would do is exactly what the Government should do. They would fix a sound commission for sales. They would appropriate an adequate sum for advertising. They would buy the best available advertising skill to make the publicity pull. Politics, pork, preference would play no part in the scheme. They would buy

standard advertising. They would not feel that they would have to patronize every publication any more than they would have to buy every billboard. They would administer their fund to get full value.

It is believed to be entirely possible that with from \$1,500,000 to \$3,000,000 all of the advertising necessary to sell three billions of Liberty bonds could be obtained.

Any advertising man can show you with his pencil how with such a sum the eyes of practically all of the people of the country can be reached in a sustained campaign.

Is \$3,000,000 such a stupendous sum for the Government to appropriate for the sale of three billions of bonds? It represents a hundredth part of 1 per cent. of such sale.

It has been suggested that the bond interest rate be increased from 3½ to 4 per cent. as an inducement to the public to buy. That would mean that Uncle Sam would have to pay \$15,000,000 additional annual interest to bondholders. The bonds will sell at 3½ per cent. now as before, if they are properly advertised and offered to the people. The Government may save this enormous annual interest by focussing public attention upon the real merit of the bonds at 3½ per cent. in the right sort of standard advertising. And the cost of the latter should not, in our opinion, exceed \$3,000,000.

There are minor questions to be considered, of course, but the difficulties which seem to have shrouded those in charge of the bond flotation in a fog of doubt, do not appear insuperable, by any means. Practical advertising and selling methods may be applied with ease, once the Government accepts the fact that the operation shall be on strict business lines.

The test of good Government is just and sound administration. The methods of the first Liberty Loan flotation were neither just nor sound, but were based upon a regimen of excitement and loose-reasoning, amounting to hysteria. A great cause was transacted in a manner both undemocratic and inefficient—a beneficent result came from an undignified process.

The Secretary of the Treasury has it within his power to make of the second Liberty Loan flotation not only a triumphal success, but one based upon standards which violate no principle of good government.

BRISBANE ON WRITING EDITORIALS

THE readers of the Hearst newspapers in New York—the Evening Journal in particular—often find the leading editorial devoted to some matter which, on its face, would appear to be of purely local interest to people in Chicago, Atlanta, or Los Angeles. The inference is that the writer of such editorial is, at that time, giving his personal attention to some one of the Hearst newspapers in such city, and that the editorial is syndicated to the other papers in the Hearst group regardless of its immediate interest to them.

Fuller consideration will usually disclose that the editorial deals with a question which, while emerging locally at the moment in some one of these cities, holds quite as much interest for the New Yorker as for the Chicagoan, the Southerner, or the Westerner. The Hearst editorial writers—especially Mr. Brisbane—usually find their greatest inspiration in the things which are often rated as trivial—yet are of fundamental human interest.

Mr. Brisbane has recently printed a human interest editorial on the subject of how to write editorials. The sum of his conclusions is that an editorial writer must express what the people are thinking—not what he thinks. Mr. Brisbane does not do this—that is obvious. He tells what Arthur Brisbane thinks, and what he believes that all men and women should think, on whatever question is under discussion. He may pay his readers the compliment of assuring them that he is merely phrasing their own convictions—but he realizes, down in a corner of his consciousness, that he is forming public opinion, not recording it.

Mr. Brisbane emphasizes one point which is fundamental in editorial writing, as in all other efforts to serve—that, to write convincingly, or to talk convincingly, you must BELIEVE WHAT YOU WRITE OR SAY.

PERSONALS

NEW YORK—D. Arnold is a new member of the editorial staff of the Sun.

Fred S. Ferguson, news manager of the New York office of the United Press, is wearing the big smile this week. A seven pound baby daughter arrived at his house Tuesday. Mother and daughter are doing fine and Mr Ferguson is so happy he doesn't know it's hot.

R. C. McCabe, city editor of the American for three years has been transferred to Boston, where he will be managing editor of the Boston American. No successor to Mr. McCabe has been appointed.

William Hoster, one of the best-known political writers in New York, who has been with the American since 1901, has resigned to become associated with the American Trans-Atlantic Line.

John O'Keefe, the morning World's star poet, is back at his desk after a two weeks' vacation.

E. W. Osborne, literary editor of the World, is on his summer vacation.

R. H. Lyman, assistant managing editor of the World, is spending his vacation at Sea Gate. His desk is filled temporarily by W. A. Thayer, night city editor.

Henry C. Buekhout, formerly of the Evening Mail's advertising staff, has engaged in newspaper work at Tucson, Ariz., where he is seeking improved health.

The Evening World's vacation list for the next two weeks includes the names of W. H. Haselwood, W. P. McLaughlin, J. A. Fitzgerald, F. C. Roth, P. R. Shorey, and Robert Wilkes.

Charles G. Scholz, formerly circulation manager of the Milwaukee Sentinel and now with the Crowell Publishing Company, is the father of a fine baby boy born last Saturday. Mr. Scholz was at one time with the Sacramento (Cal.) Bee and also the New York Tribune.

OTHER CITIES—Harlan Thompson, assistant city editor of the Kansas City Star, is now also dramatic critic. As dramatic critic he succeeds Ralph J. Bloek, who is with the New York Tribune.

William G. Ferguson, news editor of the Missoula (Mont.) Missoulian, has resigned to join the editorial staff of the Great Falls (Mont.) Tribune.

Carlton Fitchett, for four years editor of the Anacortes (Wash.) American, has resigned, and is now on his way to Alaska to become editor of the Fairbanks Daily Citizen.

George B. Chase, at one time editor and publisher of the Wyoming County Herald, published at Castile, N. Y., is now owner and editor of a newspaper at Baltic, O.

Vinton McVieker has been transferred from the New York to the Philadelphia office of the United Press.

James F. McIntyre, long identified with the Bradford (Pa.) Star-Record, has resigned and will go to Tulsa, Okla.

Tom L. Johnston, for the past year state editor of the Indianapolis Star, has resigned to accept a position as assistant city editor of the Fort Wayne (Ind.) Journal-Gazette. C. G. Forshey, copy reader left this week for Muskogee, Okla., to take a position on the Muskogee Phoenix. W. L. Burns, formerly of the Indiana Daily Times and Ross Garrigus, of the Evansville (Ind.) Journal-News, have been added to the Star's staff of copy readers.

The Indianapolis News has arranged to send W. H. Blodgett as staff corre-

spondent to the Indiana-Kentucky national guard camp at Hattiesburg, Miss., and W. M. Herschell as staff man to the Indiana-Kentucky national army camp at Louisville, Ky.

Louis D. Burrill, for the past six years a member of the editorial staff of the Syracuse (N. Y.) Journal, has enlisted in the United States Coast Defense Naval Reserves.

John N. Blackburn, of the editorial department of the Los Angeles Times, is spending his vacation at Monte Rio, Cal.

R. Beers Loos, editor of the Nevada City (Cal.) News during the past year, has resigned.

Harry G. Evans, news editor of the Louisville Times, is improving from injuries he suffered when struck in the temple by a golf club.

H. E. Gooch, owner of the Lincoln (Neb.) Daily Star, has been appointed to the Nebraska Council of Defense by Gov. Neville.

George A. Lindsay, former managing editor of the Newark Evening Star and later city editor of the Albany Knickerbocker Press, has been named city editor of the Albany Times-Union.

WASHINGTON—Robert M. Ginter, formerly Washington correspondent of the Pittsburgh Gazette-Times, now with the home office, was a visitor here this week.

Charles F. Speare, financial editor of the New York Mail, is here writing some special financial correspondence.

Jerry Bretigan, who came here to cover the draft story for the New York Globe, was notified by his wife by telegraph that he had been drafted. He did not know his number when he came here.

W. A. Bird, jr., formerly with the New York Tribune bureau here, is a visitor here.

Franklin P. Adams, of the New York Tribune, is now writing his column from Washington. He also contributes to the Washington Times.

George Bye, formerly with Kansas City newspapers, and more recently with the Nation's Business here, has accepted a position with the English Government in London.

Walter H. Schulz, formerly correspondent for the Oklahoma City Oklahoman, has had his name changed to Sholes by the courts in the District of Columbia.

J. P. Yoder, formerly with the United Press, has accepted a position with the Federal Trade Commission.

Ben Allen, formerly an Associated Press correspondent in London, is now the press representative of the Hoover Food Bureau.

D. A. Carson, of the New York Globe, is here for a few days.

Lawrence (Larry) C. Martin, formerly assistant manager of the Cleveland Press, is now a member of the Washington staff of the United Press.

Fred B. Pitney, Paris correspondent of the New York Tribune since the beginning of the war, and for two years before that London correspondent, is here.

A. S. Crocket, formerly of the New York Herald's foreign service, and later of the New York staffs of the New York Sun and Times, is in this city for a few days.

Nelson M. Sheppard, formerly of the Washington staff of the Central News, has joined the Marine Corps.

THE man who makes a character makes foes.—Young.

Junius B. Wood, who recently left for the European battlefields for the Chicago Daily News and Washington Star, is now making daily contributions to those papers.

Webb Miller, until recently with the Washington office of the United Press, has been transferred to the London bureau.

PROVIDENCE—Jean B. Sabate, of the Tribune is the author of a poem "For Humanity's Sake," which was published in the Tribune last Wednesday, the day the Rhode Island troops were given a rousing send-off. Mariana M. Tallman, one of the first newspaperwomen in Providence, was the author of "When the Boys Marched Away," published in the Bulletin.

James B. Townsend, owner and editor of the American Art News, New York is at the Arlington, Narragansett Pier.

Fred C. Perry, city hall man for the Journal, and George W. Carpenter, night news editor, are having their vacations.

Michael Graney, Earnest J. Dubois, and Miss Nellie I. Staples, of the Woonsocket Call are on their vacations.

T. Howard Kelly, formerly a Philadelphia newspaper man, now at Fort Greble, is covering "war" news at that place for the Journal.

PITTSBURGH—Mrs. Alexander Lodyguine, for the past two years Russian correspondent of the Dispatch, has returned to Pittsburgh.

C. R. Sutphen, business manager of the Dispatch, is at Carey, O. A. Rook Carroll, former Sunday editor, is on furlough from Fort Niagara, and with his brother and mother is at New Castle, N. H.

W. J. Martin, editorial writer of the Post, is sojourning in Indiana County. W. J. Bahmer, dramatic critic, is on a lake trip. Anna Ryan, club editor, is also on her vacation. Ed. F. Balinger, sporting editor, has returned from Boston.

J. R. Gousha, of the Sun, is spending a vacation in the Adirondacks.

CHICAGO—Edwin F. Weigle, who as staff photographer for the Tribune made three visits to the European war zone, making motion picture films of all the German fronts, recently received notification of his appointment as first lieutenant in the officers' signal reserve corps.

Herbert Brande, editorial writer for the Tribune is on his vacation.

Frank Hanmer, assistant managing editor of the Herald, recently returned from a vacation in the Wisconsin woods.

Major Franklin R. Kenney, chief army recruiting officer in Chicago, and Mrs. Kenney, were the guests of honor at a dinner and dance given by the Chicago Press Club recently.

Carey Orr, cartoonist of the Tribune, won the monthly tournament of the Chicago Press Club held recently at the Indian Hill club with a score of 84, leading Paul Warden, of the Herald copy desk, by three strokes.

Jess Krueger, a reporter for the American, will cover the militia mobilization at Springfield, Ill.

Charles Carpenter, of the reportorial staff of the American, who was injured recently, has returned to work.

Edward J. Doherty, rewrite man for the American, is conducting a feature column called "The Up and Down" which is devoted to wit and humor and is illustrated by a staff artist.

Justin Forest, assistant city editor of the American, is on his vacation.

Visitors to New York

F. H. Britton, editorial writer of the St. Louis (Mo.) Post-Dispatch.

David Plum, of the Troy (N. Y.) Record.

Russel Whitman, manager of the Audit Bureau of Circulations, Chicago.

Howard P. Rhoades of the Columbus, (O.) Dispatch.

Col. Robert Ewing, New Orleans (La.) States.

S. L. Stone, Norfolk (Va.) Ledger Dispatch.

D. D. Moore, New Orleans Times-Picayune.

Fleming Newbold, Washington Star.

Shock-proof newspaper men write dull copy; the fellow who is sensitive, curious, and humanly interested has the best foundation for a writer.

The Philadelphia North American has signed a contract for the Haskin Service for one year from August First.

PERSONALS

BUFFALO—M. W. Betrand, of the News staff, is on his vacation.

Roger O. Conant, of the News copy desk, who has been ill, will return to work shortly.

Lieut. Frank H. Bloomer, of the Seventy-fourth Infantry, a local newspaper man, has been doing remarkable recruiting work for his regiment.

DETROIT—A. W. ("Cap.") Searles has resigned his position on the copy desk of the Free Press.

William A. Moffett, courts reporter, and Thomas Munger, who covers the federal beat for the Free Press are on their vacations. Mr. Munger will be transferred to the copy desk on his return. Mr. Moffett will visit friends at Providence, R. I., where he was formerly employed on the Journal.

Theodore Delavigne, who left the Free Press to handle the publicity of Henry Ford's peace ship expedition, is back on the Free Press while waiting for the local hospital corps unit, of which he is a member, to be called into active service.

Robert L. Tennis, manager of the Associated Press office here, is on a four weeks' leave of absence. He is spending it in the Wisconsin woods. David Wilkie is in charge in his absence.

Charles Farburger, formerly city hall man for the Times, is now covering the same building for the Legal News.

CLEVELAND.—Edwin Boehringer, who left the News some time ago to become State House reporter for the Columbus Monitor, is back with the News covering City Hall.

Jack Wilson, of the late Columbus Monitor, is now with the Leader sport department.

Thomas B. Daly has succeeded Tom Terrell as race and fight editor of the Cleveland Plain Dealer.

Erle C. Hopwood, managing editor of the Plain Dealer, has just returned from his vacation on his farm in Jefferson County.

A. V. Abernethy, for six years in charge of the Democratic Press Bureau, State headquarters, Columbus, has sold out his interests in two small Ohio papers which he has been running, and has become political editor of the Plain Dealer.

MILWAUKEE—Carl Schneider, copy reader on the Free Press for two years, has resigned.

William C. Bruce, editor of the American School Board Journal, has returned from a trip to the Pacific Coast.

Charles Dean, veteran newspaper man, now Milwaukee representative of

the Associated Press, has returned from his vacation.

A. D. Jones, copy reader on the Sentinel for several months, has returned to New York. He was formerly with the New York World.

ATLANTA—John Paschal, with the Journal since 1901, has been appointed managing editor.

Harley Branch, for many years political writer on the Journal, has been made city editor.

ST. PAUL—Willis L. Williams is scouring the Iron Range country of northern Minnesota writing feature articles for the Pioneer Press.

Frank Wing, the cartoonist, is furnishing a daily feature for the editorial page of the Dispatch, supplying the stories as well as the pictures.

OMAHA, Neb.—T. R. Porter, for many years special Omaha correspondent for more than one hundred newspapers, has been appointed Associated Press representative here.

John G. Nelhardt, former editor of the Baneroft (Neb.) Blade, recently had the degree of doctor of letters conferred upon him by the University of Nebraska.

DENVER—Albert G. Birch has been made city editor of the Post, succeeding F. J. Kasdorf, who again becomes State editor.

Chester Letts, formerly city editor of the Pueblo (Col.) Chieftain, has joined the copy desk squad on the Times.

William R. Wright, automobile editor of the Rocky Mountain News, answered the mobilization call of Colorado troops July 15 and is now in training with Battery B, Field Artillery, in which he is second lieutenant. He has been succeeded on the automobile section of the News by Conrad Hecker, formerly business manager of the Denham Theatre.

Rex Hunter, of New Zealand, who has been working on Pacific Coast papers until recently, is now on the staff of the Express.

Courtney Riley Cooper, author of the "Shoestring Charlie" circus stories, has resigned from the Post and gone to Syracuse, N. Y., to accept the position of publicity manager for a motion-picture company.

SAN FRANCISCO.—George Horace Lorimer, of Philadelphia, editor of the Saturday Evening Post, has arrived here accompanied by Mrs. Lorimer and two children. After visiting the Yosemite Valley, Mr. Lorimer will attend the Bohemian Club's High Jinks on the Russian River, in company with Samuel G. Blythe, who is in the city.

Kenneth C. Adams, political editor of

the organization of the Louisville Liberty Loan Legion, which in two days of what was going to be a five-day campaign oversold Louisville's \$5,000,000 the Examiner, and president of the Newspaper Men's Club of San Francisco, has been accepted as driver of the ambulance which Mayor James Rolph, jr., is to purchase and equip for service in France.

PORTLAND, Ore.—Ted Lansing, doing general assignments on the Telegram, and one of the best-known newspaper men in Oregon, and C. M. Bristol, who covers City Hall for the Journal, have graduated from Law School.

Clifford C. Harrison, of the Journal; James Dean Collins, of the Oregonian, and Ted Lansing, of the Telegram, found their serial registration numbers near the top of the draft list. Portland, because of the large number of volunteer enlistments, escaped the first draft, but these three will probably be called in the next draft.

HALDEMAN INJUNCTION DISSOLVED BY COURT

(Continued from page 5)
void. It is elemental, said the Court, that the courts do not undertake to write valid contracts for individuals, or to validate invalid contracts, by simply approving something that, at the time of its presentation, was not objected to by any one.

The Court held that the case resolved itself into a single proposition of the validity and effect of the contract of May 22, 1912, between the Haldeman heirs.

R. E. HUGHES NAMED MANAGER.

On Monday of this week, pursuant to the decision of the court, a meeting of the directors was held at which the action Mr. Haldeman sought to prevent was taken. Robert E. Hughes, of Louisville, was elected general business manager of both corporations, and Arthur B. Krock, heretofore managing editor of both publications, was elected editorial

director. The change in the case of Mr. Krock is principally one of title. Mr. Hughes is a new personality in the enterprise. These changes do not affect Mr. Haldeman except by relieving him of arduous duties. He was elected president of both corporations some time ago and will continue in that capacity, so far as has been indicated up to this time.

Mr. Krock has been managing editor of the two publications for about a year and a half, previous to which time he served both papers as head of their Washington, D. C., news bureau. Mr. Krock is a native Kentuckian, and got his first newspaper training on the Louisville Herald, of which A. T. Macdonald was managing editor. He is a young man, but of wide experience and acumen, and under his directions the papers have both had a careful and thorough editing.

MR. HUGHES WELL KNOWN.

Mr. Hughes is one of the best-known business men in Louisville and Kentucky and has been very successful. As a young man he was in the newspaper field, having been with the Courier-Journal. He was the Kentucky Commissioner who supervised the State's representation at the St. Louis Exposition. For several years he was secretary of the Commercial Club of Louisville. He was president of the Kentucky Electric Company until it merged with several public utilities of the city. Then he was the principal organizer of a successful grocery concern which established a large chain of retail cash groceries in Louisville and Indianapolis. In the last year or two he has been especially prominent in Louisville in money-raising campaigns. He was in charge of the campaign by which Louisville business men raised a fund of a million dollars to endow the Louisville Industrial Foundation, which will work for the economic advancement of the State, and, more recently, was in charge allotment of Liberty Loan bonds by nearly \$5,000,000.

Mr. Hughes assumes his new duties at once.

The New York Times INDEX

An alphabetical arrangement of the world's events, constituting a guide to developments in every phase of activity—war, politics, literature, science, art, industry, and finance.

The Index points the way to actual sources of information—the newspapers—and its references are accurate and complete, making research easy.

It is the only work of its kind, and is an elaborate catalog of everything that has appeared in the public press. It is a scientific cross-index.

To locate any event and to ascertain details connected therewith, The New York Times Index is indispensable.

Professional and business men bear testimony as to its value.

It is a source from which a managing editor or editor or librarian of a newspaper can find instantly, the principal news items of his own paper or other newspapers, making it an instrument of endless service. To a newspaper which desires to investigate its usefulness it will be sent on approval without incurring any liability.

The New York Times would appreciate its real usefulness to become known to Editors.

Sent on Approval

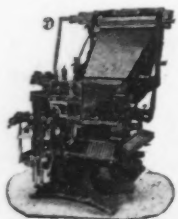
New York Times Times Square
New York

INTERTYPE

"The BETTER Machine"

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Single Magazine Two Magazines Three Magazines

SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA



There are about fifty reasons why it is "the better machine."

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Send for literature about Intertype improvements and simplifications.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

NEWS PRINT WASTAGE REDUCED BY MACHINE

Washington Star Uses Paper Cutting Machine and Now Finds Use for Seventy-five Per Cent. of Stock Formerly Regarded As Valueless—Totals Sixty Tons a Year.

WASHINGTON, July 31.—Through the use of a paper-cutting machine recently installed by the Washington Star it is estimated that fully 75 per cent. of the print paper, which has been considered waste previously, because of unavoidable damage, may be saved. As one and one-third per cent. of the entire amount of paper used yearly by the Star—a total of 6000 tons—has been waste, this means that the 75 per cent. reclaimed is equal to sixty tons each year, or an average of more than one ton a week.

In transit and in the press room a certain part of the paper is injured, and heretofore has been considered as waste. These injuries, at the end of the rolls while of such a nature as to make the paper unfit material on which to print the Star, with the paper cutting-machine may be converted into sizes for use in a variety of ways.

Several publishers of country newspapers have taken advantage of the fact that the Star is selling this "reclaimed" paper at reasonable rates, and have bought large quantities of it. Numerous job printers have also availed themselves of the opportunity, the paper proving particularly adaptable for dodgers and other work in which they specialize.

Through the use of the paper-cutting machine the news print can be cut to any size required up to 98 inches. To

cut to this size, however, the paper has to be folded. For the most part 50 inches, the width which may be obtained without folding, is sufficient. The demand so far has been for the larger sizes, but it is believed that when it becomes known throughout the city that the paper-cutter is helping to conserve paper in a new way, that a demand will be made for small sizes.

CRITICISES CHICAGO'S MAYOR

Floyd Gibbons of Chicago Tribune Sends Open Letter to Mayor Thompson.

Mayor William Hale Thompson of Chicago, who has repeatedly aroused the ire of the press and public for alleged un-American words and actions, was recently the object of criticism in an open letter written him by Floyd P. Gibbons, London correspondent for the Chicago Tribune, now at the front with the American troops. The letter was published in the Tribune as was also Mayor Thompson's reply.

Mr. Gibbons declared that he had been often obliged to apologize for the Mayor's conduct and statements, and expressed the opinion that the Mayor's alleged attitude was causing unfavorable comment among Americans abroad.

Publishers' Representatives Named

Cone Lorenzen & Woodman, publishers' representatives, have taken over the representation of the Decatur (Ill.) Review and the Richmond (Va.) Virginian.

Ad Men Hold Picnic

The Advertising Association of Chicago held its annual picnic last Saturday at Ravinia Park, Chicago.

In Los Angeles

If you want your advertising in the newspaper with—

Prestige in its Community,
Influence with its Readers,
Largest Morning Circulation,
Largest Total Circulation in
any Single Issue,
Greatest Returns from Advertising cost—

Then you must use "The Great Newspaper of the Great Southwest"

Los Angeles Examiner

M. D. HUNTON
Eastern Representative
American Circle Bldg.,
New York

W. H. WILSON
Western Representative
Hearst Bldg.,
Chicago

Montgomery's Population Is Doubled In Size!

On August 5th Montgomery's population doubles, due to the State Capital being designated as National Guard Training Camp. Entire Guard of Ohio and West Virginia here besides Montgomery is named as Government Remount Station in which will be kept 15,000 horses and mules and requiring 1,000 extra men in this branch of the service.

National advertisers will find in Montgomery's increased population a ready market for added millions of dollars in merchandise of every kind. *The Montgomery Advertiser is Alabama's largest morning newspaper and it reaches this busy buying element.*

A Pay Roll of a Million Dollars a Month and a Million Dollars More in Construction Work

Means that money will be plentiful in Montgomery where the city's buying power is positively doubled. This prosperity may be shared in by shrewd advertisers whose commodities are given publicity in this thrifty section of Dixieland. But to gain full benefit of every dollar expended is to make liberal use of the staid, substantial, sales-producing columns of—

The Montgomery Advertiser

MONTGOMERY, ALABAMA

Foreign Representatives:

KELLY-SMITH COMPANY, 220 Fifth Ave., New York
KELLY-SMITH COMPANY, Lytton Bldg., Chicago, Ill.

Special Southern Representative:

GEO. M. KOHN, Candler Bldg., Atlanta, Ga.

HARRISON GRAY OTIS DIES IN LOS ANGELES

(Continued from page 5)

also having charge of the Grand Army Journal. From 1871 to 1875 he was in the United States Patent Office, and then removed to Santa Barbara, Cal., where for four years he conducted the Press of that city. In March, 1879, he was appointed special agent of the Treasury Department at the sea islands of Alaska, where he enforced the terms of the lease of the Government to the Alaska Commercial Company. He returned to California in 1882, becoming identified with the Los Angeles Times, purchasing a quarter interest and gradually increasing his holdings until he acquired control in 1886, since which time he had been editor and active manager except when absent from the country on military service.

When the war broke out with Spain Gen. Otis offered his services to President McKinley, and he was commissioned brigadier-general of volunteers, May 27, 1898, and went to the Philippines in command of the First Brigade of the Second Division of the Eighth Army Corps. He served in the islands throughout the rest of the war, and during the Filipino insurrection. After the fall of Malolos he tendered his resignation, and was honorably discharged July 2, 1899, and returned to California to take up his duties on the Times.

TIMES BUILDING DYNAMITED.

Gen. Otis had incurred the displeasure of labor leaders in California by his position in 1916, and while he was on his way home from Mexico, where he had been as a commissioner from the United States at the celebration of the centennial of Mexican independence, the plant of the Times was blown up by dynamite on the night of October 1, and the building destroyed by fire, with a loss of twenty men killed and many injured. Investigation brought about the arrest of forty-one officials of the Structural Iron Workers' Association, and the subsequent conviction of John J. McNamara, secretary-treasurer of the Association, and his brother, James B. McNamara.

A. N. P. A'S PLAN TO LOWER PRICE ON PAPER

(Continued from page 7)

vailed prior to and during the first few months of the war.

PUBLISHERS' ECONOMIES.

While these negotiations were in progress, publishers effected additional economies in the handling of their news print, and in eliminating wastage, by cutting off returns, advancing the retail selling price, cutting down sizes, and by other means, thus reducing materially the amount of news print they would consume. During the same time the campaign waged by the Department of Commerce at Washington, to induce retail merchants to economize in the use of wrapping paper continued, with the result that a saving of thousands of tons of wrapping and other grades of paper was effected, with the result that machines that formerly made higher-priced kinds of paper became available for the manufacture of news print. The effect of all of this was a softening of the open market prices, and, finally, a tendency to cut prices. It is stated that publishers' economies reduced the demand by something like 175,000 tons of news print yearly. This resulted in a number of machines ceasing work, and the supply of paper was such that

some publishers were induced to accept their news print allotments in advance of contract delivery requirements, in some cases as much as three months ahead of time, and it is stated, in instances nearly four months ahead of time.

In some sections prices sagged off, in the open market. The publisher who stood pat got lower prices—the man whose requirements were urgent, and generally the smaller publisher, still paid high level quotations for his news print, for the reason that he purchased in small amounts. Those who purchased through agencies or associations of publishers in many cases got lower prices than were quoted to newspaper men who bought individually. Publishers who purchased larger tonnage managed to get better prices. It is reported that a number of the larger mills reduced prices, in some cases to the point enjoyed by those who made contracts for 1917 last December and in the early part of 1918.

The statement was made that some of the paper companies had taken machines off of news print, in order to maintain the higher prices they had enjoyed. This was denied.

ALLEGES MACHINES ARE IDLE.

Last Saturday John T. Carey, president of the Executive Council of the International Paper Makers, asserted in a statement made in Albany that there is no scarcity in the supply of news print paper. According to Mr. Carey, many of the news print mills of the United States are either idle or are working on reduced time. He said that the mills at Hudson Falls, N. Y., Sheboygan, Mich., Groveton, N. H., and Holyoke, Mass., were operating on reduced time, and that many of the workmen have gone into other trades in order to work full time. Among the purposes of the meeting of the representatives of the workmen in Albany was to discuss the alleged discriminations against young men of draft age, many of the mill owners, it is charged, having declined to employ young men between the ages of twenty-one and thirty-one. The Executive Council of the workmen adopted a resolution condemning this. President Carey declared that the union was collecting information on the subject, and would forward it to Washington as soon as it could be verified. It was alleged that some of the mills have been employing foreigners, while young Americans are idle.

It is understood that the ground wood and the sulphite that will be sold to the conversion mills of this country will be offered with the understanding that these mills will give publishers the benefit of the difference in the cost.

NEWS PRINT MAKERS TO BLAME.

"News print makers can thank themselves for bringing on this competition," said one publisher who has followed the situation closely. "There is not and never has been any desire on the part of the newspapers to get print paper at less than a fair profit. Corporations must make a profit if they are to remain in business. The tremendous profits the mills have been taking, by exacting prices far in excess of former earnings, has made this move necessary. It is the result of an economic condition. It is an economic question, purely and simply. The paper makers have incited the hostility of Congress, and have antagonized the publishers by their policy. The hostility is not confined to the users of news print paper. Consumers of paper in all lines are complaining. The demand that Congress authorize the Federal Trade Commission to take over

and operate the mills, as a war measure, is the result of the policy of the mill men in adding to the price not only all the traffic will bear, but more than it will bear.

HAVE NOT KEPT PLEDGE.

"The large manufacturers of news print asked the Federal Trade Commission to set a fair price for news print, for a period of six months, and they promised to abide by that price. They said they were in earnest. The Commission set \$2.50 a hundred pounds. The manufacturers did not live up to their promise. They have not furnished news print to publishers at that quotation. Not only have they broken their promise in this regard, but they have taken machines off the manufacture of news print, and this policy has been carried to such an extent that the workmen are complaining, and, on the authority of Mr. Carey, the president of that organization, they are to submit their findings to Washington. By their actions the news print manufacturers are doing the very things that will bring about congressional interference, and authorization on the part of the representatives of the people to permit the Federal Trade Commission to operate the mills. If they do not restore reasonable prices—and that is all that paper users ask, the demand for Federal interference will increase. By reasonable prices, I do not mean the same prices that prevailed prior to the making of contracts in 1915 or as of January 1, 1916. We all recognize that there has been an increase in the cost of making paper. We are willing to pay that cost. But we are not willing to pay a cost far in excess of the actual increase. The paper makers have it within their power to restore competitive conditions and

friendly relations, or they have it in their power to bring about Federal control of their business, and they are, in my opinion, heading straight for Federal control when they refuse to see the light and continue to demand exorbitant rates.

