

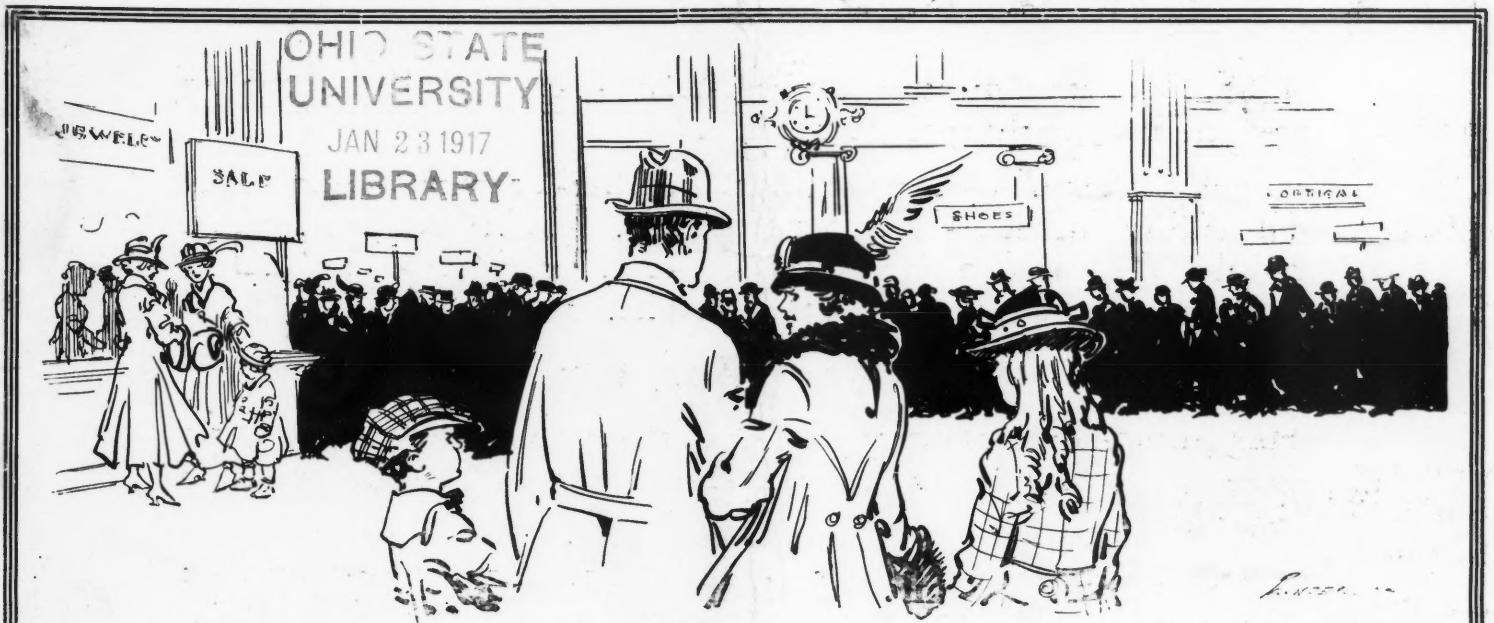
# THE EDITOR & PUBLISHER

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

\$2.00 a Year Copyright, 1917, by The Editor and Publisher Co.

NEW YORK, SATURDAY, JANUARY 20, 1917

10 Cents a Copy



## Everybody Buys <sup>at the</sup> Department Stores

Father, mother, son and daughter—they are all regular patrons of the modern department store. This is especially true of Chicago whose department stores are generally conceded to have reached a higher development than those of any other city.

The advertising problem of department stores in Chicago is to reach the greatest number of Chicago families at the lowest cost per family. They can do this through The Daily News. There are approximately 450,000 families in Chicago. The Daily News has a circulation of over 425,000 of which more than 92% is concentrated in Chicago and suburbs. So it can readily be seen that, disregarding the non-English speaking, The Daily News is read by very nearly *every worth-while family* in Chicago.

And as The Daily News has a larger circulation in Chicago and suburbs, by over 90,000, than any other newspaper, daily or Sunday, it is the *only* newspaper through which the advertiser can reach all these worth-while families.

Chicago department stores appreciate these facts and buy more space in The Daily News (by over 1,000,000 agate lines per year) *six days a week* than they buy in any other newspaper in *seven days*. Theirs is a good example to follow.

**THE CHICAGO DAILY NEWS**

Over 425,000 Daily

"It Covers Chicago"

# "OHIO FIRST"

**O**F ALL the middle and western states, OHIO is **FIRST** in the production of pig iron.

In 1915, her brawny iron-workers smelted **6,912,926 tons!** Gleaming furnace fires and towering stacks, belching black smoke day and night, tell the story of Ohio's unflagging enterprise and great wealth, totalling close to

**\$10,000,000,000**

Her numerous, splendidly equipped steam and electric roads give quick and easy solution to the important problem of distribution.

She has 9,147.77 miles of steam track and 4,288 miles of electric track, practically covering all her populated territory.

Ohio is constantly growing bigger, richer and more potential in her leadership.

As a profitable field for profitable **ADVERTISING**, Ohio offers opportunities which are second to none, not only to national advertisers but to international advertisers as well.

*Progress establishes knowledge of values.*

*The progressive advertiser who intelligently, forcefully and persistently uses THE OHIO NEWSPAPERS can soon prove this to his full satisfaction.*

## "Ohio First" Newspapers Are Best

	Net paid Circulation	2,500 lines	10,000 lines		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E) 26,541	.035	.035	Findlay Republican	(M) 5,950	.0093	.0093
Canton News	(E&S) 12,316	.0214	.0214	Lima News	(E) *9,322	.02	.0172
Chillicothe Scioto Gazette	(E) 2,436	.0057	.0057	Mansfield News	(E) *7,631	.019	.019
Chillicothe News-Advertiser	(E) 2,451	.0085	.0072	Marion Daily Star	(E) 7,467	.0129	.0129
Cincinnati Commercial Tribune	(M) †60,723	.11	.09	Newark American-Tribune	(E) 5,318	.0085	.0085
Cincinnati Commercial Tribune	(S) †26,339	.14	.12	Piqua Daily Call	(E) 4,012	.0072	.0072
Cincinnati Morning Enquirer, 5c.	(M&S) 56,583	.14	.12	Portsmouth Daily Times	(E) 9,075	.015	.015
Cleveland Leader	(S) 117,432	.17	.15	Sandusky Register	(M) 4,660	.0093	.0093
Cleveland News	(E) 112,513	.18	.16	Springfield News	(E&S) 12,453	.02	.02
Combination L. & N.	229,945	.30	.26	Steubenville Gazette	(E) 3,620	.0143	.0071
Cleveland Leader	(M) 90,191	.15	.13	Toledo Blade	(E) 50,508	.11	.09
Cleveland News	(E) 112,513	.18	.16	Youngstown Telegram	(E) 16,199	.03	.03
Combination L. & N.	202,704	.27	.23	Youngstown Vindicator	(E) 18,658	.03	.03
Cleveland Plain Dealer	(M) 143,103	.18	.16	Youngstown Vindicator	(S) 16,716	.03	.03
Cleveland Plain Dealer	(S) 181,825	.21	.19	Zanesville Signal	(E) †10,000	.02	.02
Columbus Dispatch	(E) 72,120	.10	.09	Zanesville Times-Recorder	(M) 16,711	.025	.025
Columbus Dispatch	(E) 67,528	.10	.09				
Dayton Herald**	(E) *22,114	.05	.035	Totals,	1,762,181	2.9376	2.5683
Dayton Journal**	(M&S) *22,430	.05	.035				
Dayton Journal	**Combination (M&S) 6c. per line.						
Dayton News	(S) *22,000	.07	.045				
Dayton News	(E) 33,958	.045	.045				
Dayton News	(S) 20,388	.03	.03				
East Liverpool Tribune	(M) 4,392	.0115	.01				

\*April, 1916, Gov. statement.

†Publishers' statement. Other ratings, October 1, 1916.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

**“It costs me 15 cents  
a day to have the  
New York Evening Post  
delivered at my home—  
but it’s well worth it”**

A prominent business man of Philadelphia, whose fine home is at some distance from the railway, made this statement recently to a party of friends who were discussing the relative merits of various newspapers.

“Its financial section is undoubtedly the one absolutely reliable and authoritative department of its kind in daily journalism,” he continued. “When to this is added a sane and comprehensive outlook on world affairs, and editorials that stimulate thought, you can understand why I do not grudge what I pay to make sure of getting The New York Evening Post regularly on the day of publication.”

### ***What Is a Newspaper Worth to You?***

Would you be willing to pay fifteen cents each day rather than miss one issue of the newspaper you buy for a penny?

Do you READ your newspaper, or do you just “glance through it”?

Do you get an accurate and uncolored survey of world affairs, or a sensationally distorted version of daily happenings?

Are you stimulated to thought by what is offered, or merely soothed to sleep?

If you wanted to sell a high-grade article, which type of newspaper would you use for advertising—the one that is glanced at and thrown aside, or the one that is read by those who have time to read, money to choose the best to read—people who can appreciate the best, whether it costs three cents or three thousand dollars, or more, and are willing to pay for the best?

## **The New York Evening Post**

*More Than a Newspaper—A National Institution*



# Put Your Money to Work in Birmingham

## Where the Pay-rolls Are Ever Mounting

### *Records Made Monthly*

New industrial records are shattered almost every month in Birmingham, while her mills and mines and factories are crowded with laborers day and night. Wages have been increased by the large industries several times during 1916. Payrolls are bigger now than they have ever been before.

The field is ripe for the harvest of the advertiser, who has something to sell and who picks the right medium.

Birmingham is in the center of the iron, steel and coal industries of the South. The great plants of the Tennessee Coal, Iron & Railroad Co. (a branch of the United States Steel Corporation) are located here. A half dozen independent companies are operating blast furnaces, ore mines, coke ovens and coal mines all over the surrounding district.

Birmingham is a city of a little over 200,000 that has long boasted of its payroll of a "Million a Week." That payroll has climbed until it now amounts to about a million and a half dollars a week.

### *Production of Iron*

Birmingham manufactured 2,714,272 tons of pig iron during 1916.

Birmingham mills turned out nearly a million tons of steel during the past year, by far the largest amount ever turned out in a similar length of time. Orders are stacked ahead that will keep these mills busy throughout this year at least.

More than sixteen and a half million tons of coal were mined in the immediate Birmingham District during 1916; more than 5,000,000 tons of coke were manufactured. Production for 1917 will go far beyond these figures. New mines are being opened almost every week, and a number of new batteries of coke ovens are now under construction.

Two newly erected plants are making Benzol to the amount of 3,550,000 gallons per year, in order that all the by-products of Birmingham's great industries may be utilized.

### *Industries Are Varied*

Cement, brick, cotton oil, yellow pine lumber—all contribute their share to Birmingham's manufacturing industry.

Huge cast iron pipe plants, soil pipe plants and fertilizer factories add to those ever-mounting payrolls.

Machine shops and foundries in Birmingham are turning out great lathes and other material necessary for the manufacture of war supplies, and sugar machinery for Cuba. Hundreds of thousands of dollars have poured into local coffers from their activities.

More than a quarter of a million tons of steel rails were turned out in Birmingham during the past year for the railroads of the United States, and many more orders remain on the books.

Birmingham is the logical trade center for a rich farming territory that is fast learning its lesson of diversification of crops and the raising of live stock. Its agricultural trade-support has entered upon a new period of prosperity which no untoward situation can affect seriously. Neither war nor peace will end it.

### *Labor Is Permanent*

Birmingham's high-grade labor is not of the shifting type. During the depression that followed the catastrophe in Europe, the labor was held here, and when prosperity came again, there was work for all and more.

Many of these men have money in bank. The savings banks are bulging with money. There is plenty of work ahead, so that laborers do not have to worry about spending this money. They went through a long period of reasonable frugality, getting square with the world after a period of idleness.

Now is the logical time to strike! A sound advertising campaign in Birmingham today offers a rich opportunity. The money is here, the people are here, and the time is ripe.

Are you sharing in the wonderful prosperity of these people?  
Reach them through

# The Birmingham News

"The South's Greatest Newspaper"

MEMBER A. B. C.

MEMBER A. B. C.

220 Fifth Avenue, NEW YORK

**Kelly-Smith Company**  
FOREIGN REPRESENTATIVES

Lytton Building, CHICAGO



# 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.

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NEW YORK, SATURDAY, JANUARY 20, 1917

No. 32

## THE NEWSPAPER PRESS OF RIO DE JANEIRO

Clayton Sedgwick Cooper, Special Correspondent of THE EDITOR AND PUBLISHER, Returning from Argentina, Writes Entertainingly of the Newspapers of Brazil—Tells of His Visit with Dr. Carlos Rodrigues and of Meetings with Count Candido Mendes de Almeida and Other Dominant Figures in the Brazilian Newspaper World.

By CLAYTON SEDGWICK COOPER.  
Rio de Janeiro, December 12, 1916.

**B**RAZIL is the newspaper man's paradise. During the last century, since the publication of the first Brazilian journal, each year has seen the birth of not less than 250 papers. Many of these periodicals have been small and short lived, but it is to be noted that there are in this country to-day 1,000 journals which are more or less influential, their circulation varying from 500 to 100,000 copies daily.

Every city, town, or centre of commercial importance possesses its two or more papers which are forceful in the expression of independent principles, filled with news that is often impressive to the foreigner because of its cosmopolitan character, and usually well edited. The local Brazilian newspaper holds a unique position of influence because of the vast area of the country making transport comparatively difficult, and also because of the local character of the first colonial settlements. Brazil is a nation of newspaper readers, and in consideration of the fact of a large illiteracy, not less than 60 per cent. of the population at present being unable to read and write, the national press is worthy of careful study.

It is quite to be expected that, while there is a widespread tendency to publish periodicals of every sort all over the country, Rio de Janeiro, the Federal capital, should contain in its half-dozen or more really excellent newspapers the highest and best expression of Brazilian journalism.

### NORTH AMERICAN IDEAS.

One of the first Brazilian gentlemen whom it was my privilege to meet in Rio was Count Candido Mendes de Almeida, the managing director and publisher of the *Journal do Brazil*. He had just returned from a long tour through the United States, going from coast to coast and inspecting, as he told me, virtually every large newspaper plant in our principal cities. He had brought back many new ideas which he and his brother, who is a Brazilian Senator, are now putting into operation in the fine building owned by this paper—at present the highest structure in the city.

The distinguished publisher was particular to point out to me the index arrangement of news on the front page of his paper, a newspaper feature he had discovered in the States, and which is not followed in such complete fashion by any other paper in Rio. The foreigner is grateful for this help in finding his news, for there seems to the



THE BUILDING WITH THE TOWER ON THE LEFT IS THAT OF THE JOURNAL DO BRAZIL, AVENIDA RIO BRANCO, RIO DE JANEIRO, BRAZIL.

uninitiated in Brazilian journalism a diabolical plot on the part of the editor to hide his news of importance under a bushel, and make one read columns of comparatively solid matter, lest perchance he miss the latest telegram, narrating a vital event in the world's affairs.

The *Journal do Brazil* is independent in politics, and according to its managers, "aims at being a complete and reliable source of information as to facts and happenings in the city, the states of the Brazilian Republic, and all parts of the world," an ideal that comes nearer being reached than one would at first suppose possible. Since the year 1894, when the present publishers took command, this paper has played a rôle of importance especially in the formation of public opinion on such subjects as the diplomatic relations between Brazil and Portugal, the pacification of the south, the campaign waged against the monopolies of prime necessity, electoral reform, the abolition of opposition to Papal legislation, the decree of divorce and compulsory vaccination.

In addition to the daily newspaper, this company publishes weekly a beautifully illustrated magazine in color, the "*Revista da Semana*," a periodical of thirty-two pages, together with a 400-page illustrated annual, containing much useful information, and good writing.

This newspaper, by devoting great space to daily occurrences, the introduction of personal criticism, its famous "To whom appeal," under which title campaigns were directed against different forms of authority, marked an in-

novation in the sober journalism of Rio, and it has been styled "a clever combination of Yankee journalism and the 'Petit Journal' of Paris."

### A NEWSPAPER OF GREAT INFLUENCE.

O Paiz "is another of the influential papers of Rio. Like the other journals of the capital, this paper has had on its staff some of the leading literary men of the nation. One of these, its editor in the early nineties, Quintino Bocayuva, called "the Prince of the Brazilian Press," took his part, as did many other journalists in the provisional government of Brazil. In this country the law and government has been intimately associated with the press, most of the famous public men and statesmen having been also connected with the newspapers. O Paiz, which occupies one of the most palatial buildings on the Avenida, was said a few years ago to have the greatest circulation of any paper in South America, and at present continues to be a journal of great influence, giving in its columns many brilliant papers upon political and social questions.

Shortly before he sailed for a brief trip to Europe it was my pleasure to spend an evening with the distinguished scholar, financier, and philanthropist, Dr. José Carlos Rodrigues, who since 1890, until his recent withdrawal, has been the proprietor and general editor of the *Journal do Commercio*, the greatest national newspaper of Brazil.

While there are other papers in Rio of real merit, there is indubitably no journal which has had through a long period of years such dignified standing or such power over public sentiment as

this newspaper, which started as a small shipping journal in 1827. It was founded as a commercial paper and it has always maintained its position as the most authoritative paper regarding business and commerce both at home and abroad. It is said that the historian who writes the annals of Brazil will find his best and most complete material in the archives of the *Journal do Commercio*, from the year 1827 onward.

Although I believe there is one other paper in Brazil (in Pernambuco), which claims an earlier foundation than this patriarchal journal of Rio, there is probably no other organ of the country from which a study of national journalism can be more completely made.

### A BLANKET SHEET.

One's first impression in taking up this enormous sheet, whose normal bulk is sixteen pages and its special or Sunday issues reaching twenty-four pages of eight columns each, is to the effect that one is getting too much for his money. With its absence of heavy headlines and the features of sensational journalism, one is puzzled to know where to begin. It is impossible to read it all, and it is equally impossible to "skim" this journal.

Many of the features guiding the readers in the newspapers of the United States are absent. For example, there is no editorial page, and the absence of leading articles marks a distinct characteristic of much Brazilian journalism. From the beginning the *Journal do Commercio* has held to its ideal of being unbiassed in political matters, and by reason of its success in holding to an impartial attitude in politics, the paper has gained the utter confidence of the community and the nation as well. This paper is called the *Sober* of the Brazilian press, because, although it rarely expresses its opinion editorially, when it does, its dictum is as powerful as that of the Government. As to the matter of writing editorials, the paper's policy has been suggested as follows:

"We are not a party organ, and we credit our readers with enough sense to form their own opinions from the news we give them; party government not existing in Brazil, the partisan leader-article is a waste of ink; when, after due hearing of all sides on a grave national problem, we think we know what is the best course for Government or the Administration or the public to pursue, we declare our judgment."

These "judgments" are usually declared, by the way, in an unobtrusive manner among the "varias," as the Por-

tuguese journalists style the "notes of the day."

The foreign news of the paper is extensive and is derived from the journal's own correspondents in many nations. One can read telegrams daily from England, France, Germany, Italy, Portugal, Spain, the United States of America, and from virtually every South American republic. There are also the daily telegrams from each of the twenty states of Brazil.

#### UNIQUE ADVERTISING FEATURE.

Another feature which seems curious to the North American, are the paid "publications by request," or "announcements by request." Although the editors of the *Jornal* do not deign to express their own opinion daily, they give this privilege to the Brazilian world at so much a line. It is possible and somewhat popular also to republish articles, partisan and otherwise, in this influential organ, which have been published elsewhere in the country or even in other newspapers of Rio, in order that the thoughts of the writer may get a hearing among the influential circle of *Jornal* readers. As many of these articles are filled with spice, and often are of a semi-private character, they are eagerly read by the newspaper-loving Cariacans.

It is significant of the influential character of the paper to note that as a result of a series of such special articles, the *Jornal* was able to raise some time ago in two or three weeks a fund of \$60,000 for a statue to the late Secretary of Foreign Affairs, the Baron de Rio Branco.

In addition to its morning issue, the *Jornal do Commercio* publishes an evening edition in a different size of sheet, reminding one in some ways of the *Pall Mall Gazette*. There is also a handsome monthly, the "*Jornal Ilustrado*," published by the same organization.

The remarkable success achieved by this newspaper is due in no small degree to the eminent Brazilian, Dr. Carlos Rodrigues. It is a particular pleasure for an American to meet this brilliant man, since for thirty years Dr. Rodrigues lived in the United States and England as a correspondent for his paper. It was with surprise that we learned that at one time he edited an American paper (*Novo Mundo*, in Portuguese), and had been instrumental in placing several of our well-known newspaper men in positions which they still hold in connection with the metropolitan dailies.

"What policies were uppermost in your mind?" we asked of this Brazilian editor and publisher. The editor replied: "It was my idea to keep the paper absolutely unbiassed politically, and then I paid particular attention to the telegraphic and cable services, in order that the telegrams from every quarter of the globe should form a complete daily chronicle of the day's events."

Having been told that the *Jornal do Commercio* was said to have been responsible for a Brazilian revolution, we asked how it had been possible to omit political partisanship and still to influence the people so widely.

#### MOULDERS OF PUBLIC OPINION.

"We had some perilous times," he said, "during the early days of the Republic. It was easy to blame the papers for what was happening with the mixed policies of men little accustomed to republican institutions. As a matter of fact, the history of the revolutions that were suppressed by the editors and prominent men who used the pages of the *Jornal* especially to express sane views, has not yet been recorded." It was

brought out that in Brazil the newspaper has been particularly the guide of opinion, and once a paper gets a standing and reputation for sober good-sense, the editor has a tremendous power to wisely choose his material and to direct sentiment.