"There has been price cutting on the part of some of the mills. The paper trade journals have advised manufacturers not to reduce prices, to stick to the quotations they have been exacting. But there are mills that have not been able to see it that way, and that is the reason there have been breaks in the market during the past few months. That is why prices, generally speaking, are lower than they were, but still entirely too high. There are stockholders of the mills who do not believe in this policy. They are looking into the future. They see a condition after the war. They realize that the construction of publishers mills will injure their business in the future.

"The economies that have been adopted by newspapers have brought their demand within the supply. As a matter

(Concluded on page 28)

The Best Known Slogan
in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

The Importance of Sound Cost Systems—NOW!

A thoroughly dependable cost system which can be used by an executive in forming his policies, under the present and future business conditions is undeniably a great asset, several influences, moreover, are so affecting industrial conditions of the publishing business, at the present time, that a dependable cost system becomes almost a necessity.

SCIENTIFIC MANAGEMENT

One of the most important of these influences which many newspaper publishers are experiencing today is the tendency on the part of their competitors towards the adoption of more scientific methods of management.

Just so far as these modern types of management are adopted and become established successes, those who do not adopt them will gradually fall out of the running.

Are you sure waste and duplication have been eliminated from all departments?

Have your business methods progressed with your business? You can't afford to take chances these days.

Let me show you how to keep your thumb on the pulse of all departments without entering into the tangled mass of detail.

Starr cost system and survey will acquaint you with present opportunities (scientifically) and keep you reliably informed, giving you a look ahead.

Newspaper publishers say it's the best investment they ever made, paying big dividends. Write for publishers' names.

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

Only Organization of Its Character in the World Serving
Newspapers ONLY.

Canada's Prosperity Shown By Exports

The phenomenal prosperity of Canada is best demonstrated by a comparison with the United States.

Americans have prospered for some years. With that undisputed fact as a basis, Canada's wonderful productions may be realized. Compare the figures:—

Exports of Domestic Produce per Capita, Canada and the United States, for years 1908-16, inclusive

UNITED STATES (Years ending 30th June)			CANADA (Years ending 31st March)		
Year	Exports	Per Capita	Year	Exports	Per Capita
1908	1,834,786,357	\$20.77	1908	246,960,968	\$38.04
1909	1,638,355,593	\$18.18	1909	242,603,584	\$36.24
1910	1,710,053,998	\$18.59	1910	279,247,551	\$40.37
1911	2,013,549,025	\$21.46	1911	274,316,553	\$38.32
1912	2,170,319,828	\$22.68	1912	290,223,857	\$38.87
1913	2,428,506,358	\$24.91	1913	355,754,600	\$45.89
1914	2,329,684,025	\$23.43	1914	431,588,439	\$53.45
1915	2,716,178,465	\$26.66	1915	409,418,836	\$50.70
1916	4,273,397,774	\$41.55	1916	741,610,638	\$91.84
			1917*	1,117,374,693	\$138.37

* 12 Months ending February, 1917.

N. B.—For March and April, 1917, the first two month's of Canada's fiscal year, the Department of Trade and Commerce, Ottawa, reports an increase of 60% in Canada's trade over the 1916 figures.

PROVINCE OF ONTARIO Population 2,523,274			
	Circulation.	Lines.	Net Paid
			2,500-10,000
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.04
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	31,766	.045	.035
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.025	.0225
PROVINCE OF QUEBEC Population 2,002,731—English 397,392 French 1,605,339			
Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M) (2c-\$6 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.053	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025
993,008 1.4267 1.1594			

The newspapers listed on this page offer 994,372 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

Make your own deduction as to whether that is not Low Cost Advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of the most populous portion of prosperous Canada and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the benefit?



More than
4,500,000
of Canada's
8,075,000
To .11 per
line or a cent
entered here.

Prepared and Written by
C. F. HOBART
Hamilton Advertising Agency
Hamilton, Canada

(Continued from page 26)

of fact, more paper is being manufactured to-day than is used. Publishers cannot use more at the present rates.

"Now the mills are to experience the first effect of the opposition the publishers are marshalling against them. If they still persist in their policy there can be but one result, in my opinion, and that is the taking over of the mills by the Government during the continuance of the war, for the demand is growing in volume, and will shortly reach the point where Congress can no longer ignore it."

SUPPLYING NEWS PRINT TO PUBLISHERS.

The Publishers Paper Co., of which A. G. McIntyre is president, is beginning to fill orders for news print, at lower prices than the prevailing market quotations. The new company has opened an office at room 909, World Building, 63 Park Row, New York city. There will be traffic, sales, manager's, and manufacturing departments, all in charge of experts.

The new company is receiving applications for news print from all sections of the country, some as far West as Oregon, to points where the freight rate from New York is 85 cents a hundred pounds, and with that handicap is giving print paper to publishers at lower prices than they have been paying. Mills are applying for ground wood and sulphite, at the lower rates which the company will quote, with the understanding that the difference they are to get will be followed by a reduction in the cost to the publisher.

On account of the extreme heat during the past few days, the news print output of the New York State mills has been lower, a number of the plants having been closed down for a few days.

WANTS SURPLUS PAID AND OFFICERS REMOVED

(Continued from page 7)

dants went there last spring in a private car.

A resolution that the surplus net profits be paid out in settlement of all arrears of dividends was tabled at the last meeting, the plaintiffs aver, going on to state that a member of the New York Stock Exchange who was present at the meeting caused such action to be taken.

ALLEGED PLAN TO SUPPRESS COMPETITION.

The officers of the International Paper Co., the complaint alleges, have

joined with the officers of other corporations in an organization known as the News Print Manufacturers' Association, "for the purpose of suppressing competition," but whether or not the combination is in violation of the Federal laws, is not known to the plaintiffs, they state. They allege that while a Federal prosecution is pending against the defendants, the members of the News Print Manufacturers' Association agreed to reduce the price of news print paper from \$3.10 per hundred pounds to \$2.50, which, the plaintiffs aver, was against the interest of the International Paper Co., and was in violation of contracts outstanding.

Congress now threatens to take over the management of the defendant corporation, the plaintiffs state, and allege that the directors are responsible for the action contemplated because of the "oppressive, arbitrary, and illegal man-

ner in which the affairs of the company have been conducted."

The defendants named include Philip T. Dodge, president; Chester W. Lyman, vice-president; Francis P. Jennings, general counsel and director, and the following directors: Ogden Mills, W. D. Russell, A. N. Burbank, Albert H. Wiggin, F. N. B. Close, F. S. Fowler, Samuel L. Fuller, Rudolph Pagenstecher, G. E. Underwood, and H. A. Miller.

It is stated in paper circles that the readjustment plan by which the indebtedness of the company is to be consolidated under one mortgage made it necessary to retain the surplus accumulated from the earnings due to the high prices that have prevailed for the past year or more. As this plan has the approval of a majority of the stockholders, it is thought in paper circles that the suit just begun will be dismissed.

The Times-Dispatch

Richmond, Virginia

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

Story, Brooks & Finley

Special Representatives

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

The Editor and Publisher and Newspaper Advertising

During the year 1912

THE EDITOR AND PUBLISHER carried advertising for 147 Newspapers.

During the year 1916

THE EDITOR AND PUBLISHER carried advertising for 350 Newspapers.

During the first seven months of the year 1917

THE EDITOR AND PUBLISHER has carried advertising for 475 daily Newspapers.

More newspapers advertise in THE EDITOR AND PUBLISHER than in Printer's Ink, The Fourth Estate, Advertising & Selling and the Advertising News combined.

"Constancy to purpose brings success."

Every publication builds a certain kind of business.

Some there are who go in for glittering generalities, others specialize on some given line.

Advertisers are secured through various channels.

Advertisers are held for one reason alone, productiveness.

The medium that gets and holds the most advertisers in any given class proves itself the best producer.

THE EDITOR AND PUBLISHER has specialized on newspapers, has always advocated newspapers, and, through its unswerving adherence to one policy, has done more for newspaper advertising than has any other agency in the field.

Newspaper publishers are "careful" advertisers. It is a serious matter with them, and they place their advertising where it produces.

The fact that THE EDITOR AND PUBLISHER outdistances all contemporaneous publications in the number of newspapers that proclaim their message is pretty fair proof that THE EDITOR AND PUBLISHER is the paper where YOUR newspaper advertising belongs.

The Editor and Publisher

Suite 1117 World Building, New York City

Member Audit Bureau of Circulations

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.

The Terre Haute Star has a greater circulation than any other paper in Terre Haute.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)

These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.

Combination rate of 15 cents daily and 17 cents Sunday is allowed, provided the advertiser uses equal run of copy within twelve months.

Special Representatives

Kelly-Smith Co. John Glass
220 Fifth Avenue Peoples Gas Building
New York City Chicago

R. J. Bidwell Co.
724 Market Street, San Francisco

**NEW PRODUCT TO BE
ADVERTISED IN DAILIES**

Kellogg Products Co. to Secure Distribution for "Nut Margarine," a New Substitute for Butter, Which Is to Be Advertised in the Newspapers at an Expenditure of \$100,000.

The Kellogg Products Co., Inc., of Buffalo, N. Y., is engaged at the present time in putting up packages and preparing for the distribution in advance of an extensive advertising campaign for a new product to be known as "Nut Margarine," a substitute for butter made of coconut oil. The advertising campaign, which will be one of the most extensive planned, will be handled through Frank Seaman, Inc., 461 Eighth avenue, New York city. The bulk of the copy, it is understood, will be used in newspapers. The plans for this advertising campaign are being carefully made. The manner in which the company is going about the method of distribution, in order that the retail trade may be well supplied in advance, and prepared for the advertising which is to be started, forecasts its importance.

The copy is to start, probably the latter part of September or in October. It is stated that the appropriation will be in the neighborhood of \$100,000 and it may exceed that amount. No decision as to the size of the ads to be inserted in the newspapers has yet been made.

Charge Editor With Contempt

Proceedings in contempt, involving Dana Sleeth, editor of the Los Angeles Record, were filed by District Attorney Woolwine in the Superior Court in Los Angeles recently. An order was issued by presiding Judge Finlayson citing Mr. Sleeth to show cause why he should not be punished for writing and printing certain editorials in the Record reflecting on the courts and justice, during the trial of the C. E. Snively libel suit against the Record.

Washington Times Raises Price

The Washington Times will raise the price of its Sunday issue to two cents a copy.

Fire Destroys Newspaper

Fire recently destroyed the Mojave (Cal.) Press Building. The total loss, including adjoining buildings which were damaged, is estimated at \$25,000.



**Vacation
Time**

is the time when you have to put out a more live, interesting paper if you want to hold and build circulation.

NEA helps do both.

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

We can increase your business—
you want it increased.

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

BURRELLE

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

TO DO VIGILANCE WORK

Indianapolis Advertisers' Club Will Prosecute Fraudulent Advertisers.

C. J. Weaver, president of the Indianapolis Advertisers' Club, has appointed a committee whose business it will be to watch for cases of deliberate fraudulent advertising and to bring a test case for criminal prosecution at the first opportunity. The committee consists of Charles J. Orbison, general counsel for the Associated Advertising Clubs of the World; Merle Sidener, chairman of the national vigilance committee of that organization, and David P. Porterfield, manager of the Indianapolis Better Business Bureau.

May Withdraw from A. A. C. W.

After listening to the report of the committee appointed to inquire into the benefits derived from membership in the Associated Advertising Clubs of the World at an expense of \$1,000 a year the Rochester Ad Club voted recently to adopt the resolution offered by the committee that the Club withdraw its membership and substitute a sustaining membership at \$100 a year. It also was voted to withhold notification of the withdrawal until other clubs in the Advertising Affiliation, Buffalo, Cleveland, Canton, and Syracuse, had been advised of the move.

Low Postage Rate for Soldiers

Magazines and newspapers bearing one-cent stamps hereafter may be posted, unwrapped and unaddressed, no matter what their weight, by persons other than publishers, and will be forwarded by postal authorities to American soldiers and sailors in Europe.

**THE PATRI-OT-O-WHIRL
The Newest and Best Automobile
Accessory**

**Join in the Patriotic Spirit of Liberty and
FLY YOUR COLORS**

The Patri-Ot-O-Whirl is rain-proof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or wind-shield of the automobile. It revolves with great velocity and makes a very striking appearance.

PUBLISHERS:

Here's the Biggest Winner Ever Offered! Can also be used on boats, bicycles, and motorcycles. Retail Price \$1.00. Write to-day for special price on quantity orders.

S. BLAKE WILLSDEN
Premiums and Advertising Specialties
29 E. Madison St. Chicago

**QUALITY
CIRCULATION
BUILDER**

National Editorial Service, Inc.,
225 Fifth Ave., New York.

The True News

—FIRST—

Always—Accurately

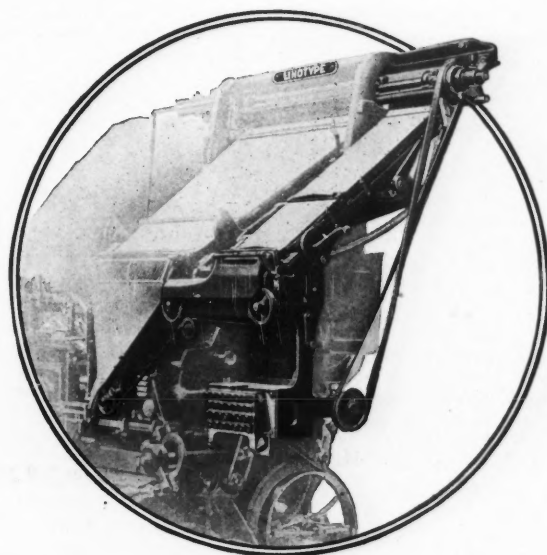
International News Service
World Bldg., New York

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

The
AUXILIARY MAGAZINE

Matrices from auxiliary and both standard magazines of the Model 17 Linotype are delivered to the same assembler belt and may be mixed at will in the same line continuously. No other composing machine offers these advantages.



These newspapers find the Auxiliary Magazine of the Model 17 Linotype one of its leading features:

- | | |
|---------------------------|--------------------------|
| Christian Science Monitor | Philadelphia Record (5) |
| Buffalo Times (3) | Cleveland Press (6) |
| Detroit News (6) | Philadelphia Press (4) |
| Grand Rapids Herald (2) | San Francisco Daily News |
| Newark Evening News | Burlington Free Press |
| Topeka State Journal | Norfolk Virginian Pilot |

"The Linotype Line" illustrates and describes all Linotype Models. Write for your copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS
TORONTO, Canadian Linotype, Ltd.

SALTED PEANUTS COPY GOES TO NEW ENGLAND

Cecil Advertising Company, of Richmond, Va., is placing 8,400 Line Advertisements in the Northeastern Section of the Country—New Copy Going Out Shortly.

THE CECIL ADVERTISING COMPANY, Mutual Building, Richmond, Va., is placing 8,400-line contracts in New England newspapers for the Planters Nut & Chocolate Co., "Pennant Brand Salted Peanuts," Wilkes-Barre, Pa.

THE ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York city, is adding 3,000 lines to all contracts for A. Mendelsohn's Sons, Acme Lime, 120 Broadway, New York city, and is holding a preliminary campaign in Pennsylvania only for the Joy Products Company, 450 Fourth Avenue, New York city.

THE WYLIE B. JONES ADVERTISING AGENCY, Binghamton, N. Y., is making new contracts for California for the Booth Hyomei Company, Buffalo, N. Y.

THE WALTER BAKER COMPANY, Boston, Mass., is making 6-inch, double column, 26-time contracts in large cities.

THE JENNE & BUTLER COMPANY, 803 State Life Building, Indianapolis, Ind., are placing copy in Indiana newspapers for the Indiana Electric Association.

THE GEORGE BATTEN CO., Fourth Avenue Building, New York city, will handle the advertising of the Columbia Graphophone Co., New York city after September 1.

THE JOSEPH ELLNER CO., 25 West 39th Street, New York city, is placing three columns in Connecticut, Illinois, Iowa, Kansas, Massachusetts, Pennsylvania, and Wisconsin, for the People's Council of America, 2 West 13th Street, New York city.

THE NELSON CHESMAN & Co., 1127 Pine Street, St. Louis, Mo., are placing orders in Minnesota newspapers for the Blatz Brewing Company, "Barma," Milwaukee, Wis.

S. A. CONOVER CO., Boston, Mass., is handling the advertising of J. F. True & Co.

THE J. H. CROSS CO., 214 South 12th Street, Philadelphia, Pa., is handling the advertising of Gilpin, Langdon & Co., "Black Flag Insect Powder," 300 West Lombard Street, Baltimore, Md.

PHILIP KOBBE CO., 212 Fifth Avenue, will use newspapers in New York State during August and will gradually extend their advertising through territory east of the Mississippi for the Chase-O-Mfg. Co., Hancock Street and Columbus Avenue, Philadelphia, Pa.

FRED S. WILLIAMS, 108 Fulton Street, New York city, is placing copy in a few Georgia cities for the El Zernac Company, 108 Fulton Street, New York city.

THE MATOS ADVERTISING CO., Bulletin Building, Philadelphia, Pa., is sending out 21 lines t. f. on contracts for the Eckman Manufacturing Co., "medical," Sixth and Market Streets, Philadelphia, Pa.

THE VICKS CHEMICAL CO., Greensboro, N. C., is making yearly contracts direct with newspapers.

THE H. E. REISMAN ADVERTISING CO., Peoples Gas Building, Chicago, Ill., is placing 5,000 lines one year in the Middle West newspapers for the Chicago & Alton Railroad.

THE TOMER ADVERTISING AGENCY, 294 Washington Street, Boston, Mass., is placing advertising for the Trico Carbonated Beverage Co. (Trico), Journal Building, Boston, Mass.

THE SNITZLER ADVERTISING Co., Garland Building, Chicago, Ill., is sending out 14 lines 3 times a week, generally for the Dearborn Supply Co., Chicago, Ill., and making 5,000-line one-year contracts with a selected list of newspapers.

THE STANDARD ADVERTISING AGENCY, 150 Nassau Street, New York city, is placing in large cities 70 lines one-time, a week t. f. orders for the Hammond Typewriter Co., New York city.

THE J. WALTER THOMPSON CO., Lytton Building, Chicago, Ill., is sending out 5,000 lines, one year, to a selected list of newspapers for the Superior Underwear Co., Piqua, O.

STREET & FINNEY, 171 Madison Avenue, New York city, are sending out copy generally for the A. C. Penn, Inc., 100 Lafayette Street, New York city, Penn. Safety Razor.

STROUD & BROWN, INC., 303 Fifth Avenue, New York city, are making 5,000-line yearly contracts with Sunday newspapers for the Brown-Durrell Co., New York city.

LEE-JONES, INC., Republic Building, Chicago, handles the advertising of the Olympian Motors Corporation, Pontiac, Mich., manufacturers of the "Olympian" automobile.

THE W. H. RANKIN Co., of Chicago, handles the advertising of the Bush Motor Co., Chicago, and the Cheney Phonograph Co.

THE GEO. E. VAN CLEVE CO., 1790 Broadway, New York, handles the advertising of the Maxwell Motor Co., Inc., Detroit, Mich.

THE KIRTLAND-ENGLB Co., Lytton Building, Chicago, handles the advertising for the Young Typewriter Co., of Chicago.

THE SEELYE ADVERTISING Co., Kresge Building, Detroit, Mich., will place the advertising of Shadbourne Brothers Co., of Chicago, and Frankfort, Ind., manufacturers of the Bour-Davis car and the Shad-Wyck Six, a new ultra de luxe car.

F. P. SHUMWAY, 453 Washington Street, Boston, Mass., handles the account of the Jager Marine Engine Co.; also the account of F. E. Howes, 311 Atlantic Avenue, Boston, Mass.

C. IRONMONGER, 95 Madison Avenue, New York, handles the advertising of the Heart Bell Carbon Remover, 908 Times Building, New York.

L. J. FINCH, 1364 Broadway, New York, handles the fur advertising of the Clawson & Wilson Co., 38 West 32d Street, New York.

THE H. B. HUMPHREY Co., 581 Boylston Street, Boston, Mass., is placing four-time orders with newspapers for "Boston Garters" and "Velvet Grip Garters" for the Geo. F. Frost Co., of Boston, Mass.

May Postpone Convention

The Advertising Affiliation Convention scheduled to be held in Syracuse, N. Y., in October, will probably be postponed on account of the war. The board of directors of the organization have been asked by the Syracuse Advertising Men's Club to postpone the convention one year.

Thanks Press Association

President Wilson recently sent a telegram of appreciation to J. C. McAuliffe, retiring president of the Georgia Weekly Press Association, for the resolutions expressing loyalty to the national Administration, which were adopted at the recent convention of the Association.

ASPHALT PRODUCTS TO ADVERTISE GENERALLY

Campaign to Familiarize People with Asphalt Paint, Roofing, and Shingles to Be Launched by The Heppes-Nelson Co., of Chicago—Advertising Tips.

THE WM. D. MCJUNKIN ADVERTISING AGENCY, 35 South Dearborn Street, Chicago, will handle the advertising campaign for the Heppes-Nelson Co., 4505 Fillmore Street, Chicago, makers of asphalt paint, roofing, and shingles. The campaign will amount to \$25,000, and will be general in character.

THE GUNDLACH ADVERTISING Co., 122 South Michigan Avenue, Chicago, will place the \$50,000 advertising appropriation for the Adams Publishing Co., Morton Building, Chicago. The campaign starts in September.

THE FEDERAL ADVERTISING AGENCY, INC., 6 East 39th Street, New York, handles the advertising of Charles B. Knox Co., of Johnstown, N. Y., manufacturers of "Knox Gelatines." M. M. Wilms is advertising manager of the Charles B. Knox Co.

PACIFIC COAST AD MEN WILL EQUIP AMBULANCE

Each of the 2,500 Members of the Pacific Coast Advertising Men's Association Pledge to Give \$2 a Month for Three Months—Silver Trophies Awarded to Clubs.

The establishment of an ambulance unit, fully equipped for service on the French front, was undertaken by the delegates to the fourteenth annual convention of the Pacific Coast Advertising Men's Association, held at Oakland, Cal., last week, at the closing session.

Each of the 2,500 members of the Association pledged to contribute \$2 a month for three months. The unit when completed will represent an expenditure of \$13,000, and will be known as the Pacific Coast Advertising Men's ambulance unit.

An interesting feature of the closing day of the convention was the awarding of seven silver trophies to advertising men and clubs that distinguished themselves in various ways. The Coast Trophy was awarded to the Portland Ad Club. It was given by the Los Angeles Ad Club to the club showing the greatest activity in club work during the year.

The Tribune trophy, given by the Oakland Tribune, to be awarded to the club that made the greatest increase in membership, went to the Stockton (Cal.) Ad Club. The President's trophy, to be given to the club bringing the greatest number of ladies to the convention, donated by W. W. Cribbins, president of the P. C. A. M. A., was awarded to the San Francisco Advertising Men's Club. The Civic Work trophy, presented by Charles F. Berg, of Portland, the newly elected president of the P. C. A. M. A., was awarded to the Portland Club for accomplishing the greatest amount of good for its city.

The Retail Ad trophy, given by the Retail Dry Goods Association of Oakland, to be awarded for the best retail dry goods ad in the exhibit, was awarded to Frederick Nelson, Inc., a Seattle department store.

N. E. A. Dates Fixed

The National Editorial Association will hold its 1918 meeting in Little Rock, Ark., some time during the second and third weeks in May.

SENATOR SURPRISED THEM

Pica Club's Outing Marked by Presence of William Hughes.

The Pica Club, composed of newspaper men of Passaic, Bergen, and Sussex Counties, New Jersey, had a delightful surprise at their annual outing at Greenwood Lake last Saturday, when they unexpectedly became hosts of United States Senator William Hughes, of New Jersey, who came from his bungalow at the southern end of the lake to meet them.

Senator Hughes has been confined by illness for a month at his cottage, remaining in absolute retirement, and this was his first public appearance since he left Washington. He said he felt that he must greet his northern New Jersey newspaper friends. He was greeted with cheers and was warmly welcomed. He showed some of his old-time vigor, but still needs a long rest before he can resume his duties.

The outing was attended by about seventy-five members and guests of the Pica Club, who motored from various points to the Sterling Forest Hotel, where a shore dinner was served. Ferdinand Friedrich, of Paterson, president of the club, presided.

Charles B. Cory, 3d, Arrives

Charles B. Cory, jr., assistant advertising manager of Inland Storekeeper, Chicago, and Chicago representative of THE EDITOR AND PUBLISHER, is the father of a 1917 model boy, Charles B. Cory. Mother and son are doing well and father is too excited to work.

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,
225 W. 39th Street, New York.
Tel. Bryant 6875

New Orleans States

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

36,670 Daily

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

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

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

AD FIELD PERSONALS

LEW BURNHAM, who, during the past sixteen years, has been associated with the Charles H. Fuller Company, of Chicago, and the N. W. Ayer & Son, of Philadelphia, has joined the copy department staff of the Collier Advertising Company, of St. Louis.

CLARENCE L. DAVIS has been appointed service manager of the E. P. Remington Advertising Agency, of Buffalo.

WM. A. HART, formerly in the advertising department of the Boroughs Adding Machine Company, has joined the advertising staff of the Detroit Steel Products Company as assistant advertising manager.

G. B. SHARPE, president of the Advertising Club, of New York, left yesterday for a vacation trip in the Maine woods.

GEORGE FRENCH, editor of Advertising News, accompanied by Mrs. French, left Tuesday for a vacation trip to Montreal.

H. W. L. GARDINER, for seven years with the Curtis-Newhall Company of Los Angeles, has resigned and has opened his own advertising agency in Los Angeles.

R. O. WALES, a well-known Kansas advertising man, has opened up an advertising agency in Topeka.

PAUL GIFFORD has been appointed advertising manager of the Hamilton Watch Co., of Lancaster, Pa., to take the place of Robert E. Miller, who is now secretary of the Hamilton Corporation.

CHARLES C. YOUNG, business manager of the Kansas Farmer, published at Topeka, who resigned to enter the aviation corps, has been succeeded by W. J. Cody, who had charge of all live-stock advertising and was assistant advertising manager of the same paper.

W. FRANK McCLURE, a director of the Chicago Advertising Association and candidate for president in the coming fall election, has been appointed chairman of the publicity committee of the Sunday Evening Club, which consists of twenty advertising and publicity men, the selection of which is left to him. He has already appointed S. DeWitt Clough, G. W. Robnett, Arnold Joerns, and Homer J. Buckley on this committee.

JACOB F. WEINTZ, of the St. Louis office of the John M. Branham Company, has been appointed advertising manager of the Up-to-Date Farming, Indianapolis.

HARRY A. JOHNSON has been appointed Eastern advertising manager of the American Garage and Auto Dealer, with headquarters in New York.

E. C. WOLF, formerly with the Curtis Publishing Company, has joined the staff of Collier's Weekly.

WILLIAM C. BELL, has been appointed advertising manager of the Canadian Farm, Toronto.

CHESTER M. COGSWELL, for the last

five years with the editorial department of the Des Moines Capital, has become associated with the Coolidge Advertising Service of Des Moines.

FRED R. LUFKIN, until recently of Boston, has opened an advertising office in Elgin, Ill.

CARL T. BIXEY, formerly with the Daprich Advertising Agency, Richmond, Va., has been added to the advertising staff of the Raleigh (N. C.) News and Observer.

RICHARD HOLMES has resigned as business manager of the Toronto Telegram, after having been with that newspaper forty-one years.

CHARLES K. WOODBRIDGE, formerly of the Loose-Wiles Biscuit Co., has been appointed general sales manager and acting advertising manager of the Kellogg Products Co., Buffalo, N. Y.

CHARLES OSWALD, of the Oswald Advertising Agency, spoke before the Cleveland Advertising Club's summer course Wednesday on "How to Use Data: Layout, Application, Writing." H. A. Hahn, of the Gardner Printing Co., will speak August 8 on "Type."

G. LYNN SUMNER, advertising manager of the International Correspondents Schools, has been elected vice-president of the Woman's Institute of Domestic Arts and Sciences, which is associated with the I. C. S., and which has headquarters in New York. Mr. Sumner will be in charge of sales and advertising, and will continue in charge of the I. C. S. advertising.

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	MONTANA
NEWS Birmingham Average circulation for December, Daily 41,675; Sunday, 42,687, Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth
MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	PRESS-CHRONICLE Paterson
GEORGIA	NEW YORK
BANNER Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER Buffalo
JOURNAL (Cir. 55,428) Atlanta	IL PROGRESSO ITALO-AMERICANO—New York.
ILLINOIS	DAY New York The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 15,190) Joliet	OHIO
IOWA	VINDICATOR Youngstown
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	PENNSYLVANIA
SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMES Erie
KENTUCKY	DAILY DEMOCRAT Johnstown
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.	TIMES-LEADER Wilkes-Barre
LOUISIANA	TENNESSEE
TIMES-PICAYUNE New Orleans	BANNER Nashville
MICHIGAN	TEXAS
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MINNESOTA	UTAH
TRIBUNE, Morning and Evening... Minneapolis	HERALD-REPUBLICAN Salt Lake City
MISSOURI	VIRGINIA
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average 362,558 Daily and Sunday 195,985	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
WASHINGTON	WASHINGTON
POST-INTELLIGENCER Seattle	

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
250 Fifth Avenue NEW YORK Lytton Building CHICAGO

Topeka Daily Capital
Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.
3 4, 2 3 8
And as confirmed by report of The Audit Bureau of Circulations
Arthur Capper
Publisher
TOPEKA, KANS.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
147 W. 23rd St. Tel. 690-4

PHILADELPHIA
America's Greatest Industrial City.
The PRESS
Philadelphia's Great Industrial Paper.
Foreign Representatives
GILMAN & NICOLL
1103 World Building 1030 Tribune Building
NEW YORK CHICAGO

ROLL OF HONOR
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.
ILLINOIS
SKANDINAVEN Chicago
 NEBRASKA FREIE PRESSE (Cir. 128,384) Lincoln | **NEW YORK** BOELLETTINO DELLA SERA New York |

TIPS FOR DEALERS

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

CHICAGO.—Rogers & Smith, advertising agents; general advertising; \$35,000.

DOVER, Del.—Commonwealth Advertising Company of Pennsylvania; to do general advertising business in all its branches; capitalization, \$1,250,000; M. L. Rogers, T. A. Irwin, Harry W. Davis, local Wilmington, Del., incorporators.

OCALA, Fla.—The Star Publishing Co. has been chartered here to publish a newspaper. Capitalization, \$25,000. Incorporators: R. R. Carroll, Helen J. Rittenger, P. V. Leavengood, and Adele Rittender.

NEW YORK.—Dwyer Publishing Company, Inc., general advertising, \$5,000; William J. Dwyer, William C. Murphy, Patrick J. Leahon.

NEW YORK.—The Spanish Press of America, Inc., publishing in Spanish language, general information and publicity, \$25,000; A. A. Marshall, L. H. Quade, P. Kaplan. Place of business: 1159 Eastern Parkway, Brooklyn, N. Y.

CHANGES IN INTEREST

GREENE, Ia.—The Butler County Press was sold here recently at a sheriff's sale by virtue of a writ of attachment. The purchaser was Frank I. Aborn, father-in-law of George B. Tracey, who has edited the paper for the past few years. Mr. Aborn, who will run the paper, was the plaintiff in the case.

KUSA, Okla.—Gene W. Bales is the new owner of the Industrial here.

KREMMLING, Col.—Russell J. Graves has leased the News here from George E. Swan.

SAN FRANCISCO.—Charles McIntyre is now the sole owner, publisher, and editor of the Pacific Printer and Publisher.

BURCHARD, Neb.—Frank A. Cox, publisher of the Burchard Times, who has enlisted in the National Guard, has sold that paper to Mrs. Weaver Borden.

CUNNINGHAM, Kan.—William A. Bradley, who recently purchased the Cunningham Clipper, has moved here and taken charge of that paper.

HURON, Kan.—Miss Hilda McBride has purchased the plant of the Huron Herald and several other small papers in this vicinity and will conduct a chain of papers throughout this section.

MOUND VALLEY, Kan.—Rollin Conderman, who recently purchased the Che-

topa Clipper, has sold his interest in the Mound Valley Journal to D. H. Wallingford, who assumes full charge of that paper.

OKETO, Kan.—Harry DeLair is now editor of the Oketo Eagle, having recently purchased the same.

INA, Ill.—Samuel T. Coffman, managing editor of the Ina Observer, has sold his interest in that paper to E. L. Coffman, of this city.

MCLESTER, Okla.—Forrest A. Garrett is now editor and part owner of the Pittsburg County Guardian, published here. C. D. Jenkins, who was formerly sole owner and publisher, is now joint publisher and business manager of the paper.

BURCHARD, Neb.—F. A. Cox has sold the Times here to Mrs. Weaver Borden, an experienced newspaper woman, who will continue publication of the newspaper.

HALSEY, Ore.—D. H. Telmadge, formerly of Salem, Ore., has joined W. A. Prilaulx as a partner in the publication of the Enterprise here.

MINCO, Okla.—John Duran, a former editor of Okemah, Okla., has purchased the Minco Herald and taken charge.

METROPOLIS, Ill.—The Massac Journal-Republican, published here, has been leased by W. A. Spence to Rev. R. B. Butler.

NEW ENTERPRISES

CARPENTER, Wyo.—Frank S. Nipper, publisher of the Carpenter Record and of the Prague (Okla.) Record, will start a new weekly paper in a farming town in this State.

HARRISONVILLE, Mo.—Frank Armstrong, of the local Cass County Democrat, is preparing to publish a daily newspaper in the camp of the Missouri National Guard. He will have a portable plant.

ROLLA, Kan.—The News is a new paper here. Albert B. Edson is publisher.

SUSPENSIONS

WAYNE, Okla.—Publication of the Wayne Beacon, a local weekly, has been suspended by O. L. Powell, who purchased that paper six months ago from Ed. F. Little, its founder.

The definite man is never misunderstood.

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & ConkL Foreign Representative New York Chicago Detroit

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

CONSOLIDATIONS

MARSHALL, Mo.—The Saline County Progress, established here in 1865, has been consolidated with the Marshall Democrat-News under the name of the latter.

LOS ANGELES.—Malott's Magazine and the Pacific Kennel Gazetteer have consolidated.

MOCK JOYA IN JAPAN

He Writes Entertainingly About Journalistic Work in Tokio.

In a letter to Louis De Foe, dramatic critic of the World, Mock Joya, a Japanese, former member of the World's staff, who is now publishing at Tokio the Japan Times in English, gives some interesting comment on Japanese journalism. After speaking of the difficulty of making a success of a paper published in English and expressing his intention to return to New York next summer, he writes:

"When you said that you wished to come over you showed your ignorance about the newspapers here. Do you wish to work for \$25 or \$30 a month? That is the usual salary so-called dramatic critics on the Japanese papers get. I am sorry to say that dramatic writers are not placed in high esteem here."

Colorado Springs

and

THE TELEGRAPH

An A. B. C. Paper

J. P. MCKINNEY & SON

New York Detroit Chicago

Food Medium

of

New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

The 3-column illustration of Sara Moore's Types

is in a class by itself.

The text—about 500 words—has the O. Henry punch.

The combination makes the biggest small Sunday feature on the market.

Write for samples and terms.

The McClure Newspaper Syndicate
120 West 32nd Street New York

The Evening Mail

New York

Last year GAINED

178,965 lines

of

Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

Newspaper Honors Troops

The Woonsocket (R. I.) Call bore the expense on Saturday of bringing the Twelfth Company to that city for the parade in honor of the Rhode Island troops leaving for duty. The Call has also contributed \$25 to start a comfort fund for the Twelfth and Sixth Companies.

Publish Carrier Story

The Houston (Tex.) Daily Post last Sunday carried an interesting two-page story about the Post carriers.

Says the

NEWS-TRIBUNE

of Duluth

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

Central Press Ass'n

New York

Cleveland



DOMINATES

Its field in purchasing ability per family and yet at lowest advertising cost per thousand

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN

General Manager
New York

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS AND DESIGNERS



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

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street

SAN FRANCISCO

You MUST Use the
LOS ANGELES
EXAMINER
to cover the GREAT SOUTHWEST
Sunday Circulation
MORE THAN..... 150,000

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

**BORDEN MILK CO. ADS
IN N. Y. DAILY PAPERS**

Copy, Announcing Change in Prices, and Methods Public May Adopt to Effect Savings, Appeared in Every Morning and Evening Newspaper in Greater City Last Monday.

The Borden's Farm Products Co., Inc., when it decided to change the schedules of milk prices to the consumers of Greater New York on August 1, stated its case to the people through the medium of advertising. For this purpose a full-page advertisement was taken in every morning and evening newspaper in the metropolitan district last Monday.

The advertisement dwelt on the service of the company, the cost of the milk, and the prices paid to farmers and dairymen to secure a sufficient supply. In the advertisement the consumer was told that the corporation's profit on milk amounted to 5 mills, or 1/2 of 1 per cent. on each quart of milk furnished, all the balance being paid out for the milk, labor, freight, bottles, ice, horses, wagons, feed, etc. The statement is frankly made that the company seeks a specific profit, and that if prices for milk and the other items that go to make up the cost to the consumer should be reduced, it should be done, and the advertisement pledges the word of the company that it will be done.

The advertisement, which was sent out through A. R. Elliott, of New York, appeared only in the daily newspapers of the Greater City.

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.

NEWSPAPER MAN—Live newspaper man, editor of daily in city of 25,000 desires to make change for better. Thorough knowledge of newspaper game with eight years of experience. Not a "has been" but—young man giving satisfaction in present position, who seeks a better opportunity. Address U-3353, care Editor and Publisher.

EDITOR—Experienced daily newspaper man wants situation as editor, editorial writer or telegraph editor on Republican paper in Central or Western states. Write U-3354, care Editor and Publisher.

CIRCULATION MANAGER—Live circulation manager of Evening daily of 1,300 desires to make change. Age 33. Ten years in present place. Recently won through 50% raise in price of paper and got by with living colors. Good references given. Address U-3355, care Editor and Publisher.

CIRCULATION MANAGER—Now permanently employed desire change. No hooper. Best of references. Not subject to draft. Has worked on small paper and became familiar with all departments. Address U-3351, care Editor and Publisher.

CIRCULATION MANAGER, with years of experience, and can furnish the best of references, at present employed, have good reason for wishing to make change. Not subject to draft. Address U., 3357, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER—Man of character, integrity, ambition, and enthusiasm, 37 years old, desires to change present connections. Has been very successful; saved money; made friends, and is representative in every particular. Has reached limit present position permits. Good executive; hard, intensive worker. Never fail to get results. Would consider Business Management, Advertising Management, or responsible position in Advertising Department, but opportunities for future must be very promising. The newspaper searching for a man of my calibre can be convinced. Address U., 3356, care Editor and Publisher.

NEWSPAPER PRESSMAN—Thoroughly competent, who has made a special study of press room conditions, the handling of paper cost and waste, seeks employment—15 years a press room foreman, has business and executive ability, can assume charge of a plant and produce results. Exceptional references. Am familiar with the low down construction and the high speed straight line presses. Experienced color man. Address T. 3345, care The Editor and Publisher.

HELP WANTED

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

EDITOR—To handle Local and Telegraph in a short, snappy manner. Address W. W. Weaver, sen., Durham, N. C.

ADVERTISING MAN—With a good record, who can deliver the goods. Address Durham Sun, Durham, N. C.

SPECIAL WRITER WANTED.—Catholic Publishing House has opening for competent special writer. Must have good command of English and be able to prepare interesting special articles and occasional editorial. Whole or part time. State education, experience and references. Write Box U-3352, care Editor and Publisher.

MISCELLANEOUS

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

PRESS WANTED—Will consider bargain in Stereotyping newspaper press. Give full description and lowest cash price. Berkeley Daily Gazette, Berkeley, Cal.

TRADE AT HOME SERVICE.—Complete matter for ten weeks' campaign, including ten full page arguments, reading and editorial matter, full instructions how to put it on. Copyright matter. Price \$10 sent on ten days' approval. Geo. W. MacDonnell Adv. Mgr., The Telegram, Long Beach, Cal.

FOR SALE

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

MATS: Four sets of 6-pt. Roman No. 2, with Bold Face No. 1; five sets 7-pt. Roman No. 2 with Bold Face No. 1. Write for details of font arrangement. The News, Dayton, Ohio.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 maza zinc, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Three Model I machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

FOR SALE.—One double deck Potter Press, with Kohler starting system, prints up to 16 pages, has extra folder for magazine size, pump furnace and four curved pieces, eight tables and chases, Hoe double steam table, Matrix roller, two Connersville blowers, motor driven saw and trimmer, two No. 5 Mercantiler Linotypes with motors. Newspaper Supply Co., United Bank Bldg., Cincinnati, Ohio.

FOR SALE

**Stereotype Equipment
AT A BARGAIN**

One Hoe Metal Pot, 3,600 lbs. capacity, in excellent condition; used only a few years.

One Curved Goss Casting Box; 8 columns — 13 em col.

One Flat Wesel Casting Box; 8 columns core — 13 em col. — automatic lock.

One Goss Curved Shaver; 8 columns.

All above in good condition. For detailed description and prices.

Write, Business Manager
PITTSBURG PRESS
Pittsburg, Pa.

PUBLISHERS' NOTICE

The Editor and Publisher maintains a corps of paid correspondents in the following cities:

Albany, N. Y.—Thos. C. Stowell, 136 Washington Avenue.

Atlanta, Ga.—Miss Nell Freeman, the Constitution.

Boston—Roy Atkinson, the Post.

Bridgeport, Conn.—Warren W. Lewis, the Herald.

Buffalo—A. H. Kirehhofer, the News.

Brooklyn—Tom W. Jackson, 919 Foster Ave.

Chicago—C. B. Cory, Jr., Inland Storekeeper, People's Gas Building.

Cincinnati—Roger Steffan, the Post.

Columbus, O.—R. H. Jones, the Citizen.

Cleveland—W. H. Zelt, 764 Hippodrome Annex.

Dallas, Tex.—J. E. King, 202 South Winnetka Avenue.

Des Moines—Roy A. Jarnagin, the Capital.

Detroit—Fred R. Barkley, 31 Adelalde Street.

Indianapolis—Ellis Searles, the News.

Jacksonville, Fla.—Walter R. Early, 42 West Adams Street.

Little Rock, Ark.—W. H. Adams, Arkansas Gazette.

Louisville—Aubrey Cossar, Starks Building.

Memphis—Arthur J. Forbes, Commercial Appeal.

Milwaukee—U. G. Cox, 423 22d Street.

Montreal—J. C. Ross, Board of Trade Building.

Minneapolis—T. A. Borlight, the Tribune.

New Orleans—Henry I. Hazleton, 903 Ibbernia Bank Building.

New York—Joe A. Jackson, the World.

Omaha—A. E. Long, The Bee.

Philadelphia—Miss Curtiss Wager-Smith, 3207 Baring Street.

Pittsburgh—C. C. Latus, the Dispatch.

Providence—Wm. M. Stroug, the Journal.

Portland, Ore.—F. W. McKechnie, United Press, Oregon Journal Building.

San Francisco—Geo. R. DeVore, 1915 Green Street.

Seattle—Roy Alden, the Times.

St. Paul—John Talmay, 599 Laurel Avenue.

St. Louis—C. M. Baskett, P. O. Box 856.

Savannah, Ga.—J. P. Watkins, Dixie News Bureau.

Spokane, Wash.—Ralph E. Dyar, Spokesman Review.

Toronto—W. A. Craick, 52 Foxbar Road.

Washington, D. C.—E. A. Halsey, 402 Wardman's Court, East.

Other correspondents will be added from time to time.

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, 'phone Kearney 2121.

The Editor and Publisher pays regularly 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 30c. an agate line, \$125 a page, \$50 a half page and \$45 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

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

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

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Man King'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.—Bert E. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

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

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

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

80% only evening daily of a very attractive city of 15,000 can be bought for \$18,000. Equipment claimed to be worth \$20,000. Business has netted owner \$3,500 to \$8,000 a year from a gross of approximately \$24,000. No debts. Proposition P. H.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$20,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York

**The Cosmopolitan
Central West**

No better field in the world for profitable and enjoyable newspaper work. This office has several exceptional offers of newspaper properties in this section. Buyer's interests, as well as seller's, properly protected. Kindly submit references.

H. F. HENRICHS
Newspaper Properties
LITCHFIELD, ILL.

EXPERT

IN
Newspaper Publishing Methods

ADVERTISING
MECHANICAL
CIRCULATION
DEPARTMENTS

"He knows more about the newspaper business in this country than most anybody else."—George French, Editor Advertising News.

CHAS. S. PATTESON
PRINCE GEORGE HOTEL N. Y.

DESK MAN AND REPORTER

For \$25. Job on evening paper within easy distance of New York City. Must have a thirst for facts and a mania for accuracy. Tell it all in first letter.

ADVERTISING SOLICITOR

Competent to take charge of a growing department on a prosperous New England daily. What have you accomplished as a proof of your fitness? What is your figure?

IF YOU ARE SEEKING

Advancement in any department of the publishing-advertising-printing business, now is the time to get in touch with new opportunities. Registration free.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

GOSS SEXTUPLE STRAIGHTLINE PRESSES

with Staggered Cylinders and Tapeless Folders

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

E. C. HUBBELL DIES

Well-Known New York Newspaper Man and Poet Dies at Home in Yonkers.

Edmond Cecil Hubbell, associate editor of the Yonkers (N. Y.) Statesman died Saturday night at his home in Yonkers.

Mr. Hubbell was born in New Haven, Conn., on October 11, 1854. For many years he was engaged in newspaper work in New York, having been employed in an editorial capacity by the World, the Press, the Herald, and the Evening Journal. He contributed much to magazines during his lifetime, and was known as a poet and short-story writer.

Since 1903 Mr. Hubbell had been associate editor of the Yonkers Statesman. His health had been failing for several years. He is survived by three sons—Clifford, Charles, and Edmond. The latter two are commissioned officers in the United States navy.

OBITUARY NOTES

W. E. MOORE, a well-known Arkansas editor, died recently at Dallas, Tex.

WILLIAM A. BOWDISH, veteran Wisconsin newspaper man, died recently in Milwaukee. He was one of the charter members of the Milwaukee Press Club, of which he was three times president. Managing editors of Milwaukee newspapers acted as pallbearers at his funeral.

CHARLES H. SMITH, formerly with the publishing firm of Frank Leslie, died Sunday at his home, at Suffern, N. Y., in his seventy-first year.

MRS. MAUDE JACKSON, Chicago playwright and well known as the producer of large pageants, died July 26. Death was caused by heart trouble. She was State representative of the Society of American Penwomen, a member of the American Pageant Association, and was formerly with the Chicago public schools as a director of educational plays.

CHARLES DUNCAN BRADLEY, for four years a member of the editorial staff of Popular Mechanics Magazine, died recently in his Chicago home. He was fifty-four years old. The funeral was held at Marshalltown, Ia.

JOSEPH S. C. MULRONEY, at one time widely known in newspaper and political circles in New York, died Monday at his home in Brooklyn. He was for some time a sporting writer and editor of the New York Evening Journal, and later was editor of the Tammany Times, during the Administration of Mayor McClellan.

MILTON JONES, former owner and editor of the Rock Island (Ill.) Argus, died recently in Chicago.

W. J. Clark Dies

William J. Clark, a well-known newspaper man of Philadelphia, member of the Evening Ledger staff, and formerly assistant Sunday editor of the Press, died Tuesday at his home in Philadelphia.

Success comes only to the man who never recognizes defeat.

A dark cloud means nothing—the light is on the other side.

HIGH LIGHTS ON THE FOREIGN SITUATION

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

Feature articles from leading soldiers,

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor

LOGANBERRY ADS SHOW INCREASE IN DAILIES

Accounts Now Run Into Six Figures, with Excellent Prospect for Big Development in Newspaper Advertising of the Loganberry Juice Products in the Future.

W. A. Thomson, director of the Bureau of Advertising, who has returned from a trip to the Pacific Coast, is enthusiastic over the future advertising development of loganberry juice products. The extension of the prohibition movement, and the adding of new "dry zones" to the United States, has brought about a corresponding increase in the demand for non-intoxicating beverages. The manufacturers of loganberry juices, recognizing this, proceeded to familiarize the country with their products, and have secured excellent distribution, not only in the dry states, but in the wet sections of the far East. The future advertising possibilities of these products is most promising, he believes. There are several well-known advertised brands on the market. Phez, manufactured by the Pheasant Fruit Juice Company, of Salem, Ore., has been a user of magazine advertising space, but is now planning a newspaper advertising campaign, and has excellent representation to take care of the increased demand that will follow the local advertising of the daily papers will make possible.

Loju, made by the Northwest Fruit Products Co., of Olympia, Wash., has advertised exclusively in the newspapers, has splendid representation as far East as Chicago, and has reached the Atlantic seaboard, and plans more advertising in the future.

The product of Jones Brothers, of Portland, Ore., is another ambitious account. Charles W. Jones is a firm believer in newspaper advertising.

The amount of money expended in advertising by the various concerns putting up loganberry juices runs well into six figures.

There are plans being worked out at the present time that hold forth greater advertising possibilities for these products in the future. One contemplates the putting up of the juices in concentrated form, to be diluted when used, and other manufacturers have in mind a sparkling product, in order to supply the demand for an effervescent non-intoxicating beverage to meet the demand which Samuel Blythe says exists for a non-intoxicating beverage that can be used in quantity by men who want to remain on the water-wagon to keep from being water-logged.

There are those who believe that the

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

name loganberry is awkward, and who look forward to the adoption of a name in the future that will be more expressive.

The development of the industry in the Northwest has been brought about by the advertising campaigns which have been launched by the different companies whose products have become well known to the public. The efficacy of the newspaper advertising campaigns that have been run has encouraged an increased use of this class of publicity, which accounts for the increasing advertising that appear from time to time, and which has brought about a greater demand on the part of the people, who live not only in the dry zones of the country, but in the wet sections as well.

ENDS SPANISH CENSORSHIP

Government to Trust Newspapers in "Extremely Delicate" Situation.

A cable dispatch from Madrid this week contained the information that the Spanish Minister of the Interior had recently called together the editors of the principal newspapers and announced the abolition of all censorship at once, except such as may be exercised by the editors themselves.

The Minister said he would limit his control to criticism of individual papers, because the Government was confident that the publications issued by Spaniards would realize that the internal situation in the country was extremely delicate. He also said that if the editors of journals did not take this situation into consideration, further measures would be adopted.

The slacker always makes excuses.

(June Circulation 81,035)

"ASK THE LOCAL ADVERTISER"

The St. Paul Daily News

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

"For More Business Than Usual"

C. D. BERTOLET

Boyce Building, Chicago

A. K. HAMMOND

E. E. WOLCOTT

366 Fifth Ave., New York

The Pittsburg Dispatch

With proper conditions seldom, if ever, fails its duty to its advertisers.

WALLACE G. BROOKE

Brunswick Building, New York

THE FORD-PARSONS CO.

Peoples Gas Building, Chicago

H. C. ROOK,

Real Estate Trust Building, Philadelphia

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.

WEDDING BELLS

George Nelson Hinds, telegraph editor of the Marion (O.) Daily Star, and Miss Anna Mealey, of Ricewood, O., a reporter on the same newspaper, were married recently.

Daniel W. Green, well-known Los Angeles newspaper man, was married recently in Los Angeles to Miss Edith Towne.

Frederick Whitelock, a former Buffalo, N. Y., newspaper man, was married recently to Miss Cora May Neal, at St. Catharines, Ont., Canada.

Mr. and Mrs. Bruce Haldeman, of Louisville, have issued invitations to the wedding of their daughter, Miss Elizabeth Haldeman, to Mr. Collis Ormsby Campbell, of Louisville. The wedding will take place on August 15 at the home of Mr. and Mrs. Haldeman, on Ormsby Avenue.

The Medical Exception

(From the Richmond Times-Dispatch.)

Grubbs—"Is it true that physicians are opposed to newspaper publicity?"

Stubbs—"Assuredly. Every physician is opposed strenuously to newspaper accounts of every member of the profession other than himself."

Leader in Display Advertising

In the first half of 1917, the New York Times published 5,106,181 lines of displayed advertisements, 316,315 more than in the corresponding period last year and a greater volume by 1,564,795 lines than any other New York morning newspaper and 1,444,284 lines more than any New York evening newspaper.

Net paid circulation daily and Sunday exceeds 340,000 copies.

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

The New Orleans Item

Largest afternoon Circulation in the entire South

(April A. B. C. Net Paid Statement)

Sunday 68,875

Daily 55,041

USE UNITED PRESS FOR Afternoon Papers

General Offices, World Bldg., New York

New York State Newspapers Use Annually 540,000 Tons of White Paper!

IT is doubtful whether, at first glance even the National Advertiser accustomed to big figures as he is, will comprehend the tremendous significance of this statement which reveals in unjuggled figures, what the New York State Newspapers are doing to reach the reading public.

At 3 cents the pound, New York State Publishers pay yearly for white paper alone the enormous sum of

\$32,400,000.00

To print these 1,080,000,000 pounds of paper 8,640 tons of ink is needed, which costs

\$1,728,000.00

If National Advertisers and Manufacturers should show the same enterprise to reach the reading public of the Empire State, as do these Publishers, they would not miss a single issue of the Newspapers here listed.

And again, if Advertisers fully appreciated the value of these New York State Newspapers they would double their appropriations for the Fall and Winter Campaign, AND BEGIN NOW!

	Paid	2,500	10,000		Paid	2,500	10,000
	Cir.	Lines	Lines		Cir.	Lines	Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.45	.41
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.65	.60
Brooklyn Eagle 3c (E).....	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....				New York Herald (M)	133,918	.40	.40
Binghamton Press-Leader (E).....	27,541	.06	.05	New York Herald (S)		23,682	.50
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12	New York Evening Post (3c) (E)....	150,439		.19
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M).....	186,185	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S).....		150,439	.39
Corning Evening Leader (E).....	7,363	.0193	.015	New York Sun (E)	186,185	.34	.32
Elmira Star-Gazette (E)	†22,097	.04	.035	New York Sun (E)	215,282	.342	.315
Gloversville Herald (M).....	6,062	.02	.015	New York Telegram (E)		215,282	.246
Gloversville Leader-Republican (E)....	6,179	.0179	.0129	New York Telegram (S)	344,436		.50
Ithaca Journal (E)	7,012	.0357	.025	New York Times (M).....		387,549	.40
Jamestown Post (M)	8,765	.025	.0207	New York Times (S).....	423,810		.40
Middletown Times-Press	4,462	.0107	.0107	New York World (M).....		40,768	.10
Mt. Vernon Daily Argus (E).....	5,739	.0214	.0172	New York World (S).....	40,768		.10
				New York World (E).....			
				Rochester Union & Advertiser (E).....			

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

The Quickest Market For Your Goods

Is New York City and Vicinity, Where
Seed Planted To-day Will Commence
to Produce Results Almost Overnight

- New York subscribed for over one-half of the \$2,000,000,000 Liberty Loan.
- New York subscribed approximately one-half of the \$100,000,000 Red Cross War Fund.
- New York manufactures \$2,200,000,000 of the \$24,000,000,000 of goods manufactured in the United States.

The New York Globe

with its 200,000 circulation *can show you how you can*
get distribution and sale in this great market
place most quickly and most economically

CHICAGO
Peoples Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.





ANNUAL AUTOMOBILE NUMBER
THE EDITOR & PUBLISHER

The Newspaper Advocate

Vol. 50. No. 8.

NEW YORK, SATURDAY, AUGUST 4, 1917

Part Two



LMcBRIDE (H. IRWALKER)

THE MODERN PHOEBUS

Drawn for The Editor and Publisher
By R. M. McBride

Adapted from famous sculpture
"The Sun-god in his Chariot."

Automobile Advertising

IN CHICAGO

The Chicago Evening Post is Supreme in the Chicago Evening Field. The Figures Follow:

JUNE, 1917

		Gain or Loss Over Same Month Last Year	
POST	- - 51,609 lines	10,106 lines	Gain
News	- - - - - 40,898	6,726	Gain
Journal	- - - - - 35,946	1,740	Loss
American	- - - - - 17,838	9,798	Gain

For the First 6 Months of 1917

POST	- - 410,484 lines
News	- - - - - 259,262
Journal	- - - - - 240,036
American	- - - - - 134,131

For the Full Year 1916

POST	- - 540,352 lines
News	- - - - - 347,276
Journal	- - - - - 323,655
American	- - - - - 136,460

It Pays to Advertise in a Newspaper Read by the Class of People Financially Able to Become Good Customers

These figures supplied by the Washington Press, an Independent audit company

LOCAL PRESS APPEAL SAVED MOTOR INDUSTRY, MENACED BY WAR-TORN TRADE CONDITIONS

Brilliant Newspaper Achievement in Restoring Business to Nation's Third Great Industry
—Sound Business Judgment of Manufacturers and Dealers Indicated Direct-Action
Advertising and Newspaper Lineage Shows Tremendous Half-Year Gain—Big
Fall Campaigns Predicted and Newspapers May Have \$25,000,000 Year.

By MARLEN PEW.

THE biggest automobile advertising year ever experienced by American newspapers is now in progress.

If the gains that were established during the first six months of 1917 are sustained throughout the year the amount of money that will be spent for advertising the automobile and its accessories in the daily press of the United States will exceed \$25,000,000.

All this in spite of war and calamity-howling incident to war.

NEWSPAPER ACHIEVEMENT.

The fact that newspaper advertising volume will exceed the record totals of last year has a significance much deeper than the mere progressive upward trend in this department of paid publicity. Back of it lies the story of an achievement that will endure as highly creditable to the newspapers and as furnishing another positive proof of the selling merit of local display advertising.

By token of a distracted economic situation, with the automobile industry threatened as perhaps no other great industry was, the newspapers have brought order out of chaos, and the gloom of the fore part of 1917 is now a memory.

Just what the manufacturers were "up against" at the opening of the year is made very clear in other columns of the Annual Automobile Number of THE EDITOR AND PUBLISHER, and need not be repeated here. But that war conditions upset the industry seriously and in a variety of ways, goes without saying. The important fact is that the advertising manufacturers turned to the newspapers for relief and GOT IT.

Newspaper lineage statistics for the first six months of 1917 show to what extent the manufacturers put pressure on the local press for immediate sales results, facing as they were a hesitating market, due to war's alarms (most of which were unreal) and such unfavorable conditions as higher prices, forced by increased manufacturing costs. In the spring the trade was in an uproar, and the pessimists had a field day. Manufacturers who are not bowled over by passing incidents set their teeth and sought out remedies. The people of the country needed to be reassured, for one thing. The automobile, as a utility, not a "luxury," needed to be emphasized, for another. A clean, straightforward selling campaign which would quickly and effectively reach the public eye was the obvious need. Slow national advertising, with all the class, prestige, brand-building, ultimate-result talk that surrounds it, looked painfully inadequate in this troubled moment to the manufacturers. The newspaper was the arch to pass under for a business revival, and that is the course the manufacturers took.

You see few long faces on Automobile Row to-day, and the talk you hear is summed up in three words: "Big fall trade"

A SIGNAL PROOF OF VALUE

As fact is better than theory, so is demonstration more convincing than argument.

No newspaper advertising man may read the news on this page without a thrill of pride in the clear-cut and heretofore unsung achievement of the newspapers of this country in relieving the nation's third great industry from a threatening trade situation—a feat which is deeply appreciated by the automobile manufacturers as attested by the statements of their advertising men, published on other pages of the Annual Automobile Number of THE EDITOR AND PUBLISHER.

The need was for immediate sale of cars to the great American public. Newspaper lineage was increased, to overcome a seriously declining market. And the newspapers turned the trick. No one doubts it. It was a signal proof of the value of local advertising, which directly coordinated with local salesmanship and produced results as definite as the signed check of the buyer.

A great Fall lineage appears in prospect. The situation calls for the best efforts of newspaper service.

Editor.

A WONDERFUL TOTAL.

According to Congressman Frank E. Doremus, of Michigan, the percentage of sales in the automobile manufacturing industry that goes into advertising does not exceed 2 per cent.

If 2 per cent. is the correct figure, the sum of \$16,200,000 was expended for advertising by this industry in 1916, 65 per cent. of which went to daily newspapers. Of course, these figures do not include the very heavy lineage for automobile accessories, which is reliably estimated at \$3,000,000 for the newspaper account alone. Nor does the amount include the money spent by local dealers, which was more than \$6,000,000.

Liner-page business on account of used-car and supply business, has grown very heavy in many newspapers, while such auxiliaries as gasoline, oils, varnishes and cleaners, garages, blankets, lunch baskets, etc., which may not strictly be called accessories, have mounted to substantial figures in advertising.

The estimate of THE EDITOR AND PUBLISHER of January 13, this year, that daily papers received \$18,020,480 in 1916 on account of the automobile, was conservative in the light of more recent information, and in all probability the figure ran well over \$20,000,000.

NOW FOR RECORD YEAR.

The more pertinent fact is that in the first six months of 1917, the automobile lineage has been substantially increased in daily newspapers, and the indications are for a record year.

Reports from twelve typical cities indicate that newspaper space has been increased by automobile advertisers during the months from January to July 1, in excess of 18 per cent., on the average, and New York city news-

paper statistics, which are often very typical of the national newspaper situation in the automobile department, show an increase of approximately 33 per cent. during the first half of 1917.

The big lineage increases in other cities, such as Boston, with a half-million lines more in the first six months of this year, may be found on other pages of this number, and are well worth the study of newspaper men everywhere.