It is this fine quality of wisdom and foresight that the great newspaper building that Dr. Rodrigues planned on the main avenue of Rio, reflects in every part. One is told, indeed, that the editor's selection of the site was quite largely responsible for bringing into being the Avenida Rio Branco—without doubt one of the most beautiful and picturesque modern avenues in any city of the world. This newspaper building, which was erected at the cost of \$325,000, has seven floors and is surmounted by a tower containing three additional floors. There are four electric passenger elevators, special elevators for office use, pneumatic tubes for the conveyance of MSS, an internal telephone system, and 500 employees. There is also an association of employees in a flourishing condition. Provision is made for the public in a number of ways, one of which is a very fine concert hall on the seventh floor.

Dr. Rodrigues's successor is Comendador A. R. Ferreira Botelho, who is at present particularly interested in starting a branch of the *Jornal do Commercio* in Sao Paulo.

I was interested in the present work of Dr. Rodrigues, who, although he is at present seventy-two years old, is working laboriously on a two-volume edition of a History of Christianity, which is to include the findings of the best modern scholars in Europe and the United States. Dr. Rodrigues, a Catholic, like the majority of his countrymen, is not held by sectarian ties, and as I wandered through his fine library it seemed to me that at least half of his books were in English, and the positions which he was taking in his first volume accorded more nearly with the Protestant than with the Catholic faith. This man of scholarship, high culture, and wealth, is a type of the editorial leadership of the newspaper of Rio.

There are, to be sure, several newspapers, both morning and evening, in which the illustrations and the method of presenting news reminds one of the cheaper journals in foreign cities, but as a rule, one of the most distinctive things about the press of the Federal capital of Brazil resides in the fact that virtually every Brazilian statesman or litterateur has reached his elevated station largely through his connections with the Brazilian newspapers.

#### Syracuse (N. Y.) Herald Is Forty

The Syracuse (N. Y.) Herald, founded by Arthur Jenkins and now conducted by his daughter, Miss Mary E. Jenkins, celebrated its fortieth birthday on January 15. Miss Jenkins and Edward H. O'Hara, the Herald's business manager, received many congratulations from editors and publishers throughout the country, and many former members of the Herald staff also wired good wishes.

#### Two Papers Add Telegraph Service

The Michigan City (Ind.) News and the Vincennes (Ind.) Capital are taking the news report of the International News Service, being served from the Indianapolis office, receiving special reports on the present session of the Indiana Legislature.

Don't fret and fume—for the wheels that go 'round without creaking last the longest.

## PHILADELPHIA PRESS UNDER NEW OWNERSHIP

Group of Quaker City Capitalists, Believed to Represent the Wanamaker Interests, Acquire Famous Old Newspaper from Calvin Wells Estate—Sale Price Not Made Known.

PHILADELPHIA, January 17.—After being more or less the victim of rumors for over a year, the Press has at last been sold to a group of Philadelphia capitalists, as yet unannounced, but generally believed to represent Wanamaker interests. The Press to-morrow morning will carry the announcement of the transfer.

As was stated by THE EDITOR AND PUBLISHER some time ago, the paper has been on the market virtually ever since Col. Samuel W. Meek, of Virginia, who has an enviable record for building up newspaper properties, came to the city to assume active management. Many attempts have been made to secure control of the sheet, notably by George W. Ochs, after his retirement from the Ledger, and more recently by W. W. Chapin, of New York and San Francisco, but negotiations invariably fell through, owing to the high valuation placed on the property by the owners. Within the past two weeks rumors of the sale to Rodman Wanamaker were widely circulated both here and in New York, but were denied by the Press officials and by the Wanamaker representatives. The Press, which is owned by the Calvin Wells estate of Pittsburgh, will continue publication under the changed management. The names of the new owners will not be announced now or later. The sale was closed December 7 and ratified on December 21. Mr. Wanamaker is out of town, and his representatives refused to confirm the report that he will head the company which will control the future destinies of the staunch old Republican paper.

It is whispered that the negotiations for the sale have been with Michael F. Hanson, business manager of the Record, which is owned by the Thomas Wanamaker estate, of which Rodman Wanamaker is executor, for an unnamed client. Sale price has not been announced, nor will it be.

The present officials of the Press are Benjamin G. Wells, president, son of Calvin Wells, who acquired the paper in 1877; John B. Townsend, secretary-treasurer; Samuel Calvin Wells, editor, and Samuel W. Meek, manager. The sale is made to settle the estate, to which there are a number of heirs. Valuable zinc works in the Middle West and iron mills at Pittsburgh, to which Mr. Benjamin Wells wishes to give his entire time, are also owned by the family. All of the Press property is included in the sale save the old building at Seventh and Chestnut Streets.

#### TO RETAIN OLD HOME.

This, owned by Mr. Wells, and to be leased by the new owners, is the original home of the paper, which was founded in 1857. From a window of this building John W. Forney, the founder, announced the news dispatches of the Civil War and besought the crowds to purchase the Jay Cooke bonds for the prosecution of the struggle. The lower floor is used as the business office of the Press, and upper floors are rented to tenants. The administration, printing, and circulation departments are housed in a fine seven-story structure at Seventh and Sansom Streets, which is so built as to allow the addition of four more stories. The real-estate valuation of the property is \$190,000. Under

the Forney management, the Press became one of the leading newspapers of the country, its editorial opinions having wide influence. Many distinguished persons have been connected with its staff.

Charles Emory Smith, later Ambassador to Russia under Harrison, and Postmaster-General under McKinley, became editor after its purchase by Calvin Wells; and Dr. Talcott Williams was associate editor and critic until he was appointed director of the Pulitzer School of Journalism.

The paper has always taken keen interest in art, literary, dramatic, and society matters, as well as politics, and is recognized as appealing to the better element in the city. Among the well-known people who have been connected with the Press are William J. Glackens, John Sloan, George Luks, and Everett Shinn, now famous in the art world; Harry-dele Hallmark, of the McClure Syndicate; Aiden March, son of Professor March, of Lehigh University; now with the New York Times; "Judge" Wells, famous for his brilliant editorials; J. O. G. Duffy, dramatic critic and author of several books and plays, who is still on the staff, and others. The present staff keeps up the old high record for culture. Richard J. Beamish, managing editor, has written many notable poems and plays; H. T. Craven, editor of the Sunday Magazine, is a critic of quality; Barran Lewis, city editor; Lee Pape, and others have written successfully produced plays.

It is said that there was some trouble in getting various stockholders to agree to the arrangement.

Report has it that M. F. Hanson will be business manager of the Press.

#### RUMOR ABOUT THE TELEGRAPH.

There is a current rumor that the Telegraph, owned by Rodman Wanamaker, which it is said is carrying at present a very small force, will be run as an evening issue of the Press, and the publication moved to the Press Building. The press rooms of the Telegraph are located in a structure at the back of the Telegraph Building, which is owned by and leased yearly from the Wells estate.

Another story concerning the Telegraph, which has been going the rounds lately, revives the old tale that Cyrus H. K. Curtis was to buy the A. P. franchise, and that the paper would continue as a political advertising and business sheet, similar to the Star. This could not be confirmed, but in the shake-up anything is likely to happen.

#### Absorbed by Omaha Tribune

The Omaha Daily Tribune, the only German daily paper printed in Nebraska and western Iowa, has consolidated with the Nebraska Volksblatt, of West Point, Nebraska, and the Platte River Zeitung, of Fremont, Nebraska, suspending both publications and adding the subscription lists to their daily, maintaining correspondents in each of the towns. Val. J. Peter, the publisher of the Tribune, has bought nine papers in Nebraska and Iowa, and consolidated them into the Daily Tribune.

#### Receivership in Johnstown

Financial difficulties have forced the Johnstown (Pa.) Leader into the hands of receivers, proceedings having been instituted by W. H. Sunshine, a member of the stock company owning the plant. Attorneys Alvin Sherblin, Dan L. Parsons, and William E. Engle have been named by Judge O'Connor to conduct the newspaper until such time as an advantageous sale can be made.



## SMALL PUBLISHERS TO GET SUPPLY OF PRINT

Temporary Relief Afforded to Newspapers Threatened with Suspension by Unofficial Action of Federal Trade Commission, It Is Said—Chicago Conference Indefinite.

Small newspapers, threatened with suspension by reason of lack of news print, may be afforded temporary relief. While the Federal Trade Commission has taken no official action in the matter, it is stated that manufacturers have offered several hundred tons of print for distribution as that body may direct. Prior to the last public hearing of the Commission, publishers in all sections of the country were asked for detailed information as to their requirements for the coming year and stocks on hand. The Commission is thus in a position to select those whose needs are most urgent, and to indicate, in accordance with the suggestion made at the second public hearing in Washington, just which publishers should obtain the excess, and the proportion that should go to each. However, the statement is made that the news print furnished to publishers who were facing suspension was not done by the official act of the Commission, though a rumor of such a contemplated arrangement has been heard.

CHICAGO PAPER CONFERENCE INDEFINITE.

Plans for the proposed conference between publishers and news print manufacturers in Chicago are uncertain. At the meeting held a few weeks ago it was understood that another gathering was to be held, the call to be issued by the manufacturers. A telegram from G. H. Mead, from Montreal, stated that no decision for the conference date had been made, but that it would be definitely determined before the end of the week.

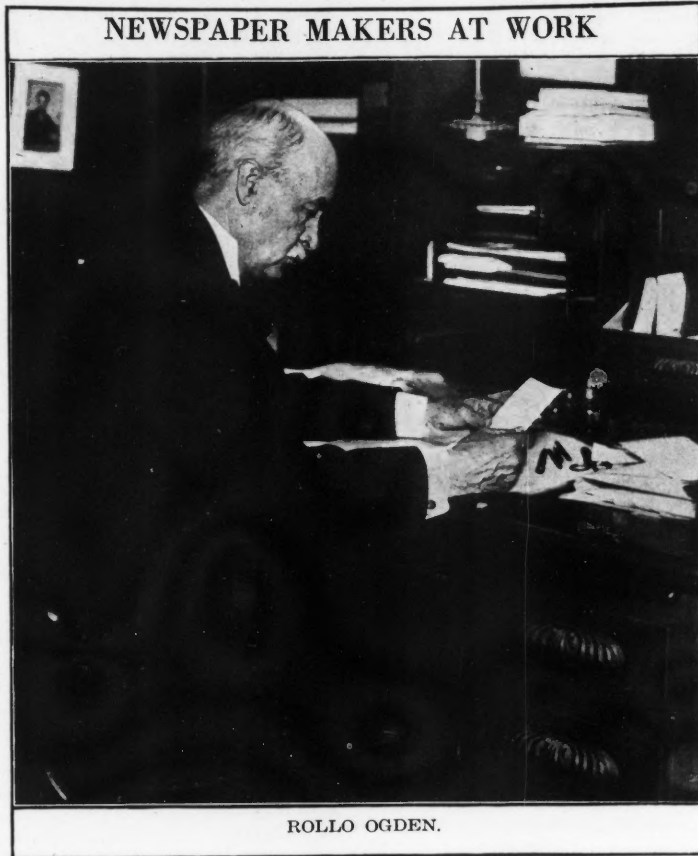
"SPOT" PAPER CHEAPER.

There has been a softening tendency in the price of "spot" paper within the past few weeks. Open market quotations in some cases have been lowered as much as three-quarters of a cent a pound. There has been no change in the matter of prices for contract paper, no quotations, so far as known, being made for less than \$3.10 per hundred pounds at the mill, in the United States. This softening, it is said, is due to a number of considerations, among which are foreign influences. The refusal of Sweden to permit paper and pulp exports to England has made it possible for America to get a larger supply from northern European sources, at prices lower than have been ruling for some time. In addition to this, the decision of the British Board of Trade to further restrict the importation of paper and paper-making materials, lessens the demand for overseas export from Canada, and leaves that much more available for consumption in the United States.

Plans for new mills are progressing on all sides. The high price of news print, and the enormous profits made by paper-makers attracts new capital to that industry, with the result that additional mills to be constructed will add materially to the supply.

The Lake Winnipeg Paper Co., capitalized for \$4,000,000, has been organized in Canada to erect a mill of 200 tons daily capacity, the product to come on the market about June or July, 1919. This company owns vast tracts of timber land, has almost unlimited water supply, and railroad facilities. The plant will be electrically equipped, and will be one of the most modern on the conti-

## NEWSPAPER MAKERS AT WORK



ROLLO OGDEN.

**R**OLLO OGDEN, editor of the New York Evening Post, never mistakes enthusiasm for judgment. His mind is not stampeded by the excitement of the moment or the stress of events. He works methodically, writes deliberately and freely, and possesses the faculty of making clear the ideals of the Evening Post in language so plain that this newspaper stands out from the mass, and has become distinctive in American journalism. The man and the paper are typical, each of the other. Mr. Ogden fits into the organization, just as that newspaper fills its place in the daily newspaper field. He is thoroughly in accord with the policy of the paper, believes it, thinks it, lives it, and writes it from conviction. He is said to be one of the most prolific editorial writers in the United States, producing far more copy than the average man who occupies a like position. A clear thinker, a frank writer, he expresses opinion without prejudice and arrives at logical conclusions unhampered by likes or dislikes. In the daily conferences with his staff he affords the members a series of constant surprises at the orderly manner in which he can recall to mind incidents, events, or historical facts out of his vast fund of knowledge. It makes no difference whether the subject is political, economical, financial, diplomatic, or what not, Mr. Ogden has read, investigated, and remembers, and can bring to the attention of his colleagues the terms of a treaty, the words of a speaker, or an act that has a direct bearing on a subject. This is all done, however, in a suggestive manner, for he is always in a receptive mood. He writes deliberately, freely, and without effort. He is one of the few men whose train of thought is not severed by interruption, for if disturbed while writing an editorial, he can, and does, continue at the point where he stopped, without a break in the argument or his process of reasoning. He is a man of quiet determination, mild mannered, and gentlemanly, who is always certain of his point before he makes a decision, and who has the courage of his conviction.

When Mr. Ogden joined the staff of the Evening Post as assistant literary editor, in 1891, E. L. Godkin was editor. Mr. Ogden later became an editorial writer, continuing in that capacity when Horace White was editor. He succeeded Mr. White in 1903, since which time he has had entire editorial supervision of the paper.

Mr. Ogden's hobby is golf, and when he is not devoting his energies and talent to the editorial policy of the Evening Post, he may be found on the links near his home at Summit, N. J. He is a member of the Century Club, and unlike most men who live out of the city, takes a lively interest in the affairs of the organization. He makes friends to hold them in bonds of the closest fellowship. This picture shows him as he may be seen any day in his office in the Evening Post, as his associates know him and as visitors find him. He is always the same, even tempered and kindly mannered, ever ready to listen, prepared always to advance the interests of others, but decidedly diffident when the subject veers around to himself.

### Extension of Herald's Wireless

gent, making paper at very low cost per ton. A. W. Frazer, of Ottawa, is president of the new company, G. B. Macdonald is managing director, and John B. McCrea, of Ottawa, engineer.

Thank God for life every day, and put all bitterness out of your heart. That's the best theory of life.—Cattell.

The New York Herald now girdles the globe with its wireless. By the opening of its Pacific service, through the great radio station of the Marconi Company at Hillcrest, San Francisco, travellers on Pacific liners will be served with the same news bulletins furnished to passengers on board Atlantic steamers,

## DETROIT NEWS BREAKS AMERICAN AD RECORD

Prints More Advertising than Next Nearest Paper by 1,134,000 Agate Lines—Offers Three Prizes for Best Idea Typifying "First in America"—Carried Lineage Total of 19,337,130.

The Detroit News and Sunday News Tribune carried the largest number of agate lines of advertising of any newspaper published in the United States during 1916. The total number of lines printed aggregated 19,337,130, which is a record in America. In 1915 the Detroit News and Sunday News Tribune occupied second place. The lead of the News and News Tribune over other papers for 1916 ranges from 1,134,000 to 7,000,000 lines.

In this connection the News is offering three prizes for the best designs typifying its position of "First in America." Advertising men and artists who furnish ideas are asked to keep in mind the main conditions which made possible the achievement of the News and the News Tribune—the prosperity of Detroit and the productiveness of the News and News Tribune. A clearly worded description on an idea that may be worked out by the art department of the News will be accepted, and in this respect the contest is open to everybody. The first prize for the best idea will be \$125, second \$75, and the third \$50.

## LAUZANNE VISITS PHILADELPHIA

French Editor Guest of Cyrus H. K. Curtis—To Tour Middle West.

Monsieur Stephane Lauzanne, editor of Le Matin, the most widely read paper in France, with a circulation of 1,750,000 daily, was in Philadelphia for a few hours on Wednesday, as the guest of Cyrus H. K. Curtis. In an interview given to "M'liss," of the Evening Ledger, he warmly praised the work of the American Ambulance, saying that the last official report issued in October stated that 100,000 wounded Frenchmen had been brought back from the front by Americans; and remarked that no one in France to-day resented the neutrality of the United States. He praised the Evening Ledger's stand in keeping crime off the front page and said that in Le Matin and other French papers, no crime stories had been published during the war, and that afterwards they would be summarized and kept to the back and inner pages. "We feel that there are bigger things, things more vital and important to report than ugly murders and suicides," he said. M. Lauzanne will go to the Middle West before he returns to Paris.

### Election in Pittsfield

At the annual meeting of the stockholders of the Pittsfield (Mass.) Publishing Company, Charles W. Power, treasurer, was reelected to that office. He was also elected president, to succeed Freeman M. Miller. Arthur W. Miner was reelected clerk, and these two, with Charles H. Willoughby and Joseph H. Masterson, were elected directors. Mr. Willoughby continues as managing editor of the Daily News.

### New Paper for Fort Worth

The Fort Worth (Tex.) American, a new afternoon newspaper, will issue its first number Monday, January 22. R. I. E. Dunn will be editor. The American will take the news reports of the International News Service.



## SUIT OF ASSOCIATED PRESS AGAINST INTERNATIONAL HEARD IN FEDERAL COURT

Arguments on Motion for Temporary Injunction Concluded Before Judge Hand—Briefs to be Submitted January 29—Both Sides Present Voluminous Affidavits, Each Charging the Other With Same Practices in Obtaining News.

ARGUMENT on the motion for a temporary injunction, presented by the Associated Press, asking that the International News Service be restrained from certain practices in connection with the collection of news, was concluded before Justice Hand in the United States District Court on Wednesday last. The Justice gave the Associated Press attorney, Frederick B. Jennings, until Monday, January 22, to file rebuttal affidavits to the great mass of affidavits filed by the International, and then both sides will have until the 29th inst. to file briefs. The Court will reserve decision until after an examination of the affidavits and the briefs. Samuel Untermyer and William A. DeFord represented the International News Service.

After listening to the charges and counter-charges of the litigants, one of those present remarked that he believed that "more newspaper linen had been washed and cleaned up in this one sitting than in many years previously." The A. P. charged the I. N. S. with "pilfering" and "lifting" its news, the intimation being strong that particular reference was made to European war news. The International, while disclaiming, through its higher officials any knowledge of the facts alleged by the A. P., claimed practical justification, saying in effect, "Why stop us from doing the very same thing that the A. P. has done? If it is wrong for us to do it, then it is wrong for them to do it." Then the I. N. S., to clinch its charge, presented thirty-one affidavits, some of which make the same charge against the A. P. that is made by that organization against the I. N. S. Regarding the Cleveland News incident, the International admits that they employed one Cushing, telegraph editor of that paper, to give them local news only, paying him \$5 per week, but they claim that Cushing was also in the employ of the A. P. to furnish leaks from the International at \$10 per week. Thus Mr. Cushing was placed in the unenviable position, by affidavits of both sides and by his own admission in affidavits, of taking money from both organizations. The A. P. justified the employment of Cushing by their contract with the paper on which he was employed. The International denied that that was justification, and say they had a right to do what the other fellow was doing. Thus the entire day was taken up in charges and recriminations, even the United Press coming in for some slushing through affidavits filed in court.

### THE PRELIMINARY SKIRMISHES.

The litigation began about January 5 or 6, when attorneys for the Associated Press served a motion to show cause, with accompanying affidavits, on the International. On Monday, January 8, the employment of Barry Faris, until then news manager in the New York office, was terminated. On Tuesday, January 9, the order was returnable before Justice A. N. Hand at his chambers in the Woolworth Building. Representatives of the International asked for a postponement until the return of Samuel Untermyer from Chicago. Mr. Untermyer having been retained to represent the defence. After some argu-

ment this was acceded to by the Court, and the matter went over until Tuesday, January 16. At that time counsel for the A. P. announced that he had but just received the answering affidavits of the International and had not had a chance to look them over to see what they contained. They asked for a reasonable postponement to give them time to look them over and prepare affidavits in rebuttal. This was strenuously opposed by Mr. Untermyer, with the result that the Court only allowed one day, or until Wednesday. On Wednesday morning, at 11:30, the argument was started, and with the exception of one hour's recess for lunch, took up the balance of the day until after six o'clock.