The automobile advertisers are APPRECIATIVE of the brilliant performance of the daily press in relieving the extremely menacing situation that pressed the nation's third great industry in the early spring. It was one of those gallant commercial deliveries that put romance in business, and while newspaper publishers speak of it only as a further proof of the value of their advertising, the advertising men for the large manufacturers look upon the stunt as nothing short of thrilling, and they are singing the praises of the American newspaper, as witness the statements of a number of them in this issue of THE EDITOR AND PUBLISHER.

BIG FALL AHEAD.

A significant feature, not to be lost upon the newspaper fraternity, is that the automobile industry is planning for a garrison trade-year finish.

As a consequence of the black and low-hanging clouds of the first quarter of the year, manufacturing schedules were cut in many directions. Hence, it is quite inconceivable that the production this year can equal the tremendous totals established in 1916.

Sales averages declined acutely during the first quarter. It is impossible to ascertain the exact proportion of decreased sales up to May or June, but

it may have been as much as 20 per cent. under 1916, which percentage would, of course, spell disaster if sustained.

THE EDITOR AND PUBLISHER has heard the statement made that the slow start of the 1917 selling campaign was in part accounted for by the backward weather conditions, and that when the weather opened the automobile came in demand. This is a preposterous misrepresentation and an injustice to the work performed by the newspapers. The fact is that the weather was about the same as last year, and gee-whiz, no one doubted that summer was coming, even if war against Germany was to be de-

A big fall trade (write the fact in your memory in 76-point bold, and put plenty of white space around it) is at hand, and the newspapers are in for a proportionately large volume of advertising business. Because manufacturers want to redeem, so far as possible, the lost motion at the beginning of the year. And, of course, they MUST depend upon the newspapers. Slow, indefinite, problematical national popularization advertising looks to them at present about as interesting as next year's Maryland peach crop. What they want is advertising that will couple-up with the work of the local dealer and bring in the checks for cars sold to the great American public. In short, the need is for newspaper advertising, which automobile men understand NO V better than they have BEFORE.

MATERIAL SCARCE.

All is not clear sailing. The prices of manufacturing materials are murderously high. And they are difficult to obtain. Then, too, the cut in manufacturing schedules is now having a short delivery effect, and there are reports of demand exceeding supply in many quarters. Albeit, the mighty factories of the middle West are humming, and it is not on the card that any one is going to throw a monkey-wrench into the wheel of progress by letting up on the local appeal at the present time. Automobile manufacturers are too good business men to fail of an understanding of the value of excess demand. Their factories are spinning for next year.

It must also be understood that the adverse conditions here specified are not applicable to all factories, and the condition in general is now favorable and highly competitive.

ADVERTISING APPROPRIATIONS.

Congressman Doremus, who is one of the best-informed men in the country on the affairs of the automobile industry, in a recent speech in opposition to the proposed war tax of 5 per cent. on the gross sales of automobile manufacturers, gave data which threw new light upon the industry and should be illuminating to men concerned in the automobile and advertising business. The Congressman said that his figures had been obtained from the books of the corporations.

In regard to advertising appropri-

tions, he gave the following figures: The Packard Motor Co. spent in 1916 for advertising 1.1 per cent. of total net sales; Cadillac advertising expenditure "during past several years," was less than three-quarters of 1 per cent. of gross sales; Saxon advertising expenditure was 2.6 per cent. of total sales, and the Hudson spent 1.3 per cent. of total sales for advertising.

Mr. Doremus compared these amounts with the reported percentages spent by other corporations in other industries as follows: Arrow Collars, 3 1/2 per cent.; Cloth-craft clothes, 1 1/2 per cent.; Colgates preparations, 2 per cent.; Fatima cigarettes, 5 per cent.; Ivory Soap, 3 per cent.; Kodaks, 3 per cent.; Old Dutch Cleanser, 10 per cent.; phonographs, 5 per cent.; Sears-Roebuck & Co., 10 per cent.; Sherwin-Williams paint, 3 1/2 per cent.; Universal Portland Cement, 2 per cent.; Velvet tobacco, 6 per cent.; Wool-text clothes, 2 per cent.

PAYS TO ADVERTISE.

These figures were brought out in the war-tax debate because of some sneering remarks of Congressmen that the automobile industry was highly prosperous because it was doing so much advertising. The Michigan representative, in reply to this weird criticism, drew applause when he said: "Why is it that our automobile manufacturers advertise? It is because competition is keen and they are obliged to do it in order to get their share of the trade. I do not know what the condition is down in the North Carolina district represented by my friend Mr. Kitchin. It is possible that they still cling to the notion that it does not pay to advertise, but we have gotten over that notion where I reside."

The National Automobile Chamber of Commerce is authority for the statement that at the outbreak of the war with Germany "very few automobile manufacturers were making over 12 per cent. on their turnover."

Mr. Doremus gave the following specific figures: The Studebaker corporation, on a business of \$23,600,000 with its principal model, last year earned 7 1/2 per cent.; the Chalmers, on a gross business of \$18,000,000, paid 2.1 per cent.; the Overland, with a gross volume second only to Ford's, on sales of \$80,000,000, made a profit of 10 per cent.; the Hupmobile, on car sales of \$10,000,000, made 1.1 per cent.; the Chandler made 11 2-5 per cent. on \$12,860,000; Winton, 4 2-5 per cent. on \$9,150,000 sales; Moline, 7 per cent. on \$1,200,000; Saxon, 8 per cent. on \$15,000,000; Hudson, 8 per cent. on \$28,000,000 sales, and Velle, 7.4 per cent. on its sales, while Ford, because of the mighty volume of business, with fifty great assembling plants scattered over the country, defeating competition by the saving in freight cost alone, can sell cars at the actual cost of production and declare dividends upon the profits from manufacturing parts. Last year Ford made 539,000 cars. The percentage of profit was not stated.

TWELVE HAVE MONOPOLY.

Of the 450 automobile manufacturers in the United States, 12 of them do 80 per cent. of the business. In five years 718 concerns have failed or suspended. Mr. Doremus said: "Outside of the Ford and one or two others it is very doubtful if any manufacturer makes in excess of 12 per cent. on his turnover, and a great majority of them make less."

Material going into manufacture has increased in cost all along the line, up to as high as 400 per cent. In the instance of frame steel the increase is 270 per cent. Body and fender steel is

up 196 per cent.; cast iron, 220 per cent.; brass and copper, 130 per cent.; rubber tires, 50 per cent.

Packard Motor Company is selling today for \$3,050 a car, which it attempted to put on the market at \$2,600 two years ago. The price of Hudson cars has increased twice during the past year and a half. Many cars have been increased in price in the face of a declining market.

LESSENING PRODUCTION.

There is also evidence of an important curtailment of production. The figures are given as follows: Packard will decrease from 10,000 cars in 1916 to 6,000 this year; Hudson, 25,000 to 20,000; Chandler, 20 per cent. less than planned; Davis declares that business has decreased 50 per cent. since war was declared; Chalmers, of Detroit, has arranged to decrease production from 16 to 20 per cent.; Haynes, of Indiana, will cut down 25 per cent.; Apperson, of Indiana, has laid off 20 per cent. of its employees; Sterns reports that business has slowed up 50 per cent. since the war, but regards it as temporary; Mitchell, amount not stated, but regarded as a serious curtailment; Moon business cut in half; Pierce-Arrow reported cancellation of orders exceeded new orders by 40 per cent. in April; Sterling Motor Truck reduced manufacturing schedule 50 per cent.; Overland had 30,000 orders on its books April 1, and only 16,500 on May 15.

It must be understood, however, that heavy war orders for automobiles are being let, and this is expected to take up considerable of the slack occasioned by the reduced patronage through ordinary channels.

Contracts for 24,050 motor truck bodies were let by the War Department, July 23, as follows: International Harvester Company, Chicago, 10,000; Grand Rapids (Mich.) School Equipment Company, 6,400; Continental Car Company, Louisville, Ky., 2,000; Eagle Wagon Works, Auburn, N. Y., 1,200; London Auto Supply Company, Chicago 2,000; G. W. Stratton Company, Defiance, Ohio, 1,000; Mulholland Company, Dunkirk, N. Y., 500; Hercules Company, Evansville, Ind., 400; Theodor Kundtz, Cleveland, 550.

FINE LINEAGE IN PHILADELPHIA

Automobile Prosperity Reflected in Good Newspaper Showing.

Philadelphia newspapers show a gain of 185,568 lines of automobile advertising in the first six months of 1917 over the first six months of last year, according to the Public Ledger statistical bureau.

The figures from that source are as follows:

	1916.	1917.
The North American	266,035	295,845
The Public Ledger.....	228,112	261,043
The Press	249,780	233,115
The Bulletin	155,980	193,134
Evening Ledger	181,257	189,795
The Telegraph	102,245	178,380
The Inquirer	185,750	167,770
The Record	241,495	121,445
Total	1,610,654	1,640,527

In this list the Evening Telegraph makes the greatest increase of lineage. When that paper put in its auto delivery service of Garford trucks, the extensive advertising copy helped to swell the total.

The North American scored heavily with its big Auto Show number of forty pages, which exceeded by over 13,000 lines the best of the New York Auto Show papers—the American—while the Ledgers, if one links them together, as perhaps is fair, since much of their advertising is combination, rank next to the Evening Telegraph, with a score of 41,469 lines in excess of last year's figures.

BIG PAIGE GAINS AS LOCAL ADS DOUBLED

Paige-Detroit Motor Car Company Increased Newspaper Campaign 100 Per Cent.—Now Behind on Its Orders—Advertising Manager Tisch Wants "Newspaper Reform."

By A. L. TISCH,

Advertising Manager Paige-Detroit Motor Car Co.

The automobile industry as a whole is built on a foundation as firm and everlasting as the "Rock of Gibraltar." Because transportation is one of the fundamental elements of our time, a world of human beings without legs could be as easily imagined as a modern world without motor cars, both pleasure and commercial. The day is not far distant when the automobile will be playing as important a part in the development of our times as the railroad has been in the recent past. From a plaything the motor car has become a necessity in every walk of life—that is too well known to require any amplification.

I believe some concrete information about the Paige Company will prove more conclusive than any statement I might give of the prosperous outlook of the automobile industry. Admitting as we all will, that business is passing through a most critical period now, it is at this very period that the Paige-Detroit Motor Car Co., is making its greatest strides. Last April was a month in which we broke all records for production, shipment of cars to dealers, and sales. May again broke the April record and June also broke the April record, while at this writing we are so many orders behind that to mention the number would invite the skeptic's smile.

PRODUCTION INCREASED.

The Paige-Detroit Motor Car Co., since the very first shadow of war came upon us, have felt that that part of the automobile industry which covers the reputable manufacturers, would enjoy an era of greater prosperity than ever before. This feeling was put into concrete form in our policy and plans. Our production was increased, our advertising campaign was expanded, and our business grew greater, as outlined above.

This company has always been a staunch upholder of the value of newspaper advertising. Approximately more than fifty per cent. of our appropriation has gone into the newspapers and the balance divided among other fields. It will therefore, undoubtedly be gratifying to you to learn that for the past six months, or since January, our newspaper campaign has run more than 100 per cent. higher than our original campaign called for, but we feel that this increase has justified itself in view of the increased business at a time when we know that other automobile companies were not being benefitted to as great an extent as we.

REFORM NEWSPAPERS.

My personal opinion of the value of newspaper advertising is reflected in our policy, but I can also frankly say that the newspapers have a long road to travel before they can possess the efficiency of other well known publications or media and they have the same long road to travel before they put themselves on a plane of business morals which is demanded of others at the present time. The newspapers of this country could easily be the most dominant advertising influence in the land if properly managed. I am sure it is quite unnecessary for me to say that

the magazines are showing them the way in many instances and they are contending with many disadvantages that the newspapers are fortunate in not being burdened with.

It will be a great day for the newspaper publishers, advertisers, and for the public when a few sweeping reforms take place in the newspaper publishing field as a whole, cleaning up the advertising, throwing out the bad, the worthless, and the deceptive, and selling their space on the same clean, fair and square basis as any other commodity is sold and giving advertisers and readers alike the kind of cooperation that will serve both to the best advantage.

To such pioneers as THE EDITOR AND PUBLISHER, who toil in the broad-minded work of placing the newspapers of our country on the high plane where they rightly belong, is due all honor, and when the task is accomplished, I feel sure you will come into your own.

CLEAR PROOF IN PITTSBURGH

Those Dealers Who Used Local Press Space Have All Won.

By F. E. GRUNAGLE,

Automobile Representative of the Pittsburgh Gazette-Times and Chronicle-Telegraph.

Undoubtedly the greatest single factor in the phenomenal demand for motor cars throughout the United States has been the daily newspapers. Of course, everybody now wants to own an automobile, but a talk with any prospect will prove that the original seed of desire was planted by the newspaper and cultivated so well that thousands of cars have been sold to persons who would have known that they wanted an automobile without the daily coaching of their newspaper.

Take the western Pennsylvania territory as an example. Every really successful automobile dealer in Pittsburgh (and there are some very successful ones here) has built his success on the foundation of newspaper advertising, and I believe the same condition holds good throughout the country.

A summary of the display automobile and accessory lineage carried by the Pittsburgh Gazette-Times for the past several years shows how the automobile dealers are leaning more heavily on the newspapers each year. During 1913 232,008 agate lines of display automobile and accessory advertising was published in the daily and Sunday Gazette-Times. In 1914 this volume increased to 297,262 agate lines. The year of 1915 shows a still more substantial increase to 353,290 lines; 1916 then took a big jump to 587,566 agate lines. And every indication leads to the belief that 1917 will again break the records. The first six months up to July 1, 1917, already show a lineage of over 374,000 agate lines, or more than during the entire year of 1915.

About the first thing the automobile dealer in any community does is to seek the support of his favorite newspaper. The experience of competitors has taught him that the newspaper support is the first step to success.

In my several years' experience as automobile representative of the Gazette-Times and Chronicle-Telegraph I have witnessed the start of a great many new automobile companies, a number of which did not get very far. And in every instance the concerns that fell by the wayside were those who failed to give proper consideration to the power wielded by their daily newspaper. The really successful dealers in Pittsburgh are, at the present time, each spending from \$3,500 to \$10,000 a year for newspaper space.

WILLYS CREDITS PRESS WITH MOTOR SUCCESS

Great Toledo Car Builder Says Industry Could Not Have Advanced to Present Plane Without Newspapers—Must Keep Pace with Advertising—Overland Keeps Pace with Its Publicity.

By WARD M. CANADY,
Advertising Manager, Willys-Overland, Inc.

One of the staunchest advocates of newspaper advertising is John N. Willys, president of the Willys-Overland Company, one of the biggest builders of motor cars in the world.



JOHN N. WILLYS.

In a recent interview Mr. Willys paid his respects to the publishers of this country by crediting them with a big share of the Overland car's success.

"Without the newspapers, the motor car industry would have required many more years to reach the degree of success it has attained," he said. "Personally, I give printers' ink a large share of the credit for the success of the Willys-Overland Company.

"It is needless to say that advertising alone could never have brought about our success.

KEEP PACE WITH PUBLICITY.

"The successful advertiser in the industry is the one whose methods of developing and improving his product have kept pace with his advertising. He tells nothing but the truth in his advertising space; he makes no claims for his car that could not be substantiated.

"If the Overland car were not as good as our advertising declares we could not have reaped our success.

"In 1908, when we acquired the old Pope-Toledo factory, our first year's output was 400 cars. We now have the facilities for building more than twice that many to-day, if it is necessary for us to do so. Without advertising this rapid growth would have practically been impossible.

"An excellent vindication of our policy lies in the fact that our cars for 1917 were contracted for by distributors before a single car was ready for the market."

DETROIT BUSINESS FLOURISHING

Journal Man Tells of Lineage Gain and Local Demand.

By F. G. LUDERER,
The Detroit Journal.

Automobile dealers are doing a good business in Detroit and Michigan. It is due, in part, to the fact that the automobile distributors in Detroit are particularly strong newspaper advertisers.

Many Detroit dealers have exceeded their last year's business up to this time, and all are selling cars as fast as they can get them.

The Detroit Journal closes the first six months of the year with a gain of over 75,000 lines in automobile and accessory advertising exclusively. The Detroit Journal has always led all of its competitors in the evening and morning field in the total volume of this class of advertising.

DON'T KILL THE LADY GOOSE WITH THE GOLDEN EGG PROCLIVITIES

By HOMER MCKEE,
Advertising Manager Premier Motor Corporation.

There was once a perfectly good goose who had it on every other goose. This perfectly good goose, somehow or other, possessed the knack of laying golden eggs.

And the beauty of it was that there seemed to be no limit to the number of golden eggs she could lay. She wasn't a union goose—and she didn't kick on working overtime.

When occasion demanded she could lay a perfect stream of golden eggs. She had a sort of Lewis machine-gun eggery.

This wonderful goose did her work so well that she became the pet of a great nation.



HOMER MCKEE.

Now, it befell, that, on a fateful day, the great nation got into an almighty expensive war—

And the Treasury bins of the high council were sorely pressed.

"Bring forth the golden goose," cried the Lord of the Exchequer. "She can produce all the gold that we need."

But while the attendants were going to get the Golden Goose, to bring her before the Lord of the Exchequer, a great cry arose:

"The submarines are going to starve out our Allies."

"This war will last forever!"

"Everybody is going to get killed!"

"We must eat only husks and excelsior!"

"We must not smile! We must not hope! The very devil is to pay!"

So shouted the foolish ones who waited outside the Treasury.

And when they dragged the Golden Goose into the presence she was quaking pitiouly, and to the consternation of those assembled it was discovered that something terrible had happened to her. There was nothing doing in the egg department.

THE POOR BIRD COULD NOT BRING HERSELF TO LAY GOLDEN EGGS WHEN SHE WAS FRIGHTENED.

This is a good story for those who are trying to get money out of American Business with one hand and scaring the living lights out of it with the other. IT SIMPLY CANNOT BE "DID."

FOR THE LOVE O' MIKE, READ THIS CRITICISM!

Great Advertiser, Highly Esteeming Newspaper Values, Says He Can't Even Get Rate Cards on Request—Mats or Electros, and No Response—What's the Matter with Business Managers?

By CLYDE S. THOMPSON,
Director of Advertising, Miller Rubber Co.

At the present time, we are advertising Miller Geared-to-the-Road tires in one hundred cities and towns, using schedules ranging from one thousand to twenty-five hundred lines a month. These orders have gone out to the publishers of these papers, in most cases, without a single solicitation from the publishers, and the bulk of the publishers, no doubt, were surprised to receive the business.

The fact that we are using so many papers at this time is good evidence that we believe in newspaper advertising. In fact, the writer personally believes that newspaper advertising is the most effective, but the most poorly organized, branch of the advertising business.

HERE'S A SHOCK.

In the last few weeks we have written scores of letters to newspaper publishers requesting information as to their rates, etc. You would be surprised to know the number of publishers who did not even reply to our request for rates. In any other form of commercial activity a request for rates or a price-list would not remain unanswered a single day, but in the newspaper field a great many publishers seem to be sublimely indifferent to requests of this kind.

Other publishers in replying to our

letters would refrain very carefully from giving us the information we requested. One of the things particularly we wanted to know was whether they printed from mats or electros, and except in a few instances this request was completely ignored.

REST FOR CASH-IN.

The writer has been in the advertising business for a great many years, and in that time has used all the recognized forms of publicity. As a result of this experience, I have found that newspaper advertising is the best method to pursue for a quick "cash-in." This is particularly true if the newspaper campaign follows a well-planned national magazine or out-door campaign. In other words, we secure the greatest benefit from newspaper advertising after the ground has been broken up to a certain extent by national advertising.

Unfortunately, though a great many of the newspapers seem to feel personally aggrieved when an advertiser spends his money in any place but the newspapers. On the other hand, magazine publishers will, in most cases, advocate that you follow up your national advertising with local campaigns in newspapers. Painted board and billboard people will tell you the same.

Then, too, the newspaper man is too "all-fired" jealous of his local competitors. More than once I have had newspaper representatives beg that if we could not use their papers, "for the love of Mike" not to run it in their competitor's sheet. Too often the feeling between the newspapers, even in the metropolitan centres, partakes of "small-town stuff."

All too often the average newspaper representative possesses little advertising knowledge beyond the rates and cir-

DON'T WRITE WHAT YOU WOULD NOT DARE SAY

When a Man Reads Your Advertisement He Stands Facing You—Truth Is the Best Policy—Write Business Stuff, Not High-Flown Literature—Disapproves Frequent Copy Changes.

By MARVIN R. HILTS,
Adv. Mgr., Puritan Machine Co., Detroit.

There are business men who contend that newspaper advertising, while it is good for some things, is not good for their business, and many of them are perfectly honest in thinking this is so.



No matter what a man has to sell, no matter what kind of competition he is up against; no matter how hard he has to fight for business, newspaper advertising is the one best bet in getting business, provided the newspaper advertising is good, and backed up by service equally good.

Because of the possibility of getting in close personal touch with the man who needs automobile parts, is why we use the newspapers.

TRUTH AS POLICY.

Truth in advertising should be a business policy, and the man who writes advertising should not say in it what he would not say in words to his customers. When a man takes up his newspaper to read your advertisement he is standing face to face with you, with no other human being between you and him, and he is questioning every statement you make, so it is better to make statements he cannot question.

I do not approve of too frequent changes of copy, providing you are advertising one article, because when a man is fishing for bass with worms for bait, and they are biting fast, he would be a fool to change to flies or minnows. Advertising men should apply their own experience to their own problems and analyze their own copy from the standpoint of the merchandise offered, rather than as a literary person trying to use high-flown language.

culation of his own sheet. He is not informed as to local business conditions and can seldom supply any information upon which a careful advertiser would care to base an opinion. Then, too, the newspaper won't come near you to solicit business until they see your copy running in a rival sheet. Then they get busy by wire or on the long-distance 'phone and give you a heated post-mortem solicitation. The gist of their argument usually consists of the statement that you have picked the worst paper in town.

Newspapers are a great advertising medium, but they would be very much greater and far more profitable for advertisers if they would cut out petty local jealousies and endeavor to market their proposition on a plain merchandising basis.

Dealer discount from automobile price list, on 60 per cent. of the entire business, is less than 18 per cent.

Ton-mile service rendered by 300,000 motor trucks in 1916 was 4,500,000,000.

A BRILLIANT OUTLOOK IN MOTORCYCLE TRADE

Use Greatly Increased and War Will Aid Business—Nearly All Manufacturers Are Liberal Users of Newspaper Space—Criticism of Exaggerated Accident Editorials.

By J. A. PRIEST, Advertising Manager for Indian Motorcycles.

When one considers the popularity of the motorcycle in England and other European countries previous to the war, it is easily understood how the motorcycle manufacturers of this country anticipate that the motorcycle will come into its own in the United States in full measure, as has been characteristic of these other countries. Each year sees a normal increase in the sale of motorcycles in this country, which is an indication of the consistent and healthful growth of the popularity of the motorcycle.



J. A. PRIEST.

NOT UNDERSTOOD.

The motorcycle in the United States has been a much-misunderstood vehicle, and has perhaps come into some adverse criticism, due to the fact that in its early days the sale of this most interesting motor vehicle was weaved about motorcycle racing. This resulted in a large group of embryo racing men who seemed to forget the fact that the public streets were not racing tracks, and thus developed a dislike for this most enjoyable outdoor recreation. This, however, is all changed, and the motorcycle to-day is recognized as an efficient, inexpensive means of transportation, both for pleasure and commercial use.

The motorcycle has many advantages over its bigger brother, the automobile, one of them being the fact that roads which are inaccessible to the automobile are easily explored and enjoyed by the motorcycle. The motorcycle is much more inexpensive to operate and maintain, which is another advantage.

GREAT INCREASE.

The tremendous increase in the sale of side cars during the 1917 sales season is an indication that people are realizing more and more the possibilities and pleasures to be derived from the motorcycle. From the point of view of the motorcycle manufacturers, there is no question but what the motorcycle will continue to enjoy increased sales, and all are looking forward to an even larger sales-record for 1918 than has been enjoyed during the past very prosperous 1917 season.

Much of the good will which has been enjoyed by the motorcycle has been derived from favorable publicity and the large amount of advertising space used throughout the country by many thousands of motorcycle dealers.

There has been from time to time adverse criticism editorially in the newspapers of the country towards the motorcycle, which was created unquestionably through ignorance and with little thought towards comparative situations as found in the automobile field. True it is that we are confronted in the papers with stories of serious accidents in connection with the motorcycle, due

HALLIER MOTOR COMPANY GETS BEST RESULTS FROM NEWSPAPERS

By J. L. JONES, Jones Advertising Company, Jackson, Mich.

Our agency is placing the advertising Hollier motor cars and perhaps a short statement of the advertising policy of our client would interest you.

The Hollier motor car advertising appropriation is principally devoted, at the present time, to assisting Hollier dealers in their local newspaper advertising. Very little national advertising in the big weeklies is being done; although there is some copy running in the trade publications, and a little in the farm papers.

Our clients advise us that they secure better results by assisting the dealers to move cars through local newspaper advertising than any other form of publicity.

sometimes to negligence, but oftentimes due to conditions which are beyond the control of the driver. But when one compares the total number of such accidents in the motorcycle field with those occurring in the automobile field the situation is very much in favor of the motorcycle and the motorcyclist.

PRINT THE NEWS.

We have never felt that the newspaper should eliminate the stories of motorcycle accidents, because from our own personal experience we know that this is news purely and simply, and should be treated as such. What we have objected to is the editorial criticism, which we who know the pleasures and have enjoyed the splendid pastime of motorcycling know to be unfair.

Motorcycling is unquestionably one of the best out-of-door sports, and we have felt that there is much real news throughout the country pertaining to this form of sport which has a rightful place in the news columns of the newspapers, just as baseball, football, and other out-of-door sports are treated. We are not looking for purely sales publicity, but we do feel that the newspapers should be behind the industry in promoting the sport in such a manner as agrees with the individual policy of each paper. Practically all of the motorcycle manufacturing companies have been generous users of space in the newspapers, and the dealers throughout the country are continually using the newspapers, for they realize that the newspaper is unquestionably the great local medium for presenting to the buying public their product.

Undoubtedly the newspapers, motorcycle manufacturers, and motorcycle dealers can find an even greater mutual understanding than in the past, and I am sure that each individual newspaper will benefit by carrying motorcycle news because the army of motorcycle riders is becoming very large and continually growing.

Attractive Olympian Copy.

"The Most Beautiful Car in its Class" with power, endurance, and abundant speed is the attractive catch-phrasing of Olympian copy, now released. The advertising makes a high appeal and is artistically splendid. The policy is to announce the price—\$956, f. o. b. factory—in a definite way. It links up with local distributors.

Bright Overland Copy

Overland announces that 2,000 of its light fours touring car are issuing per week, "a brand new model January 1, and over 50,000 already running." In bright, newsy, convincing copy, with plain and good illustrations, this is a campaign which should win big by token of its "pep."

Every one rides in automobiles now—and every one reads newspapers.

TO LAUNCH MULTOMER CAMPAIGN IN DAILIES

Manufacturer Sees Local Appeal Value—Wants Clean Newspapers—Motor Centres Looking for Big Future Business—Interesting Statement by Secretary of Hamilton Corporation.

By ROBERT F. MILLER, Secretary, The Hamilton Corporation, Lancaster, Pa.

Owing to certain changes which we are making in our model of the Hamilton Multomer, there has been an interim of some few months in our advertising, and we will not be in a position to do any newspaper advertising for some little time to come.

We are simply in a position now of getting our product up and our sales merchandising plans developed to a point where we will be able to launch a campaign representative of the character of the product and of the strong selling and advertising policy which has always been such a prominent factor in the success of the Hamilton Watch (the Hamilton Watch Company is the parent company of the Hamilton Corporation).

We feel, though, that the newspaper is going to be a very potent force in bringing this new product to the attention of the public, and that the use of advertising is greater than ever before.

WANTS CLEAN PRESS.

In this connection, however, I may say that we have very strong and decided views as to the obligation of a newspaper to eliminate from its columns all advertising of in any way fraudulent character and all advertising generally classed by the reputable publications as undesirable advertising, because this plays such a big part in reader confidence and no good product or no publication can or ought to succeed without the absolute confidence of its readers or its users.

I have just returned from a trip to the various automobile manufacturing centres, and the report on conditions of the present and future is most promising indeed. In fact, I think we can look for an ever increased business in that field which is one of America's greatest industries.

I appreciate an opportunity to register our views on newspaper advertising, and particularly on the subject of newspapers keeping their columns clean and making the field a most desirable one for advertising for the better and longer-lived class.

Costs to Increase Price

Lexington, in substantial copy, announces a price advance for the "Minute Man Six," due to increased cost of materials. The price goes up from \$1,285 to \$1,345. This company makes news of its advertising and goes to the public with a clear statement of a trade situation.

AUTOMOBILE MEN SURE OF DAILY PRESS POWER

Regard It as Head, Heart, and Backbone of Advertising—Demand for Cars Will Exceed Supply This Year, Daniels Reports—Automobile an Economic Necessity.

By H. S. DANIELS, Advertising Manager Dort Motor Car Co.

The prosperity of the automobile industry obviously depends upon the ability of the manufacturer to produce and sell enough cars.

Production this year is a somewhat uncertain proposition, owing to the difficulty of learning just what effect Government demands may have upon the raw material market. However, regarding this feature, optimism prevails.

GREAT DEMAND.

As to the demand for cars, it will in any event be greater than the supply for the



H. S. DANIELS.

simple reason that everybody is going to have plenty of work and consequently plenty of money.

The call for cars will fix the volume of advertising, and the newspapers will get the greater share of this business. The men of our industry are thoroughly convinced that the head, heart, and backbone of an advertising campaign is the newspaper.

But there is one angle of the situation arising from the war that I would like to call to the attention of editors and publishers.

A great deal of matter is going to the newspapers, both by wire and from local sources—mostly in the form of speeches by ill-advised public men—tending to convey the impression that the automobile is a "luxury."

DANGEROUS TERM.

In these times this impression is dangerous, for a great many people need only a little urging to practice retrenchment to an extreme and foolhardy degree.

The automobile is an economic necessity. It increases the value of outlying real estate, cuts down unproductive time, benefits health, and increases efficiency. If the newspapers, believing this, will soft-pedal talk supporting contrary conclusions, and give us an editorial now and then supporting the fact that the motor car is not an extravagance, it will help a good cause immeasurably.

I am sure that the advertising department of any important automobile factory will be glad to furnish information to the papers setting forth the true relation of the motor car to the world's work, with concrete facts and data to prove the case.

Studebaker Prices Unchanged

Studebaker is advertising: "There will be no change in models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice." Studebaker prices remain the same as in the spring.

In some beautifully illustrated newspaper copy the corporation makes a strong quality appeal and it quotes prices for all models.