The argument was started by Mr. Jennings, of Stetson, Jennings & Russell, counsel for the Associated Press. He stated that they asked for a temporary injunction, pending trial of the action for a permanent injunction, restraining the International from "unlawfully appropriating the news of the A. P. and selling it to its own clients as part of its business." They also wanted the International restrained from "bribing" employees of A. P. newspapers to divulge news sent over the A. P. wires. He then went into the organization of the A. P., saying, among other things, that it had 950 members and that the expense of operating the plant in 1916 was over \$3,500,000. "The A. P. is a membership corporation," he said, "while the International is a stock corporation, and a competitor. For some time complaints have been coming in that news was being appropriated and was being sold to competing newspapers at a lower cost. We had suspected the situation for some time, having observed the similarity in the dispatches in other papers and those in our papers. A careful investigation was made. We found out that the defendant was systematically pirating our news, appropriating without substantial cost to itself, and selling it to its own customers as its own news. Three methods were employed, all of them immoral and illegal:

"First, they bribed employees of our members to furnish them with our news dispatches as soon as received by them." Mr. Jennings then quoted the Cleveland News case, reported at some length in last week's issue of THE EDITOR AND PUBLISHER. In this case it was charged that B. E. Cushing, telegraph editor of the News, and T. J. Thomas, his assistant, were both giving the Cleveland office of the International tips on stories as they came in over the A. P. wire, and were receiving \$5 per week each from the International for that work.

### MR. CUSHING'S AFFIDAVIT.

Mr. Jennings then read an affidavit made by Cushing in which the latter stated that, from January, 1914, until January 7 of this year, he "has had an arrangement with the Cleveland manager of the International News Service by which, for a consideration paid to the deponent by the said International News Service," he had delivered to the I. N. S. at Cleveland "information in respect to important items of news." The arrangement at first, he said, was confined to local news; but as time

passed it "was brought to include news which had been received by the Cleveland News from the Associated Press." He received at first space rates, but finally the arrangement called for \$5 per week, which was received weekly from New York in a voucher signed by Fred J. Wilson. He states that he usually went to a private telephone to send his tips, and that, when Agnew became manager of the Cleveland office of the I. N. S., that he (Agnew) impressed on Cushing "the importance of protecting International News Service through the said Agnew on important Associated Press news that had been delivered to the Cleveland News." An affidavit of T. J. Thomas corroborating Cushing in the essential details, was also read by Mr. Jennings. Continuing, he said:

"The defendant's affidavits set up in effect that this practice of the International is the same as the A. P. arrangement with the Cleveland News, and that the A. P. is paying Cushing \$10 per week for the same service. It is not the same. The A. P. practice is this: When a member is elected he must agree to furnish to the A. P. all of the local news gathered by the paper. It is a general practice to appoint some one in the office of that paper as the A. P. correspondent, and it has been the custom to pay him a moderate compensation to give the news promptly. The A. P. is entitled to that news as part of its contract. The International sells its product, and there is no agreement to take any news in return."

### PAID FOR PROMPTNESS.

Mr. Untermyer: "Isn't our situation precisely the same? The Cleveland News takes our service, also."

Mr. Jennings: "The only reason we paid was for promptness in service, not for the news. The International was paying surreptitiously for news they were not entitled to. That was the arrangement indicated in the letter of Paris. We did not get any of the International news. Cushing's sending to the A. P. was open and above board, and every one knew him as the A. P. correspondent. No one knew of his arrangement with the International."

"The second method used by the International," continued Mr. Jennings, "was typified in the New York American case." He then referred to the affidavits of A. P. employees, operating the Morkrum machines in the office of the New York American, and who swore that it was the usual thing for editors and others of the International to come into the American editorial rooms, examine the reports as received on the Morkrum machines, make notes, and depart. Mr. Untermyer here interposed that the defendant was submitting affidavits denying in toto these charges, and claiming that no such things ever occurred. He declared that the A. P. was trying to take advantage of the situation developed by the exclusion of the International from several European countries, and block them from securing any news at all. "They said they would get the war news, nevertheless," said Mr. Untermyer, "and they have done so." "Yes they have," answered Mr. Jennings, "they appropriated it from us. Why I remember one dispatch in particular in which we had made some mistakes in names. They copied it, mistakes and all, and sent it out with the mistakes the same as ours."

### WHEN NEWS IS PUBLIC PROPERTY.

The third method complained of was that of copying from bulletin boards and from early editions, taking advan-

tage of the difference in time to send these to Western papers, and sometimes even beating the A. P. on the stories. Justice Hand here interposed that he could not see anything to prevent that practice. Mr. Jennings admitted that there was nothing to prevent the copying, but he did not think they had a right to resell the stuff as their own. The Court announced that he thought that this complaint stood on a different basis from the others. It was news that had been given to the public, therefore belonged to the public. Mr. Untermyer thought that this was really the only question in the case; that the other two had or would be disposed of by the International claim that the A. P. was doing the same thing. Mr. Jennings thought there would be no objection to taking the tips from the boards of early editions, providing they made their own investigation and sent out their own story on it, but he objected strongly to lifting the entire story and sending it out as their own. The Court wanted to know if the copyright law did not cover in that case, but Mr. Jennings thought not. He thought the practice a manifestly unfair one.

"The news which the International News Service takes from our wires is as essentially our own as any real property, although it is intangible," said Mr. Jennings. "For them to sell it on the market at less than it costs us with our organization to collect it, in competition with us, is unfair. Suppose, for instance, that it would be possible to duplicate a newspaper in a very short space of time and have the duplicates on the street in an hour. Some rival organization could take the first copy of the Evening Post as it appeared each day, duplicate its columns, put another headline on it, and sell the paper for one cent, advertising that it contained the same material as the Evening Post at one-third of the cost."

"The action of the International News Service in selling as its own news which has been compiled by the Associated Press may be compared with that theoretical duplication, and if kept up will cut into the business of the Associated Press, which is a membership corporation, not conducted for profit. The International News Service is a stock company, organized for profit."

Justice Hand: "I can't see where, if the news is published or put on a bulletin board, a news association can't take it and send it out. Of course, it would be more honorable if they said 'the World says' or 'The Evening Post says,' etc. There is a clear seal of confidence in the first and second points, but I can't see it in the third point."

### INTERNATIONAL PRESENTS ITS DEFENCE.

At this point a recess for lunch was taken, and on the reconvening of court Mr. Untermyer took up the cudgels in defence of his client. He submitted to the Court a printed book of affidavits, containing 31 affidavits all sworn to, and said they were divided into four groups. The first group contained affidavits of the officers of the International denying any knowledge or information of the offences charged. The second group related to the Cleveland transaction, the third to alleged practices of the A. P. lifting tips from International and other wires, and the fourth to the alleged re-writing by the I. N. S. of news stories and the practice of the A. P. in the same direction. He declared that it was the universal custom, and he hoped that before he got through "it will be apparent to your

(Continued on page 28)

## "LEAK" INVESTIGATION MAY CONTINUE A MONTH

Names of Numerous Newspaper Men Dragged Before Congressional Committee by Thomas W. Lawson—Few Substantial Facts Have Been Elicited Thus Far.

WASHINGTON, January 17.—The investigation by the Rules Committee of the House as to alleged divulgence of advance information regarding the President's note to belligerent Powers relating to peace, continues to attract much attention from the public and the press. Thomas W. Lawson's testimony as to a number of prominent people connected with the affair has been something of a sensation. Mr. Lawson's confidence in newspaper men and his belief in publicity are attested by the following extract from his testimony before the Rules Committee. Referring to his previous testimony before the Committee, in which he made some sensational statements without giving names, Mr. Lawson said:

"When I left Washington the investigation was off; there was nothing more to be done about it. I went directly to the managing editor, John O'Hara Cosgrave, of the New York World, and I laid before him just what I have repeated here, just what happened and what the chairman of your Committee told me, everything I have told you here in detail. I then sent for Mr. Herman Ridgway, the owner of Everybody's Magazine, and within three or three and a half hours I laid before him word for word, to get his advice on what I should do. These two men I asked for their guidance and advice, laying before them what the chairman had said to me, under the seriousness of the situation that he had impressed on me. I breakfasted in the Hotel Biltmore, and getting off the train the first man I met was Donald McDonald, the head of a number of financial newspapers, that I had not seen for fifteen years, and I gave to him in confidence—you have summoned him here; put him on the stand and see if he will verify what I have said, word for word, the morning after I had left Washington and agreed with your chairman that this investigation was not to be seriously prosecuted, and it was dead, and I said to them, and I can produce others, more newspaper men, that will give to you what I have, this most astounding thing that in forty-six years' career I have ever seen, that your chairman says that I have accused him of anything wrong." The name of W. W. Price, White House correspondent of the Washington Star, was also mentioned by Mr. Lawson.

### NEWSPAPER MEN SUMMONED.

Mr. Rathom, of the Providence Journal; Mr. Cosgrave, of the World, and Mr. Herman Ridgway, of Everybody's Magazine, and other newspaper men have been requested to appear before the Committee. In addition to making sensational statements before the Committee, Mr. Lawson has published statements relating to this alleged "leak" in the Washington Herald and Times, to the extent of a page in each paper. Several newspaper men, requested to appear before the Committee, as to what they knew about the matter, have been requested to wait before giving testimony, owing to the prominence given the testimony of Mr. Lawson, as he has brought in so many prominent names.

## By the Side of the Road By Thomas Dreier

To produce beautiful works, the sole condition necessary is that which the great Goethe indicated: "Fill your mind and heart, however large, with the ideas and sentiments of your age, and work will follow."  
—Taine.

YESTERDAY I LUNCHEd with a friend from whom I have no secrets and to whom I dare tell my innermost thoughts. We were speaking of the importance of associating with men and women of quality, both of us agreeing that contact with cheap people cheapens one's work.

"Have I thought of that?" I asked myself. "For years I have been ready to respond to the call of every person who needed me. In action I have been democratic, however aristocratic I may have been in my thinking."

Then I leaned across the table and announced that from then on I would pay less attention to the little things and concentrate all my thought upon the so-called big problems. "Instead of rushing about turning on sixteen-candle-power incandescents," I said, "I shall turn one master switch and light a thousand lamps."

My friend smiled. I don't know of what he was thinking when he smiled, but I do know of what he might have been thinking. It all came to me last night when I read Shelley's poem: I met a traveller from an antique land who said: Two vast and trunkless legs of stone

Stand in the desert. Near them on the sand,  
Half sunk, a shattered visage lies,  
whose frown  
And wrinkled lip and sneer of cold command

Tell that its sculptor well those passions read  
Which yet survive, stamp'd on these lifeless things,  
The hand that mock'd them and the heart that fed;

And on the pedestal these words appear:  
"My name is Ozymandias, king of kings:  
Look on my words, ye Mighty, and despair!"

Nothing beside remains. Round the decay  
Of that colossal wreck, boundless and bare,  
The lone and level sands stretch far away.

"WHAT A WISE OLD MAN was Dr. S. Weir Mitchell," said the gray-bearded man, looking up from a book of poems he had been reading. "The medical profession know no more successful worker than he. His long life was one of service. For recreation, at a time of life when most of us are beginning to care little for self-expression, he turned to literature, achieving almost at a bound a success that is international. As I sat here to-night, reading these poems of his and looking into that friendly fire on the hearth, I could not help wishing that when I approach the end and hear Death inviting me to go forth on the

Great Adventure, I may pray with the courageous Mitchell:

"I know the night is near at hand.  
The mists lie low on hill and bay,  
The autumn sheaves are dewless, dry;  
But I have had the day.  
Yes, I have had, dear Lord, the day;  
When at Thy call I have the night,  
Brief be the twilight as I pass  
From light to dark, from dark to light."

I once wrote this: "I would rather be a word in the song of a child than a sentence in the curse of a king." Perhaps I have been instinctively wise in being neighborly to all who ask neighborliness of me. It may be that one does his greatest work when he does the little daily tasks well. I would rather be an Ernest in the valley blessed by the Great Stone Face, loved by my neighbors, greeted by the smiles of the little children playing in the village street, than to rule like the Czar of all the Russias.

I would think of the sixteen-candle-power incandescent lamp as a little thing may yet become wise enough to worship the greatness of a flickering candle. Than to build a personality radiating love and kindness and light, there is no greater work. The influence of a mighty lover, like the Carpenter, will live through the centuries, but only the pedestal of an Ozymandias remains.

Round the decay  
Of that colossal wreck, boundless and bare,  
The lone and level sands stretch far away.

OUT IN WISCONSIN, Theodore Werle is wandering over the State "peddling good health" to folks in small towns and rural communities.

He has an automobile with a special body in which is carried a complete lecture and camping outfit. He cooks his meals by the roadside, sleeps in the car or in a small shelter tent, and gives illustrated lectures on good health in the schoolhouses or in the open air.

Like the old fake medicine men who used to give shows in the small towns, Mr. Werle is an entertainer. He makes his health-talk pleasant. His fight is against harmful patent medicines. He tells people how to live so that they can avoid disease.

Behind him is the Wisconsin Anti-Tuberculosis Association and the Extension Division of the University of Wisconsin.

Wisconsin is the wonder-State of the nation, when viewed from the standpoint of the educator and sociologist.

IT IS WELL for us to remember that it costs less to educate people than it does to punish them for crimes committed because they lack education.

## VON WIEGAND BREAKS WITH NEW YORK WORLD

Says He Leaves the World Because His Personal Honor Had Been Brought Into Question by Another Member of the Staff—Famous Correspondent Joins International News Service.

Karl H. von Wiegand, who has been correspondent for the New York World in Germany for the past two years, has severed his relations with that paper and has transferred his activities to the International News Service. He will sail for Germany, via Sweden, January 27. Discussing the change, Mr. von Wiegand said:

### MR. VON WIEGAND'S STATEMENT.

"The break occurred over a question of personal honor. I contended that my personal honor as an American newspaper man had been drawn into question by the acts of another member of the World's staff, for whom I had pledged my word, resulting in many official doors being closed to me in Germany. I refused to recede from my attitude and Mr. Pulitzer held that my coming to New York, contrary to orders to discuss the matter, was a violation of contract. I refused to return to Germany for the World without a formal disavowal in my pocket, taking the standpoint that it was a matter of principle with me, and I do not regret having sacrificed my contract at the largest figure probably paid any American correspondent in Europe at this time, to vindicate my honor and that principle. The fact that I received \$2,500 in bonuses from December, 1914, to December, 1915, a record in that respect, is evidence that my services were appreciated. There is no ill-feeling, so far as I am concerned, between the World and myself. It is the old question of newspaper ethics, whether it is treating a permanent correspondent justly, in time of war, to send another man for a few weeks, into the country to which he is assigned, misusing that correspondent's influence and standing, spoil a field for him, and then leave him to hold the sack. I have merely tried to uphold the honor of American newspaper men."

Ralph Pulitzer, president of the Press Publishing Co., which publishes the World, made this statement to THE EDITOR AND PUBLISHER regarding the severance of the relations between the World and Mr. von Wiegand:

### STATEMENT FROM MR. PULITZER.

"Karl von Wiegand, knowing that the German peace note was about to be issued, ignored the explicit instructions of the World to remain at his post in Berlin and returned to the United States. The World therefore considered his services no longer available and exercised its privilege of terminating them."

### CYRIL BROWN SUCCEEDS VON WIEGAND.

Cyril Brown has replaced Karl H. von Wiegand as German correspondent of the New York World. Mr. Brown, who had previously been the Berlin correspondent of the New York Times, has made an excellent record. Mr. Brown commenced his work with the World this week, scoring a number of news beats, among them being an interview with Baron von Bussche, Under Secretary and economic specialist in the Foreign Office, on the growing peril to neutrals as preparations are made for economic war.



## NEWSPAPER CO-OPERATION WITH ADVERTISERS AND AGENCIES DISCUSSED AT SPHINX CLUB

Duties the Publisher Owes to the Advertiser and His Reader, from the Standpoint of the Newspaper Man, the Viewpoint of the Purchaser of Space and the Position of the Agency Through Which the Advertising Is Placed.

CO-OPERATION between the publisher, the advertiser, and the advertising agency was discussed by representative men in the three fields, at the January dinner of the Sphinx Club, at the Waldorf-Astoria Hotel last Tuesday evening. The meeting was one of the largest held for this season of the year, within the history of the organization. G. Edward Buxton, of the Providence Journal, discussed the matter from the standpoint of the newspaper; Frank E. Fehlman, vice-president and sales manager of H. W. Gosard Co., for the advertiser, and Stanley B. Reser, president of the J. Walter Thompson Co., from the advertising agency standpoint.

Mr. Buxton spoke in part as follows: "How much does the publisher owe to the advertiser in the form of coöperation? I wrote several hundred papers and asked a number of questions on this point. Solon himself couldn't accommodate ten of the replies to a common point. However, out of the mass of letters I received certain principles were emphasized and among these were: that the publisher owes it to the advertiser to print a clean and attractive newspaper; should keep him in pleasant company; should be frank in what he has to sell, with the audience to which he makes his offer.

### WHAT PUBLISHER OWES READERS.

"The publisher owes it to his readers to make his paper trustworthy and accurate, for he sells that priceless thing called reader confidence and esteem. How far should the publisher go? I know of cases where, in the matter of coöperation, publishers have actually been asked to display in their own counting rooms, things advertised in their papers! Sometimes newspapers are asked to accept advertising, payable only in case the goods are sold. Some publishers have departed from their rules, and have been tempted by schemes advanced by some advertisers, but these are the weak sisters. The few papers that have yielded have done so in a moment of hysteria, attracted by the mystery of adventure. Newspapers cannot perform merchandising functions for competing articles. Suppose a newspaper is asked to secure a window display for one advertiser, and does so? Suppose twenty-four hours later a competing advertiser asks the publisher to secure the same display for him, in the same store? How can the publisher explain to the retailer that his argument of yesterday was wrong, and that the display he should carry is the one for which the second man asks? A publisher who attempted such a thing would sacrifice dealer respect and confidence. If these stunts were good, then advertising in the worst newspaper in a town, which followed such practice, would be valuable.

"The publisher should deny requests for free publicity about goods of advertisers which are sold for a profit, for white space is what the publisher sells.

### A FIELD PUBLISHERS OVERLOOK.

"I believe there is a real field not touched by the newspapers, in which they can be of real value to all advertisers and advertised products. I refer to the

contact of the local newspapers with the local retailer on a basis that cannot be approached in the merchandising chain. The attitude of the retailer toward the newspaper is felt all the time, and is positive. The newspaper, through acquaintance, should be helpful through suggestion, to the handling of advertised products as a class, not one against the other. The dealer should not be confused with talks about store costs and the like. He should be told that fast turnover at a price even below his store cost will make him more money, if he will push advertised goods. The dealer should be kept posted on national advertising campaigns, in order that he might coöperate with the newspaper that does the advertising, and with the advertiser who manufactures the products. The publisher's representatives can do this better than the travelling agent of the manufacturer. All business development grows out of a realization that we are dependent one on another, and with frank publicity one element of the community cannot prosper unless the other can do so, on that broad highway which is "Coöperation."

### THE ADVERTISER'S VIEWPOINT.

F. E. Fehlman, speaking for the advertiser, said there are three rapidly growing factors in the country—the daily newspaper, the churches, and the department stores. Women are making or breaking advertisers every day. The department stores, he said, are doing a vast amount of work with which publishers are not acquainted, and on which they should post themselves. He thought that newspapers would do well to appoint at least one person to devote his time to the study of merchandise and merchandising for the benefit of readers. Only as you know merchandise, he said, will you know a woman's mind and her viewpoint on home life, because the one thing that occupies most of her time is the selection of merchandise, not only for her children, but her husband as well as her home. Everything sold in department stores interests her. The quality of the churches in a town has much to do with the success of department stores and newspapers, he said. Publishers must assume greater responsibility every day if advertisers are to render the service they must render to subscribers. "You should make it more difficult for us to sell," he said, "by educating your readers to the beautiful, practical, and serviceable, no matter what it is. This is not a dream of idealism, but a statement of successes covering the records of not less than twenty-five outstanding successes in the United States to-day."

### FROM THE ANGLE OF THE AGENCY.

Stanley B. Reser, among other things, discussed the lack of standardization in advertising rates. For ten cents a line, he said, it is possible to buy 50,000 circulation in New Orleans, 62,000 in Los Angeles, 99,000 in Pittsburgh, and 106,000 in Minneapolis. For fifteen cents a line one can purchase 50,000 circulation in Dallas, 78,000 in Washington, 101,000 in Buffalo, 116,000 in Los Angeles, and 161,000 in Cincinnati—more than three times the circulation in one city than it is possible to

get in another. For 50,000 circulation in papers of known standing, the prices range from six to fifteen cents. The question of discount shows an equal variation. Of three papers approximately alike, one gives a twenty-six-time discount of 2½ per cent. and a fifty-two-time discount of 5 per cent.; the second, 5 per cent. on 5,000 lines, 10 per cent. on 10,000, and 15 per cent. on 15,000 lines; the third gives a discount for both time and space. Can we hope in our generation, he asked, to be blessed with a flat rate? Forty per cent. of the entire correspondence of our company is necessitated by avoidable mistakes on the part of publishers. The growth of newspaper advertising, in spite of the looseness of business departments, is a significant tribute to the genuine value of newspapers as a medium. For a newspaper to go out and try to sell merchandise or to designate a solicitor to accompany a salesman to introduce him to the trade or to solicit window displays, is as much beyond its function in the long run as for the advertiser to publish a newspaper and the agent to solicit subscriptions for its circulation, he declared. Even granting that a newspaper could sell some merchandise, the complications that would arise from its attempting to sell first one article and then another are too obvious to need any discussion. There is coöperation, which the newspaper can give, and which may be listed under five heads:

- (1) Complete information on the circulation and character of the paper itself and its readers.
- (2) Standardized rates and standardized rate cards.
- (3) A very marked improvement in the handling of the business details in the advertising department.
- (4) A greater influence on the business in a community, a greater effort to stimulate buying interest on the part of the consumer.
- (5) A broader attitude towards American business itself.

### REMARKABLE FEAT IN MEMORY.

D. M. Roth gave an exhibition of memory, which, he said, was possible for almost any one present to acquire. He asked the names of about sixty people present, requested them to change position, and, as they raised their hands, he called them by name. He then exhibited a blackboard, with lines numbered from 1 to 12, and, turning away from it, asked that members of the club give twelve words, which were written down opposite the numbers, not in numerical order, but in an attempt to confuse him. The number of the line on which each word was written was repeated to him once, after which he called them out in numerical order. This he followed by adding numbers of from two to four figures, giving them in the same order, and when the number of a line was called, he would tell the word and number written on it. Instead of seeking to relieve one's mind of details involving the constant exercise of one's memory, he said, one should constantly tax the mind, in order to keep it alert and acute, on the same principle that the athlete keeps himself in training. This, he declared, is healthy for the mind and profitable for man.

### Installs Monotype Casting Machines

The Philadelphia Inquirer has been added to the list of dailies using the Monotype Type-Rule Caster. Two casting machines and a complete assortment of matrices for the most-used type faces have just been installed.

## AUTO ADVERTISING IN PHILA.

Jubilant Over Records Made by Leading Papers During Show.

PHILADELPHIA, January 17.—Great is the pride of Philadelphia in the North American, and, after that, in all the other morning newspapers of the city; for did not the automobile advertising carried last Sunday in connection with the 1917 auto show, which opened here on Monday, run 212,535 lines of display for five papers, as against New York's six, with 235,780 lines? But, better yet, did not the old N. A. beat the record of the best of the New York papers—the American—by over 13,000 lines; and the Press, ranking second and rated one of the best automobile organs in the country, also exceeded the American's record by over 7,000 lines. After this will not New York be good, and cease poking fun at this slow Quaker town? Both the North American and the Press got out special sections, that of the latter being in magazine form. The N. A. ran forty pages devoted to the industry. E. S. Edmondson, advertising manager, and George T. Thompson, head of the auto advertising, are naturally well pleased with the showing. They had four men working throughout the State since last October, who rolled up the large number of dealers' ads carried, and the displays of the big manufacturers were handled by their branch offices in New York and Chicago; everybody pitching in and working with a will to produce the big result. The Evening Ledger came out with a special section of eighteen pages on Wednesday, which carried a Tom Daly poem, "Ballade of Dobbin's Passing," on the cover. "Manhattan always sets the pace," says an article in the last number of THE EDITOR AND PUBLISHER. "INDEED," Philadelphia publishers reply, politely.

## ST. LOUIS AD CLUB CELEBRATES

Dinner and Dance Mark House-Warming of Fine New Quarters.

A formal dinner and dance marked the house-warming of the new offices and club-rooms of the Advertising Club of St. Louis in the Mercantile Club Building, last Tuesday evening.

Features of the affair were short talks at the dinner-hour by Mayor Kiel and M. P. Linn, president of the Club.

The fifth and sixth floors of the Mercantile Club have been turned over to the advertising men in their entirety, for use as headquarters for the June national convention.

H. E. Myers, general secretary, has announced that letters had been received from Chicago, saying the Club there will send 500 delegates, and that the Omaha delegation will comprise at least 100 members.

It has been stated by those in charge of the plans and arrangements for the convention that approximately \$80,000 will be required for the proper handling and staging of the big convention and entertainment of the visiting delegates, which will number from 7,000 to 10,000, according to most conservative estimates.

## New Members of the A. B. C.

The following newspapers have applied for membership in the Audit Bureau of Circulations since the issuance of the last A. B. C. Bulletin: Oregon Statesman, Salem, Ore.; East Oregonian, Pendleton, Ore.; Times, Norristown, Pa.; Jewish Daily Wahrheit, New York city; Gazette, Hutchinson, Kan.; Gazette-Times, Corvallis, Ore.



TRADE

# LINOTYPE

MARK

THE MACHINE THAT LASTS

## Marking A New Era— An All-Linotype Newspaper



Facsimile of  
Page 11 of the  
January 1 issue of  
the Dallas (Texas) News

Publishers interested in the *economical* improvement of their composition methods, should read the following quotation from the January 1 issue of the Dallas News

“This issue of the DALLAS MORNING NEWS is the first All-Linotype newspaper ever produced by a metropolitan daily. It is a demonstration of the fact that it is not only possible but entirely practical to set every line of heads, news matter and display advertisements on the Linotype. This issue marks a new era in newspaper production. It is made possible by the great flexibility of Multiple-Magazine Linotype machines.”

**IN** this striking summary of the advantages of ALL-SLUG composition are the reasons why you should investigate all the possibilities of modernizing your composing room with Multiple-Magazine Linotypes.

SEND FOR “VISIBLE PROOF”  
*A Circular That Convinces*

### MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 So. Wabash Avenue

SAN FRANCISCO  
646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

## FREEDOM OF THE PRESS MENACED BY CONGRESS

Postal Law Rider Regarding Mailing of Papers Containing Liquor Ads, Also Corrupt Practices Act, as to Political Advertising, Are Instances.

Is Congress, by acts passed and pending, violating the Constitution of the United States in spirit if not in letter, by legislation upon the statute books and that intended to be placed there, abridging the freedom of the press?

Article 1, Section 1, of the Constitution, placed first, no doubt, by its framers as the position it should have as to its relative importance to the other articles contained therein, says:

"Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press, or the right of the people peaceably to assemble and to petition the Government for a redress of grievances."

The Bourne Law, which has been on the statute books since 1912, placed there as a "rider" to the Post Office Appropriation bill of that year, is now thought by many to be an infringement, in the spirit if not the letter, of this Constitutional provision, in that the Bourne law places certain restrictions upon newspapers as to what should go into their news columns as advertising matter, for which "any valuable consideration" has been received.

The Senate has just passed an act amending the postal laws, prohibiting the mails to newspapers carrying advertisements of alcoholic beverages in any way, shape, or form, this restriction as originally reported being to the extent that the printing of a picture of a brewery would be construed as in violation of the act, and subjecting the violator to heavy penalties.

### LIQUOR AD LAW'S WORKING.

The word "abridged" is defined as meaning "curtailing." The Bankhead bill prohibits the mailing of newspapers (carrying liquor ads) into States which have "dry laws." This is, of necessity, a curtailing as to the scope of the circulation of a newspaper, and is necessarily a limitation of its functions. It will prohibit a newspaper published in a Senator's or Congressman's home town, which contain a liquor "ad" from being mailed to him, while he is at his Congressional duties in Washington, provided the bill which has passed the Senate, making the District of Columbia dry territory, becomes a law at this session of Congress. It will also prevent any newspaper, magazine, or other periodical, containing a liquor "ad" from being sent to the Congressional Library, recognized as the fountain head of all information.

And still further, the Corrupt Practices act, which passed the House and is now waiting upon the Senate Calendar, having been reported from the Committee having charge of it, contains several provisions placing restrictions upon newspapers and other periodicals relating to campaign publicity. Among other restrictions, the measure provides that no publication shall publish gratuitously any political matter during a campaign, except that written by its own employees, unless the matter is signed by the real name of the author; and that no political advertising matter intended to influence an election shall be published unless marked as "paid advertising matter," with the name of the candidate or committee presenting it attached.

### CENTURIES OF FREE PRESS.

That we have a free press to-day is probably due to the efforts of those who, three hundred years ago, fought to a successful determination the bill presented in the English Parliament placing severe restrictions upon what should be printed in newspapers.

While some might say that the bills

mentioned refer more to advertising matter than to the regular news matter in the columns, who is it that claims a newspaper can maintain its circulation or its existence without carrying advertising matter? Every publisher knows that the money made out of newspapers is not from its circulation fees or subscriptions, but from its advertising.

## SOME OF THE CRITICS WITH WHOM THE A. B. C. HAS TO CONTEND IN GIVING SERVICE

"Knockers" and "Indifferents" Are the Worst Enemies, Especially the Latter—Honest Criticism is Always Welcomed as Being Vital to the Success of Any Organization—Testimony of Scores of Letters.

By JOHN F. BARRY,

(New York Manager of the A. B. C.)

THE organization known to "the trade" as the A. B. C. is a little over two years of age. It has scarcely passed the stage known as formative—with a record of achievement behind it already which even those who attack it most roundly are forced to concede. Like all movements for the betterment of existing conditions—from Woman Suffrage to Prohibition—it has its "Knockers," its Indifferents, its Genuine Critics.

I shall not waste either your time or the space of THE EDITOR AND PUBLISHER, on the Knockers; like the poor, we have them always with us. Some "knock" because they are constituted that way, others again because "there's a reason." Their criticism is never constructive. Like the pessimist the knocker never does anything; if it relied on the support of the pessimists and the chronic knockers the A. B. C. would still lie in the womb of time. The favorite occupation of the genus knocker is hunting for "little niggers in woodpiles!"

Next in order come the indifferents—the greatest enemies of any movement. They belong to both classes—the space-buyers and the space-sellers. The former takes the reports which are given him without a word of thanks, he is an acceptor of conditions as they may happen to be; the latter turns up his eyes in virtuous horror when approached with a view to enlisting his support in the crusade, and appeals to heaven to witness the temerity of those who dare to question his circulation. He shuts his eyes and his inner consciousness sees in the Bureau nothing but a detective agency formed for the sole purpose of finding out whether he, or his brother-publishers, are liars. He knows nothing of the bigger, worthier aim of the A. B. C., has sedulously refused to read anything about its activities during the past two years—he is as far from appreciating the value or extent of the movement to-day as he was two years ago. Much could be written about this class, but they would never read it.

We now arrive, in logical sequence, at the genuine, honest-to-goodness Critics; some of them think the whole A. B. C. idea fundamentally wrong and rotten; others that it is not getting at all the facts; others again that the audits are too searching. They help us toward the goal of efficiency by pointing accusing fingers at our shortcomings. Thank God for Critics! They are, in the last analysis, the best friends of governments, uplift movements, and Audit Bureaus. They keep us on the *qui vive* at all times, making us strive to do or omit nothing at which they can shake the stick.

No popular movement since the world began, no movement ever will be without its critics; they will be stronger and more virulent in proportion to the strength of the movement they criticize. Great movements call for the criticism of great men who would not break a lance with lesser adversaries. If the day ever comes when the A. B. C. shall be above criticism, mark well, that day it begins to decline. A movement of any kind is but a collection of individuals; it will err in the same proportion as its members will err; it will contract enmities even as its members are doomed by an inexorable fate to contract enmities. "Show me the man who has no enemies," said some one or other, "and I will show you a man without character or greatness."

### FUNDAMENTALLY UNSOUND CRITICISM.

One of the criticisms of the A. B. C. most in vogue is that it is fundamentally unsound because founded on the belief that the publisher should contribute to its upkeep as well as the advertiser. We do not agree with this contention; we believe that a similar movement died, after a languishing career, because it was founded on the principle that the advertisers should maintain it.

We do not, of course, contend that the distribution as it now stands is an equitable one. More advertisers should contribute—and we believe that they will as soon as their duty is made plain to them—but it is fundamentally unreasonable to condemn a movement such as the A. B. C. because it has not succeeded in bringing all the national elements at its disposal into line from the outset. It would be as reasonable to expect that every individual who loved his country should embrace the customs officer on the wharf each time he returned to his native shore, or that he should welcome the income tax collector as a brother. It is not in human nature to love duty.

To say that because some space-buyers have been backward in contributing their \$50 or \$200 per annum, they "do not care 1/4 of 1 per cent. of a continental damn about actual circulation" is drawing a deduction from totally inadequate premises.

The Bureau has on file scores of letters from advertiser and agency members testifying, enthusiastically, to the absolute indispensability of A. B. C. service. The modern, up-to-date advertiser and agency relies almost entirely on verified statements in placing his copy. Some of them, we must admit, think little of the work and fight which brought about the day when they could hold a trustworthy, standardized circulation statement in their hands and know, as far as it is humanly possible to know anything concerning circulation, that they were getting the goods for their money. But they do care a great deal more than a quarter of 1 per cent. of a C. D. about the matter!

To condemn the work of the Bureau solely because some advertisers—or a lot of them—refuse to recognize their obligations, is as unreasonable as to condemn education because some children hate to go to school.

## BILLY SUNDAY PRAISES FEARLESS NEWSPAPERS

Tells Boston Press Club How Much He Is Indebted to Honorable Editors for Aiding Him in His Great Work of Propagating the Gospel—Mrs. Sunday Also Spoke.

BOSTON, January 15.—Billy Sunday's appearance at the Press Club resulted in a crowded house and a pleasant hour for those who were present.

Billy was loud in his praise of newspaper men and their work. Editorially speaking, perhaps this was good taste, not only because he was the guest of newspaper men, but also because the members of the tribe of "get" and "write" have done more to help his cause than any other agency on earth.

"No man is more indebted to the newspaper than I am," said Mr. Sunday. "And nobody is more grateful for their support. I know lots of newspaper men—they are my friends and they have never betrayed my confidence. They tell the people what kind of clothes I wear, they camp on my trail and almost live with me. They help me propagate the Gospel. I lean on the honorable newspaper editor as only one lap behind the missionary. The papers are the ones who pitch into the saloons and crime when I get them started."

"Another thing that I note with pleasure is that the newspapers are getting less and less willing to take fake advertising? Moreover, the man who is placing big advertising is getting more and more choice of his company. He doesn't want to mix any more with fakes. The newspaper is developing more and more a social conscience. It is learning that it must swat the crook as well as the fly."

### NEWSPAPER FORCE IRRESISTIBLE.

"Again, newspapers are doing much to lessen illiteracy; to dispel ignorance. Emerson said: 'What I must do is what concerns me—not what other people think.' So the newspaper—the good one—builds up its ideals. It is irresistible when it takes its stand for the right. It can clean up any community in America—it can force good laws to be enacted and obeyed—and no evil force can long withstand its efforts if they are properly directed."

"If every newspaper were to be suppressed to-morrow crime would increase 100 per cent. in forty-eight hours and hell would break loose. The situation would be so bad that heaven would petition for the reestablishment of the papers."

### NEWSPAPER WORKERS HARMONIZE

Illinois Daily Association and Daily League Serve Mutual Interests.

The Illinois Daily Newspaper Association met in Chicago, January 10 and 11. Most of the time was spent discussing the news print situation. The most important action taken was a decision to continue the work of the Illinois Daily League, with J. K. Groom, of the Aurora Beacon-News, as secretary again, by the generosity of President A. M. Snook, of the Aurora Beacon Publishing Company, who again agreed, for the good of the cause, for Mr. Groom to use so much of his time as is necessary to further the plans of the League.

The Association elected as officers for the ensuing year: President, John Sundine, Moline Dispatch; vice-president, F. P. Hanafin, Elgin Courier; secretary, G. B. Shaw, Dixon Telegraph; treasurer, Fred Le Roy, Streator Independent Times.



# Karl H. von Wiegand Joins Staff Of International News Service

In 1916, International News Service added 135 new clients to its lists, the number exceeding the combined additions to the lists of the other two big news services. Many of the 135 papers left one of the other two services, while others took on telegraph news reports for the first time. In either case, the inference is clear.

International News Service was recognized as THE BEST NEWS SERVICE AVAILABLE in 1916.

*To emphasize superiority over competition, and further to strengthen the service generally, International News Service has contracted with Karl H. von Wiegand, world-famous war correspondent, for his writings, for use by its morning and afternoon clients.*

Beginning with the Associated Press, shifting to the United Press and thence to the New York World, Mr. von Wiegand comes now to the apex of his journalistic career and grasps the opportunity to place his cable and wireless war articles before the country's greatest group of readers—the clientele of International News Service.

*Mr. von Wiegand's interviews with von Bethmann-Hollweg, the German Crown Prince, the Pope, von Lindenbarg, von Jagow, Count Zeppelin and others are now history. His chronicles of his visits to the various Teutonic fronts, many of which he, alone, of all the American correspondents, was permitted to inspect, also are history.*

With the war approaching its climax, International News Service will continue to record all its phases, first, always and most accurately. The addition of Mr. von Wiegand's articles from Central Europe will strengthen the service that made I. N. S. preëminent in 1916.

I. N. S. growth for 1917 already promises to surpass that of 1916. Thus far in January, five new leased wire clients have contracted for service. They are the Detroit Free Press, which, after taking trial service week by week, has signed a long time contract; the Oakland, Cal., Tribune, the Oakland Post, the Durham, N. C., Herald and the Bellingham, Wash. Journal.

MAJOR EDWIN W. DAYTON, of the United States Army and Navy Journal staff of experts, is writing special daily war reviews for morning clients of International News Service. Major Dayton is known among military men as the most gifted American critic on the war. A Chevalier of the Legion of Honor, he knows Europe and the conflicting European military problems. His articles in the Army and Navy Journal have won him an enviable reputation for absolute neutrality.



KARL H. VON WIEGAND

## Quoting the World Almanac for 1917

"In an exclusive interview given by Herr von Bethmann-Hollweg to Karl H. von Wiegand when the submarine issue . . . was at its most acute stage, the German statesman gave out Germany's position."

"More than six months before the German government formally asked her enemies to consider terms of peace, the German Chancellor gave," through von Wiegand, "the views of his government on peace."

"Mr. von Wiegand's interview with the German Minister of Foreign Affairs, von Jagow, when the government at Washington was considering the submarine issue at the time Germany was reported to be seriously contemplating a ruthless resumption of her undersea warfare, was said by officials high in the confidence of the American Administration to have brought to President Wilson and his Cabinet the most direct information of Germany's attitude that they were able to obtain."

*The True News FIRST—Always, Accurately.*

## INTERNATIONAL NEWS SERVICE

238 William Street

New York City

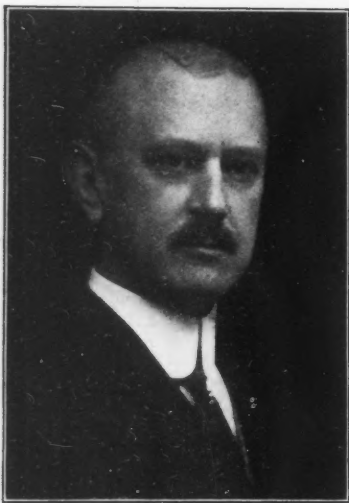


## BECKWITH HOBBY BUILT PRESENT BIG BUSINESS

Sticking Nearly Forty Years to Certain Fixed Principles, It Has Paid \$29,000,000 in Cash to Newspapers and Its Operations Continue to Expand—A Coast-to-Coast Organization.

The S. C. Beckwith Special Agency has been in existence thirty-six years, represents twenty-nine newspapers, and in that time has paid them in cash \$29,000,000. For eleven years, since the agency has been under the management of J. T. Beckwith, it has paid the papers it represents more than \$1,000,000 annually, and during 1916 it sent checks to its twenty-nine papers aggregating a trifle more than \$2,000,000. There are twenty-one solicitors employed—one man for each one and one-third papers, or nearly one man per paper.

The men of the Beckwith Agency, including J. T. Beckwith himself, travel



J. T. BECKWITH.

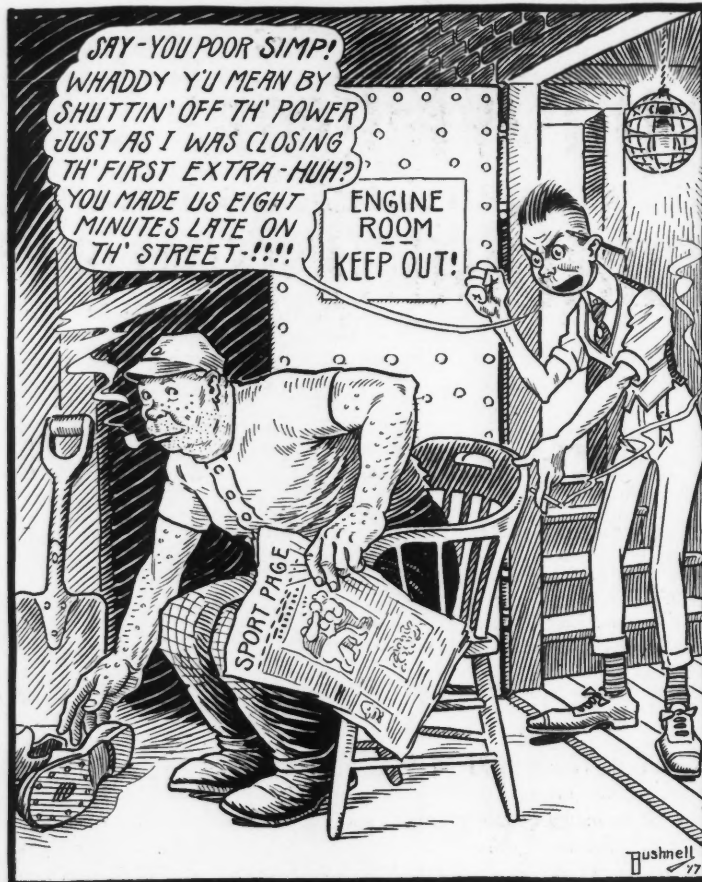
the country constantly. They have called on and have investigated the territory of each newspaper they represent in the national field, and they keep posted on its development. They have made and continue to make surveys of the territories in which their newspapers circulate, and they keep in close touch with population growth and development, and statistics of all kinds. Some idea of the manner in which this work is carried on may be gained when it is stated that the yearly travelling expenses for solicitors amounts to more than \$25,000, or in excess of \$1,000 annually for each man actively engaged in getting newspaper advertising.