BRASS-TACK TALK BY AUTOMOBILE EXPERT TO NATION'S EDITORS AND PUBLISHERS

National Automobile Chamber of Commerce Man Tells of Baneful Influences of Mis-statements About Industry—Punctures Yarns that Government Will Commandeer Cars, 'Gas' Will Be Exhausted, and that Motor Is a 'Luxury'—Tells How Press May Aid Business Which Has Amazing Future.

"NEWSPAPERS have been generous with publicity in the interest of the automobile industry and great credit is due to the press for the wonderful upbuilding of this business which had a total production of 1,493,000 cars last year," said H. W. Perry, of the National Automobile Chamber of Commerce, 7 East 42d Street, during the course of an enlightening interview with a representative of THE EDITOR AND PUBLISHER.

He then said: "In view of the obvious fact that the press means to deal constructively with the industry, I am sure I will not be misunderstood if I venture a criticism which does not by any means hold good in all instances, but occurs often enough to warrant my suggestion.

NOT A "LUXURY."

"Once in awhile we see newspapers referring to the automobile as a 'luxury.' If the motor car was a luxury a few years ago it is now, most certainly, a utility and should be classed as such. There are about four million motor vehicles in use in this country. Of this number the estimated commercial cars in use is 300,000. In agricultural Iowa and Nebraska there is one motor car for every thirteen people, men, women, and children. On the very face of the figures it should be plain that the automobile is regarded by the people of this country as a utility and is bought much more for the work it will do than for the luxurious pleasure it gives.

"At the present time, when the stress of traffic upon the railroads is almost beyond capacity, the motor car, both passenger and commercial, is rendering a service which should make it rank in the mind of any one as something much more than a luxury. The farmers certainly know that their cars are for work, and 40 per cent. of passenger cars are owned by farmers. The merchant knows that the average truck will do the work of three teams, plus some. Do you ever think of the man-power and time we are conserving through rapid automobile traffic?

"And yet, every once in awhile, I notice reference to the automobile as a 'luxury,' and it is that sort of thing which precipitates false impressions tending to injure the industry.

TAXED AS "LUXURY."

"A conspicuous case in point was the recent action by the House Finance Committee in recommending a 5 per cent. war tax on the total sales of automobiles, whether they made a profit or not, on the specified ground they were 'luxuries.' In fact, they were classed in the bill with tennis racquets, golf balls, imitation jewelry, face powder, perfume, vaseline, and Lydia Pinkham's Vegetable Compound, as Representative Doremus ably pointed out in Congress.

"It is, of course, inconceivable that Congress would ever enact such an un-

WHAT THE AUTOMOBILE INDUSTRY IS

More than 2,000,000 Americans depend upon the automobile industry for a livelihood.

In 1916 1,500,000 motor cars were manufactured, valued at \$1,069,000,000, retail price.

In the United States 4,000,000 automobiles are now in use.

There are 450 factories, located in thirty-two States, while 825 factories are employed in making automobile accessories.

Of the 450 factories, 12 of them do 80 per cent. of the business.

There are 25,724 automobile dealers, and 23,686 garages dependent upon this industry.

There are about 280,000 wage-earners in automobile factories and 350,000 more are employed in the manufacture of bodies and parts and in supply plants. The 25,724 dealers average about six employees each and there is an average of three employees at every public garage. Thus the total number of wage-earners in the industry is 855,402 and with their dependents it is claimed that fully 2,000,000 people rely upon the business for a living.

The National Automobile Chamber of Commerce declares that when we declared war against Germany very few automobile manufacturers were making over 12 per cent. on their turnovers.

Last year Ford made 539,000 cars.

The retail value of the cars sold in the last fiscal year exceeded that of the previous year by \$444,000,000.

Retail value of commercial vehicles sold in last fiscal year was \$157,000,000.

Proportion of motor vehicles to population, 1 to 35.

Ratio of motor vehicles to miles of public roads in the United States, about 1 to 1/2.

Annual mileage run by motor vehicles, 15,000,000,000.

Gasolene consumed, 20,000,000 barrels per annum.

Tires used annually, 12,000,000.

Freight car loads of automobiles shipped in 1916, 270,700.

Capital invested in automobile plants, \$312,876,000.

And

Average advertising appropriation of manufacturers about (probably less) than 2 per cent. of gross sales.

just measure, which would so seriously harm the automobile industry that a large section of it would disintegrate. However, the classification of the automobile as a luxury had the effect of bringing about this danger.

"Then, there has been publication recently of the fancied possibility that the Government might commandeer all automobiles privately owned for war use. This story has gone the rounds and has caused some people to get the erroneous impression that this was a bad year in which to invest in an automobile, for the reason that it might soon be taken from them by the Government and at a price much less than was paid for it. Sales forces have been hearing people say, 'We will buy after the war.'

"I do not know how much this silly story has cost the automobile industry, but it has been a pretty penny.

"When the matter was first reported to us, we investigated at Washington, and the chief of the Quartermaster's Department promptly informed us that the Government contemplated nothing of the sort, but expected to receive an ample supply of new cars for army use.

"The Government is figuring on buying in new stock something like 75,000 trucks, and there is bidding on 4,000 passenger cars for the army.

"The Government is taking great care to so distribute the orders that regular

commercial trade will not be disturbed. The war orders can readily be filled by the established manufactories. Hence there is no possibility of commandeering in this country, and the rumor only serves to frighten people out of buying cars this year.

FOOLISH GAS STORIES.

"While we are on the subject, we might as well nail the old gasolene nonsense. In various ways the impression has been spread about that there is danger of an exhaustion of the gasolene supply, giving rise to the fancy that an automobile purchased now might be rendered useless because of the lack of fuel.

"We used to hear that the coal supply was near to exhaustion, or that in the present generation it would be entirely consumed. Investigation showed that there is an almost limitless coal supply easily available in this country, while tremendous new stores, as in Alaska, are being opened for use.

"There is just about as much danger of the exhaustion of the gasolene supply, at least as far as the life of any car is concerned, as there is that the coal supply will give out. It is true that there is a heavy demand for gasolene, making the price high. War increases the use of gasolene, for it plays its part as fuel for aircraft, small marine craft, such as the submarine

chaser, etc. But there will be plenty of gasolene for automobiles.

"New oil sources are constantly being discovered.

"We might assume that in ten years, perhaps, the gasolene supply might not fill the automobile demand, but I call your attention to the fact that gasolene may not be used at all in automobile traffic, long before that time. It is possible now to burn kerosene, though gasolene must be used to start the motor. However, kerosene does the work perfectly after the motor has been started. There is also the possibility that alcohol may replace gasolene, and alcohol may be made from refuse, such as sawdust. It is absurd to imagine that there will not be a supply of automobile fuel in this country, and it would be laughable, if it were not so serious to the industry, to know that men were actually refusing to buy cars this year because they have been told that the car might be useless on their hands because of a fuel famine.

AUTOMOBILE MORE SAFE.

"Some writers for the press, without investigation, frequently lay stress upon the automobile as a dangerous means of traffic, generalizing upon the number of accidents. The fact is that while accidents do occur, and while many careful drivers are embarrassed by the carelessness of a few reckless persons, the number of accidents in proportion to the number of cars in use has very materially decreased.

"If you were to remove all of the motor cars from Fifth Avenue to-day and replace them with horse-drawn vehicles, you would increase the number of vehicles just about four times. That would precipitate congestion, and I believe that congestion is one of the prime causes of accidents.

"I wonder if there would not be more accidents among four times as many horse-drawn vehicles as there are among the present number. Reckless driving should be criticised by newspapers, but it is too bad to write of it in a general sense as reflecting upon the whole industry.

"I noticed some statistics put out by some society recently, showing that the number of automobile accidents was increasing. The statistician failed to take any notice of the increased number of cars in use in making up his figures. If he had, he would have shown that automobile accidents have decreased. By the same logic he might have said that the number of accidents in horse traffic had decreased, without mentioning the fact that there are comparatively few horses left in cities. It is a matter for congratulation in the automobile industry that cars are being made safe and that with the increased experience of the average man in the use of automobiles the number of accidents has been cut down to a point where they do not unfavorably compare with hazards in other means of locomotion.

"The newspapers can assist the industry now, when it should be assisted, both for its economic and social worth, and also because of its power to aid the Government in war times, by eradicating from the public mind such mistaken and harmful fiction as I have indicated.

"Just consider the automobile industry as a war aid. There are 450 automobile and truck plants in this country, with 825 additional plants producing hodies, parts, and accessories. Here is an army of highly skilled mechanics available to manufacture, not only the cars that the Government will need, but the mighty fleet of aircraft and motor-propelled boats which will play a vital part. If it is true, as President Wilson says, that every man in useful industry ranks as a soldier in the common strife for the nation's aims, then automobile makers should be given full credit not only for what they are doing and their potential power, but also for what they have done. In the fiscal year of 1914 we exported 784 cars. In 1915 we sent abroad, largely for the use of our present allies, 13,996 cars, and in 1916 we exported to them 2,165 cars. In the first ten months of the current fiscal year the exports have been 12,996 cars. These machines have largely gone into use as war instruments, and to this extent the automobile makers of the United States have acted to supply the needs of the nations whose war objects are to-day common with ours. "I believe our army had 2,600 or 2,800 trucks on the Mexican border.

CAUSE OF HIGHER PRICES.

"With the increased cost of material in the manufacture of automobiles, ranging from 30 to 400 per cent. during the past two years, automobile prices have necessarily been increased. The public should know that increased prices represent increased cost.

"The automobile industry is one that the Government may well foster. It ranks third or fourth to-day in our national industries, while it was in eighth place in 1914. There has never been such a phenomenal growth of an industry. We figure that there are 2,700,000 people dependent upon it for a livelihood. I need not expatiate upon its value as a utility or its social worth.

PRESENT CONDITIONS.

"The increase in production in 1915 was 40 per cent., and the increase ran up last year to 78 per cent. over 1915. In the first six months of the present year a decrease from the 1916 showing was registered. I do not know what it amounted to, but there was an important decrease in production schedules. We did not make as many cars as we intended to, because of market conditions.

"In the first place, there was a backward spring, and this delayed many buyers. Then the uncertainties of war conditions was a bad influence. I believe that the absurd stories I have told you of frightened a section of the public out of the market.

"A serious influence had to do with the increased costs of all the materials that go into car building. The astonishing range of increase was from 30 to 400 per cent. Then the increased cost of labor, during the past two years, amounted to 25 per cent.

"Of course, like everything else, automobile merchandise had to be increased in price to the public, and this necessity, in the face of other unhappy conditions, made the start of 1917 an embarrassed one, though the stability of the industry was well demonstrated for, as weather conditions cleared and as public confidence was restored, busi-

ness picked up quickly and the spring uneasiness, in large measure, disappeared.

"Statistics show that the average percentage of profit made by automobile manufacturers last year was 12 per cent. Heavy investment is demanded, for this is a volume business.

ADVERTISING APPROPRIATIONS.

"The estimate of the National Automobile Chamber of Commerce is that 2 per cent. of total sales in the automobile trade is appropriated for advertising. We do not have statistics showing distribution of this appropriation. If newspaper advertising has been increased it may not mean that the appropriations for the so-called periodical press have decreased. My idea is that manufacturers are pressing hard for business this year, and it must be remembered that, while twelve concerns do 80 per cent. of the business, the competition is extremely keen."

Mr. Perry was asked about the new 1918 models. He said that new models begin to appear in June and continue until fall show times. He thought that many models would be unchanged this year, and he knew of no radical departures.

Discussing the finances of the automobile manufacturers, he declared that very few companies had difficulty in securing ample credit. There have been fewer failures than usual this year, and no large failure. In five years more than 700 automobile enterprises either failed or suspended operation, the causes varying from improper or inefficient management to misconceived enterprises that fell of their own weight.

In conclusion, Mr. Perry expressed confidence in the future of the industry, and said: "This is a time for speeding up all useful industry in response to the national need. The automobile is playing its war part in many ways, from the aid it gives the farmer in the all important work of producing bumper crops, through all industry and society, and, finally, at the very fighting front."

USING 112 NEWSPAPERS

I am glad to tell you that our advertising is heavier now than it has ever been, and that we are using newspapers in 112 of the largest cities in the country with satisfactory results.

This campaign is running through June, July, and August.

Yours very truly,

FIRESTONE TIRE & RUBBER CO.
EDW. S. BABCOX,
Advertising Manager.

Here's the kind of automobile free reader that has value, both to the industry and to newspapers: It is a news story concerning excellent local tours for ALL automobilists. Such publicity creates demand for cars, and local newspaper advertising directs attention to relative car merits.

How many additional factories would Henry Ford have to build if he would follow the American Tobacco Company's plan of advertising? If he has, as he claims, the best value for the money, he owes it to the American public to tell them so.

Ford sells cars to dealers at 15 per cent. off price list, with something additional for 100 lots.

Hudson, Packard, Cadillac give from 20 to 25 per cent. discount to dealers.

LOCAL HUNCHES FOR MOTOR NEWSPAPER ADVERTISING MEN

Suggestions Which May Be Applied to Add to Your Lineage

By ZIM

Suggestion No. 1: Sell your local dealer this idea: There is nothing so potent in advertising as local news value and gregarious humanity delights in following the leader. So, Mr. Dealer, the Daily Blank suggests that you take a page of advertising showing who in this town owns and drives your car. Get up a list of your car owners (no one objects to having it known that he drives a certain make, as the fact is obvious on the street) and run the list in classification according to professions, etc. For instance, twenty-two local physicians drive your car, as follows, giving their names; nineteen lawyers, twenty-four publishers, thirty-four dentists, forty-five mechanics, two hundred and thirteen merchants, and so on.

Try it out on 'em—it may be worth a page or two.

Suggestion No. 2: Organize the Ford dealers in your city and district on the community advertising plan. A word printed by you for the Ford car gives each dealer an equal value. Oh, we know they are difficult to line up, but they are no worse than the summer-resort interests that have been brought together for cooperative advertising in scores of places East and South by newspaper solicitors and agency men. You MUST get Ford dealers together in a room and tell them what community advertising means. It is a process of education. You know and we know that if they would give you a decent chance you could make more money for them in the next year than they dream of, working along in a disorganized way. Get a plan! Go after them! The Ford Company does little advertising, but expects its agents to. Their minimum sales commission is 15 per cent.

Suggestion No. 3: Do you realize how close to the city the motor has brought the country? If so, you realize that the value of advertising extends abroad with the automobile? We know of an advertising manager in a small city who has made some fine space gains by soliciting the business of food dealers within the automobile range of his town. Does this apply to your town?

Suggestion No. 4: What do you do in checking up automobile sales to show local dealers the part you are playing in his prosperity? It is not, of course, always possible to do much along this line, but when you are successful at it, you possess the most convincing proof that a solicitor may carry out. It is worth the time and money spent.

Suggestion No. 5: Agents and sales managers are planning the fall campaign now. What are you doing to get on the list? Get busy, mister!

Suggestion No. 6: All statements to the contrary notwithstanding, the real folk in the automobile business do not thank you for publishing the crack-brained stuff that is sent to you as free reader by even their own press agents or the press agents of the agencies. They may say so, but they know that it only litters up the paper, no one pays any attention to it because it is

obviously "puff" and, actually, respect is lost for your paper. Give 'em something with news value in it—stuff that WILL help the industry. Plenty of hunches for you in this Annual.

Suggestion No. 7: Classification business is growing with leaps and bounds, where it is pushed. Six months' report shows New York Evening Telegram carried 324,242 lines of undisplay, as against 126,856 lines of display on the automobile account. At three cents a word, it daily carries half a column of "Automobiles for Hire," and columns upon columns of business under "Automobiles"—from every conceivable angle—used cars, garages, auctions, time-payments, loans on cars, renting agencies, taxis, buy and sell tires, big list of accessories, repair shops, storage, and what not.

DEALERS ENCOURAGED TO USE NEWSPAPERS

Nordyke and Marmon Proceeding as Usual, With Business Good and Belief That It will be Better—Uncertainty of Material Cost a Disturbing Factor.

H. H. Rice, sales-manager of the Nordyke and Marmon Co., at Indianapolis, in a statement to THE EDITOR AND PUBLISHER, said: "We plan to go through the late summer, fall and winter advertising campaign about on the same basis that we did a year ago. We have found our color advertising most effective, and are relying almost entirely on that in magazines. We will use a limited number of select circulation.

"We are encouraging our dealers to use newspapers for advertising, and in this we, of course, share a good part of the cost. We ourselves and our branches are doing more or less newspaper advertising, and expect to continue without interruption. In other words, we are proceeding on a basis as if nothing unusual had occurred.

"We feel that trade conditions on the whole are going to be quite satisfactory, but we may encounter some difficulties later on in securing materials. The uncertainties of the cost of materials is a disturbing factor, but we are quite sure this will soon reach a settled basis, more or less.

"On the whole our business continues good, and we believe it is going to get better."

INDIANAPOLIS PAPERS GAIN

Two Newspapers Gain 287,495 Lines in Six Months.

Extraordinary lineage gains on the automobile account have been registered in the semi-annual reports of the Indianapolis News and the Indianapolis Star.

The figures are:

	FIRST SIX MONTHS—AGATE LINES.			Per ct. gain.
	1917.	1916.		
NEWS (6 days a week)...	483,392	330,104	153,288	46.4
STAR (7 days a week)....	533,663	399,456	134,207	31.0

A column of free reader with each column of paid space cuts the rate in half.

HUDSON URGES: "BUY NOW."

Goes to Public with Candid Story of Higher Material Costs.

"Materials growing difficult to get—costs increasing," is the catch-line in a candid and effective campaign of advertising in newspapers now running by the Hudson Motor Car Company, of New York. One piece of this copy, 840 lines, has a good deal of scare stuff in it, without doubt based upon trade conditions, but its most effective feature is that it tells the public the exact facts about increased cost of materials, indicating a stringency in the material market, which naturally would be followed by a car shortage, and would also tend to greatly increase automobile prices.

Here is a quotation from the advertisement, presented as a "table of quantity and increase in cost of materials used in the Hudson Super-six"; having reference to each seven-passenger Hudson Super-Six phaeton:

THE COST IN 1916.

250 lbs. frame steel, per cwt.....	\$1.35
335 lbs. sheet metal, per cwt.....	2.75
110 lbs. aluminum castings, per lb.....	.28
210 lbs. cast iron, per ton.....	13.25

THE COST NOW.

	Per ct. Increase.
250 lbs. frame steel, per cwt.....	\$6.25 289
335 lbs. sheet metal, per cwt.....	7.33 297
110 lbs. aluminum castings, per lb.....	.64 179
210 lbs. cast iron, per ton.....	42.80 325

"Our leather increase," the 'ad' says, "which is one of the most important items, is 40 per cent. Other upholstery items have advanced 100 per cent. Our wheels have advanced 80 per cent. in price; our front and rear axles 30 per cent.; the components of our tires, rubber and cotton, have advanced 75 per cent. and 150 per cent., respectively. We use 60 pounds of copper in each Super-six; it costs 100 per cent. more than a year ago."

After a clear exposition of conditions has been made, the advertisement reads: "Hudson prices not to advance now. The Hudson factory is now in production with material bought at last year's material prices. When they are all gone then Hudson cars, too, must go up in price."

No one who reads this advertisement will hesitate to buy now, if he wants a machine. That is the purpose of the publicity and its news value commends it highly. Reports are that there was an immediate and heavy response to this publicity.

The chief trouble with our country and our business is that they are too big for our comprehension and we scatter and waste our energies. Fortunate is the newspaper that possesses the services of a business man who can concentrate and thoroughly comprehend the potentialities of the business field lying within easy reach.

Here's a builder: He is a local automobile dealer who arbitrarily appropriates 10 per cent. of his sales commissions to local advertising, knowing that 90 per cent. of \$20,000 is better than 100 per cent. of \$5,000. He's a business man as distinguished from the little shopkeeper.

France has 1,000 agricultural tractors at work and needs 17,000 more.

England is building 7,000 Ford type agricultural tractors.

Since October, 1915, 133 motor vehicle companies failed or went out of business.

AUTOMOBILES—AND THE NEWSPAPER

By J. H. NEWMARK, Chevrolet Motor Co., New York

Author of "Automobile Business" and "Automobile Salesmanship"

The historian who fails to give to the newspaper the credit due it in the development of the automobile industry will be making a great mistake. As a



J. H. NEWMARK.

matter of fact, the business owes so much to the public press that it would not be an easy matter to ascertain the great part it has played in popularizing the motor car and conveying to the average American an idea of its many uses.

To-day, the automobile industry is the marvel of the whole business world. In the span of two decades it has reached the exalted position of the third greatest commercial factor in this country, being passed by steel and cotton. The annual output aggregates in the billions. Its ramifications are many. Its interests are varied and extend into many allied and associated enterprises.

Introduced as a doubt, the automobile worried along as an uncertainty and plaything, and finally reaching the stage of dependability and usefulness, it is to-day a utility and as much a part of our life, and needed as much, as the telephone and telegraph. We are a peculiar people. We accept each marvel with complete placidness. It is so with the motor car. How many of us have really given the automobile the position it deserves? Here is an instrument which has revolutionized the transportation of the world. And we do not gasp or wonder at it in the least. For thousands of years we were the servant of the slow, plodding horse—and then came the automobile. And now it is only a question of time before the horse will be extinct. A hundred years from to-day the generation living at that time will wonder how we put up with this slow beast and its habits.

PRESS A FACTOR.

It is not only true that the newspaper was a great factor in developing sentiment at a time it was needed, but it is just as important factor to-day, if not more so.

To-day, the value of the newspaper is even of a higher order to the manufacturer and dealer. Years ago, the newspaper helped to create desire for the automobile. Its work is finished in that direction, and the value of that service cannot be computed in figures. It is inestimable. To-day, the desire for a car is almost natural for the need of one is obvious.

The newspaper to-day delivers the message from the manufacturer to the consumer, or from the dealer to the consumer in the shortest possible time. And it will continue to be the favorite medium on account of that reason. Newspaper advertising insures quick action. It is almost as rapid as the telegraph.

ADVERTISER GETS VALUE.

The newspaper is the most direct path between the man who sells and the man who buys. And this is true with greater force to-day than during any other period. To-day, there are more newspaper readers than ever before. The man

who doesn't read newspapers to-day must be a fool—an illiterate, or an imbecile. All America is reading. And the advertiser is getting more for his money than at any other time.

From the very beginning, automobile manufacturers and dealers have looked upon the newspaper as the proper channel by which to send its business messages to the people, and it will continue to be used for that purpose. It is estimated that nearly \$25,000,000 were spent by the automobile industry during the past year, and the newspapers received a goodly portion of that amount.

The newspaper, through its business departments in dealing with the automobile merchant, is in a position to do valuable work of a constructive nature, and set the dealer right on many things. One of the principal points in which the solicitor can educate the dealer rightly is his relation with the manufacturer in the matter of advertising and the proportioning of expense.

DEALER SHOULD ADVERTISE.

The average dealer thinks that the automobile manufacturer should pay half if not all of the expense of all advertising done locally. And the average newspaper solicitor encourages him in the belief, and a good many times will write the manufacturer in the dealer's behalf. This is wrong. If it is the manufacturer's policy to assist the local dealer, well and good. But the newspaper should not insist that the dealer persuade the manufacturer to build goodwill and reputation for the dealer. This is the duty of the dealer, not the manufacturer. It will be seen by this that the solicitor has taken the wrong angle.

And it is in this respect that newspapers can do valuable work and increase the automobile advertising revenue by showing the dealer his duty.

The local automobile dealer should be encouraged and educated to spend money on his own account. He should be shown the importance of familiarizing the public with his name and his place of business, regardless of the product he is handling. He is not in business for the time he may be selling the "Whirlwind" automobile. He is in business for an indefinite period of time. And it is on account of this vital reason that the automobile merchant should be willing to spend money himself. It will pay him and he will be better off in the long run. If he is leaning too much on the product he is selling and forgetting himself and his methods and standards, he is certain to be in a most embarrassing position when he finds it necessary to change makes of cars.

MUST ESTABLISH SELF.

It is of prime importance that the automobile dealer intrenches himself in the mind of the public that he is honest, that his methods are equitable, and that he is a safe man to do business with at all times. He must be shown that the article he is selling follows him. He must convince the public that he wouldn't be handling it if it wasn't up to his merchandising standards.

If the dealer is taught in the way outlined above, he will, in a short time, become an advertiser on his own account and stop worrying as to what the manufacturer is going to do for him. He will be better off if he helps him-

(Concluded on page XVII.)

KEEP PRODUCTS POPULAR

Manufacturer Endorses Newspapers and Looks Ahead to Normal Times.

By WILLIAM P. WOOD,
Treasurer Pittsfield Spark Coil Co.

Our opinion is that the automobile trade is in its infancy, not only for pleasure purposes, but as an economical measure in the transportation of business. The enormous growth of the truck, delivery car, and tractor show plainly that the public is awake to the necessity of adopting modern methods in order to keep abreast of competition, and my opinion is that the day is not far distant when the use of the horse for business purposes will be a thing of the past.

We must not forget the use of the gas engine for other modes of travel and power, and which uses exactly the same kind of accessories that the automobile engine uses. How long will it be before the flying machine will become overwhelmingly popular for both pleasure and commercial use? Note the progress that has been made along these lines the past four or five years.

MATERIAL SHORTAGE.

The great drawback to-day that confronts the manufacturers of these goods is to secure the required material, and the quantity of goods manufactured and placed on the market would be far in excess if this shortage could be overcome. Some business men argue that there is no incentive to advertise, as they cannot obtain the required material to fill the orders placed and which are constantly coming to them, but they forget that the war demand will not last forever, and after a time there will be a surplus of material, both raw and manufactured, that will be shipped as fast as ordered, and the firm who does not advertise and keep their product before the public will be the people who will suffer when trade becomes normal again.

I am a thorough believer in honest, straightforward advertising. Newspaper advertising for reaching the general public is the best medium known, and conservative use of the press cannot help hitting the bull's eye, for it is seen and read by almost everybody. It is an educator, as it fastens the name of the article mentioned on his mind and keeps him posted in what is being brought out and placed before the public. Too much cannot be said in favor of the value of newspaper advertising; there are no criticisms to be made on this method of educating the people and keeping them informed. Trade papers, buyers' directories, and other periodicals have their place and are of great value in the field of personally interested people, but do not begin to reach the masses as the newspaper does.

Fat Cleveland Gains

Cleveland newspapers have felt the sweep of automobile advertising this year.

The Plain Dealer shows a gain for five months, to June 1, over last year's first five months, of 38,290 lines. The business was weak in January, as compared with January, 1916, but when automobile manufacturers and dealers got busy to offset the upset trade conditions, the lineage gains were important.

The Press reports 89,445 lines ahead of last year's semi-annual report.

The News, in the same period, gained 77,484 lines.

The Leader was off, due to a local shrinkage, but carried 12,175 inches of foreign display.

19,000 NEW CARS IN BALTIMORE THIS YEAR

Registration Reflects Striking Business Activity in Purchase of Cars—Baltimore News Gains 100,877 Lines in Last Six Months—Don't Say "Pleasure Car," Warns News Man.

By L. F. O'BRIEN,
Manager Automobile Department, the Baltimore News.

No single industry has ever been boosted to such a great extent by newspapers as the automobile industry, which is now regarded by the United States Government's official figures as the third biggest industry in America. And automobile and motor-car accessory manufacturers and automobile dealers, knowing the power of newspaper advertising, will admit in most instances that had it not been for the millions they have spent in advertising in newspapers and for the cooperation given by newspapers and the automobile editors of newspapers, the motor-car industry would not be the giant it is to-day.

HIGH APPRECIATION.

In a talk with the president of one of the country's biggest automobile manufacturing companies last fall in the Middle West, this veritable giant of the industry stated that "newspapers had made the automobile industry and automobile manufacturers and distributors owe an everlasting debt of gratitude to the newspapers of America for the noble manner with which they cooperated in making the automobile industry the third largest industry in this country." This automobile president further told me that it was due to a big extent to newspapers that the prejudice against motor cars had been eliminated, and it was further due to newspapers that the motor car had arrived at the point where it was no longer considered a pleasure vehicle, but was looked on as a vital business necessity.

BUSINESS GOOD.

Baltimore's automobile conditions require no boosting at this time, as the first six months of this year have far exceeded the fondest hopes of all automobile, motor truck, tire, and accessory distributors.

Many local automobile companies declare they did more business for the first six months of 1917 than they did, all told, in 1916.

Information obtained July 17 from Col. E. Austin Baughman, Commissioner of Motor Vehicles for Maryland, is clearly indicative of the healthy condition of the automobile industry in Baltimore and Maryland. (It might not be amiss to add here that almost 75 per cent. of all automobiles and trucks in Maryland are registered from Baltimore city and within a radius of thirty miles of the city.)

Col. Baughman's figures show that during the whole of 1916 there were registered in his office about 50,000 "pleasure cars" (?), whereas during the first six months of 1917 there were registered in his office about 69,000 "pleasure cars" (?).

The Maryland registration will reach close on to 75,000 to 78,000 cars this year, according to the predictions of Col. Baughman and officials of the Automobile Club of Maryland.

REFLECTS LOCAL PUBLICITY.

This unprecedented business in automobiles is being definitely reflected in the newspapers here, all of which are showing gains over preceding years. We, on the Baltimore News, thought 1916 was the goal in automobile adver-

tising, and believed we would have hard work ahead of us to equal in 1917 what we did in 1916. We, like the Baltimore automobile dealers, have seen business exceed our fondest hopes, and for the first six months of 1917 the News showed a gain of 100,877 lines of *Display Automobile Advertising* over the first six months of 1916. This is, we believe, one of the biggest gains in display automobile advertising of any paper in the country. Our total lineage of display automobile advertising for the first half of the year was 418,993 lines, whereas our total for all of 1916 was 632,609 lines.

To the credit of the automobile industry in Baltimore, I wish to add that there is not a single automobile dealer or distributor here who is not a user of newspaper space. All the tire companies are using newspaper space, and accessory advertising which seldom appeared in newspapers in Baltimore has been running strong this year.

To the credit again of the Baltimore automobile dealers and distributors, I wish to say that, as a unit, they cooperate to the fullest degree with the manufacturer in making newspaper campaigns a success, and a bulk of the advertising here being on a fifty-fifty, or cooperative, basis, the distributors have "come thru" nobly, and in most instances have approved the factory newspaper advertising schedules.

ACCESSORY NEED.

There would be more automobile accessory advertising in Baltimore—and there would be more elsewhere, also—if the accessory manufacturers would give cooperation to their distributors not only in the matter of newspaper and other forms of advertising, but in the matter, too, of general "dealer cooperation"—assistance of factory salesmen, high-grade circulars, etc. I believe, from what can be learned, the accessory manufacturers have at last been awakened from their dreams and have come to realize the importance of newspapers, and from now on one may look for bigger and more copy from this branch of the giant automobile industry.

N. B.—"Pleasure cars" was placed in quotation marks with a question mark after it in the above article because I wish at this point to call attention to this horrible misnomer. On all sides you hear the motor car termed "pleasure car." That expression grates on my nerves.

For the past two years I have endeavored with a great deal of success to keep that expression out of the Baltimore News, and continually I am drilling it into the heads of my assistants to never refer to the automobile as a "pleasure car." It would be well for the Automobile Chamber of Commerce, the S. A. E., and other organizations of the industry to launch a movement to eliminate this name "pleasure car" and give the automobile its proper appellation of "motor car." I trust THE EDITOR AND PUBLISHER will follow up this suggestion and place this matter fairly and squarely before the proper organization for their action.

It would seem a logical thing to do, in view of the alleged crude oil shortage, to open some of our vast oil resources, rather than stop automobiling, as the president of the Standard Oil Company suggests.

Anything is possible—it is simply the will to bring about the combination of circumstances necessary to accomplish the desired result.

FISK TIRES ON LIST OF 500 NEWSPAPERS

Eminently Successful Policy Has Been To Tie Dealers Up in Local Copy—Branches Advertised in 130 Cities—Manager Tells of Satisfactory Results of Logical System.

By GEORGE L. SULLIVAN,
Advertising Manager, Fisk Rubber Company, of New York.

The experience of the Fisk Rubber Company in the use of newspaper space to stimulate the sale of Fisk tires has been extensive and profitable.

We began to use newspaper space in large quantities a few years ago early in the spring, with the object of helping our dealers dispose of goods on their shelves. At first a comparatively small number of dailies was used, mostly in cities where we operate branches. The result was so immediate and the sales response so definite that gradually that list has been increased, and to it has been added a very long list of weeklies published in small communities.

USES 550 DAILIES.

To-day this company uses a list of dailies exceeding 550 throughout the selling season, and is using this year a list of 3,000 weekly publications in cities of less than 5,000.

From the first it has been the policy governing this advertising to tie up the local dealer with the newspaper copy.

By our selling system the dealer is sold through out branch system.

We operate 130 branches of our own, covering every important city and trade centre in the country. These branches with their selling organizations, including men on the road, sell to the dealers.

POPULARIZE BRANCHES.

On our daily list is included the 130 branch cities. Advertising in the branch cities calls attention to the fact that we have a branch there with Fisk service. Advertising in cities where we do not have a branch carries the signature of the dealer or dealers who handle Fisk products in that city.

The same idea is carried out in the small towns.

We find that the small town dealer is particularly pleased with such advertising as we do in those cities, and for which we pay. It carries his signature, gives him a standing in the community, and is really in effect his own advertising.

It ties up the local dealer with the national advertising, and creates in the minds of his fellow-townsmen the feeling that he is a part of the great national institution well known by a long campaign of national advertising covering a great many years.

NEWSPAPERS ELASTIC.

We feel that the newspaper advertising is very elastic; we mean by that that it can be manipulated much more easily than national advertising can. We have used this year several special campaigns based on newspaper space in some cities which we felt needed a little extra effort and push. In every case where we have tried this plan it has been eminently successful, and we believe thoroughly that it was the newspaper advertising that sold it.

In a word, our attitude towards national and newspaper advertising might be phrased as follows: The national advertising puts the goods on the shelves of the dealers, and the newspaper advertising pulls the goods off the shelves of the dealers. But in addition to the quick stimulation of sales which we get from the newspaper advertising, it is probably that the great good-will built

up by backing up the dealer with local advertising in his own town is immensely valuable to us.

MANAGERS' APPROVAL.

Our district managers, who cover the country and who might be called a selling cabinet, have always been very strong for newspaper advertising, and particularly so for the small town advertising. When they come in periodically to the home office in Chicopee Falls, Mass., they always have the request to make to us, that whatever else we may see fit to discontinue using, that we shall continue the use of newspaper space. We believe that our organization is sold very thoroughly to the belief in and the advantage of newspaper space to actually sell the goods.

We have always tried to make our advertising newsy; that is, to hitch on to something uppermost in the public mind at the moment, or to capitalize on some thought which we knew was particularly appealing to the average motorist.

I might say in passing that we believe in preparing advertising copy to speak specifically to the audience to which we are appealing at the moment.

That is to say: Our newspaper copy is entirely different in character from any of our national copy; our farm paper copy is also different in character from any of the copy we use; our copy in so-called class publications, such as Vogue, Vanity Fair, etc., takes on another atmosphere, and so on. And it is with this idea in mind and governing us that we have always used our advertising copy to the man who is actually thinking about or ready to purchase a tire. This method is eminently successful. It seems to us a simple and logical thing to do.

\$3,000 BETTER THAN \$30,000.

If Car Manufacturer Had Struck With Small Amount He'd Have Won.

Here's a little story that Harry Prudden tells: A dozen years ago he went to Colorado for a visit and noticed that the farmer had assets other than the mortgage and the few who possessed hard-rubber tired motor cars were the envy of all.

Mr. Prudden decided that the manufacturer of a light runabout car might realize a clean-up if he would invade the Colorado farming country and do some judicious local advertising.

Returning to the East he made the suggestion to the manufacturer of an appropriate car. He asked for \$3,000 for an advertising experiment.

"Oh, you've just been out there, and you are enthusiastic and dreaming," was the manufacturer's verdict.

Mr. Prudden tried elsewhere, but no one would listen.

Presently a Chicago mail-order house bought up a every available cheap, used light car, however remote its model, and started a small advertising campaign in the local press of Colorado and vicinity. The clean-up that Mr. Prudden foresaw fell into the lap of the Chicago house. A little later the manufacturer who was originally approached let Mr. Prudden spend \$30,000 out in that country for a look-in on the business.

Moral: Don't confuse enthusiasm and judgment when enthusiasm is about people who want to buy what you have for sale.

Annual value of motor truck service at the average rate of 20 cents per ton-mile for road haulage is \$900,000,000.

*In the Best Automobile City
in the Country Today*

The Pittsburg Press

Carried, from January 1 to July 31, 1917,

527,976 AGATE
LINES

AUTOMOBILE DISPLAY ADVERTISING

A gain of 76,560 lines over same period last year.

Exceeded all other Pittsburg newspapers by from over 83,000 to 480,000 lines

¶ Pittsburg's products—and they are legion—were never so much in demand as at the present time—and its mills are all working overtime to fill orders for both the United States and Foreign Governments—and numerous individual contracts.

¶ Money is plentiful throughout the entire Pittsburg territory and the automobile trade—in all branches—is benefiting accordingly.

¶ **NOW** is the logical time to enter this fertile market—or to build up stronger sales by investing in space in **The Pittsburg Press**—"The Leading Automobile Newspaper of Western Pennsylvania." **BECAUSE**—The Press is **THE** newspaper of Pittsburg.

¶ It carries more display advertising than any other newspaper in the world.

¶ It carries more automobile, more financial, more high class specialty shop, department store and food product advertising than any other Pittsburg newspaper.

¶ It has the largest circulation—exceeding others by from 30,000 to 70,000 copies daily and Sunday.

Total Volume Advertising, January 1 to July 1, 1917:

11,685,688 AGATE
LINES

OVER ONE MILLION LINES GAIN over same seven months in 1916—Gain in July, 1917—212,968 Lines.

For *Automobile* and all *Campaigns* in Pittsburg Territory. The Big Result-Getter Is

The Pittsburg Press

O. S. HERSHMAN, President-Editor

New York Office, Metropolitan Tower

I. A. KLEIN, Manager

H. C. MILHOLLAND, V. Pres. & Adv. Mgr.

Chicago Office, Peoples Gas Bldg.

L. HERB SMITH JOHN GLASS, Manager
Automobile Representative

ONLY 2½ PER CENT. OF ALL 'ADS' ARE FRAUDS

How Vigilance Committee Has Cleaned Up Newspaper Back Yard—How Advertising Clubs Work to Aid Legitimate Business—Rights of Reader and Dealer.

By RICHARD H. LEE.
Special Counsel to National Vigilance Committee, Associated Advertising Clubs of the World.

Several years ago the Associated Advertising Clubs of the World discovered that there was something wrong with the drawing power of advertising. An investigation was made, and the Association finally determined that the trouble lay in the lack of reader confidence.

This resulted in the appointment of the National Vigilance Committee, and the work newspaper men are well acquainted with, under the general direction of Merle Sidener, of the Sidener-Van Riper Agency, Indianapolis, chairman of the committee.



RICHARD H. LEE.

SPOT ON THE APPLE.

The investigation revealed that but five per cent. of the total amount of national advertising was questionable, but that reader confidence in all advertising by reason thereof had depreciated more than forty-five per cent. Another revelation was that less than one tenth of one per cent. of the total advertising carried could be classed as fraudulent advertising, traceable directly to legitimate advertising writers or to legitimate business interests, and the deduction from this item of those cases which could be permanently cured by mere suggestion makes the item almost negligible, so that in the end the Vigilance Committee determined that the trouble with the drawing power of national advertising was the piracy of the legitimate field by illegitimate business, and the cure undertaken by the committee was the destruction of the interests which were perverting commercial advertising.

At the beginning it was necessary that the Vigilance Committee establish in a definite way, proof of its ability to handle so large and so important matter; to educate the reading public of its aims, so that they might not be misunderstood; to convince legitimate business that their attacks on the illegitimate business would not cast a general reflection on all advertising, thereby doing more harm than good; to satisfy periodicals that a temporary loss in space would result in an ultimate gain by reason of the greatly increased value of national advertising. These and many other matters faced the committee when it began its first great nation-wide constructive effort to remedy the situation.

INTERNATIONAL AUTOMOBILE LEAGUE.

One of the most flagrant violators of good ethics in advertising and the law was then operating in the city of Buffalo, under the name of the International Automobile League. This concern began business in 1907, in the days when commissions to agents were large, and when every man who bought a motor car or any of the accessories

which went upon a motor car took the agency for the product which he was about to buy in order to save the commissions.

In this way A. C. Bidwell, then in the wall-paper business in Buffalo, started the International Automobile League. He charged a nominal fee of \$10 per year for acting as agent in the purchase of tires, accessories, etc., and he represented to the members of his organization that the scheme was entirely co-operative, all commissions and other profits going to the consumer.

As the commissions were large, Bidwell was able to make an excellent showing. His organization grew rapidly, but, as the business of the manufacturer increased, the competition of Bidwell's membership was felt, and manufacturers, to save themselves, cut off his buying accounts. From this grew one of the most intricate and yet interesting series of substitutions ever practiced by any mail-order house in the country.

Bidwell, notwithstanding his substitutions, continued to advertise standard articles at prices lower in many instances than those named to the agents of the companies. The manufacturers went to the courts, but in every instance Bidwell came off victorious with the direct statement or the intimation that he was being prosecuted by a trust of some sort or other; that he was the savior of low prices to the motorist.

The National Vigilance Committee held that the ultimate consumer was interested and had the right to rely upon the good name of a standard product.

Agents of the International Automobile League were arrested at St. John, New Brunswick. They were tried and convicted on the charge of conspiracy to defraud. The agents of the League and one of its vice-presidents were arrested at Uniontown, Pa., charged with conspiracy to defraud, and they entered a plea of guilty.

BEFORE UNCLE SAM.

With the information then in the possession of the Committee, the matter was presented to William H. Lamar, Solicitor-General for the Post Office Department, with a request that the concern be denied the right to further use the United States mails in carrying on its business. Ten days from the date of the original complaint, Bidwell and his League were brought before Judge Lamar to show cause why they should not be denied the use of the United States mails.

The hearing lasted approximately three months. At times it was spectacular, at others distinctly funny.

Jim O'Shea, who had been Bidwell's office manager, testified as to anti-freeze solutions which invariably froze in transit; of a blank spark plug, which answered to any name which might be stencilled upon it; of a bath-tub where hardened bankrupt stocks of tires were dipped in ammonia water to make them resilient. Judge Lamar in a wonderful opinion, denied the League the further use of the United States mails.

While the hearing was on at Washington, an indictment had been returned by the Federal grand jury at Rochester, N. Y. Mr. Bidwell was arrested. He fought by every known technicality, and when the matter was finally set for hearing upon its merits, and Bidwell was called to face the facts, he came before the Court and tendered a plea of guilty to the charge of using the United States mails in a scheme to defraud.

It has been variously estimated that

PREMIER SAW BRIGHT SIDE OF WAR AND WON

Issued "Don't Be Business Slacker" Copy—Undertakers Get No Repeat Orders, Says McKee—Corporation Spoke Confidently and Business Kept Going—Fined and Business Kept Going—Fine Business Follows Campaign.

A line of advertising of the sit-up-and-notice sort was put out in the early summer by the Premier Motor Corporation.

It jumped right into the war situation, of which every one was thinking, and scored with a degree of patriotic fervor rarely equalled in advertising copy.

"Don't be a business slacker—right now the man who allows fear to paralyze the hand he writes checks with is just as dangerous to his country as the deliberate crank who throws a bomb," was a catch-line in Premier copy which is now famous.

Homer McKee, advertising manager of the Premier Corporation, in a statement for THE EDITOR AND PUBLISHER, says:

SEE BRIGHTER SIDE.

"From a patriotic standpoint, there is but one side to this war, and that is the American side. But from a psychological standpoint there are two sides to it—the bright side and the dark side.

"The Premier Motor Corporation prefers to look at the bright side.

"The bright side has been reflected in all that we have said verbally since the war began, and we have been even more painstaking to see that all we have written since the war began be rosy, cheerful, and buoyant.

"People never trade with an undertaker till they have to—and he never gets any repeat orders.

"The long face and the heavy heart never get far in business—and we propose to go a long way.

"So we have kept our ehins up and have managed to hang onto our happy frame of mind.

the League had from 65,000 to 100,000 members.

CRIMINALS IN FRAUDS.

In the main the Committee has devoted its energies to coöperation with the newspapers of the country, and to this end national reports have been issued dealing with the fraudulent character of certain advertisements.

Most of these companies have not been controlled by legitimate business or advertising men, and in six specific instances great nation-wide frauds have been backed by men who have either served time in penal institutions or are now under indictment for schemes to defraud, and it should be said to the credit of the legitimate newspapers of the country that none of these fraudulent enterprises were able to obtain advertising space, contract or no contract, after the report was issued.

One glaring example, the Emerson Motors Company has been indicted by the Federal grand jury in New York city. Indictments have been returned against fourteen individuals connected with that company, and against four firms of alleged brokers who sold its stock. Other investigations are in progress, and other indictments may soon be expected.

It is estimated that in the short period covered by the campaign to date, fraudulent advertising has been reduced from five to approximately two and one-half per cent. of the total carried, and reader confidence has been

"And it has paid.

"Personally, I am so tired listening to the fellow who confidentially tips it off to you that 'no one appreciates the seriousness of this war' that I rate him almost in the same category with the avowed enemy of our country.

"Too many people over here have had the eternal daylights scared out of them.

DON'T GET FUSSED.

"There has never been the slightest reason for getting all fussed up about this war. We are at war—that's one thing. But we are going to win the biggest war that was ever waged, and when we come out of it America's stock is going to three hundred in the world's market, and every time you register from the good old land of God's choice, everybody, from the bell-hop to the house detective, is going to remove his headgear. All of which is the other angle.

"I am not one of those who believes that America is going to get all shot up.

"I do not even believe that a great many of us are going to smell gunpowder—except on the rifle range—and about all the bayonet work we are going to get will be in front of straw dummies.

"But even if a few thousand of us get shot through—that isn't the worst thing that could happen to us.

"There is something the matter with the man who would not elect to die on the battlefield rather than in bed.

"Heaven forbid that mine should be an Ostermoor finish.

"The point being that this was at its worst is not sufficiently serious to make any of us sit around with our faces drawn and our purse-strings drawn in.

"And this is the spirit we have put into Premier advertising.

"We haven't gloomed around. We haven't kicked. We haven't 'reniged.'

"We have just talked plain old Yankee common-sense, and we have kept our heads.

"Incidentally we have kept business going."

greatly restored by the knowledge that the consumer is now recognized as a part owner of the good name of every legitimate business.

THREE CHIEF FACTS.

Three facts stand out prominently in the work of the Vigilance Committee:

(1.) The public has a right to believe the advertising which it reads. A newspaper reporter may draw upon his imagination to make a news item more interesting, and he does comparatively little harm, but the man who writes copy concerning the product of which he knows, lies if he tells other than the truth, and he lies to make money.

(2.) The advertiser has a right to have his advertising believed. If he were to purchase a home in a restricted neighborhood and an undesirable neighbor moved in, he would howl because of the depreciation of his property. Then why, when he purchases space in the public prints, should he stand for a neighbor in some lying, financial copy, or some vile, loathsome, indecent medical advertisement, casting a shadow over every statement he makes, and depreciating the value of the investment upon which the very support of his family depends.

(3.) The newspaper which will knowingly accept and print as an imposition upon the confidence of its readers, false and fraudulent copy of any kind, is merely a party to the crime of obtaining money by false pretenses.

Automobile Advertisers Dominate Philadelphia

The Third Largest Market in the United States

at one cost, by concentrating in the one DOMINANT newspaper

THE Philadelphia Bulletin

The Bulletin is read by "nearly everybody" in and around Philadelphia—practically 100% of the entire potential market. Net paid daily average TWO CENT circulation for June, 1917—

358,191 Copies a Day

Dominant Impression
Maximum Selling Efficiency

are yours (at the lowest cost) if you concentrate your advertising in the dominant newspaper—

The Bulletin

William L. McLean, Publisher

New York Office, Dan A. Carroll, Tribune Bldg.

Chicago Office, J. E. Verree, Steger Bldg.

BIG SPACE GAINS IN 4 BOSTON NEWSPAPERS

Nearly Half-Million Lines Increase Shown in Six Months on Motor Account—Local Advertising Cleared Difficult Trade Situation—Review of Conditions.

By JAMES T. SULLIVAN,
Boston Globe.

When the motor makers were busy at New York last January there was an air of optimism prevalent which boded good for the newspapers. Advertising was handed out lavishly. At that time the writer predicted that 1917 would be the biggest year for motor advertising in the history of the industry.

Three months ago this country was drawn into the war. And right away the people who look at things from a superficial standpoint began to plan requirements for the automobile industry. There was a hysterical wave of economy sermons preached by men and women, which a lot of newspapers very unwisely used as war news because there happened to be tagged on to the stories names of people who were more or less known in their communities.

PENALTY OF ABSURDITY.

The motor trade was affected. That is, the dealers, not the manufacturers. Absurd stories found their way into print. One told of the Government going to confiscate all the gasoline. Another had all the cars being taken over by Federal authorities. Many prospective buyers stood still. Then followed stories to counteract the silly statements.

The men handling motor advertising on the big papers, who were not immersed in the mere plodding along from door to door getting O. K.'s on copy furnished from the factories, woke up to the fact that there was a possibility of advertising schedules being side-tracked. They hustled themselves pumping confidence into the wavering dealers.

There followed a lot of publicity, written to offset the economy wave, much of which if published would have made matters worse. A lot of dealers had cars stored waiting for the good weather to break to unload them. But the spring was bad. So confidence was shaken naturally.

ADS SAVE THE DAY.

Yet the situation was cleared by advertising. The makers and dealers practically continued their schedules. And the motor cars kept on selling. And they will continue selling until the output is gone.

For example, here are some figures to show that motor advertising is not falling flat. These represent Boston, which is known the country over as conservative, and no better barometer could be secured as tending to show that war will not put the automobile advertising off the map.

There are four papers in Boston with Sunday editions which carry a lot of motor advertising, namely Globe, Post, American, Herald. As a lot of the accessory makers now use the classified pages for their goods the totals should

PUBLICITY BUNK MAKES MOTOR INDUSTRY RIDICULOUS

Hot Shot for Space Grafting, Chief Newspaper Indoor Sport—From the Angle of an Expert Automobile Advertiser.

By CHARLES W. MEARS,
Advertising Manager, Winton Motor Carriage Co.

Newspaper advertising pays automobile manufacturers and dealers. Also it pays publishers—which is good business and as it should be. But—

Why should publishers cheapen their advertising columns by "throwing in" a lot of space for publicity bunk that eats up white paper, burdens the mails and carriers, and very often makes the automobile industry look ridiculous?

Automobile reading matter ought to be handled as other reading matter is handled—absolutely on a news basis—by the editorial department, free from advertising influence. That is, if advertising space is worth card rates.

If advertising space is not worth card rates, have a regular schedule, showing how many lines of free reading matter go with every 1,000 lines of paid advertising space. Thus limited to definite space, advertising publicity writers might endeavor to fill this supplementary free space with articles that could be read without the blush of shame for newspaper readers' gullibility.

include both, especially as many of the advertisers pay the display rate. Also it should be borne in mind that some of the papers increased their rates January 1. Despite that fact, and also that we went into the war, every paper showed a big gain for the first six months of this year over 1916. Here are the figures:

	Jan. 1 to July 1, 1917.	1916.	Gain.
Globe	706,108	572,510	133,598
Post	576,144	437,447	138,697
Herald	392,065	239,740	152,325
American	277,566	241,431	36,135

That gives a total gain for the four papers for the first six months of this year of 460,965 lines. If it were divided by months for an average it would be close to 77,000 lines per month.

WILL BEAT LAST YEAR.

Now take the figures of the first six months of this year compared with the total of the full twelve months of 1916 as a further barometer. It shows that unless there is a real cataclysm the figures of 1916 will be easily surpassed. The Globe led last year with 1,067,719 lines. It now has six months to get 361,611 lines. The Post had 801,807, and it has to secure but 225,663 to make a new record. The Herald had 432,269, and 40,204 will put it even. The American had 398,992, and 121,426 lines will eclipse last year. A better way to put it, perhaps, is to say that during 1916 the four Boston papers carried 2,700,787 lines of automobile and accessory advertising. For the first six months of this year they carried 1,951,883, and to create a new figure for 1917, with six months to do it they need only 748,904 lines, or about 40,000 more lines than the Globe alone carried so far this year.

That the confidence of the makers of cars and accessories has returned is shown by the fact that June, which is supposed to be a light month ordinarily, was not so. And to make it more emphatic it was the second month of the war with people still a bit chaotic. But the advertising figures for motors showed that June stood third in the list in totals. And it must be remembered that March is the big show month in Boston, and is ever first; that April is always good right after show and spring at hand. Therefore, to find June third is a fine indication of what is in sight. Moreover, the first two weeks of July showed a lot of advertising in the papers. Parallel conditions exist in all the big cities.

BIG BUSINESS AHEAD.

So much for figures. Now for some deductions. When the 1907 panic busied

itself the one industry that stood the test well was the motors. Yet at that time cars were regarded as a luxury; they were high priced, and they were classed as a fad. Cars are no longer regarded as a luxury. They are a prime necessity. And the 1917 models will be cleaned up soon. There will not be so many announcements of new models. Many makers will continue their cars without changes. This will have a beneficial effect upon sales.

There will be a scarcity of cars next year. Makers who were planning on increased production will not be able to get out all they figured on producing because they will not be able to get the materials. This curtailment will be general. Some of the firms that have been struggling along will not continue. Thus will be weeded out the weaker element. The Government will buy a lot of cars and trucks, and as the army will get quick deliveries dealers will be held up somewhat. This will ease the situation for makers and dealers in dull periods.

The makers having sold their output to dealers now have their money ready for next season. Their contracts for material have been placed long ago, some of them having ordered enough for two seasons when they saw how conditions were shaping in 1916. These makers are close enough to the people to know what is going on, and they can switch orders from one territory where sales are slow to another where there is a larger demand. They realize that many people will make a lot of money out of the war. It is so in every war. Also there are the thousands of people who continue to climb the ladder in this land of opportunity, and who will be buyers of cars this fall, winter, and next spring.

PRICES WILL HOLD.

It is an undisputable fact. And those who have the cars will be able to sell them. There is ever a new angle to the industry. The truck attachments have come on the market to utilize a lot of the second-hand cars. Even now some of these used cars cost as much as when they were new. Then there will be the large number of people who would have bought this year but for the war. They have hedged a bit. With clearing skies they will buy machines. With a lesser production and a greater demand the cars will not be marked down.

The makers are sensible enough to know that there will be other years coming, and so they will continue advertising. They will not let their names drop out of public sight. It would mean

FOUND NO WASTE IN NEWSPAPER CIRCULATION

Sensible View of Autocar Company Is That Newspaper Advertising Makes All Sorts of Men Speak Well of Cars—Experience of Consistent Local Space Users.

By H. L. WHITTEMORE,
Advertising Manager, The Autocar Company.

The Autocar Company for years has been a consistent newspaper advertiser. The big success of the Autocar has been built on the fact that in the large cities of the country factory branches have been established to render complete service to users of the Autocar in and around these cities. From the first this necessitated intensive local advertising, and the newspapers have always borne the brunt of this work.

The Autocar Company does not feel that there is any great drawback in the argument sometimes advanced against newspapers that for automobiles and motor trucks there is a great deal of waste circulation, particularly for motor trucks; there is no such thing as waste circulation, as one of the biggest assets that a motor truck can have is to have its product favorably spoken of by all sorts and conditions of men.

There is no question in our mind but that newspaper advertising more than any other form of publicity cooperates closely with the local salesmen.

We have run copy featuring different trucks and the work they are doing, and we find that it is a great benefit for our salesmen to get in touch with prospects who are in business similar to that featured in the different advertisements, when the advertisements are fresh in the minds of those prospects.

1,200 Advertising Auto Concerns

There are more than 1,200 automobile or accessories concerns, manufacturers, or important dealers who do advertising in the United States.

More than 10 per cent. of them employ advertising managers, and more than half of them have their advertising accounts in the hands of recognized agencies.

Remember this: Local dealers sell automobiles. The motor is not a mail-order commodity. The investment is important enough to demand a PERSONAL touch. National circulators may POPULARIZE a machine, but the sale is made when the customer answers the local newspaper advertisement of the local dealer.

If automobiles are a "luxury" this is a luxurious country, for there is one to every thirty-five in population.

beginning all over again. And as most of the factories now have real advertising staffs, men who know the business, the flow of money into the newspaper offices will continue. There may be a curtailment of schedules eliminating some of the smaller papers, but those of standard circulation with real influence will not be overlooked.

One has but to take up the Sunday papers in any big city and he will see good-sized ads to-day of the cars whose names are widely known through advertising. There is no indication of war judging by the motor section. The total figures for 1917 may not be as large as if there were no war, but they will easily surpass 1916, which was regarded as wonderful.

GOOD LOCAL COPY WINS, SAYS KING CAR MAN

National Advertising, Except Farm Papers, Has Lost Sales Force, for the Present, H. C. Bradfield Writes—Live Dealers Are Using the Daily Press to Produce Results.

By H. C. BRADFIELD,
King Motor Car Company, Detroit.

Business is spotty. But there is business for the motor car in the United States. The dealer who is using sales energy, who has not



H. C. BRADFIELD.

It was noticeable in New York city, for instance, that a few days of good weather brought merchandising results in the motor-car business.

LOCAL COPY BEST.

During this period dealers who are using forceful or localized copy find much better returns than those who are using mechanical copy, no matter how well the car is advertised.

Localization of efforts on the part of factory advertising departments brings much better results than national campaigns. There is no doubt to-day but that national advertising (farm papers excluded), which at the best is prestige advertising, has lost its sales force for the present.

To illustrate, the King Motor Car Company conducted a car-owner's service test for one week at Minneapolis and St. Paul, using some of the papers there for their advertising. Direct sales resulted. A similar condition for our company existed out at Omaha. The test was not severe, but the best papers were used.

The Cole Motor Car Company sent its advertising manager into Nebraska. He did unusually good work by localizing his efforts. His cash-in results absolutely proved the correctness of localized copy.

NEED GOOD COPY.

Advertising will not bring prospects to the salesroom as a general rule, but if your copy has a human interest local touch to-day it will assist in doing this better than any other one thing. No matter how dull times may be, there are always some persons who can and do purchase automobiles.

When business is good the local newspapers have good local newspaper ideas to sell to dealers. In some places where business has been lagging the newspapers have gone into this plan and it has had cash-in results.

Therefore, to-day, for the newspaper, the plan should be to sell service in the way of localized copy, rather than circulation, because circulation, so far as the automobile business is concerned, is listened to, but it does not have the same weight as with a national publication. Lay away from composite advertising. The dealer does go into this, but he does not do it with full conviction

that it brings results. Individualize in your localized copy. This may cost more, but the things that cost usually give results.

For the dealer, he and his organization must work. Business does not come to the showroom to-day. You can take any city in the country and when you look for the reason a certain dealer is doing business, you will find that it is because this dealer and his organization are animated by real enthusiasm all the time and are out after the goods.

It goes back to the old story of the dealer who works while the other fellow yells "calamity" that gets the business.

And this live dealer is not missing any opportunities. You will find that his local advertising is consistent and interesting.

VALUE OF MOTORS IN WAR

50,000 American Machines Were Exported to Serve Our Allies in Europe.

About 50,000 American made motor cars have served the Allies in their war against the Central powers since 1914 and the part the motor car has in general taken in the titanic world struggle is one of its most amazing features.

Lest we forget it was the automobile that saved Paris from the fate of Brussels.

In the early days of the war when the German host was slashing through prostrate Belgium and commencing to menace Paris, General Gallieni made a sortie from the French capital in 4,000 taxicabs and small automobiles. Nine soldiers were put in each. In six hours 70,000 men had been transported 35 miles.

The enemy advance was checked and has been held to this day.

An entire British army of 200,000 men was transferred by motor car 170 miles in three days.

Throughout the war, on both sides of the fighting line, automobile transportation has supplied the requirements of local traffic service as adjuncts to the railroads performing through service.

The amazing mobility that the armored automobile has given to the forces of all the belligerents has made of the world war sanguinary and rapid in operation and almost beyond our power to credit.

MOTOR STOCKS ARE LOW

Some Astonishing Disparities Shown in Three-Year Comparison.

Some striking disparities in market values of motor securities listed on New York Exchanges are shown in a comparison of the high and low records from 1914 to the present month.

Following are some of the more important: In 1915 Chandler Motor Car Co. stock sold as high as \$102, and the high for 1916 was \$108.50. It is now around \$80.

General Motors reached its high position in 1915, selling at \$558, the low price in the same year being \$82. The high of 1916 was \$525 and the low was \$405. It is now around \$118. The preferred issue of General Motors had its high in 1915 at \$136, and is now around \$89.

Maxwell was at \$10.50 in 1914, touched \$89.75 in 1916, and is now around \$43. The first preferred issue was high at \$103.75 in 1915 and is now around \$63. The second preferred was at \$68.50 in 1915 and is now around \$30.

Studebaker sold at \$20 in 1914, touched the high of \$195 in 1915, and is now

around \$59. The preferred sold at \$70 in 1914, touched \$119.50 the next year, did not go below \$109 in 1916, and is now around \$94.