S. C. Beckwith, who organized the agency in 1880, conceived the idea that he would represent daily newspapers only, that he would operate on a commission basis, that he would collect for his clients all money due, remitting monthly, and in doing so, he would guarantee all accounts. He was, according to J. T. Beckwith, the first special in the field. Many of the newspapers the agency has now started with S. C. Beckwith in 1880, and several made life contracts.

### FROM COAST TO COAST.

It was the idea of S. C. Beckwith to blanket the country with his papers, and in order to do that it is covered from coast to coast by such papers as the Boston Herald-Traveler, Louisville Courier-Journal, St. Louis Post-Dispatch, the Seattle Times, and the New Orleans States, while between there are newspapers representing circulation in every

## LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE MYSTERY OF WHO SPANKED THE CITY EDITOR WHO—BY VIRTUE OF HIS AUTHORITY—LORDS IT OVER THE LOCAL STAFF WITH A HIGH HAND—BUT—WHEN HE TRIED TO BAWL OUT THE ENGINEER FOR A BREAK IN THE POWER SERVICE—!!!!\*

section, so placed and in such a manner that during the past eleven years the plan originated by S. C. Beckwith has been realized fully by J. T. Beckwith, who now guides the affairs of the organization.

The daily circulation of the twenty-nine newspapers the agency represents is in excess of 1,700,000, covering the country from coast to coast, and from the Gulf to the Canadian frontier. During the past eleven years J. T. Beckwith has confined his efforts to getting more and more business for his clients, and in addition, to developing new newspaper advertising accounts. Mr. Beckwith has brought into the columns of the newspapers a great many new accounts; developing the business primarily for his own list he has helped all newspapers that have secured the advertising, and some of the accounts run into six figures.

Several years ago Mr. Beckwith conceived the idea of developing interstate lists among his papers for the benefit of mail-order advertisers. He made a close study of the matter before he broached the plan to advertisers, and after thorough investigation made up several lists, offering national circulation through the newspapers, stating to the advertisers that "the daily paper is the live wire for quick results." The lists were arranged in three forms for general mail order, agricultural mail order, and proprietary business, the advertising being sold for so much per line, on a basis of a guaranteed circulation covering a specified number of States, or all of them, as the case might be, for a flat rate per line for each list. In this way he developed business for all of his papers, for the advertiser is required to take every paper in each list in order

to get a rate, of say \$2.10 a line for 1,500,000 circulation, or \$2.60 a line for 1,600,000 circulation, and so on. A map illustrates the plan, which is so simple that it is convincing to the advertiser—and paying, for the reason that the business is growing.

### HAS WORTH WHILE HOBBY.

J. T. Beckwith has a hobby—he wants to realize the ideals of his brother to be of greater service to the newspapers he represents. He believes that, in order to render service he should do more every year. That was his ambition when he took charge of the agency. First he wished to reach the point where he could pay his papers \$1,000,000 a year. When he accomplished that he raised the mark to \$1,250,000, then he moved it to \$1,500,000, and last year he crossed the \$2,000,000 mark. To do this, he maintains five offices, one each in Chicago, Kansas City, Detroit, and St. Louis, with headquarters in New York city. Every one connected with these offices limits his or her work to special agency representation business. He has extended the scope and increased the size of the organization until it now consists of 43 people, or nearly twice the number of papers he represents. If advertising breaks on the Pacific Coast, the S. C. Beckwith Special Agency sends a man there, to be on the ground when the business is given out. It makes no difference where business appears, a representative of the agency is always sent to present the case of the daily newspaper, to demonstrate what it can do by what it has done, and in order to drive home the illustration, it is possible to quote from the records of the agency covering a period of more than one-third of a century,

## HEADLESS NEWSPAPERS IS LATEST SUGGESTION

Edward M. Richter Explains His Scheme for Saving a Lot of Space and Doing Away with Objectionable Captions—Linotype Battery Could Produce Entire Paper.

Imagine a newspaper without headlines with the principal news stories so displayed as to give a snappy effect! Edward M. Richter, the Associated Press representative in St. Paul, has an idea along such lines. He contends that it is possible to produce a headless newspaper, and in such a manner that the big stories will lose nothing in the matter of prominence. He believes that it is possible to play up the news values just as effectively, and utilize the space saved for other news, which is crowded out. Not only would he follow THE EDITOR AND PUBLISHER plan of abolishing introductions, and start with the story, but he would wipe out all poster effect—or nearly all.

The idea is to put the "punch" in the first line—play it to the front, and begin that line with a 12, 18, 36, or 48-point type face of the same series as the regular news dress. The big line would be one, two, or three columns wide, or, if important enough, the width of the page, according to the value of the story. The matter to follow the original "punch" would be graduated, in type size, and column width, until the regular-sized type used in the paper is reached.

### GOOD ADVICE GIVEN STUDENTS

Great Importance of Accuracy Emphasized in Journalism Classes.

Under the head of accuracy, the following advice is given students of journalism at the University of Wisconsin: "Remember that the truth and nothing but the truth, interestingly presented, makes the best news story.

"Don't try to make cleverness a substitute for truth.

"Don't forget that faking is lying.

"Realize that every mistake you make hurts someone.

"Remember that what you write for newspaper publication is read by thousands and helps to influence public opinion.

"Verify all names, initials, addresses, etc.

"Get all the news; don't stop with half of it.

"Don't give rumors as facts.

"Be fair and unbiased; give both sides of the case.

"Don't misrepresent by playing up a statement that, taken from its context, is misleading.

"Don't make the necessity for speed an excuse for carelessness and inaccuracy."

### "Yellow Journalism" Defined

At a luncheon of the Brooklyn Civic Club on January 11, Arthur Brisbane, editor of the New York Evening Journal, told why he approved of "yellow journalism." "Anything in journalism," said Mr. Brisbane, "that is new and successful is yellow journalism, no matter what you or I see fit to call it. A newspaper must be seen, read, understood, and believed. The public must be told what is the matter with it, and it is up to the newspapers to tell them. It is a question of first attracting attention and then saying something that will hold it. Yellow journalism has done this."

## Here's Your Question:

"Where can I reach the largest number of BUYING people at the most reasonable cost?"

## Here's the Answer:

The most prosperous people in America live in Michigan and they will buy anything that is worth its price. You can reach ninety-five per cent. through

### THESE FOURTEEN

# Michigan Evening Newspapers

Here's the list of the profitable mediums in the fourteen leading cities

In NINE of these cities, the publication listed is the ONLY daily newspaper. Of the five remaining, TWO of the listed papers are the ONLY evening newspapers, while in the other three cities the one mentioned is the LEADING evening publication. There isn't a doubtful "buy" in the entire list.

### Michigan Evening Papers Thoroughly Cover the Field

No Duplication

Circulation Figures, Net Cash Paid

City	Population	NEWSPAPER	Circulation	5,000 Line Rate
Detroit	725,000	News	208,305	.17
Gd. Rapids	125,000	Press	82,302	.09
Flint	65,000	Daily Journal	22,168	.04
Saginaw	55,000	News	19,642	.03
Bay City	52,000	Times-Tribune	18,000	.03
Lansing	50,000	State-Journal	20,000	.035
Kalamazoo	46,000	Gazette	26,332	.035
Jackson	40,000	Citizen-Press	15,941	.025
Muskegon	35,000	Chronicle	11,298	.02
Battle Creek	32,000	Moon Journal	6,114	.015
Port Huron	25,000	Times-Herald	12,454	.025
Ann Arbor	20,000	Times-News	6,974	.0215
Pontiac	20,000	Press Gazette	10,640	.02
Adrian	12,000	Telegram	10,219	.02

"EVENING NEWSPAPERS BRING RESULTS"



## UNIVERSITIES PRESENT DIFFERENT VIEWPOINTS

Study of Courses Offered by Departments of Journalism in the State Universities Shows that Instruction in Journalism Is Still in a Period of Formation—Few Ideas Alike.

Seventy-six men and twenty women are enrolled in the classes in journalism in the department of English of the University of Illinois this year. Franklin William Scott, assistant professor of English, is director of the courses. He is assisted by H. F. Harrington, associate professor of English, formerly of the University of Kansas and of the Ohio State University.

Indiana University, at Bloomington, has a separate department of journalism in the Arts College. Eighty men and twelve women, not counting duplicates and only including those in the professional courses, are enrolled this year. Joseph W. Piercy is the head of the department. He is assisted by Joseph A. Wright, assistant professor R. W. Van Valer, superintendent of the printing plant, and Claude Bolser, research assistant. Before going to Indiana University, Mr. Piercy taught at the University of Washington.

Arrangements for instruction in journalism at the State University of Iowa are based on the belief that the prospective newspaper man or magazine writer should acquire first of all a broad and liberal education. Consequently, the student of journalism is advised to pursue a course in liberal arts, including enough of the semi-professional work in journalism proper to give him familiarity with the methods in practice and thereby save him some of the difficulties of inexperienced beginners.

At present, four semi-professional classes are conducted as a special section of the instruction given by the department of English. Five additional classes have been outlined and will be added as the progress of students in the fundamental courses makes a wider range of electives for their further specialization necessary.

Twenty-one men and sixteen women are taking the work in journalism at Iowa this year. Conger Reynolds, assistant professor of English, is in charge of the classes. Charles H. Weller, professor of Greek and university editor, gives the instruction in advertising.

A book rather than a few paragraphs should be written about the department of journalism of the University of Kansas. The first class in newspaper writing at the University of Kansas was started in 1904 as a course in the English department under Prof. E. M. Hopkins, who was then head of the department. Two years later L. N. Flint, the acting head of the Kansas department of journalism, took charge of the course, and he introduced another course in editing. Mr. Flint at that time was secretary of the Kansas Alumni Association, and gave only a small amount of time to teaching. A newspaper man out in the State of Kansas, C. M. Harger, of Abilene, held the position of non-resident director of the course.

In the year of 1910-1911, Mr. Flint had forty-five students enrolled in newspaper writing and seventeen enrolled in editing. In the fall of 1911, Merle Thorpe, now editor of The Nation's Business, resigned as head of the department of journalism of the University of Washington to take a similar position at the University of

## NEWS FROM THE SCHOOLS AND DEPARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism  
Attached to Ohio State University, Columbus.

Kansas. The work in journalism at Kansas was expanded and organized into a department.

To-day the Kansas department of journalism, which has an enrolment of 157 students, is the sixth largest in the United States. Every course announced is being given this year. The smallest class has an enrolment of 19.

The Kansas department of journalism is one of the most highly developed of all in the United States. It is probably doing more in the way of public service, that is, service to the publishers of the State, than any other department.

## DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from Last Week.)

EWING, DONALD M. Student Assistant in Journalism, University of Missouri, Columbia, Mo. Address: 1000 Maryland Place, Columbia, Mo.

FLINT, L. N. Professor of Journalism, University of Kansas, Lawrence, Kan.

FOGG, M. M. Professor of Rhetoric, University of Nebraska, Lincoln, Neb.

FORSYTHE, R. S. Instructor in English, Western Reserve University, Cleveland, O.

GARDNER, E. H. Assistant Professor of English, the University of Wisconsin, Madison, Wis. Address: 360 University Hall, Madison, Wis. (Gives courses in "Newspaper Advertising," "National Advertising," and "Writing of Advertising Booklets," etc.)

GARNER, M. VIRGINIA. Professor of English, Wesleyan College, Macon, Ga.

GETZ, CARL H. Assistant Professor of Journalism, The Ohio State University, Columbus, O.

GOODSILL, M. MAX. Instructor in English, Knox College, Galesburg, Ill.

Goss, FRANK P. Special Lecturer in Journalism, with rank of Assistant Professor, University of Washington, Seattle, Wash.

GRAHAM, HERBERT. Fellow in Journalism, State University of Kentucky, Lexington, Ky.

GREHAN ENOCH. Professor of Journalism, State University of Kentucky, Lexington, Ky.

HAERTEL, M. H. Assistant Professor of German, The University of Wisconsin, Madison, Wis. Address: 154 University Hall, Madison, Wis. (Gives course in "German Journalism" in course in journalism.)

HAILEY, HOWARD W. Student assistant in journalism, University of Missouri Columbia, Mo. Address: 707 Missouri Avenue, Columbia, Mo.

HARRINGTON, H. F. Associate professor of English, University of Illinois, Urbana, Ill. Address: 103 Law Building, Urbana, Ill.

HARVEY, P. CASPAR. Professor of English and Journalism, Fort Hays Kansas Normal School, Hays, Kan.

(To be continued.)

## ENGLISH EDITOR TELLS OF INFLUENCE OF WAR

Charles Lapworth, Former Night News Editor of the London Daily Mail, Describes War-Time Journalism to Newspaper Students at the University of Southern California.

"Getting out an extra edition of a London newspaper telling about a Zeppelin raid, while that same Zeppelin is hovering over your head raining down death and destruction on the city, is only one of the many thrilling incidents which fall to the lot of an English newspaper man in war-time," said Charles Lapworth, former night news editor of the London Daily Mail, in a recent address before students in the department of journalism, University of Southern California, Los Angeles.

"The newspaper must be put to bed, raid or no raid," Mr. Lapworth continued. "The men in the office work with gas masks lying on their desks, and with fire hose attached and ready for instant use. We never know when a shell may come through the skylight into the office."

Mr. Lapworth gave a thrilling account of how English newspaper men go charging over the country roads of England in automobiles at sixty miles an hour in the dead of night looking for Zeppelins, when the office receives a tip that a raid is coming. It is against the law to light the lamp on your machine, and since English country lanes are both crooked and narrow, mishaps are frequent. Every bridge where a wagon road crosses a railway line is patrolled by an armed guard, and if you do not answer his summons to "Halt!" he has orders to shoot. Several newspaper men have been shot, and two of them killed, because the roar of their automobiles drowned out the sentry's call.

"It is against the law to speak of a Zeppelin raid over the telephone," said Lapworth. "Consequently, we are forced to use code signals to convey our meaning, and these codes are changed every week. Everything written has to go to the censor, and he has spoiled many beautiful 'scoops' by holding up the news until twenty-four hours had elapsed."

The London Daily Mail, which is owned by Lord Northcliffe, and has a circulation of 1,350,000 daily, was the first paper to attack the late Lord Kitchener on the ground that he was not supplying enough munitions to the army in France. "When the first editorial came up from the composing room and we read it in the office, we felt quite confident that the whole staff would be haled off to prison, or possibly stood up against a wall and shot," said Lapworth. "Such a course would have been entirely possible under the terms of the 'Defence of the Realm' act. During the next two days, the Daily Mail lost 500,000 subscribers. The truth of Lord Northcliffe's statements was admitted in Parliament, and we began to get subscribers back again. In the meantime, however, an angry mob had gathered in front of the Daily Mail office, intent on burning it to the ground. Very likely they would have done so, had it not been for the fact that, on the same day, a train carrying soldiers was wrecked in Scotland, and a large number of men killed. The news of the accident reached the crowd, and disheartened them so that they dispersed quietly."

### Subscribe to Library Fund

Subscriptions totalling more than \$600 for the Frederick A. Churchill, jr. memorial journalism library for the department of journalism of the University of Washington, have been received by William Simonds, secretary-treasurer of the Memorial Association. The library is intended to keep fresh the memory of Mr. Churchill, a talented alumnus of the University of Washington, who fell a victim of infantile paralysis in New York last summer. The library, which will be maintained by friends of Mr. Churchill, will be selected with reference to its use by students of journalism.

### Students Invade Candy Factory

For a practical lesson in descriptive feature story writing, students in journalism at Knox College, Galesburg, Ill., invaded a modern candy factory during the holiday rush. The plant was inspected from basement to garret by the twenty-five students, the proprietor was bombarded with questions, samples of candy were distributed, and excellent stories resulted.

### Bliven Champions Writers

The December 9 issue of the Los Angeles Graphic includes an article entitled "Prophets in Their Own Country," written by Bruce Bliven, head of the department of journalism of the University of Southern California, Los Angeles. Mr. Bliven champions the cause of present-day writers of fiction.

### "Pep" Reviews Bleyer's Book

The January issue of Pep, the bright monthly magazine published by the special service department of the Newspaper Enterprise Association, includes a review of "Types of News Writing" (Houghton Mifflin Co.), compiled by Dr. Willard G. Bleyer, professor of journalism in the University of Wisconsin.

### Gen. Otis Praises Students

Students at the University of Washington recently patterned an issue of the University of Washington Daily after the Los Angeles Times. Gen. Harrison Gray Otis, publisher of the Times, declared the special number to be a "successful imitation." He complimented the student editors upon their enterprise.

### Inspect Newspaper Office

The evolution of a newspaper story from the time it leaves the reporter's typewriter until it arrives at the pressroom, where it is turned out in printed form, was followed through all its various phases by students of journalism from Marquette University, who invaded the Milwaukee Sentinel office last Thursday night. Joseph S. Smith, instructor of the class, led the tour of inspection.

To apologize, only soothes the sting of errors; it doesn't alter them.



# UNCLE SAM and JACK CANUCK

THERE are three thousand miles of border, absolutely undefended, between the United States and Canada. Mutual respect and confidence are the great peacemakers, peacekeepers and trade developers.

On a per capita basis, Canada is far and away the best customer of the United States. Look at these figures. They do NOT represent war conditions. In every case, except for Canada, the totals are for the year ending June 30th, 1914. The Canadian figures are for the year ending September, 1916.

Country	Total Exports from U. S.	Amt. per Capita.	Country	Total Exports from U. S.	Amt. per Capita.
Austria-Hungary .	\$ 22,304,654	\$ .43	Norway .....	\$ 9,063,646	\$3.81
Germany .....	341,875,820	5.27	Sweden .....	14,643,323	2.85
France .....	155,591,287	3.93	Denmark .....	15,586,235	5.65
Great Britain and Ireland..	590,387,927	16.75	Russia .....	31,253,254	.24
			Argentine .....	45,053,874	6.42
			Brazil .....	29,843,018	1.15

## CANADA Exports \$518,848,465; Per Capita \$68.51

In total purchases Canada is second, being slightly lower than Great Britain and Ireland.

The American manufacturer has been deploring lost markets in Central Europe. He has been devising schemes to overcome difficulties of transportation, credits and exchange in order to extend his business into South America.

And he is neglecting an unequalled opportunity in Canada. Canadian dollars are worth one hundred cents in the United States. There is through, all-rail connection to any part of the country. Canadians use the same language, the same trade terms, the same weight and measures, the same currency and the same brand of profanity as the Americans.

Canadians are making money and are spending it freely. The Canadian market can be developed to a much greater extent than it is at present.

The most populous and most prosperous portion of the Dominion lies along the Great Lakes and the St. Lawrence Valley, and this district is covered thoroughly by the papers listed below.



### Population of Canada 7,206,643

The most populous portion of prosperous Canada is covered by the following Daily Newspapers of Ontario and Quebec published within this circle.

#### PROVINCE OF ONTARIO

Population 2,523,274.

	Circulation.	Lines.	Net Paid
			2,500-10,000
Brantford Expositor (E)	7,500	.0175	.015
Brantford Courier (E)	4,892	.0105	.0083
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)	5,439	.015	.01
London Advertiser (M. N. & E.)	29,377	.045	.035
London Free Press (M. N. & E.)	38,059	.05	.04
Ottawa Citizen (M. & E.)	20,740	.04	.04
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)	5,729	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	86,900	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.02	.0125

\*Publishers' statement.

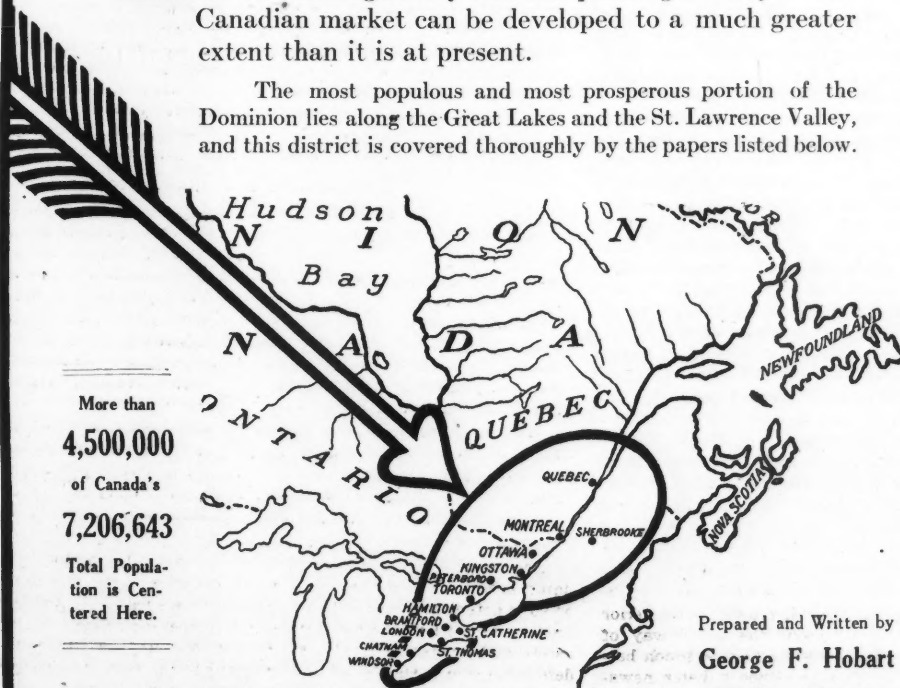
#### PROVINCE OF QUEBEC.