White Motor sold as high as \$60 in 1916 and is now around \$47.

Willys-Overland touched \$130 high

and \$62 low in 1914; \$268 high and \$87 low in 1915; \$276.90 high and \$199.25 low in 1916, and is now around \$33. The preferred was low at \$90 in 1914, touched \$115 high and \$96 low in 1915, touched \$109.25 high and \$102 low in 1916, and is now around \$95.

THE AUGUSTA CHRONICLE

"The South's Oldest Newspaper"

Augusta, Georgia

Leads In Auto Advertising In the Rich Augusta District

During the first six months of 1917 The Chronicle published

40,040 Lines More Auto Advertising
Than Any Other Augusta Paper

The Chronicle carrying 100,660 lines against 60,620 by its nearest competitor.

The Chronicle reaches the people with purchasing power. See our representatives.

S. C. Beckwith Special Agency

New York Detroit Chicago St. Louis

THE VINDICATOR

YOUNGSTOWN, OHIO

The recognized authority on automobiles in North Eastern Ohio and North Western Pennsylvania.

450,140

Lines of automobile advertising carried the first six months in 1917, an increase of more than 100% over 1916.

Manufacturers can obtain full information regarding the territory covered by the Vindicator by addressing the Promotion Department.

LA COSTE & MAXWELL

Foreign Representatives

Monolith Building
New York

Marquette Building
Chicago, Ill.

Members of Audit Bureau of Circulations

VIEWS ON ADVERTISING TRUCKS IN DAILY PRESS

Best to Concentrate Efforts on Local Dealers—Discusses "Newspaper Waste"—Favors Sunday Newspapers for Trucks—No Doubt that Newspapers Reach All, from Plebeian to Plutocrat.

By C. I. HENRIKSON, Advertising Manager, Chicago Pneumatic Tool Company (Little Giant Trucks).

Newspaper advertising is the most democratic form of advertising. It makes no pretensions. Plain and unadorned, it reaches the plebeian and



C. I. HENRIKSON.

and the plutocrat and everybody reads it. Every man has his favorite newspaper, and looks through it to see what is going on in the world. The busiest man of affairs who reads "only the headings" in the news columns will devour an advertisement if it offers him something of value to his business.

IT FOCUSSES.

Newspaper advertising is concentrated advertising. It focusses the effort upon a certain spot. In reaching everybody, it reaches the man you seek. But it does more. It educates the latent purchaser, it reminds the wavering prospect, it points the way to the interested buyer. In so far as it thoroughly covers a given locality at a specified time, it may be considered a "direct" form of advertising.

The man who suddenly finds himself in the market and ready to buy an automobile will for seven days in the week read every advertisement he can get at to see what is being offered in his locality, and the dealer whom he finally seeks is not an acquaintance or a personal friend, but some one he has learned to know by name and address through the advertisements in the newspapers. For years he may have passed up these auto ads. They were apparently a waste as far as he was concerned, but the advertiser knew—the man himself didn't—that he was a prospective purchaser and kept on advertising until the psychological moment arrived.

DEALER CORRELATION.

There are some nearly perfect ways to reach and cover the entire country, but without a dealer to step in and nurse the prospect along, the inquiry becomes a curio, a reminder of wasteful, expensive, injudicious advertising. The judicious advertiser will concentrate his efforts in those localities where his dealers are at work. When, at last, the ever-extending zones of dealer influence overlap, newspaper advertising has consummated the great purpose of its life.

There is waste in every effort, there is waste in every form of advertising, and there is terrific waste in the newspaper advertising of motor trucks. But it must be remembered that transportation is rapidly becoming motorized, and that the percentage of newspaper reading motor-truck prospects is rapidly increasing. The hundreds of lines of business represented in a given locality can be reached effectively in no other way, to-day, to-morrow, and the next day, with a continuous, varied appeal, than through the local newspaper,

which tells them where they can see a good motor truck and where they can find the dealer who will be glad to tell them all about it.

FAVORS SUNDAY PAPERS.

But the way of the newspaper advertiser of motor trucks is hard. There are many problems, and mistakes are costly. Motor trucks have neither nationality nor politics. Newspapers have. And there are morning, evening, and Sunday newspapers. Here is where the judicious advertiser calls in the agency man, who knows from past experience the relative prestige of competing newspapers. For motor trucks, the greater circulation of Sunday papers with the time that is given the reader to peruse and digest them, singles them out as specially desirable.

Motor trucks are complicated things and there is lots to learn about them. Sunday affords particularly fine opportunity for the resting business man who is considering the purchase of a truck, to see what kinds are offered and scrutinize the claims of the makers. On the other hand, a truck ad in a week-day paper may be conspicuous by its comparative lonesomeness and thus get good attention.

At this point the problem becomes academic, and intimate knowledge of circulation and local conditions becomes absolutely necessary to advertise judiciously.

WILL ADVERTISE IN FALL.

Pierce-Arrow Dealers Look for Big Future Truck Business.

By R. S. BARTLETT, Advertising Manager, Foss-Hughes Company, Philadelphia.

Until this spring we have done practically no newspaper advertising. Most of our advertising is what we term classified display, and refers to used cars only, which we have to offer. We have, however, cooperated with the Pierce-Arrow Motor Car Company in a national campaign covering motor trucks, and we are pleased to state that our results have been very satisfactory.

This fall we will continue this campaign, for we feel equally as good results will be received inasmuch as we look for a great increase on our truck business. We have anticipated this by accepting our passenger-car business for this spring as a basis on which to work.

For instance, during the month of April we delivered more motor vehicles, from the standpoint of dollars and cents than we ever have in any single month in the past ten years. This we consider an indication of the prosperity of the country, for we would have received many cancellations, regardless of the fact that we had a small deposit on each order, were there any desire on the part of the buying public toward retrenchment.

Another example conducive to optimism is our March truck business, in which month we accepted orders for seventy-six units, and, with the exception of four of these, all will have been delivered prior to the end of July. It must be borne in mind that lumping our business shows an average list price for every sale we make of \$5,000, as our cheapest truck is \$3,500 and our cheapest pleasure car \$4,800.

Of course, this business is in no way due to newspaper advertising, but we cannot deprecate the fact that we have undoubtedly aided ourselves by the small advertising we have done.

LATEST 'GAS' SCARE IS DENOUNCED BY REEVES

Says Bedford's Public Warning Means Desire for Higher Price and New Fields—Ample Resources—Dougherty Says Government Must Encourage Oil Production.

During the past two weeks the newspapers of the country have given wide publicity to the statement of A. C. Bedford, president of the Standard Oil Company, that the country is using 35,000,000,000 barrels of crude oil in excess of its supply.

Mr. Bedford unhesitatingly lays responsibility upon the "rapid development of the automobile industry," which he says consumes 40,000,000 barrels of gasoline per year, and he also, unhesitatingly, asks that the automobile industry be regulated to suit the oil situation.

He said, and scores of newspapers have printed the remark without question, that the public will have to economize on gasoline—curtailing "pleasure riding," and looking upon their machines as necessities to be used only when needed.

He also asks for increased crude oil production.

STATEMENT ANSWERED.

Alfred Reeves, secretary of the National Automobile Chamber of Commerce, said to THE EDITOR AND PUBLISHER:

"Mr. Bedford, speaking in his capacity of chairman of the committee on petroleum of the Advisory Commission of the Council of National Defense, seems to have gone out of his way to lay the troubles of the oil industry upon the automobile industry.

"We do not for an instant credit the belief he expresses that there is going to be a serious 'gas' shortage in this country.

"I read Mr. Bedford's statement as meaning that higher prices and new fields are sought. There is an ample natural supply of oil, if the oil industry will produce it. They need to open up the vast resources that are held in reserve. If the question of paying royalties to the Government for oil taken from Government land is standing in the way of production, then there should be an adjustment of it.

"Automobile dealers will heed the Bedford warning to conserve gasoline, however, but they will do it by applying the best that science affords in the matter of mechanical saving of gasoline. I know of one 'gas'-saving device that permits a car to make as much as eighty-two miles on a gallon of gasoline. In this way as well as in the promotion of substitutes, the automobile industry will economize.

"Mr. Bedford asks for a curtailment of car use for pleasure. It is mighty difficult to draw the line between pleasure and utility use of almost any car.

"What's the matter with Mexican oil? They say it doesn't make as good gasoline as our crude oil. May be it doesn't make as much gasoline, but at present prices it is well worth the effort. We have plenty of oil resources and the thing is to make them produce—not to try to hold back the third great industry of the country for the accommodation of the oil industry, which is not meeting the issue."

UP TO GOVERNMENT.

Henry L. Dougherty, president of the Cities Service Company, and the second largest producer of refinable oils in this country, disputes Bedford's statement.

He said: "I recommend that the Government find ways to encourage oil producers to not only reestablish normal activities, but to encourage their efforts above the normal.

"I think it is safe to say that the curtailment of gasoline demand will not alone suffice to meet the threat of an oil famine, and it is possible that the curtailment of gasoline consumption might precipitate such a famine. Fuel oil at present prices must be considered largely as a by-product. For every gallon of the main product which is curtailed a loss of four gallons of the by-products will ensue."

PITTSBURGH LIVE MOTOR CITY

Truck Is Coming Fast in Rich Iron Territory.

L. HERBERT SMITH, Automobile Editor the Pittsburgh Press.

Pittsburgh has long been recognized as a leading automobile centre, and one whose judgment on motor cars means much to the industry on account of the peculiar topographical conditions pertaining here.

For this account the tremendous volume of sales that the Pittsburgh territory has absorbed has been of the greatest value, not only to the automobile industry, but also to the allied industries, of which the motor car or truck factory is but one.

Realizing the field, it is but natural that Pittsburgh should also be the testing place for numerous advertising and sales campaigns.

RICH TERRITORY.

Advertising has played a large part, and one that has invariably been followed by the Pittsburgh dealers with good constructive sales backing. Pittsburgh is the logical distributing centre for the wonderfully rich Pittsburgh territory, which comprises the southwestern part of Pennsylvania, northern West Virginia, and eastern Ohio. In this district are located a veritable host of motor-car owners, whose wants are legion, and who have been educated to buy standard advertised articles.

Over eighty makes of pleasure cars are represented in Pittsburgh, and over 50 trucks. Practically every standard tire has a representative, and the thousands of specialties are all represented. It is but natural that with commodities such as are thus represented, that newspaper advertising would play a most important part. And it does, because, with newspaper advertising, it is possible to thoroughly cultivate this particular field, with practically no waste circulation, or with greatly less waste than would be possible with other mediums. Not to mention the cost of reaching the buyer by other means.

It has often been remarked that the market has been saturated, or has reached its peak of assimilation. But in Pittsburgh, with business conditions such as they are, and with bigger bank deposits than ever before, money has been readily available for the purchase of motor cars.

TRUCK COMING FAST.

The market for trucks, in Pittsburgh anyhow, is where the passenger car was five years ago. It is just coming into its own.

Pittsburgh is a good automobile town in every sense, and in all branches of the industry. It has the people of means to buy cars, the roads to travel on, the business firms for truck use, expanding and more profitable business, and the willingness to spend money.

SOME AUTOMOBILE TIPS FOR AD MEN

DOBLE-DETROIT STEAM MOTORS Co., of Detroit, have done some new advertising, through Powers, Alexander & Jenkins Agency.

VAN PATTEN (INC.) AGENCY is handling the Carlisle Tire Company account. This concern is located at Andover, Mass., with Jacob S. Bretz, president.

ATLAS ADVERTISING AGENCY for Bethlehem Motors Corporation, truck makers, at Bethlehem, Pa.

WATCH LORD & THOMAS AGENCY for Diamond T. Motors copy.

NYE ADVERTISING AGENCY has E. A. Laboratories account, auto accessories, with headquarters at 80 Broadway, N. Y.

EISEMANN MAGNETO Co., Bush Terminal, Brooklyn, doing business through C. Ironmonger Agency.

of Goodrich Tires, Akron, O., with W. O. Rutherford, general sales manager, and A. H. Cummings, assistant advertising manager, with William H. Rankin Agency.

WATCH ERWIN & WASEY AGENCY for "Goodyear" tire copy.

"JUMBO" SPARK PLUGS through Blackman-Ross Agency.

DUNLAP, WARD AGENCY for Grant motor cars, Cleveland.

S. C. JOHNSON & SON, "Stop-Squeak Oil," "Auto-Lac," and "Johnson's Carbon Remover," place between March and November, through Western Adv. Agency.

LORD & THOMAS for "Abbott" Cars, Cleveland.

THEO. MACMANUS AGENCY for "Allen" cars, Fostoria, O.

H. M. APPLGATE is adv. mgr. for American Motors Corp., 141 Broadway, New York, with Van Patten (Inc.) Agency.

BRADY-MURRAY MOTORS CORPORATION, 1886 Broadway, New York, are Eastern distributors for Chandler cars—Atlas Agency.

DAY ELDER MOTORS Co., Newark, N. J., is a new listing—Hanser Agency.

KAUFMANN, BROWN (INC.), 1800 Broadway, New York, "Peugeot" and "Premier" cars, has been supplanted by Kaufmann, Morris Co. (Inc.), same address, with same representation.

E. T. HOWARD AGENCY for "Locomobile" cars and Geo. L. Dyer Agency for "Locomobile" trucks.

VAN PATTEN (INC.) AGENCY for "Lozier" cars.

MADISON MOTORS CORPORATION, Anderson, Ind., H. H. Brooks, adv. mgr., place copy direct.

GORDON MUIR is now assistant advertising manager of Maxwell Motors.

FRANK SEAMAN for Studebaker Corporation.

For "TEXACO" OIL, Clarkson A. Collins, jr., Agency, with L. Jacobs, director of advertising, Texas Oil Co., 17 Battery Place, New York.

"VIM" DELIVERY CARS, by Touraine Motor Company, Philadelphia, M. H. Adams Adv. mgr. and Geo. L. Dyer Agency.

JOHN O. MUNN now assistant advertising manager, Willys-Overland Co., Toledo.

TAYLOR-CRITCHFIELD-CLAGUE AGENCY for "Firestone" tires.

EMIL GROSSMANN MANUFACTURING Co.

produces "Red Head" spark plugs, placed by Federal Agency and using newspapers.

C. N. MULLICAN, adv. mgr., Kentucky Wagon Manufacturing Company, Louisville, Ky., placing copy direct for "Urban" Electric cars. Contracts in January.

MARK HAMER is advertising manager of Nordyke and Marmon Co., Indianapolis, with "Marmon" cars.

ERWIN AND WASEY have "Oakland" motor account.

AUGUST for Oil Products Co., 17 Battery Place, N. Y., for "Usofine," P. L. Foster, advertising manager and business director.

GARDNER ADVERTISING AGENCY for Packard Motor Car Co., of Detroit, and also New York.

WM. D. MCJUNKIN AGENCY for Premier Motors Corporation.

J. H. CULVER is advertising manager of Roberts Motor Manufacturing Co., of Sandusky, O.—Campbell-Ewald Agency.

C. H. TOUZALIN AGENCY has the account for Standbe Starter Co., Chicago. It's a Ford starter.

S. W. FORAN succeeded Wm. B. Stout as advertising manager Scripps-Booth Corporation, Detroit.

BETHLEHEM "5-POINT SPARK PLUG" has Walter H. Lumpkin as advertising manager, and Geo. W. Edwards Agency. It is product of the Silver Company, South Bethlehem, Pa.

SIMPLEX SHORT-TURN TRAILER Co., Auburn, Ind., places direct. Address E. A. Johnson.

FRED S. JOHNSON is advertising manager Stanley Motor Car Co., Newton, Mass., producing steam cars. Martin V. Kelley Agency.

RALPH KAYE is now advertising and publicity manager for Kissel Motor Company, succeeding H. S. Daniels, now advertising manager for Dort Automobile Company, Flint, Mich.

We know of one automobile manufacturer in this country who was "talked into" a magazine appropriation representing an amount in excess of \$1,000,000, which did not turn over, and who now wishes he had invested that million in local newspapers to guide buyers directly to the dealers handling the cars. Pretty pictures in colors should never blind you to the fact that newspapers, though plain in appearance, are DIRECT and POSITIVE sellers of merchandise.

There are 450 automobile manufacturers in the United States, of which 277 are in Michigan, Ohio, Illinois, New York, and Pennsylvania.

Automobiles cause about 4,000 deaths in the United States annually, but the death-rate has been greatly reduced in proportion to the increased use of machines.

It is as much your privilege to ask for an automobile without cost as it is the right of a manufacturer to ask you for free space.

If 438 automobile manufacturers, out of a total of 450 in the country, do only 20 per cent. of the business, there is plenty of opportunity for newspaper advertising solicitation.

We exported more than \$100,000,000 worth of commercial and passenger automobiles last year, Europe taking half the amount in commercial vehicles.

AUTOMOBILES—AND THE NEWSPAPER

(Continued from page IX.)

self in this manner. If the average newspaper solicitor will encourage advertisers along these lines there is sure to be an increase in the amount of space used and the dealer will be helped, too, for his position will be much strengthened.

THE TRUTH WINS.

The dealer should be encouraged to be truthful in the printed word. Gross exaggeration has been the common fault. And it is because of careless advertising that the dealer has suffered. Dealers lose money when their advertising policy or that of the manufacturer is based on loose, misleading statements. The purchaser expects too much. He is led to believe the impossible by the printed representation. And it should not be that way. An automobile should be advertised as a piece of machinery. The purchaser should be given to understand that the running gear is made up of a number of metal parts. Friction is inevitable. Parts will wear. Units will break. It is the way of all metal.

If the purchaser is educated this way, he will not be averse to paying for replacements when they are necessary, nor any charges incurred to keep a car in running order.

As it is, the purchaser has a hazy idea in the beginning on account of the glowing printed statements, and in the eagerness of making a sale the dealer is likewise careless in his promises, and so in the end, in a good many instances, service eats his profits. And it should not be so. Accuracy in publicity will change this system. The public will buy as many automobiles if sold honestly and truthfully. The newspaper, working as it does closely with the dealer, can do valuable work in righting the dealer in this respect.

WORD TO AVOID.

The words "pleasure car" as applied to a passenger automobile should be eliminated from the motor-car vocabulary. It is a rank misnomer and should be dropped at once from every printed statement, from every catalogue or advertisement. The word "passenger" should be used.

The automobile on the farm isn't used for pleasure purposes. Here it is indispensable. It has a hundred uses, all

legitimate. The physician's car isn't used for pleasure purposes. Here it is a life saver, the most important use it can be put to. The motor car going on any business errand isn't used as a pleasure car. Here it is used as a time-saver, a business developer, for the purpose of seeing more people each day. A pleasure car! The word is ridiculous. Banish it and help the dealer stop the use of it. Remove it entirely from the editorial columns.

TEACH DEALER SPACE USE.

The dealer should be educated to use larger space. Many of them use space too small in size. They assume that the reader is going to look for the advertisement. The eye does not look for any particular one. The space must be large enough to attract the eye. This, too, is a matter of education.

It must be kept in mind that the automobile business is new, in a sense. On account of the fascination of the work, automobile selling attracted men from many walks of life. Farmers, blacksmiths, mechanics, and bicycle dealers may be found by the thousands in its ranks. Their business experience is not ripe. Merchandising problems are new to them. They need education along many lines that will help them to become better business men. They must appreciate the position they occupy as sellers of costly units. They need instruction in the conduct of business, in advertising, in selling, in promotion work, in all departments.

The newspaper is sure to profit more with the growth of the business. And as repeatedly said, it is still in its infancy. The growth is certain and positive because it deals with transportation. Transportation, growth, and progress are synonymous terms.

The uses of the automobile will increase with the years to come. And it has accomplished much already. It has been a dominant figure in the improvement of roads. As an assistant in business, it has opened many new avenues of trade. To the business man, doctor, lawyer, salesman—it has been a boon of no mean sort.

And so, here's to the automobile, the new carrier of the world's burden—the new and everlasting wonder of the world. It has revolutionized the mode of living. With its help, town and country meet. It has helped to develop business of every nature. It is an assistant in education! It encourages travel. It makes for the ideal vacation. It fits in anywhere and everywhere. And it is useful and beneficial always.

Mr. Auto Manufacturer! Mr. Advertising Manager! Mr. Space Buyer!

When you really want to know, you ask the man on the ground what his experience has been—

ALL the dealers in Paterson, N. J., use the Sunday Chronicle, the logical automobile medium of Northern New Jersey. The Chronicle carries more automobile advertising than all the other papers in Passaic County combined—5 to 8 pages every Sunday—for the past five years. The second paper in the state in point of lineage. Send for sample copy.

The Sunday Chronicle

The Sunday edition of the Press-Guardian, the only 2c. evening newspaper in Passaic County.

Paterson, N. J.

Member of A. B. C.

TIBBITTS SEES NEW ERA IN MOTOR ADVERTISING

Goodrich Manager Says It Will Be More Responsible and Less Guesswork—Cut Out Waste—Newspapers Will Continue to Get Great Tire Copy—Ill Wind Blew Good.

By E. B. TIBBITTS, Advertising Manager, the B. F. Goodrich Rubber Company.

"Ill blows the wind that profits nobody."

Goodness knows that, while the wind is ill enough that blows these days, it is my belief that many compensations may be expected.

Great American industries are now paying heed to the sign that reads "STOP, LOOK, LISTEN." There is a far-reaching effort that speaks for a finer analysis of conditions together with better judgment and more precise action. Values are going to be better understood and more accurately rated.



E. B. TIBBITTS.

IMPORTANCE OF ADVERTISING.

Advertising is a means to this end, and, in my estimation, we are on the eve of a new advertising era—an era of greater responsibilities, and a demand that we meet these responsibilities with a better knowledge and less guesswork than ever before.

The general advice to cut out the waste will apply to advertising as it does to all our activities, and on this basis we hope to construct our advertising campaign.

There is every reason to believe that newspapers will undoubtedly continue to carry a large share of Goodrich advertising; in fact, we see no good reason for changing that attitude which has led us for several years past to spend a very large amount of our advertising appropriation for newspaper space.

FINE PITTSBURGH GAINS

Newspaper Lineage Reflects Prosperity in Iron City.

The Pittsburgh Press published 447,875 lines of automobile advertising in the first six months of 1917, as against 384,542 in the first half of 1916.

The Pittsburgh Gazette-Times published in display for automobile and accessory account, from January 1, 1917, to July 1, 26,742 inches. This was a gain of 6,399 inches over same months last year.

The Pittsburgh Chronicle-Telegraph ran 7,435 inches of automobile and accessory display during the first half of the present year, a gain of 1,707 inches over same months a year ago.

Charles F. Steel, manager of automobile advertising of the Pittsburgh Dispatch, says: "We have had a steady increase in the amount of automobile advertising in 1917, as compared with the first six months of 1916. Increased space has been used to tell the merits of high-priced cars."

Does it ever occur to the easy publisher that local advertisers may wonder at the discrimination in free readers given automobile advertisers?

CHICAGO POST SCORES MOTOR LINEAGE GAINS

Westlake Tells Why Industry Now Depends Upon Local Press—Great Future Ahead for Newspapers Accepting This Opportunity—Automobile a Necessity.

By E. G. WESTLAKE, Manager of Automobiles, the Chicago Evening Post.

Perhaps the automobile industry has changed—has developed phases that make for more intensive salesmanship in marketing the product of the factories. In all probability the dealer has found that a new era of merchandising has come. It may be that only the man who places the manufactured machine is keenly awake to the call that comes to him from the newspaper as the medium through which his particular territory must be awakened to the need of paid publicity. But after watching the trade and manufacturing conditions for more than two decades, the writer is of the opinion that the industry has become so great that the local field has completely overshadowed the national field—that the dealer, distributor, and sub-dealer are the units who must bear the greater proportion of the burden of merchandising.

This, automatically, as it were, puts the advertising task upon the automobile man of the small town, the large city, and the agricultural district. That means, obviously, that the merchandiser of automobiles must use the mediums at hand—the newspapers.

ORGANIZATION VALUE.

It is passing strange that until only a few days ago the big army of automobile dealers in the United States—it is difficult to say just how many thousands of these business men there are in this big army—had no national organization. These men dispose of many millions of dollars worth of automobiles and motor car accessories each season, but were never keen enough until one-half the season of 1917 had been passed, to organize and launch a National Automobile Dealers' Association. Now that officers have been named, committees put at work on a constitution and by-laws, the vast amount of nationalization work and plans for cooperation on legislative matters, the army is about to get under the beneficial cover of a national organization.

It was at a recent meeting of this organization that one dealer called to talk on the question of "the saturation point in motor car manufacturing—has it been reached?"—struck the chord of thought in the minds of his auditors by a short and terse talk.

WHAT SATURATION IS.

"Saturation! Why boys, is it not plain to you that if one car were all that were made in this country and there were no salesman to sell it, the period of saturation would have been reached? The manufacturer of automobiles does not sell to the consumer. He must depend upon the dealer to market the cars. If you yield to calamity howlers and think that a 'saturation point' has arrived, then at that moment you place the stamp of failure upon this great industry—you admit the arrival and stop selling. There never can be a point of saturation in the motor car industry as long as dealers are conducting their business with sagacity and efficiency. You must consider your neighborhood, or if you are the owner of a large business, your territory and use the newspapers to an 100 per cent. efficiency point in adver-

tising. The manufacturer doubtless will pin his faith on a national schedule but he also must cooperate with his dealers on a fifty-fifty basis. With those things intelligently done, the saturation point chimera will always remain as something not demonstrated."

NEWSPAPER GAINS.

And this is the situation in many communities. Despite war times, the certainties on taxation, the struggle of some manufacturers to clinch their holds on material contracts, the constant rise in prices of complete cars, the practices in the offices of many sales managers, of decreasing the size of territory to bring about more intensive salesmanship, many daily newspapers are increasing their automobile advertising. In many newspapers the gain in automobile display lineage over the same period of 1916 has been remarkable.

Assign almost any reason you may for this and the writer will claim that the principal reason lies in the necessity of the dealer in finding the quickest responding medium to his announcement of his wares—he is completely in line with the pulling power of the paper that cooperates with him in the industry—the medium that has not been dumb enough to close its columns to the "romance of business" that obtains in the motor car world.

In daily contact with a large proportion of the nearly five score automobile dealers on Chicago's Auto Row, in full possession of the confidences of most of them, keeping almost daily record of retail sales and ever ready to discern the prodigious interest the great public has in the automobile industry's 'romance of business,' the writer is perfectly willing to state that the bond between the automobile dealer and the newspaper for his paid exploitation is quite the strongest that exists in the commercial newspaper world.

The dealer's needs are the ready and telling blows that the paper strikes for him in the minds of the people who know the thrills of anticipatory automobile ownership and require the needed "last ounce of selling effect" to induce them to sign on the dotted line.

POST'S SHOWING.

In 1916 my paper printed 540,000 lines of automobile display age line. With only six months of 1917 on the books the total was more than 410,000 lines each month showing a gain ranging from 59,000 lines in January to nearly 11,000 lines in June.

Why the gain in times when there were thousands of critics predicting that the bottom would fall out of the motor car industry on account of the increased cost of living and war? Simple—the greater intensiveness of selling & PUBL.—AUTO THIRTY-ONE—ing by the dealer. This, of course means more liberal purchase of local printer's ink.

"The automobile is a necessity." That's the thing that the dealer is emphasizing—is teaching to his selling forces as an axiom. And the newspapers are printing that axiom, not phrased as that, of course, in a record breaking number of automobile advertisements. An increasing number of live means, unequivocally, the spending of dealers is bound to be noted—and that a larger sum of money in advertising in newspapers.

When you help a local dealer get results, you are touching the main-spring of the automobile advertising machinery.

AUTO LINEAGE LEAPS 1,185,192 IN NEW YORK

Big Half-Year Showing By 16 Metropolitan Dailies—Gain a Third Volume Over Last Year—Automobile Interests Go After Business in War Year Determinedly.

During the first six months of the current year the sixteen New York newspapers, reporting to the New York Evening Post Statistical Department published almost four million lines of automobile business.

To be exact, the figure was 3,988,095, and this remarkable total was just 1,185,192 lines in excess of what the same newspapers published in the first six months of 1916, less the approximately 20,000 lines which represented the volume of the Press last year.

Automobile manufacturers and dealers are going after the business with determination.

These New York automobile-lineage statistics demand the close attention of the automobile and newspaper advertising fraternity:

New York Evening Newspapers (From Jan. 1 to June 30, 1917-1916)

<i>Brooklyn Eagle</i>			
	1917.		1916.
Display.....	360,958	243,862	
Undisplay.....	22,675	19,935	
<i>Evening Journal</i>			
Display.....	179,259	116,499	
Undisplay.....	201	109	
<i>Evening Mail</i>			
Display.....	156,226	96,874	
Undisplay.....	8,338	826	
<i>Evening Post</i>			
Display.....	176,073	94,115	
Undisplay.....	52	17	
<i>Evening Sun</i>			
Display.....	296,660	173,104	
Undisplay.....	412	933	
<i>*Evening Telegram</i>			
Display.....	126,850	74,597	
Undisplay.....	324,242	245,034	
<i>Evening World</i>			
Display.....	32,940	14,624	
Undisplay.....	98	105	
<i>Globe</i>			
Display.....	96,238	83,542	
Undisplay.....	12,040	18,692	
<i>*Standard-Union</i>			
Display.....	82,552	23,382	
Undisplay.....	622	2,207	
<i>Evening Totals</i>			
Display.....	1,507,746	920,599	
Undisplay.....	368,680	287,858	

*Sunday figures included.

New York Morning Papers

<i>American</i>			
Display.....	337,027	241,612	
Undisplay.....	19,917	4,905	
<i>Herald</i>			
Display.....	273,695	255,175	
Undisplay.....	18,314	23,310	
<i>Staats-Zeitung</i>			
Display.....	377	202	
Undisplay.....	8,772	3,437	
<i>Sun</i>			
Display.....	393,285	239,224	
Undisplay.....	2,354	4,426	
<i>Times</i>			
Display.....	474,655	387,698	
Undisplay.....	62,728	28,846	
<i>Tribune</i>			
Display.....	169,131	121,265	
Undisplay.....	174	297	
<i>World</i>			
Display.....	273,477	205,022	
Undisplay.....	3,814	2,672	
<i>Press (1916)</i>			
			9,130
<i>Morning Totals</i>			
Display.....	2,003,991	1,529,750	
Undisplay.....	107,678	64,696	

High Grade Cars In New York

Three Remarkable Facts

Automobile Advertising carried by The New York Evening Post during the first six months of 1917 brings out three remarkable facts :

1. The volume was greater than for the entire year of 1916:
1st 6 months, 1917—**176,033** lines
12 months, 1916—**175,330** lines
2. The volume exceeded by almost 100% the volume of the corresponding six months of 1916, which, in turn, far exceeded previous years:
1st 6 months, 1917—**176,033** lines
1st 6 months, 1916— **94,109** lines
3. 51 different makes of pleasure cars and trucks and 7 different makes of tires were represented during this period, the whole comprising a practical blue-book list of the automobile business.