Total Population 2,000,687  
French Population 1,534,457  
English Population 466,229

Montreal Daily Mail (M)	22,928	.06	.06
Montreal Gazette (M)	24,388	.06	.05
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.10	.08
Montreal Le Devoir	11,721	.05 1/4	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.03
Sherbrooke Record (E)	10,684	.025	.0225

More than  
**4,500,000**  
of Canada's  
**7,206,643**

Total Population is Centered Here.



Prepared and Written by  
**George F. Hobart**  
Hamilton Advertising Agency

## HOW PAPER WASTE CUT CAN BE ACCOMPLISHED

Watching the Run in the Press Room Will Make a Big Difference in the Quantity Used—Margins and Advertisers' Copies Also Enter Into Economy Problems.

By JOSEPH P. BARRY,

Circulation Manager, Providence Journal and Bulletin.

As the news print situation continues to be the all-absorbing subject and publishers are every day effecting further economies and devising new means of increasing their revenue so as to tide them over these days of prohibitive costs, I want to add a few suggestions which may help out.

After the return privilege has been abolished, the free list cut down, or eliminated entirely and an efficient white paper system installed, there is a tendency to pat one's self on the back and assume that the paper consumption has been reduced to bed-rock. However, this is far from being the case because after the paper account has been systematized it needs constant and vigilant supervision to keep the waste at a minimum. As a bank teller balances his cash, so should the papers printed be balanced to the copy every day.

It is the custom in most newspaper offices to print extra papers for advertising; this is not necessary as the papers which are inevitably left over from each edition can be collected and used for that purpose, as it does not matter to the advertiser which edition he gets provided it contains his advertisement. If the left-overs are insufficient the difference can be made up of papers salvaged from the printed waste in the press room. We cut our printed waste on the Journal and the Bulletin in half by employing a boy to go through the papers which are spoiled in printing, and pick out all complete papers which although slightly imperfect, are quite satisfactory as advertisers' copies.

Every paper we print has to be accounted for as though it were a five-dollar bill, and as a result we only have about 10 or 20 papers left over each day and our net press run is practically our net paid circulation.

The importance of balancing the press run against the circulation cannot be over-estimated as more paper is lost on account of papers being left over and unaccounted for than in any other way.

A lot of paper is wasted in the margin of the average paper. The perpendicular outside margins usually measure from one-half to three-quarters of an inch, while the centre varies from one inch to an inch and one-half; the horizontal margins average about one inch each. Without much expense or trouble the perpendicular outside margins can be reduced one-quarter of an inch each and the centre about half an inch. This would mean a saving of two inches in a full length roll. Hence if sixty-seven inch rolls were used they could be reduced to sixty-five inches and the three-quarter and half size rolls reduced accordingly.

Some publishers are adopting a very short-sighted policy in going to extremes in cutting the size of their publications. Giving the public an inferior newspaper is about the worst way of meeting the present crisis. A much better policy is to produce a better newspaper than ever and raise the price to two cents; then even though the circulation should drop 25 per cent, or more, the paper can be run on a profitable basis without sacrificing its prestige.

## NEWSPAPER BANKING AND FINANCE

*Facts a Publisher Should Take Into Consideration, and on Which He Must Post Himself About His Own Business, Before He Applies to His Banker for a Loan—Information the Financier Must Have, and Without Which He Cannot Extend Accommodations.*

By EDMUND WALKER,

Auditor, Keeley-Handy Syndicate, Chicago Herald.

IT is true that publishers in general are regarded by the banks as a "last resort" for available loaning funds, and yet investigation into the reason for this condition is seldom made—we prefer just to "muddle along somehow."

The first reason is because publishers do not give enough thought to the banker's viewpoint when asking for accommodations, and this article will explain what the banker thinks about when you apply for a loan.

In the eyes of the borrower all loans—when applied for—are merely temporary accommodations. The banker, from experience, knows that things do not always materialize and that loans made for a period of three months sometimes are renewed.

A banker is nothing more or less than a "buyer," "seller," and "manufacturer" of an article or commodity known as "credit." When you cash your check for \$500 the banker does not generally give you money—he gives you a form of credit—negotiable notes. The banker is in a position where he may, at any time, without notice, have to meet sudden demands from his depositors. When he lends you money, he employs a very little of the bank's capital and a large percentage of the moneys deposited with him by his customers.

In Idaho, for example, the statement issued by the bank examiner shows that the State banks in that commonwealth had a total capital of \$3,805,010, and their loans amounted to \$15,267,462.71—it must also be remembered that \$1,675,872.52 of that capital was invested in bank premises and real estate. So that out of \$15,000,000 loaned only \$2,000,000 was capital.

### INFORMATION THE BANKER WANTS.

The banker then asks himself these questions:

- (1.) Is the applicant for this loan honest?
- (2.) Has he the ability to pay back quickly?
- (3.) How is he running his business?
- (4.) What is the security?

Question No. 1 needs no comment—you are judged by your past record and your associates.

Question No. 2. Ability to pay back quickly is often thought to mean ability to pay under a judgment and execution. That is a wrong impression. It means your ability to pay out of your earnings and surplus, so that your business assets would not be materially affected, so that none of your fixed assets would have to be sold, and so that your organization would not in any way be placed in a dangerous position. That is what is meant by "ability to pay back quickly."

Question No. 3 is the one which is the biggest stumbling block to publishers. Supposing John Smith were a manufacturer of printing machines and he came to you seeking credit. Supposing you asked him what it cost to produce a certain part of a machine and he could not tell you without guessing—would you consider that he was conducting his business efficiently? Would you be inclined to give him unlimited credit? Now bring this argument home to your own business. Mr. John Doe, your banker, calls at your office this morning and asks you what a certain advertisement in your paper cost to produce—do you know? You can tell him what you sold it for—what your total sales are—what your total expenses are, but if he persists in demanding the cost, selling price, gross and net profits on one particular display advertisement, can you tell him? Why is it that you consider yourself entitled to credit when you do not even know what is going on inside your own business? How can you justify your position in passing censor on actions of other manufacturers when you yourself do not know your own production costs? The banker is merely a trustee for the depositors—would you like him to lend your savings to a business which was being conducted on "guessed" costs?

### SECURITY THE BANKER REQUIRES.

Question No. 4 deals with security. When the banker demands security he is not satisfied with your standing or ability to pay—or for some other reason he feels that he must have some specific and tangible asset back of the loan. He does not value security as you do. The question of realizing on the security will not come up for consideration until you have failed to pay your loan. That will be because of bad business with you. And bad business with you opens the possibility of bad business conditions throughout. Now will this security be salable on the exchange under those conditions which would indicate a panicky market? Will this security be liable to wide fluctuations and rapid depreciation in value?

Before going near your banker for any accommodation, get all these questions answered satisfactorily in your own mind—and tell him the answers before he asks the questions—that shows him that you appreciate his position and that will establish confidence, which is the keynote of credit.

You must submit a proper financial statement. This must be based on facts—not guess work.

The banker will take this statement and will compare the total of your liquid assets (after deducting a fair percentage for bad debts), with the total of your actual liabilities. There should be an excess of liquid assets over actual liabilities of at least 50 per cent. He will then compare the working or current assets and 50 per cent. of the fixed assets with the common, preference, and deferred shares issued—and the amount of the shares so issued should be greater than these assets—the difference being taken up under the heading of liquid assets. The remaining 50 per cent. of the fixed assets should be covered by either shares or bonds as the case may be. Profit and loss account, surplus, and reserves should counterbalance all nominal assets, including good-will account. If good-will account cannot be taken care of in this way, it must be

## THINKS JOURNALISTS UNDERPAID

Frederick Moore Says Few Harvard Men Could Stand Daily Grind.

Journalism as a profession is spoken of discouragingly by Frederick Moore, noted foreign correspondent of the Associated Press, in a special article in the Harvard Crimson. Mr. Moore asserts that it is his belief that few Harvard men could stand the swift pace set in New York newspaper life, and asserts that the profession is underpaid. Mr. Moore says:

"The work of gathering news for a daily paper in an American city is, to my way of thinking, most unsatisfactory. In the first place, the reporter is rarely paid a living wage. Even if he is experienced he does not receive the salary a capable man can obtain in business within a year or two after leaving college. And there is seldom a future in the work—which is never easy.

"Even as a career of life-work that of a correspondent in Washington or foreign capital is worth while, in spite of meagre salaries; but the mill which a New York reporter has to grind is such that, I should say, few Harvard men can stand."

represented by common or deferred shares issued.

There is a great danger ahead of every commercial enterprise borrowing money from the banks to-day. The unfortunate thing about the banking business to the publisher is that when the bank makes a mistake and lends you money when you cannot qualify and when your paper is not acceptable at the Federal Reserve Bank—then it is you who always suffer and not the banker, who usually holds some form of security—besides which fact they can stand the loss much better than you can.

The banks are to blame in not following the lead of the telephone company and the railroads in advertising. There is not one publisher in ten who could discuss thoroughly the functions of the Federal Reserve Bank. It seems as though some good advertising man should get after that business.

In conclusion, get your papers and statements in order before you go to your banker. Don't approach him with fear and trembling. Understand that if you have any right to ask for a loan, then you are doing him a favor in borrowing the money. You are buying his goods. But you must qualify as above set out. Don't tell the banker you are going to pay back in three months, when both of you know very well that you will not be able to. Don't go near the bank with any other figures than those which are correct and which you know to be absolutely accurate. Tell him your story from his point of view—not yours. Explain to him why this is a good loan from his standpoint, not yours. Your best security is your ability to establish confidence—confidence in your integrity and confidence in your business ability and judgment. Guessed figures will undo all the confidence which you might otherwise be able to establish. Never borrow an amount which will put you in the bank's power. Don't delude yourself with the idea that the bank manager is your particular friend—he is looking out for the interests of his bank, just as you are attending to the interests of your company. An old banker once told me to "always keep my account and loans in the condition which would permit me to tell him to go to thunder"—and that is sounder advice than you may think to-day.



**HAINES'S PATERSON NEWS  
SUSPENDED FROM A. B. C.**

**Editor and Publisher of New Jersey Evening Daily Cited to Show Cause Why He Should Not Be Expelled from Association—Unexpected Expose Before Congressional Committee.**

Harry B. Haines, editor and publisher of the Paterson Evening News, has drawn the attention of the Audit Bureau of Circulations to himself and his paper by a statement he made when he appeared in Washington last week as a witness before the House Committee on Interstate and Foreign Commerce. As a result, the fact has become public, that Haines and his paper have been suspended from membership in the A. B. C. and he was cited to appear in Chicago on Friday to show cause why he should not be expelled. His expulsion is regarded as likely, as his suspension was due, as the official bulletin said, because of the discovery of a "system of falsified records" in the office of the Paterson Evening News.

Haines appeared before the Congressional Committee to argue against the Stephens Honest Advertising bill, the measure which will permit contracts between manufacturers and retailers for the re-sale of standard, trade-marked articles at uniform, standard prices.

After answering several questions put to him by Representative Dan V. Stephens, of Nebraska, author of the bill under consideration, Mr. Haines said that he was a member of the Audit Bureau of Circulations, adding:

"The Audit Bureau of Circulations made its report of our circulation some time ago, and I think the net figures was between nine and ten thousand. In fact, I am sure it was. The records of that audit bureau are on file."

**JOHN F. BARRY'S STATEMENT.**

A few days later John F. Barry, manager of the New York office of the Audit Bureau of Circulations, appeared before the Committee and asked permission to make a statement, which was granted.

"The attention of the Audit Bureau of Circulations has been called to a statement made before your Committee a few days ago by Harry B. Haines, publisher of the Evening News of Paterson, N. J.," said Mr. Barry. "In this statement Mr. Haines said that our bureau had recently audited his publication and had issued a certificate giving it a circulation of nine or ten thousand copies a day. As this statement is false, we are interested in correcting it so that advertisers of the country will not be deceived and our board of directors ordered me to come to Washington to make a statement of the actual facts."

Here Mr. Barry explained in detail the aims and workings of the Audit Bureau of Circulations. He then continued:

"Last November we sent two auditors to Paterson to audit the books and circulation of the Evening News. Our auditors found that there had been a systematic falsification of the books of the Paterson Evening News for more than a year. The publisher had overstated his circulation by about 2,500 copies a day, and, instead of having a circulation of 11,000, the News had a circulation of perhaps 8,500.

"An inspection of the books showed that when an audit had been made a year before the system of falsified records, clever and complete as it was, had deceived our auditor, and he had certified to a circulation 2,500 greater

than it actually was. The first thing that our auditors do when they begin an audit of a newspaper is to ask for the bills for print paper used during the year and the cancelled checks given in payment. It is perfectly plain that, unless the publisher bought the quantity of white paper needed for the claimed circulation, then it could not have the circulation.

"We found that the publisher of the Paterson Evening News had gone so far as to include in his records and offer for our inspection false invoices for print paper."

**THE A. B. C. BULLETIN.**

Mr. Barry then detailed the objectionable methods of accounting in the office of the Evening News, and stated:

"When these falsified records were discovered in our second audit, made last November, I took the matter up with the home office in Chicago and they wired me to have the audit discontinued. We stopped the audit and the publisher was cited to appear in Chicago December 14 before the board of directors of the A. B. C. to show cause why he should not be expelled from the bureau. Our by-laws require the expulsion of a member who does not live up to our requirements. He cannot remain a member and do any such crooked work as this publisher of the paper in Paterson.

"Haines wrote that he could not appear in Chicago on the date set, as he had to be in Washington, he said, to appear before this Committee. A continuance was granted, as he requested, until January 19. At the time the continuance was granted the Audit Bureau of Circulations issued a bulletin concerning the matter which was sent to all our members. I offer in evidence a copy of this bulletin."

Representative Sims, who was the acting chairman of the Committee, said that the bulletin could go in, and Mr. Barry read it into the record. The bulletin contained the statement that the "auditors had discovered a system of falsified records."

After he had read and offered the bulletin in evidence, Mr. Barry continued:

"The reason, gentlemen of the Committee, why I am here is that the statements made before you by his publisher have been very harmful and would be detrimental to the Audit Bureau of Circulations and to its members. For that reason the board of directors voted to send me here to appear before this Committee."

It is said that several residents of Paterson have been subpoenaed to appear before the Federal grand jury in Trenton. While the subpoenas do not tell the nature of the case in which they are expected to testify, it is understood that they will be questioned concerning their knowledge of the circulation of the Paterson Evening News and the bogus invoices used to deceive the auditors of the Audit Bureau of Circulations.

Residents of New York who are in a position to know some of the facts in the case have also been ordered to appear in Trenton on the same date, and the indications are that the question will receive a thorough investigation.

Two or three years ago a Post-Office inspector made a similar inquiry concerning the same subject, and it was brought to the attention of grand juries in Newark and Trenton, but no action was taken at that time.

In writing copy, don't tell the reader what you think he would like to hear, but tell him what he really ought to know.

# The Evening Mail

beat all the other New York Evening Papers in Volume

of

## Automobile Advertising

during the

## Automobile Show

### The Score

The Evening Mail	.	57,718
Sun	. . . .	56,652
Journal	. . . .	52,453
Telegram	. . . .	43,238
Post	. . . .	41,934
Globe	. . . .	23,140

THE EVENING MAIL for years has been recognized as the best Automobile medium of New York City in the evening field.

# U. P. Scores Another

United Press papers this week carried the exclusive  
from the editor of one great paper

*The Evening World.*

Editorial Rooms.

*New York*

January 18th,  
1917.

W.W.Hawkins,  
Vice President,  
United Press.

Dear Sir:

Congratulations are surely due the United Press for its cable beat in reporting the work of the mysterious German Raider in the South Atlantic waters. The beat, moreover, was not a mere brief bulletin but a most complete report of the details of the raiders activities, with the names of the vessels sunk and captured.

Later cables from other sources, confirmatory of your first report, added no details of any importance. Your news foresight in installing a competent service in South America is deserving of the highest praise.

You are following sound lines of policy.

Yours faithfully,

*J. H. Tennant*  
Managing Editor,

Evening World.

The United Press makes no exclusive contracts. No bona-fide newspaper's  
Press serves more afternoon papers than

## UNITED PRESS

General Offices



# Historic News Beat

ive cable news of the German commerce raid. A letter  
t paper; an editorial from another.

*“Reports of the astounding feats of the new German raider along the coast of South America define a situation which has worried and mystified American shipping men. The first definite news of the facts brought to this country was published in Philadelphia by the Evening Ledger, which enjoys the advantages of a cable service recently established by the United Press in South America, a service which has already been of great value in linking the American continents.”—Editorial from The Philadelphia Evening Ledger.*

r s compelled to rely on “lifted” or “re-written” dispatches. Already the United  
than any other news agency in the world.

## S ASSOCIATIONS

New York City

# THE EDITOR & PUBLISHER

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

New York, January 20, 1917.

"Dr. Johnson, it is said, when he first heard of Boswell's intention to write a life of him, announced, with decision enough, that if he thought Boswell really meant to write his life he would prevent it by taking Boswell's."—Carlyle.

The contents of each issue of THE EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

EDITORS should hold on to their friend-making "features," and add others as opportunity presents. The BETTER PAPER must be the chief justification for the higher price.

NO two newspapers, in any city, are of even approximately equal value as advertising mediums. National advertisers know this—and constantly seek facts on which to base their choice of medium.

WITH the recognition of advertising space as a commodity—as something to sell in a business way—came the recognition by publishers of the need, propriety, and profit of ADVERTISING IT.

WHEN one party to a plan of cooperation insists upon enacting the rôle of a wolf, and imposes upon the other party the rôle of a sheep, there is likely to be little of mutual profit as a result.

IF it is true, as Jefferson contended, that it would be better to have newspapers without a Government than a Government without newspapers; and if we cannot have a free and independent press unless a supply of white paper may be always available at a reasonable price, it would seem that extreme measures for the regulation of both supply and price of new print would be distinctly in the public interest.

THE Leavenworth (Kan.) Times announces that it will have to pay \$8,000 more for news print during 1917 than during 1916. Its readers are told that, if high prices for paper are to continue, subscription rates may have to be raised. If a grocer were compelled to pay, wholesale, more for butter than his usual retail selling price, he would not continue to sell at a loss—even for one day. Why should a publisher postpone an inevitable step?

THE study of economics has a saddening effect on some people—and so we hear, now and then, that the "cost of advertising" is a great and useless burden on the people. It is cited that the people pay for the great volume of advertising printed in the newspapers. They also pay for riding on street cars—but they pay less than it would cost them to travel if there were no street cars. Advertising lessens selling costs, thus lessening selling prices.

## MR. DODGE DEFENDS HIS COMPANY'S POLICIES

THE letter from President Dodge, of the International Paper Company, printed in last week's issue of THE EDITOR AND PUBLISHER, is a document of interest and value.

Mr. Dodge's charges of unfairness on the part of this newspaper to his corporation are not well based. The columns of THE EDITOR AND PUBLISHER have always been open to Mr. Dodge, as to all who have any light to shed upon the news print situation; and he has, as is well known, been frequently quoted; while his testimony at the Federal Trade Commission hearings has been printed verbatim in this newspaper.

The editorial paragraph to which he takes exception, and which he cites as an instance of "sneering" at the International by this newspaper, was based upon a brief interview accorded by Mr. Dodge to a representative of THE EDITOR AND PUBLISHER at one of the December hearings at Washington. In this interview Mr. Dodge had scouted the idea that his company was transferring news print machines to other grades of paper, and had stated that the contrary was true. "We are putting machines on news print and taking them off kraft. . . . Only last week we made this change, adding sixty tons a day to our output. This makes the fourth machine we have changed from kraft to news print recently."

The offending editorial paragraph, in our issue of December 30, expressed the hope that this indicated a turn of the tide, and "the return of the manufacturers to a policy of sanity and of fairness to their real customers." Mr. Dodge characterizes these remarks as "without the slightest justification." He says that his company has had no machines on kraft for a considerable time. His objection to our statement of fact is, obviously, technical; as he proceeds to explain that two-thirds of last year's profits of his company, or more, came from the manufacture of other grades of paper than news print, while news print represents, roughly two-thirds of the output.

It is evident, therefore, that our use of the word "kraft," instead of the phrase "other grades," affords to Mr. Dodge his basis of denial. Our real offence, it appears, is in having characterized the policy of restoring machines to their legitimate, or original, uses and purposes as a "return of the manufacturers to a policy of sanity and of fairness to their real customers." We are not convinced, through Mr. Dodge's protest, that the statement was extreme—and we know, of course, that it carried no "sneer."

Mr. Dodge stoutly defends his policy of using his plants for such purposes as may promise the greatest profits—a contention upon which is founded the action of those manufacturers who have abandoned their customers, wholly or in part, in order to make temporary profits through other grades of paper. BUT MR. DODGE IS NOT FULLY CONVINCED THAT THIS IS A GOOD POLICY—and this is the important thing about his letter of criticism of THE EDITOR AND PUBLISHER. For he states that "The International Company has made great sacrifices and has gone to great lengths in the direction of protecting the news industry and the publishers." He says that the company is "running all of its regular news machines to their capacity and producing more than one hundred tons per day of news on machines which have been and SHOULD NOW BE running on other paper."

If Mr. Dodge could now increase the earnings of his company materially by diverting news print machines to other grades, and refuses to follow that policy, through adhering to the broader view that the International is in duty bound to protect its customers in the newspaper field, all men must applaud his action.

But THE EDITOR AND PUBLISHER is convinced that, if Mr. Dodge thus elects to hold to a wise policy up to certain limits, it is still within his power to extend that policy further—even to the extent of aiding in "breaking" the present shortage and open market exactions. In recognizing the great administrative ability of Mr. Dodge, THE EDITOR AND PUBLISHER merely voices the general view of him held by all men of importance in the newspaper world. It is, the general impression that Mr. Dodge will have a good deal of paper to sell in the "open market" this year. If he should decide to see to it that any stock he may have, beyond contract requirements, shall be available to publishers at approximately contract prices—that it shall not reach the speculative markets—he will perform a service to publishers generally. And if he will bend his great energies and devote his company's great resources to INCREASING THE PRODUCTION OF NEWS PRINT, thus helping to put an END to a situation which may otherwise lead to such extreme remedies as Government control of the market prices for news print, he will have served the interests of his own industry—and of all industries in which a few large producers practically control output and prices.

THE EDITOR AND PUBLISHER believes that Mr. Dodge missed a great opportunity when he failed to fix the contract price for his company's output of news print for the year 1917 at a figure approximating \$2.50. The price fixed, about \$3.10 at the mill, appears to impose upon publishers a large part of the burden of meeting, within a brief period, the deferred dividends on International stock. There are many people—some of them, too, in Congress—who believe that the power to tax consumers, through arbitrary fiat, is a dangerous power to vest in the individual. It is this conviction, strengthened afresh in the minds of the people by every new example of excessive price-making for a necessary commodity, which forebodes legislation vesting the price-making power in Government agencies. It is a menacing outlook. Wise business men will not hasten the day of such legislation. The power to tax is the power to destroy. That is an axiom. When individuals so use it, they set forward the date when it will be taken away from them.

IF advertising space in newspapers could be sold at standardized rates—based upon a fixed price per line for each thousand of circulation—space-buyers would rejoice. At least, some of them seem to think that they would. But advertising space does not have a standardized VALUE, therefore cannot be sold at a standardized rate. IN THE CASE OF NO OTHER COMMODITY DOES QUALITY PLAY A STRONGER PART.

EDITOR MOONEY, of the Memphis Commercial-Appeal, points to the fact that in States where libel laws are very severe political graft flourishes, and incompetents and blatherskites find their road to public office easier. He believes, as do a majority of editors, that the proposed Corrupt Practices act is merely another attempt to muzzle the press; and that "the law itself shows the absolute ignorance of its framers of the conduct of a newspaper."

## CONGRESS AND THE CONSTITUTION

THE Constitution of the United States is considered, by people who retain traces of conservatism, as the fundamental law of the land—as the charter from which appeal is to be made only through amendment of the instrument itself.

Article number one, of section number one, has not been repealed, nor has any serious effort been made to repeal it. Yet its spirit and letter have come to be lightly regarded by some of our lawmakers. In this article it is provided that: "Congress shall make no law . . . abridging the freedom of speech or of the press."

What constitutes, in theory and in practice, "the freedom of the press?" A general definition is difficult—but, disregarding theories, and defining "the freedom of the press" as we know it in action, in practice, we must couple it—as the Constitution does—with freedom of religion, of assemblage, of petition, of speech. We have, essentially, a free press, just as we have free speech. Yet we have had, lately, laws and proposed laws whose spirit and intent are hostile and menacing.

The Bourne law is cited as an instance. This law seeks to restrict the freedom of an editor in his treatment of news. In effect it seeks to rule out matter of a news character IF SUCH MATTER RELATES TO AN ADVERTISER OR TO A POSSIBLE ADVERTISER, HIS BUSINESS OR HIS ENTERPRISES. Under the provisions of this law it is not possible for an editor to print as news any story whose publication would have advertising value to the person or interest concerned.

As an illustration: A new store is planned for a city; property is purchased, buildings planned, etc. The matter is of real news importance. It means much to the business community—it means new employment for the people. It is NEWS. Yet, in printing this news the editor runs foul of the Bourne law, which would read into such a story a motive on the part of the editor of influencing future advertising.

The proposed Corrupt-Practices act goes further. It goes to the length of prescribing that certain captions must be printed in 12-point caps. It says that a newspaper may not print a contribution on politics, prepared by anybody not on its staff, unless the name of the writer is printed. It makes it compulsory for a newspaper to accept hostile political advertising if it accepts political advertising in behalf of the party it supports. It directs that in printing such advertising a statement must appear in connection with it making public the amount paid for the advertisement, and by whom paid or promised.

These provisions of the proposed act are abridgments of the freedom of the press. They would set up precedents for legislative control of the press which would lead ultimately to arbitrary censorship. They are reactionary and in defiance of the safeguards established for the press by the Constitution. Yet they are slated to become law.

The freedom of the press is not a matter of limited importance or concern. Editors and publishers are not likely to be more injured by its abridgment than are the people in general. But, as spokesmen for the people, and as guardians of public rights, editors and publishers should oppose all proposed legislative invasions of the right of free speech—which is impossible without a free press.

Whether she is fainting or not, any woman will grab a man to support her.



## PERSONALS

"'Tis not what man does which exalts him, but what man would do."—Browning.

**NEW YORK**—Ervin Wardman, publisher of the New York Sun, left Tuesday for California, and will not return until April 1.

L. D. De Lesser, office manager of the New York Sun, is suffering from the grippe.

Arthur Brisbane is scheduled to address the New York Advertising Club on January 23.

Nelson H. Cobleigh, foreign editor of the World, returned to his desk on Wednesday, after a long siege of illness.

Wray G. Brady has resigned from the staff of the Evening Sun to do publicity work in connection with the Billy Sunday campaign in New York.

W. G. Bowdoin, art critic for the Evening World, acted as one of the judges in awarding the prizes for the best exhibited book plates at the second annual book plate show at Columbia University, which closed on January 17.

**OTHER CITIES**.—Frank Wing, a favorite caricaturist of the Northwest, is doing members of the Minnesota Legislature every day for the St. Paul (Minn.) Pioneer Press.

C. K. Blandin, business manager of the St. Paul Dispatch and Pioneer Press, has been made general manager. He is succeeded by J. M. Riegel, circulation manager, and the circulation department is now in charge of H. S. Blake.

Philip B. Perlman, city editor of the Baltimore (Md.) Evening Sun, has resigned that position to become assistant Attorney-General of Maryland. Harold E. West, for thirty-five years a member of the Sun staff, is now city editor of the Evening Sun.

Hon. A. R. McCollum, editor of the Waco (Tex.) Tribune and State Senator from the Eleventh District, has announced the appointment of H. O. Bishop, a Waco newspaper man, as his private secretary.

T. A. Dean has resigned as editor and manager of the Fremont (O.) Messenger, being succeeded by Clark M. Wilder, of Fremont.

Mrs. Catharine E. Crous, former editor of the West Brownsville (Pa.) Clipper, has succeeded Mrs. Maud Carrel Price as society editor of the Pittsburgh Dispatch.

Frederick Palmer, war correspondent, lectured before a large audience on "Battles of the Somme and Verdun," at Carnegie Music Hall, Pittsburgh, on Monday last.

R. M. Hutchinson, for more than five years on the reportorial and editorial staff of the South Bend (Ind.) Tribune, has resigned, and is now a district manager of one of the largest insurance companies. The resignation calls to the Tribune R. F. Frazer, recently of the Chicago Tribune, and before that with newspapers in Mobile, Ala., St. Paul, Minn., and New York.

Joseph Richardson, of the staff of the Nashville (Tenn.) Tennessean and American, sailed last Saturday for Bordeaux, France, on his way to report for duty with the American Ambulance Corps at Paris.

D. R. Sheehan, for years district branch manager of the Montreal office of the Great Northwestern Telegraph, has resigned to manage the want advertising department of the Montreal Daily Star, succeeding W. L. Weston.

Thomas F. Birmingham has joined the staff of the Montreal Daily Herald.

Frank Dilnot has been named to succeed George Bateman as representative of the London Daily Chronicle and Lloyd's Weekly News, in New York and Washington.

Timoth G. Turner, for the past six years correspondent in Mexico and along the border, has joined the staff of the International News Service, being connected with the night office in New York. Mr. Turner was with the Associated Press in El Paso and Los Angeles, has worked for the Memphis News-Scimitar, the Grand Rapids Herald, the El Paso Herald, and more recently with the New York Telegram.

L. S. Gowe, until recently managing editor of the Kingston (Ontario) Standard, has taken over the Montreal office of the Toronto Financial Post. Before coming East he was managing editor of the Lethbridge Daily News, in which he still retains a financial interest.

Walter C. Howey, formerly city editor of the Chicago Tribune, has joined the editorial staff of the Chicago Examiner.

**BOSTON**.—Frank Sibley, of the Globe, is being talked of as a candidate for president of the Press Club at the election on March 8. Roy Atkinson, of the Post, the president of the Club, states that he will not be a candidate for reelection.

Charles Merrill, of the Globe, entertained Roy Atkinson and Norman Ritchie, of the Post, and W. Fifield, of the Manchester Union, at dinner at the Harvard Club, Saturday night.

Charles Flynt, one of the owners of the Kennebec (Me.) Journal, with Louis Burleigh, his partner, was in town last Saturday on a business trip. Messrs. Burleigh and Flynt were the guests of Roy Flynt at the Harvard Club. George B. Gallup, the new business manager of the Woman's Journal, was also a member of the party.

Jack Leary, of the New York Tribune, was a recent caller in Boston. Mr. Leary was formerly connected with Boston papers.

Jack Casey, artist and reporter on the staff of the Traveler, has severed his connection with that paper to accept a position in New York.

Ernest Waite has started a hotel trade paper designed to cover the New England field. The publication is neatly printed and contains much information of interest to the hotel men of this section.

E. J. Maguire, Joseph Brooks, and Ernest Jackson, who have been taking vacations, are once more at their desks in the city room of the Post.

**PROVIDENCE, R. I.**—W. H. Mason, night city editor of the Journal, has been appointed a member of the State Firemen's Relief Association.

Major G. Edward Buxton, treasurer of the Journal, in an address before the O. U. A. M. here, made an appeal for universal military service.

**PHILADELPHIA** — Joyce Kilmer, literary editor of the New York Times, and well-known poet, gave a delightful lecture at the University of Pennsylvania on January 10, under the auspices of the Catholic Students' Committee. His subject was "The Pre-Raphaelite Brotherhood and Its Successors," at the conclusion of which he read a number of his poems, to the great satisfaction of the large audience.

Mr. Krieghoff, chief artist on the staff of the Public Ledger, gave a talk,

"A Portrait in an Hour," at the last meeting of the Women's Press Association.

Marion Harris Neil, a widely-known cooking expert, is now conducting the domestic science pages of the Press.

Curtis Wager-Smith has been elected assistant secretary of the executive committee for the Artists' Masque for 1917.

Dorothy Patterson, a clever newspaper woman from Columbus, O., has recently come to Philadelphia. She has prepared a series of articles for the North American, which are featured on the front page of the Sunday supplement, on "Seeking a situation and a home in the Quaker City."

Gearhart Crate, a Press reporter, is loaded down with laurels these days through his beat, which he scored on the town and on the city detectives, in finding the two women who were in the taxi with the suspect, Lewis, in the recent mysterious murder of Grace Roberts, an affair so baffling (and still unsettled) that all the Boston and New York papers sent over men to cover it.

Miss Agnes Repplier, 2d., society editor of the Record, was elected president of the Women Writers' Club, at the annual meeting. Lisetta Neucom, of the Evening Ledger, and Mrs. Eleanor Cassavant, of the Record, were the two active newspaper women placed as members of the board.

**WASHINGTON, D. C.**—Grafton S. Wilcox, president of the National Press Club, introduced former President Taft to the Club Friday night. Judge Taft spoke feelingly of his return among the newspaper men here.

Ernest H. Pullman, for several years Washington correspondent, has given up the work to become chief clerk in the office of the Director of Civilian Marksmanship, Militia Bureau, War Department.

H. J. Hallam has added the New Britain Evening Herald and the Pawtucket Evening Times to his string of New England newspapers.

Lawrence Todd, in addition to other papers is now correspondent for the Davenport Times and the Ottumwa (Iowa) Courier.

Thomas R. Darden has been named as assistant to Charles P. Keyser, chief of the St. Louis Globe Democratic Bureau.

L. Harper Leech is the Washington

correspondent of the Memphis Press, Houston Press, and Dallas Dispatch.

Stanley M. Reynolds, of the Baltimore Evening News, will also be accredited to the New York Sun in the new directory.

L. Monta Bell, of the Washington Herald, succeeds C. N. Odell in the Congressional work for his paper—Mr. Odell going to the Munsey papers.

Charles J. Sterner has joined the bureau of the Exchange Telegraph Company, Limited, of London, England, under John Boyle.

Floyd H. Montgomery is named as an assistant to William J. Cochran, chief of the St. Louis Republic Bureau.

Judson C. Welliver, in charge of the editorial page of the Washington Times since 1905, has been transferred to London as the representative of the New York Sun, for which post he sailed Saturday. Mr. Welliver was the guest of his colleagues at a farewell banquet held in his honor at the National Press Club.

**CLEVELAND, O.**—Charles A. Leedy, humorous editor of the Youngstown (O.) Telegram, and member of the Press Humorists' Association, spoke here before the Young Men's Business Club Monday on the value of humor in the daily newspaper.

Fred Foulk, who has been with the Plain Dealer in various editorial capacities, has resigned to accept a position with a New York newspaper.

J. Evans Smith, well-known writer on Southern newspapers, has joined the staff of the Leader.

S. T. Hughes, editor of the Newspaper Enterprise Association, is taking a trip through Texas and the South, to talk business with editors of newspaper members of the N. E. A.

Ben Ling, of the Press, has been sent to Minneapolis to "investigate" Superintendent of Schools Spaulding, of that city, who has been appointed to a similar position in Cleveland at a salary of \$12,000 a year.

W. S. Lloyd, who has been the editor of the Public Square, organ of the Cleveland Chamber of Commerce, has been appointed as librarian of the Plain Dealer.

## NEW YORK VISITORS

C. B. Biethen, managing editor of the Seattle Times.

H. M. Powell, of the Peoria (Ill.) Star.

E. C. Bode, Chicago Examiner.

F. W. Kellogg, San Francisco Call.

The St. Louis Globe-Democrat has renewed its contract for the Haskin Letter.



CHICAGO—J. Loy Maloney, City Hall reporter for the City News Bureau, will join the staff of the Chicago Tribune this week. Richard Burritt, formerly of the Chicago Herald, has also shifted to the Tribune staff.

Warren Phinney, of the Chicago Daily News, has been investigating saloon conditions in Boston for the News. The prospective trip of the license committee of the Chicago City Council to that city was the occasion for Mr. Phinney's assignment.

Leigh Reilly, managing editor of the Chicago Herald, is taking a three weeks' vacation. He is spending most of the time at Panama.

MILWAUKEE, Wis.—Leland Reese has resigned from the Sentinel copy desk to return to Muscatine, Ia.

Burdette Kirkham, formerly of the Milwaukee Daily News, is now sporting editor of the Free Press.

Winter Everett, Daily News; R. B. Pixley, Free Press; Fred C. Sheasby, Sentinel, and Craig Ralston, Journal, are in Madison covering the State Legislature.

Don Chamberlain, manager of the Wisconsin bureau of the United Press, is in Madison covering the Legislature for his Association.

Teodore de F. Mores has resigned as a member of the Sentinel staff.

ST. LOUIS—John C. Lebens, automobile editor of the Globe-Democrat, has returned from attending the New York Automobile Show in the interest of his paper.

W. G. Hutton, formerly of the Republic, and Archie Webster, of the Star, are now on the staff of the Globe-Democrat.

Joseph I. McDonnell, for several years a member of editorial staffs of St. Louis afternoon newspapers, has become secretary of the Louisiana Commercial Club, Louisiana, Mo., going there from the Times.

SAN FRANCISCO.—V. S. McClatchy, one of the owners of the Sacramento Bee, is a visitor in San Francisco, accompanied by Mrs. McClatchy.

J. F. Reilly, a well-known San Francisco newspaper man, accompanied by Mrs. Reilly, is returning from a business trip to China and Japan.

Kenneth C. Adams and Al. Murphy, of the Examiner; W. H. Jordan, Eddie Boyden, and Mr. Walker, of the Chronicle; Franck C. Havenner, of the Bulletin, and C. E. Kunze, of the Call, are covering the legislative sessions at Sacramento for their respective papers.

CANADA—J. H. A. Matson, Victoria Colonist; John Nelson, Vancouver World; J. H. Woods, Calgary Herald; M. R. Jennings, Edmonton Journal; W. F. Hermann, Saskatoon Star; E. H. Macklin and J. W. Defoe, Winnipeg Free Press; C. F. Roland, Winnipeg Telegram; R. L. Richardson, Winnipeg Tribune, and J. W. Livesay, manager, Western Associated Press, Winnipeg, came to Ottawa this week to present to the Government the memorial for a nationally owned and controlled wire from Ottawa to Winnipeg.

W. F. Maclean, M. P., editor of the Toronto World, is visiting western Canada, presumably to work up interest in the third party which he has been trying to organize in Canadian politics.

A. T. Macdonald, assistant to the president on the Toronto News, has had his title changed to that of manager.

H. C. Brewster, the new Premier of British Columbia, was in his early days a newspaper compositor, and from 1892

to 1897 worked in the composing-room of the Boston Herald.

Tom King, of the Toronto World staff, has been representing his paper at the grain growers' conventions in the western provinces this month.

W. A. Willison, son of Sir John Willison, president and editor-in-chief of the Toronto News, who recently returned from London, where he had been acting as special correspondent of the News, has been appointed an associate editor of the paper.

F. A. Gow, recently managing editor of the Kingston (Ont.) Standard, has become resident editor in Montreal for the Financial Post of Canada.

#### J. C. Ross Visits New York

J. C. Ross, a well-known newspaper correspondent of Montreal, was in New York for a few days this week. Mr. Ross represents the Toronto Globe, the Toronto Telegram, the Hamilton Spectator, the Ottawa Citizen, and other well-known Canadian and American newspapers in Montreal, and is one of the best-known newspaper men in Canada.

#### Arthur Brisbane to Go to Europe

Arthur Brisbane, editor of the New York Evening Journal, will go to Europe, probably week after next. Mr. Brisbane has contemplated a trip abroad for several months. He will visit England and other European countries.

#### George S. Thurtle Now Publisher

George S. Thurtle, formerly general manager of the Springfield (O.) Sun, has resigned that position to become publisher and general manager of the Springfield daily and Sunday News. The News is the Springfield member of the News League of Ohio and is owned by Gov. Cox of Ohio, who has just entered office. Mr. Thurtle will be in complete control of the News property.

#### Hannas Have Moved to Watertown

Mark A. Hanna, 2d, and Carl H. Hanna, grandsons of the late Senator Mark A. Hanna and sons of Dan R. Hanna, owner of the Cleveland News and Leader, have taken up their residence in Watertown, N. Y., where they will take over the controlling interest in the Remington Paper & Power Company, which was purchased by Dan R. Hanna a short time ago.

#### R. F. Parkinson "Somewhere in France"

Major R. F. Parkinson, former managing director of the Ottawa (Can.) Journal, is fighting with the Canadian troops in France. Major Parkinson left with his regiment for Bermuda, where it went into training shortly after the outbreak of hostilities, relieving a regiment moved from the islands to the Continent. Later his regiment was ordered to the front. Major Parkinson participated in all the battles of the Somme, and distinguished himself in every action.

#### Correspondents to Elect Officers

The annual election of officers of the New York Correspondents' Club will be held next Tuesday afternoon, at four o'clock, in the New York office of the Boston Globe, in the World Building.

#### Fire Affects Many Papers

The Barnhardt Bros. & Spindler type foundry at Dallas, Tex., has been damaged by fire to the extent of \$25,000. As this is the only type foundry south of St. Louis, the loss affects many newspapers in the Southwest.

#### FROM RALEIGH TO FORT WORTH

#### W. Henry Bagley Buys Interest in Well-Known Texas Daily.

After fourteen years of service with the Raleigh (N. C.) News and Observer, W. Henry Bagley has severed his connection with it, having purchased an



W. H. BAGLEY.

interest in one of the great papers of Texas. He will leave Raleigh in a few days to take active charge of the property, becoming vice-president and general manager of the Fort Worth Record. The Fort Worth Record is one of the leading Democratic papers of Texas, a morning daily, with a circulation exceeding 33,000. It is a long-established newspaper with a high reputation throughout America, holding place as representative paper of its city and section.

Mr. Bagley has been identified with newspaper publications in North Carolina and other States for many years. After spending some ten years out of the State he returned to North Carolina in 1902 to become business manager of the News and Observer, having had previous service with it, at one time also having been one of the publishers of the Raleigh Times-Visitor.

In Raleigh Mr. Bagley has taken an active interest in civic affairs, and was one of the moving spirits in the formation of the Rotary Club of Raleigh, which has rendered valuable service to the city. His endeavor has been to set the News and Observer in the front rank of newspapers of the South. When Josephus Daniels, the president of the News and Observer Publishing Company, became a member of the Cabinet of President Wilson as Secretary of the Navy, Mr. Bagley, a member of the board of directors of the company, became the managing director of the paper, the position from which he now retires.

Mr. Bagley, a native of Raleigh, is the son of the late Major W. H. Bagley, Clerk of the Supreme Court of North Carolina at the time of his death, and a grandson of the late Governor Jonathan Worth. He is a brother of the late Ensign Worth Bagley, the only American naval officer killed in the Spanish-American War, and his sister is the wife of Secretary of the Navy Daniels.