The reader of The Evening Post is being recognized as doubly worth while. Not only is he better able to purchase big cars and light; but his influence and prestige make him the all-important man to sell to.

The New York Evening Post

More Than a Newspaper—A National Institution

VALUE OF DAILIES TO SELL MOTOR TRUCKS

Lynch Raises Question of "Waste Circulation," but Has Found Newspaper Best Advertising Medium to Reach Peak of Salesmanship in Truck Business.

By LEIGH LYNCH.

Columbia Motor Truck and Trailer Co.

In introducing a new commercial proposition to the American public at large it is necessary to determine some means of reaching the largest number of prospective buyers, of your product, possible. The quality and kind of product you are producing, as for instance motor trucks must necessarily be introduced to the motor truck buying clients. As a motor truck is a business necessity it is thus important to reach the business man.



LEIGH LYNCH.

In some localities the daily newspaper is the first thing a business man sees and there we have found that newspaper advertising is the best medium of reaching the high peak of salesmanship. There is, however, one pertinent drawback to newspaper advertising which so far we have been unable to determine the exact status, that is useless circulation. If it were possible by some exact method to determine the portion of sales directly traceable to the newspaper, it might be also possible to eliminate in some way the circulation which does not reach the business men or the truck buyers.

We believe, first and last, however, in advertising and in the kind of advertising that brings results, whether newspaper, trade journal or weekly periodicals and we are always open for any suggestion or criticism that will make the Columbia Truck a better-known product if possible and a necessity to the business man.

EDITOR'S NOTE—"Waste circulation" in newspapers is somewhat of a myth. If you want to reach a class of people through advertising, and you succeed in reaching that class, what do you care if the medium was also read by other classes? The general publicity value of newspapers may not always be seen. For instance, while your order may come from the president of a corporation, he may be relying upon his superintendent or chief driver for advice. The newspaper reaches both him and his men. You have only to decide whether your returns justify your expenditure. The percentage of "waste circulation" of newspapers is ordinarily much less than in circularization or many other forms of supposedly "direct" advertising.

Estimated that about \$15 is spent for advertising for every car sold.

"Why should I buy ten columns of your space, kind sir, if by purchasing five columns I know you will throw in five for nothing?" he said.

How many automobile delivery trucks could you buy to-day if you were able to collect for the reader space you have given manufacturers of automobiles?

Value of motor truck service in 1916 at railroad rate of seven-tenths of a cent per ton-mile, \$31,500,000.

There are 12,171 automobile machine shops, each a possible advertiser.

BOSTON POST IS 70,000 LINES AHEAD OF 1916

Press Effective Ally of Automobile Industry During Recent Unrest — New England Car Maker Wakes Up To Advertising After 20 Years in Automobile Business.

By JOHN J. McNAMARA,

Automobile Editor, The Boston Post.

Probably no greater illustration of the value of newspaper advertising in merchandising automobiles can be found than the fact that a New England company which has been building cars for nearly a quarter of a century is about to start its first advertising campaign, and the greater part of its appropriation will be devoted to newspaper copy. In 20 years this company has spent less than \$1,500 in all sorts of advertising, an average of less than \$75 a year.

Every successful automobile dealer in Boston is a heavy newspaper advertiser. One firm used more than 148,000 agate lines of newspaper copy in four Boston papers alone last year. Its volume of business was greater than in any previous year in its history.

POST 70,000 LINES UP.

Judged from the standpoint of advertising volume, there is no business panic among the automobile dealers of Boston. The Post, which has consistently led in automobile display advertising for the last six years, is more than 70,000 lines ahead of its aggregate at this time last year. Other Boston papers also show gains over 1916 business.

Selling automobile advertising is the same as selling automobiles—it is the service that counts. Absolute fairness to all firms, whether they use full-page copy weekly or 14 lines single column once a year, is an essential. Preparation of copy and publicity, keeping every promise made, absolutely rigid rules against discounts, cut rates, and three- and four-column publicity stories, impartiality in recommendation of cars to those asking for information—these are points that are absolutely necessary in successful merchandising of automobile advertising space.

PERSISTENCY WINS.

As regards methods, I believe in the persistent copy, even though it be of rather modest size, than in the once-a-year-page plan. I find that our advertisers who are getting the most good out of their advertising expenditure are those who are every-day or every-week copy-placers. Their copy appears every Sunday or is scattered through the week, and it affords them a continuity which puts their product before the public piece by piece.

This was done with great success by a large truck manufacturer in a campaign of 19 weekly advertisements of three-column size which appeared exclusively in the Post. Every important feature of the truck was the subject of one advertisement, while at the end the entire series was reprinted as a booklet. A similar plan is being followed by another firm at present, along modified lines.

I feel that the newspapers have been the greatest ally the motor industry has had during its recent unrest. Practically as a unit the automobile editors of the papers throughout the country have been hammering into the millions of owners and prospective owners the fact that it is economy to buy a motor car, that the automobile is a necessity, that advantage should be taken of pres-

ent prices rather than to wait for the rises bound to come.

Had the automobile manufacturers depended upon the personal visit, the personal letter or the page of the motorists' magazine, the "Let's-wait-a-year" habit would have fastened itself upon the people, and sales would have been greatly handicapped.

There are two things I firmly believe in—the automobile and advertising. And, of course, this last is synonymous in Boston with the words "The Boston Post."

MOTORS MAKE TOLEDO HUM

Willys Turned Gloom into Business by Jumping into Newspapers.

By VERNON L. BRINT,

Automobile Editor, The Toledo Blade.

Effective increased use of newspaper space by automobile manufacturers and the generous publicity cooperation which the newspapers extended turned pessimism to optimism in less than a month this spring, and 1917, instead of being a dark business year, has become one of the great production years of the automobile industry.



VERNON L. BRINT.

The Toledo Blade for the first half of the year carried over 25 per cent. more automobile advertising than during the same period last year. Indications are for greater space gains during the balance of the year. The Toledo Blade, in its motor issue this spring, carried a sixty-page motor section with 117,018 lines of advertising, against an issue containing 81,441 lines last year.

INDUSTRY THRIVING.

The automobile business of Toledo today is on an extraordinarily prosperous footing. During the first six months of 1917 six of Toledo's most important distributing agencies have expanded their business and established pretentious motor home. Three other agencies are soon to build suitable quarters.

This expansion is largely due to increased newspaper advertising.

John N. Willys, whose factories have caused Toledo's population to grow 100,000 in the past few years, and whose plants are running night and day shifts to keep abreast of orders, is a striking example of those who, at the outset of the war, turned a strong appeal to the public through newspapers.

Mr. Willys has increased his advertising appropriation with the newspapers, perhaps, to a greater percentage than any other one manufacturer. The results, he says, are remarkable, and this is borne out by the continuous hum of industry at his plants. The Willys appropriations have been cut some in certain periodicals, and it is more than probable that in future the Willys advertising will go more largely to newspapers, because of the immediate and sure results.

TRUCK ADVERTISING.

What can be done to put motor truck sales over in a big way, even in war times, by advertising, has been shown by a Toledo dealer. He uses quarter-page copy, illustrating a new truck or fleet that has been sold locally, describing the work the trucks are doing

CHICAGO DAILIES GAIN 602,216 MOTOR LINES

Dealers Rushed to Press to Break Public Buying Apathy—Report Good Results—Look for Good Business in Fall—Semi-Annual Statistics Show How Gloom Was Turned to Glory.

CHICAGO, August 3.—The tremendous gain that the Chicago newspapers have made in lineage on the automobile account during the first half of 1917 indicates the prosperity in this field here and motor manufacturers and dealers enthusiastically report a satisfactory result.

The semi-annual statistical report of seven newspapers show a lineage gain of 602,216, over the same months last year.

It looked like a bad year in the early spring, due to adverse trade conditions and particularly a backward buying public influenced by war rumors, but the advertisers doubled their space in many instances and the daily press succeeded in so breaking down the apathy that in June and July a number of advertising manufacturers reported better business totals than in the same months last year.

TRIUMPH FOR PRESS.

This is looked upon here as a triumph for newspaper advertising. All the talk in advertising circles is that there will be heavy fall lineage, as many of the companies propose to push their cars and accessories, despite the fact that in some instances there are reports of restricted supply.

The semi-annual line report is as follows:

Chicago Tribune (Daily and Sunday).	1917	699,271
1916		549,244
Chicago Examiner (Daily and Sunday).	1917	491,460
1916		406,575
Chicago Evening Post.	1917	410,484
1916		282,498
Chicago Journal.	1917	240,036
1916		198,105
Chicago Herald (Daily and Sunday).	1917	349,739
1916		261,508
Chicago Daily News.	1917	259,262
1916		207,795
Chicago American.	1917	134,131
1916		76,438

for the owners, etc. Now and then in his copy a summary of sales for a certain period is included. This local color gives exceptional value. The man has become the leading truck dealer of this section, and is selling more than three times as many machines as he handled last year.

A couple of passenger-car dealers have greatly increased interest in their machines by running advertising campaigns on upkeep economy, publishing owners' records, sometimes illustrations.

Another has found that business could be materially stimulated by dividing his sales staff into teams, each headed by a captain. Prizes are offered monthly by point system. The contest winners are advertised. This creates local interest and stimulates energy.

Other media may popularize automobiles, but newspapers sell 'em.

MOTOR INDUSTRY IS THINKING OF FUTURE

Remarkable Symposium of War Advertising Opinion Gathered by L. B. Dudley—To Follow English Methods Here—When the War Ends Advertisers Will Reap Reward.

By L. B. DUDLEY,
Adv. Mgr., Federal Motor Truck Co.

Let us not deceive ourselves. Business is NOT as usual. It is, rather, most unusual. That is why we must weigh well each step in marketing our products at the present time. When there is an abundance of orders and money is easy, it is a good time to "save" on advertising—so many believe. But is it?



L. B. DUDLEY.

To bring together the result of many of the conferences on "Advertising During War Time," I have communicated with the executives of some of the largest advertisers in the country, and I also have asked publishers for their opinions. I am going to quote these men.

ENGLISH METHODS.

Though passenger-car building ceased in England months ago, advertising continues. You see the trend of the English opinion on war advertising in the motor-car ads of companies like Daimler, Belsize, Napier, Vauxhall, Austin, Sunbeam, Wolseley, Alldays, and others. Only one of these companies offers deliveries before the end of the war, and these in limited quantities. The majority of them say, "The After War Car," "Prepare for Peace," "Book your order now for quick rotation delivery after the war," "Write for waiting-list particulars," "Post-War Excellence," etc.

Are American advertisers going to be any less ambitious and progressive than their English brothers? No, unless we want England to get the big start on us after hostilities end.

P. G. A. Smith, British Advertising Expert, and partner in the Dorland Advertising Agency of London, says:

"When England entered the war the English firms were nervous and apprehensive, just as many in America are to-day. The far-seeing companies soon took the optimistic attitude and started advertising—and as far as general business in England is concerned, their policy has already proved correct.

"Selfridge's Department Store, in London, has just concluded its largest year's business. Drapers were timid at first, then advertised extensively, and have been busy and paid bigger dividends than ever before.

"Business in England, which seemed to apprehend the most trouble, singularly enough, have been the first to profit from war-time conditions, particularly jewellers, dealers in musical instruments, gramophones, and luxury trades generally."

We are passing through the same conditions that England did, and we all hope that our firms will come as well. The war has just begun for us, and we must plan both for present and future in our publicity.

Several automobile companies reported that they were not going to cut their advertising—two were to continue

their schedule without change. One large concern says: "We are planning on spending considerably more money this year than we have ever spent before." One automobile president and general manager says: "If we expect to keep up a good volume of business—that means keeping up an aggressive selling and advertising campaign." Another says: "After thorough discussion of the subject, we have concluded that there is no reason for not continuing our advertising."

The advertising manager of still another says: "We believe that if the manufacturer allows the consumer to get the impression that he has lost faith in the prosperity of the nation, the result will be a falling off of business. It is my belief as well," he continues, "that the company which advertises conservatively but consistently through this emergency, when the war is over will have a great advantage over those who discontinue their advertising."

SPEAKING FOR FUTURE.

One company manufacturing steel automobile springs, says, through their publicity manager: "Our advertising is not done for the present, but for the future, and therefore must be a consistent and sustained effort. It is very easy to lose ground in advertising and very hard to gain it once it is lost."

The rubber companies, like the motor-truck companies, are having troubles in production to keep up with the demand," says Col. Colt, of the United States Rubber Company. Another rubber company official says: "The longer the war lasts the bigger demand there is for our product, and the more we expect to advertise."

The manufacturers of "Weed chains" say, through Jay O. Kashar, their advertising manager: "We have decided to appreciably increase our appropriation for advertising the balance of the year."

It remains for R. C. Sykes, sales manager of the Troy Trailer Company, to sum up the conclusions of all these men who have given no little study to the present and future advertising situation: "We could discontinue all our advertising," says Mr. Sykes, "and sell all of our product that we can build this year. This same condition would hold good through a part, at least, of 1918. For these reasons, we have had to regard our advertising on a somewhat different basis than we would in normal times. It is not for the purpose of selling goods now, that we advertise, but for insurance and protection in a future which is sure to come.

"In other words, we are going to continue our advertising regardless of Government business or the strong commercial demand, because we are convinced that for every \$5,000 we spend now, our competitor will have to spend \$25,000 later to get within hailing distance of us."

The determination, as expressed by big advertisers in the foregoing paragraphs, to continue to advertise, leads us to believe the only wise thing to do to keep the public's good will is to keep our products everlastingly before them.

Visualize, if you can, the day that the newspapers will announce the end of German resistance—what a scurrying there will be for old trade and for more new trade—and the companies which will be the most exercised will be those if any, that "saved" money when they did not think it necessary to advertise.

On the other hand, the most solidly entrenched firms in the world's trade will be those that have asked for it all along—who have built on the solid rock of good publicity.

The Acid Test

The statements of leadership in advertising in certain lines are interesting but far from conclusive. *A survey of the whole field is the real acid test.*

For instance,

The Boston Globe has several thousand more individual advertisers every week in the year

than any of the other Boston newspapers printing daily and Sunday issues.

These thousands of advertisers, most of whom keep a record of their answers from the Globe, continue to use the Globe because they know positively that the Globe gives them by far the greatest results. *Globe readers read advertisements.*

The enormous number of answers which are delivered to Globe advertisers, as well as direct personal calls, each week prove conclusively that nearly *every reader of the Globe studies Globe advertisements very closely*; that is why Globe advts bring such gratifying and profitable results.

For the seven months ending July 31, 1917, the Boston papers having Daily and Sunday issues (including all kinds of advertising) published the following number of lines:

Globe	-	5,355,459
Post	-	5,094,752
Herald	-	3,604,350
American		3,407,670

In classified advertising the record was as follows (total number of wants printed in the seven months):

Globe, 298,437; American, 108,192; Post, 55,628, Herald, 38,774.

The Cash Receipts of the Globe from the sale of papers for the seven months ending July 31 were greater than those of any other similar period in the paper's history.

PROBLEM TO SUPPLY DEMAND IN THE SOUTH

Factory Branches and Dealers Concentrate on Newspapers and Meet Success—Trade Withstood Price Jumps Without Shock, Thanks to Local Press Service.

By T. E. FALVEY,

Automobile Editor, the Atlanta Journal.

I am sure that a great majority of newspapers in the South to-day are showing a great increase in automobile advertising, and one of the main reasons is that the automobile factories are selling more automobiles in the South to-day than ever before.



T. E. FALVEY.

The South is fast becoming "Motor-wise."

Take Atlanta for illustration. Here the factory branch blazes the way for bigger, better newspaper advertising to the almost complete

elimination of other media. These branch houses, guided by the experience of their agency space-buyers, and their factory advertising managers, concentrate practically all their advertising energies on the daily newspapers.

GETTING RESULTS.

The local dealer sees the result-bringing effect of this method and naturally follows the good example.

The result of this concentration here is that the sale of automobiles in this State has increased every year for the past five years, and to-day the greatest problem facing the local dealer is to get cars enough to supply the demand.

As automobile editor of the Atlanta Journal, I know of only three Atlanta dealers that have cars enough to supply their sales for the next two months.

As the factories increased prices, made necessary on account of the increasing costs of materials, the Atlanta automobile dealers announced the increases in the daily papers, and then began to use all the space possible in advertising their respective merits.

The sale of cars did not diminish, and, without doubt, the daily newspaper was the foundation on which the dealer was able to market his automobile at the increased price.

"OVER" IN A MONTH.

Just one month ago the Jno. Lottidge Motor Sales Company opened its doors in Atlanta selling the Marmon and Kissel cars. This company, without hesitation, placed 100 per cent. of its advertising in the daily papers, and steadfastly refused to use anything else. To-day this company is wiring for Marmon cars, and actually begging the factory to ship Marmons in any quantities they see fit.

During this first month in business this company sold their entire stock of Marmon cars, seven in number, and do not hesitate to say that newspapers turned the trick.

To-day the Southern people are very much interested in automobiles, their qualities, and their performances. They are buying cars in greater numbers than ever before, and it is through the increase in newspaper automobile advertising that this condition has been brought about.

LIVE ONES GETTING BUSINESS IN NEW YORK

Sun Man Says Only Slackers and Pessimists Curl Up to Die—When Dealers Got Busy in Newspapers in Spring Public Confidence Was Restored and Rewards Went to the Enterprising.

By BURTON S. BROWN,

Manager Automobile Dept. of "The Sun."

Automobile dealers in New York who are advertising regularly in the newspapers are "getting the business," and those who are not advertising in them are not "getting the business."



BURTON S. BROWN.

The foregoing very briefly but pretty accurately sizes up the situation in this city so far as war-time motor-car sales are concerned. The so-called spring selling season was about a month late in starting this year and therefore July advertising is most important.

The man who believes there are many people who want automobiles and is going after them, is smiling broadly and contentedly, while the man who thinks that people are not in the market for automobiles now and is not going after them is sour and sad. The former is making money day by day; the latter is getting more of a grouch on day by day. The patriot and optimist is keeping business going as usual, while the slacker and pessimist is curling up and dying a slow death. Luckily the former is in a great majority. The influence of the weak ones is now negligible.

LATE START CAUSES.

When war was declared by this country there was a short period of uncertainty while Automobile Row adjusted itself to new conditions. War was a new thing, and with it came disquieting rumors that the Government would confiscate all privately owned automobiles, seize the automobile factories, and do other things that the Government never had any intention of doing. Then the mind-readers got busy and announced that they found the public's state of mind towards automobiles all wrong. It wasn't the time to buy. Next came those who talked of economy that was hysterical and dangerous to all lines of business. And last of all, winter hung around too long in a disagreeable way. Business appreciably slowed down, as was to be expected, with all the brakes on.

Then suddenly Automobile Row awoke. It began to advertise with increased vigor. Dealers showed the folly of false and hysterical economy and used advertising copy to do it. Premier, Saxon, Cole, King, and Lexington came out with large copy, some of it full pages, and emphasized in a most impressive way their confidence in the stability of business. They made people stop and think and reason and buy cars by the bold, reassuring, and convincing manner in which they presented the case for their car and for "business as usual." At the same time, the weather improved. Automobiling became a seasonal pastime. Very soon that part of Automobile Row which had blamed everything on the war decided that the weather had had something to do with the slowing up of sales. The

public had simply put off buying cars for summer touring while it was going around in its winter overcoat. It was the spring automobile selling season only by the calendar.

REWARDING ENTERPRISE.

The concern which had been keeping their advertising running consistently in the newspapers and had enlarged it when necessary to compete in display with the big news of the day, suddenly found customers coming to their stores in large numbers. The Premier people traced the sale of forty cars in the month of May directly to their full-page advertising campaign and enjoyed a continuation of excellent business through June and on into this month. Business was excellent, too, for the Overland, King, Hudson, Chalmers, Lexington, Packard, Peerless, Franklin, Maxwell, Paige, National, Jeffery, and others who had kept steadily advertising that they were in the automobile business and expected to be there a year hence. By showing their confidence, they strengthened the confidence of the buyer, and he bought one of the cars in the group of "live ones."

Wise buying is the real economy, and the automobile concern that show newspaper readers how to buy wisely will reap vast benefits. The public has learned that it requires no brains to do without things. It wants a car that will last the length of the war, some-

thing like the famous Mr. Britling, that will "see it through."

YOUR UNCLE SAM'S LEAD

According to the National Association of Manufacturers, which organization publishes statistics of registrations, there were 4,219,246 automobiles and motor trucks in use throughout the world on January 1, 1917, and of these 3,541,738, or 84 per cent., were in the United States.

The camping-out trailer is such an alluring object to the average father and mother of the American family one would think that the manufacturers of them would invest heavily in newspaper space and not quite so heavily in technical periodical space, as the newspaper is read by the average father and mother.

The value of a free reader to the manufacturer is often lost due to the fact that it is easily recognized as a "puff," rather than as news and puffing is no longer popular. A bordered advertisement that tells the business story in honest and direct terms, turns the trick the manufacturer pays for.

United States automobile exports nearly doubled in 1916 over 1917.

Motor-car makers buy 465 different parts.

The Baltimore News Leads In Automobile Advertising

During the first six months of 1917 THE BALTIMORE NEWS carried automobile display advertising to the amount of

418,993 Lines

This was a gain of 100,877 lines over the same period, 1916.

For years THE NEWS has carried month by month more automobile advertising than any other local newspaper, morning, evening and Sunday combined. Often the total figures amount to more display advertising than carried by the two morning papers combined.

THE NEWS is supreme in prosperous city where 69,000 passenger cars are owned in a thirty-mile radius. Official figures show 1900 more passenger cars registered than in 1916.

In Baltimore THE NEWS leads in circulation and advertising. Automobile manufacturers in planning your advertising for next season follow the line of least resistance through the leading automobile medium of Baltimore for best results.

Ask your local dealer.

For Better Business in Baltimore Concentrate in

The Baltimore News

Net Daily Circulation June, 1917, 88,685

GAIN over same period 1916, 11,297

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

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

ADVERTISE MORE THAN EVER NOW, SAYS COLT

Conditions Right for Business, Colonel Declares in an Appreciation of Newspapers—Boycott on Fake Advertising New Sign of Press Health—Let Business Proceed and—Advertise!

By SAMUEL P. COLT, President United States Rubber Co. Already the effects of the salutary stand taken by our great newspapers towards matters of great import are being felt and appreciated all over America.



R. W. ASHCROFT, Adv'tg Manager U. S. Tire Co.

Public opinion is being carefully informed and guided along proper and direct lines of thought and utterance, on questions that not only affect to-day, but the countless years of the future. That this is of the greatest possible moral importance is recognized by our national leaders, who place implicit trust in the wisdom and honor of our press.

POWER OF PRESS.

No power is so great as that wielded by the press. This has been evidenced again and again during the past three years. Cabinets of the most illustrious fame and extensive powers have been called to the bar of public opinion by the summons of the press. Mistakes of the most colossal kind have been rectified at the demand of the press. Untold lives and wealth have been saved to the world through the direct intervention of the newspapers. And yet, never once can it be justly said that this great and unequalled power, derived from public sanction and confidence, has been deliberately used for selfish purpose or immoral result.

While it is true that certain examples of journalistic backsliding have not been wanting, even in our own day, yet it would be grossly unfair to universalize single exceptions. We must base our judgment upon the great mass of newspapers and their conduct. Doing so, we are compelled to say that the press of to-day is one of the most decisive factors in progressive civilization.

No great undertaking, of national or private kind, that had as its object the betterment of the people's welfare, has ever been refused the whole-hearted and enthusiastic support of the press. On the other hand, nobody has been so quick or potent in dealing the death-blow to the adventures of those who sought to profit at the expense of the people.

MUST BE TRUE.

The whole nation owes and acknowledges a debt of tremendous magnitude to the modern press. This is clearly shown in their absolute conviction that the press must remain unfettered and unmuzzled at all times.

Furthermore, the influence of the press on business is one of the most gratifying features of modern life.

Recently a "Better and Bigger Business" propaganda was started. Its object is explicitly stated in the title of the praiseworthy movement.

Immediately upon its inception, the press united to support and foster the underlying ideal of cleaner business methods. A vigorous campaign against

quacks, fakes, and shysters was immediately begun. Their advertisements are being weeded out and point-blank refused. The result is that the public is more and more sure of the claims put forward by advertisers in the daily press.

VIRTUE REWARDED.

Although certain people foretold a disastrous end for the newspapers, the courageous editors stuck to their guns and have won out signally. Already the various advertising departments of the newspapers refusing political advertising report a much increased revenue from bigger and better advertising by established business firms of solid reputation. Many of these same firms absolutely refused to allow their advertisements in the same paper with the tawdry trash that purposely misled the public in the name of "business."

Now a regular boycott of newspapers carrying fake advertising is spreading broadcast. Papers that foolishly clung to such advertising are learning their lesson in bitterness, and are dropping such accounts as rapidly as possible. Soon the whole press will present a united front against every form of questionable advertising.

When that day comes, the people of the country will have every reason to be proud of the papers to which they have ever turned in fullest trust. Already they are proud of the high ideals won and kept by the American press.

As president of one of the largest space-buying concerns in the country, it gives me great pleasure to testify to the uniform cleanness, fairness, and business-like methods of American newspapers. I have always found them to be on a high plane of thought and conduct, the result being one of eminent satisfaction from the point of view of results. I can't too strongly urge the great desirability at this time of business men keeping their heads clear and their hands busy. Let business go on as usual.

More than ever, advertise to-day!

ADVERTISING SELLS GARFORDS

High Appraisal of Newspapers by Sales Manager.

By S. M. WILLIAMS, Sales Manager of the Garford Motor Truck Co.

Advertising has proved itself one of the greatest single factors in the development of our business. Without the newspapers the motor truck industry would have required many more years to reach the degree of success it has attained, and personally I give printers' ink a large share of the credit for the success of the Garford Motor Truck Company.

The advertising pages of a newspaper are nothing more than a commercial text-book, where people are educated as to the particular merits of manufactured products, their prices, and where they can be purchased.

First, we had to educate the public regarding the practicability of the motor truck, and then establish it in the commercial world. Later on we had to convince people that it was not expensive to run, and that it did not require a skilled mechanic to operate it.

Value of 1916 motor vehicle exports, \$96,595,861.

Some splendid advertising copy lies in the fact that the country is being urged to economize on "gas." Pretty good time for the manufacturers of gasoline-economy devices to tell their stories.

PUBLIC READS MOTOR NEWS WITH INTEREST

Boston Editor Tells How a Period of Prolonged Depression Was Turned Into a Season of Prosperity by the Good Copy Issued by Automobile Advertisers.

By DUSTIN SULLIVAN LUCIER, Automobile Editor, Boston Herald.

The automobile industry has been built and the mode of transportation of the whole world changed in twenty years very largely by the generous use of newspapers' space. It is a striking example of the pulling power and value of newspaper advertising and publicity.



D. S. LUCIER.

As a result, the automobile men are the firmest believers in newspaper advertising. A dealer would no more think of opening up without a substantial advertising appropriation than he would of giving away his cars.

The interest that the public displays in automobile news is apparent to the automobile editors from many letters that are received making reference to articles published and seeking additional information.

Motor news serves to create a desire that results in sales.

One reason that automobiles have been sold so readily by newspaper space is that they are different enough in talking points to provoke discussion and create lively interest in relative merits, and thus repeated advertising copy and news stories carry a high degree of interest. Thousands of people are thoroughly sold on certain makes of cars, through repeated reading of these advertisements, although it may require saving money for several years before they make a purchase.

OVERCOMING WAR SLACK.

At the beginning of the war there was a marked depression in automobile circles, but the wiser heads used newspaper space to show that buying, owning, and driving an automobile now is the best means of effecting a real war economy. Several companies put out full pages of this prosperity advertising. The whole trend of automobile advertising and automobile news turned instantly toward prosperity. What looked like a period of depression turned into a period of prosperity. Cars are selling well now and business is going to be much better. Advertising and motor news turned the trick.

When business looks bad, Boston automobile dealers just advertise more and turn the tide. They know from experience the value of advertising and the necessity of it as well. As a demonstration of the increased value of newspaper advertising as a means of selling automobiles the Boston Herald's gain in this field during the past two years is a fitting example. Each year the Herald has shown a gain of 75 per cent., which proves better than anything else that the dealers rely on newspaper space to move their stocks and that the "copy" is doing so.

THE WASHINGTON HERALD

FIRST

**In Auto Advertising
In National Capital**

July AUTO Figures

HERALD	-	-	-	39,523	Lines
Star	-	-	-	33,839	"
Post	-	-	-	30,295	"
Times	-	-	-	26,797	"

The HERALD is SECOND in volume of Department Store advertising carried, FIRST in Grocery Store, Drug Store and Shoe Store advertising, SECOND in Foreign (national) advertising, and First or Second in volume of most of the less important (generally conceded) classes of advertising.

National Representation

S. C. BECKWITH SPECIAL AGENCY

NEW YORK CHICAGO ST. LOUIS DETROIT

Member A. B. C.

Automobile and Tire Advertising in Birmingham

DeLisser Bros., Certified Public Accountants, 41 Park Row, New York, are employed by the Birmingham News to measure the advertising printed by the three daily newspapers of Birmingham.

Here's their sworn statement of Automobile, Tire and Accessory advertising printed the first six months of this year:

	<i>THE NEWS</i>	<i>THE AGE-HERALD</i>	<i>THE LEDGER</i>
January	25,899 li.	14,590 li.	5,285 li.
February	31,647 "	15,043 "	3,957 "
March	97,150 "	46,851 "	39,579 "
April	41,865 "	30,477 "	27,806 "
May	52,262 "	26,147 "	33,510 "
June	44,584 "	24,407 "	29,234 "
TOTALS	293,407 li.	157,515 li.	139,371 li.

DeLisser Bros., are everywhere recognized as final authority on newspaper advertising measurements. The above figures are therefore authoritative, interesting and instructive.

Note two important points: First, The News printed approximately as much of this class of copy as the other two Birmingham papers **COMBINED**. Second: The News' supremacy is maintained each and every month.

The Birmingham News is recognized as the dominant Alabama newspaper. It leads its contemporaries in all lines of advertising—at substantially higher rates.

The News' circulation for the past three months has averaged in excess of 41,000 Daily and 45,000 Sunday. **Look up your A. B. C. reports on Birmingham.**

THE BIRMINGHAM NEWS DOES NOT MAKE TRADE DEALS FOR AUTOMOBILES

The Birmingham News

The South's Greatest Newspaper

Member Audit Bureau of Circulations

Kelly-Smith Company

220 Fifth Avenue, NEW YORK FOREIGN REPRESENTATIVES Lytton Building, CHICAGO