#### Wants Pulp Wood Statistics

An amendment has been proposed by Senator Townsend to the Agricultural Appropriation bill, now pending before the Senate Committee, for the collecting and compiling of statistics on pulp wood and other forest products.

#### WANAMAKER BUYS PRESS

#### Name of New Owner Announced Late Yesterday.

(Special to THE EDITOR AND PUBLISHER.) PHILADELPHIA, January 20.—Rodman Wanamaker announced to THE EDITOR AND PUBLISHER just before going to press that he is the purchaser of the Philadelphia Press. He had no announcement to make further than this.

#### DAYTON WRITES FOR I. N. S.

#### Military Critic to Contribute 1,000 Words Daily to Hearst Service.

Major Edwin W. Dayton, U. S. A., has contracted to furnish the International News Service, for the use of papers using its night wire, a 1,000-word daily review of the war. Major Dayton is well known among military men for the articles he has contributed to the Army and Navy Journal, and is recognized as a neutral writer. In addition to reviewing the progress of the war, he will interpret and explain the significance of military movements, in order to acquaint the layman with what is going on. Major Dayton, is a Chevalier of the Legion of Honor.

#### McNab Sues Sir William Reid

As an aftermath of the troubles of the Montreal Evening News and Daily Morning Mail, which suspended some two weeks ago, owing to the withdrawal of Sir William D. Reid, the heaviest shareholder in the company, but resumed publication later, A. McNab, editor of the two papers, has sued Sir William for \$20,700, alleging a personal claim to that amount. No statement of the nature of the claim, or the basis thereof has been given, other than to relate in the usual formal terminology, that the claim was a personal action, of the first class, for the amount stated.

#### Dinner to Col. Sterett

Colonel William Greene Sterett, member of the editorial staff of the Dallas (Tex.) Morning News, was honor guest at a dinner given by his friends on his seventieth birthday. About fifty newspaper men and other friends of Colonel Sterett were present, on the evening of January 13, at the home of J. S. Kendall, of Dallas. Colonel Sterett came to Dallas in the early '70s. He was one of the editors of the old Dallas Evening Times before the establishment of the Dallas News, the staff of which he joined only a short time after the News began publication in Dallas, on October 1, 1885. He has served the News as an editorial writer and as staff correspondent at State and national capitals and at practically all the national conventions since that time.

#### Canada's Pioneer Journalist

Charles C. Blackader, one of the oldest newspaper men in Canada, was recently elected a director of the Royal Bank of Canada. Mr. Blackader is editor and proprietor of the Halifax Acadian Recorder, which was founded in 1813 and taken over by his late father, Hugh W. Blackader, in 1833. The present head of the Recorder entered the office of that publication in 1863 and became a co-director in 1869, which makes him practically the pioneer of journalists of Canada. The veteran editor still pursues the old custom of reading every line which enters into the composition of his paper, including local, editorial, and advertising matter. In his office are complete files from 1813 to the present day.



## PAST, PRESENT AND FUTURE OF AUTOMOBILE ADVERTISING PROVE ITS VAST IMPORTANCE

**Conservative Estimates Place the Amount of Expenditure for Such Publicity in 1917 at \$25,000,000 and These Figures May be Greatly Exceeded—Big Spenders Pay Money with Lavish Hand and Must Keep in the Game—High Class Managers and Papers Are Working Together.**

By JAMES T. SULLIVAN,  
of the Boston Globe.

**H**OW many millions will be spent in motor advertising during the 1917 season?

The question was asked off hand at the motor show. There were many guesses ranging all the way from \$10,000,000 to \$50,000,000 or more. That it will reach \$25,000,000 is a conservative figure.

That it will exceed last year by at least 25 per cent. is assured. There are many people who like to talk in extraordinary figures, but when penned down they cannot base their estimates on facts. The writer made a calculation of his own by looking over the show and picking out some fifty motor concerns that do real advertising, and put down very low totals for each, yet it went above \$5,000,000. That did not include the Salon advertisers, nor the scores of other prospective ones who will spend money as a result of making contracts with dealers. Nor did it include the money spent by the dealers, for much of the advertising is now placed on a 50-50 basis. Therefore the figure easily doubles to \$10,000,000. Now, if there is added to that sum say at least \$3,000,000 spent by tire companies, and some \$5,000,000 by the accessory people, the total is mounting higher. Now add from \$5,000,000 to \$7,000,000 that will be spent by men advertising trucks, second-hand cars, etc., and local dealers who get no factory help, and one does not go far wrong.

The New York show advertising proved that the motor advertising cornucopia had been tilted already at an angle that started a greater stream of dollars into the hoppers of the newspapers than any other year. Chicago expects to share in the same prosperity, and Boston, with the third of the big shows in March, will rank with the leaders. Conditions surrounding the industry allows one to reach general conclusions, and they will be given here for what they are worth.

### BIG SHORTAGE OF CARS.

First of all there will be a shortage of cars this year. Therefore some of the solicitors are wondering if the dealers who control some of the local advertising will slow up their orders if they find they have no cars to sell. Many of the big factories having made up their schedules of advertising the copy will go through pretty near as scheduled. The shortage of cars is a reality brought about by the war.

On the other hand, there are the new cars coming on the market, and they will sell because the people want something, so the saturation point will not be reached. These new cars will have to be advertised to let the people know they are on the market, and what is lost by cancellations where dealers are sold out will be made up by the newer arrivals.

Ordinarily one would think the makers knowing their product was sold out should sit back and let the money roll in and drop advertising. They are too wise to let their name drop out of sight.

John Willys will spend more this year to increase the popularity of his new

types of cars. It will be millions. And some smaller makers with cars in his class will have to keep on the map so



JAMES T. SULLIVAN.

they will have to spend some money. They have begun to make appropriations now, and the first schedules are out.

Studebaker always spent its money with a lavish hand. And it has benefited so that it occupies a high place. It will not jeopardize it by decreasing its appropriation. So along in that class there will be a lot of others who propose to let the people know that they are on the map. Maxwell will spend more money, and it is one of the biggest advertisers. Buick is going to do more advertising on the cooperative plan than a year ago. Evidence of this was noted when the 1917 season started. Packard has had conferences with its dealers on a truck campaign, but the details are just being completed. It will be a very good one. It has been spending a lot of money on advertising its passenger cars. And one cannot help noting that Pierce Arrow dealers have plunged into truck advertising now—a new departure. The factory has taken the matter up. Peerless has had some big pieces of copy out, and the results were so good more is coming. Locally, the dealers have been cooperating with daily advertising repeatedly.

Chalmers is spending a lot of money now, with a lengthy schedule still ahead of it. Hudson finished up the year with big copy, and now the spring campaign will find more of it in the papers. Chandler never was meagre, and this is one reason for its big success. So it is not going to be contented to drop out of step now. Down the list one finds among the makers whose copy appears from coast to coast regularly Missell, Mitchell, Jeffery, Paige, Reo, Saxon, Velie. And the slices are generous.

### CADILLAC, COLE, AND OTHERS.

Cadillac copy has never been scarce, particularly that put out by the dealers, and when one considers that in the eight-cylinder field now there are twenty-one makes it means most of

these makers will try to reach the high place where Cadillac stands. Cole is going to wage an aggressive campaign following the policy of centring on eights only. So watch its announcements. Jackson has become a real advertising factor now, due to the aggressiveness of its New England distributor, Mr. Sowers, who opened up the whole territory by using Boston and other New England papers week after week for a full season, something radical for that company. Dodge Bros. became a wonderful success because of its admirable advertising. When first put out and the car followed many said buyers were led to expect too much; that the car was too high priced; and other faults were stated. But the users found the car first class, and they boosted it so, while the makers kept on advertising generously, and they are making millions independently of the dividends from Henry Ford. One could go on and multiply instances of what advertising did to put cars on the staple basis. These lessons have been learned by other makers. They have profited by them.

"Ned" Jordan is developing his business rapidly. He was an advertising man for Jeffery. Now the Jordan car is on the map, the output of 2,000, and a few hundred extra for 1917, will be sold; an addition to the factory is being built, and next season there will be a production of 5,000 Jordans, a tribute to an idea well thought out, advertised properly. There is the Liberty, Percy Owen's car, that is sailing along the same river of prosperity. One could multiply the instances to show that there is room for new models, and they can be put over by the right kind of methods.

### THE ADVERTISING MANAGERS.

In the motor factories to-day the advertising managers occupy responsible executive positions. And from their ranks have graduated some of the best men at the head of big companies. Those who never made a study of newspapers and handed out an advertisement to the fellow who told the funniest story, or bought the most drinks, or knew the most chorus girls, has dropped out. In their places we have the high-class men, like Roy Pelletier, of the Reo; Ward Canady, Willys Overland; K. P. Drysdale, Cadillac; George Phelps, Dodge Brothers; Charley Mears, Winton; C. C. Wingham, Hudson; W. L. Agnew, Chalmers; Robert Walsh, Briscoe; F. W. Pelton, Mitchell; E. J. Travers, Jeffery; Fred Dickinson, Hupmobile; Harry Knipperberg, Interstate; W. T. Gray, Haynes; Harry Daniels, Kissel; Frank Eastman, Packard; George Wilmar, Studebaker; George Twitmyer, Peerless; Hober McKee, Premier; R. E. Harger, Saxon; M. H. Newton, White; J. A. Kingman, Locomobile; H. T. Wheelock, Velie; Lucien French, National; Mr. Hyman, Cole; J. H. Newmark, Chevrolet; Tom Jones, Empire; St. Clair Couzens, Pathfinder; J. C. Weed, H. A. L.; T. L. Young, Allen; Frank Smith, Liberty; Berry Rockwell, George Sullivan, C. E. Tibbets, Clyde Thompson, E. S. Babcox, Harry Quine, L. L. King, J. L. Butler, W. E. Walls, and other big men in the tire and accessory field.

These men are not interested in publicity of the kind that would tell what the second assistant to the third vice-president of a company thought of the possible outcome of a race between an Alaska dog sledge and a Japanese rickshaw on a Chinese plateau, just to carry the factory name. The ability of the paper, its circulation, the homes it reaches, the judgment its motor de-

partment uses in handling stories are beginning to count.

In the realm of accessories the big tire companies are in for more competition to-day than ever. Time was when a factory could supply all its tires to unakers of cars alone. That time has passed. See all the tire companies growing up and making money. The Goodrich, Goodyear, and United States Companies are now working on big campaigns. The Miller Company has hired Clyde Thompson, who aided in putting Diamonds on the map. Miller copy is a reality. Firestone long ago was a reality, and it is going to be bigger. H. O. Smith, who jumped from the tire business to head of the Premier a few years ago, is now back building the J. & D. at Charlotte, N. C., after two years of planning. And he will spend money. Bill Burgess has just resigned from the Dorris Company at St. Louis to take up an inner tube weighing six pounds, light but strong. He was with Firestone in the old days and knows tires. He will put this on the map through advertising. Capital? One St. Louis man offered \$550,000 for a controlling interest in the company. A couple of years ago L. H. Perimar was telling his friends in and about New York that he would win a suit on his rim patent. They listened, and inwardly sympathized with him. Outwardly they did not have faith in him. He won. A double-page spread in the New York World was absolutely new copy. And there is more in sight.

### THE FIELD GROWS WIDER.

Steward Warner has secured so many things and put them over by advertising that others had to follow suit. Who thought that body makers would ever have to advertise in the papers? Look at the full-page Springfield and Fisher body ads. Look at the copy on the headlight lenses, motor locks, heaters, etc. There are a lot of others, the myriad of things for Ford cars that are not being advertised in newspapers because their producers never were solicited. But competition is getting keener, and they will be advised to use copy in the future. There is also the used-car field. This is going to be a big field. In Boston the Globe carries five or six pages of used cars and accessories Sunday after Sunday, a regular trade directory for New England. Because many cars are now being scrapped for materials by junkmen all over the country, good cars, too, as recent as 1910 and 1911, there will be a scarcity of them this summer, and dealers need not fear trading. They can advertise them into owners' hands—if they word their advertising properly. In Boston the managers of the used car departments rank with the head executives of the big agencies and branches through development of this business by means of advertising.

As one looks back now and realizes that one ad a week was a prize much sought after ten years ago, and to-day if a solicitor loses four or five because he may have been crowded for room it is a big change. A decade ago where one cent was spent a thousand dollars is spent to-day. And there will not be a slump after the war, the end of which is now in sight. With newspaper rates raised the big publishers need not worry much if other advertisers do as the motor makers plan.

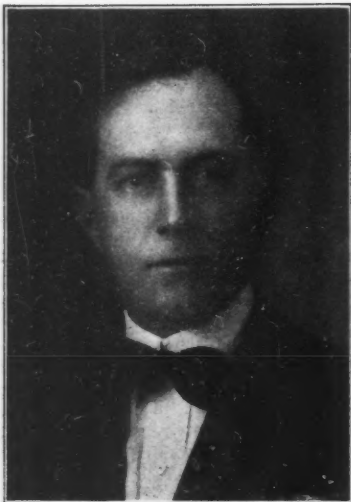
### Times Stock at \$520 a Share

At the Exchange Salesrooms, January 17, twenty shares of New York Times stock were sold at public auction to Frank V. Strauss, publisher of theatrical programmes, for \$520 a share.

## F. M. LAWRENCE, BATTEN'S TACTFUL SPACE BUYER

A Man Whose Memory Is as Certain as a Card Index, Who Visualizes the Country, and Who Exercises Remarkable Tact in the Purchase of Newspaper Space.

Some one said that the space buyer of a modern advertising agency must have the patience of Job, a memory as well ordered as a carefully indexed filing cabinet and the capacity of a machine for work. Because a space buyer is the target for every publication in the



F. M. LAWRENCE.

United States, he must meet and talk with special newspaper representatives about thousands of papers, printed in thousands of places. He must remember, when the representative of a big daily calls on him, that perhaps that man also has on his list a number of smaller newspapers, which may be just as important, in their fields, as are the metropolitan newspapers in theirs. Then there is the question of rates, in not only one, but every town and city in the United States. It is seldom that two papers in one town sell space on the same basis, or for an identical price, and he must know and remember these things.

### VISUALIZES THE COUNTRY.

F. M. Lawrence, space buyer for Geo. Batten Co., Inc., qualifies on all of these points. There are times when there are as many as thirty special representatives waiting to see Mr. Lawrence. Some of them have only one, the majority of them a number of newspapers, and they want business for all of their clients. Mr. Lawrence will meet and talk with all of them in an afternoon, and in between and during conversations will answer innumerable telephone calls, returning to the conversation at the point where he was interrupted. When he talks to a special representative, he visualizes the territory covered by the papers of the man who sits on the other side of the table. He sees the country to which those papers cater spread out in front of him, like a carpet, and because he has travelled the United States from one end to the other, has been in every big centre of population, and is familiar with distribution plans and marketing, he is in a position to decide what he wants and where he wants it. With more than 10,000 newspaper accounts to keep track of, one's mind must be out of the ordinary, yet Mr. Lawrence seems to have no difficulty whatever in this respect. His memory runs back automatically, it seems at times, to former campaigns in certain newspapers, as-

sociates together rates and circulations, and couples distribution in city and country, and then brings to the surface reader confidence and esteem in each case. Then he decides. Sometimes Mr. Lawrence's mind will go back over a period of ten or fifteen years. He is constantly surprising his associates in this regard. They consider this faculty little short of marvelous, while specialists who deal with him are amazed from time to time by his knowledge of the particular sections in which their newspapers are published, the mission they fill, and the matter of rates, position, and the like accorded a year ago or a decade ago. All of these things come to Mr. Lawrence's mind without apparent effort, and in meeting and negotiating with thirty or more specials in one afternoon he maintains an even temper and exercises infinite tact.

### MEMORY—AND DISCRIMINATION.

It is said of Mr. Lawrence that he can name the newspapers of almost any town mentioned to him—and not only that, but he carries in his head the advertising rates of those papers. He is, as a matter of fact, a veritable encyclopædia of information regarding the value of newspaper space.

The advertising campaign simmers down eventually to the newspapers Mr. Lawrence selects. He must know which one gives the best results, where a food product is to be advertised, where shoes are to be sold—and in that case, it may make a difference whether the shoes are for men or women, as to the medium he will use, if only one paper in a town is to be patronized.

Mr. Lawrence has been connected with the Geo. Batten Agency for twenty-one years. He entered the office as a stenographer. During the first year he assisted in figuring out rates, and in making contracts, showing such a facility, that, as the business

grew, he was a year later given that line of work to the exclusion of everything else. He has purchased space for the Geo. Batten Co. for twenty years, during which time he has made contracts that aggregate many millions of dollars, and during all of that time he has held the confidence of all with whom he has dealt.

When Mr. Batten incorporated his business, Mr. Lawrence became a stockholder and was elected secretary, a position which he has since held.

### RANDALL "RIDER" FAILED

House Rejects Amendment Prohibiting Mail to Liquor Ads.

WASHINGTON, January 17.—The Post Office bill, minus the Randall "rider," which increased the rate on second-class mail matter, passed the House last Tuesday. Effort was also made to attach to the House bill an amendment prohibiting the mail to liquor advertisements. This also failed, notwithstanding that such a bill has passed the Senate and is now pending in the House as a separate bill.

The Post Office bill has been referred to the Senate Committee and some effort by those believing in an increase on second-class matter may be made in the Senate.

THE EDITOR AND PUBLISHER stated several weeks ago that it was a foregone conclusion that the Randall "rider" would fail, and the action of the House has fulfilled that prophecy. Petitions still continue to pour in relating to the increase on second-class matter and the bill prohibiting the mails to publications carrying liquor ads. Among the more prominent was a petition signed by all the newspapers of St. Louis, which was sent to Missouri Congressmen. The petition reads:

"Legislation that tends to embarrass

newspaper publishers is seriously threatened by measures now pending. One of these measures fixes without defined regard to the facts a penalty upon the newspaper that publishes an advertisement relating to any kind of liquors. Our contention is that if there is to be a statute of this character the responsibility should be definitely fixed upon the advertiser and not the publisher. We also wish to protest against the new zone rate for postage on the ground that it is practically confiscatory, in view of the new prices fixed by paper manufacturers. This proposed increase discriminates in favor of points in densely inhabited sections.

### WILLIAMS GOES TO CHICAGO

Circulation Manager of San Francisco Examiner Transferred to Chicago Examiner.

A. G. Williams succeeds Berthold Yokel as circulation manager of the Chicago Examiner. Mr. Williams has for the past nineteen years been circulation manager of the San Francisco Examiner, and is an authority on newspaper distribution and circulation. Mr. Williams was banqueted by members of the American and Examiner staffs, at the Sherman Hotel, Wednesday evening. The dinner came as a surprise to Mr. Williams, who was captured just as he was leaving his office and escorted to the hotel, where his associates entertained him.

Mr. Yokel, who retires, is a Chicago man, who came to the New York American as circulation manager six or seven years ago, after having made an excellent record in Chicago. He returned to Chicago last spring. It is understood that Mr. Williams is succeeded on the San Francisco Examiner by A. E. Crawford, who has been circulation manager of the San Francisco Call.

The Transcript continues to lead in its field, printing more advertising than any other evening paper published in Boston, although nothing of a doubtful or unpleasant character is accepted. The

## Boston Evening Transcript

Gained 493,382 Lines  
of advertising in 1916

—the banner year of its long history

The Transcript has a remarkable record for continuity of ownership and policy. For four generations the growth of its advertising has been uniformly cumulative

National Advertising Representatives:

CHARLES H. EDDY CO.,

NEW YORK  
Fifth Avenue Building

CHICAGO  
Peoples Gas Building

BOSTON  
Old South Building



**MISS LOEB, NEWSPAPER WOMAN, SETTLES STRIKE**

Special Writer for New York Evening World Ends Differences Between Chauffeurs and Taxi Cab Companies of New York in a Few Hours—Both Sides Thank Her.

Newspaper men have figured in strike settlements in the past, but not until a few days ago has a newspaper woman been called upon to adjust the differences between capital and labor. Sophie Irene Loeb, a special writer on the New York Evening World, who



SOPHIE IRENE LOEB.

framed the present taxicab rates of Manhattan, and who is an authority on that traffic, was asked to mediate between the striking chauffeurs and the three companies whose taxis were idle because of the walkout. Miss Loeb not only acted as mediator, but she settled the strike in record time.

So well was her work done that both sides have paid her tribute in the public print. Each accord to her the honor of having brought about peace and established a perfected understanding where bitterness had existed.

Miss Loeb, who had taken the side of the men, was recognized as fair-minded by the employers. Acting in the capacity of a judge, they knew she would be neutral. Each side trusted and had confidence in her judgment, and each agreed to adopt any plan she might suggest to bring about a settlement of the difficulties by which 500 taxis were rendered idle, and a revenue loss of thousands of dollars a day was being sustained.

In accepting, she insisted that each should draw up a list of grievances and agree to discuss them, no matter how long it took. It required four hours, from seven o'clock Friday evening, January 12, until eleven o'clock that night to decide on the points that would come up for discussion in conference. At eleven o'clock the employers and employees met, continuing in session until seven o'clock the next morning, and when an adjournment was taken the strike was over. Everybody was satisfied.

**HER METHOD OF PROCEDURE.**

Miss Loeb had first one and then the other side present a grievance, which was threshed out, separately, without regard to anything else, until a decision was reached. Gradually, bringing them closer together as each misunderstanding was put aside, and reminding them that they had common interests—one in particular — a public to serve. Throughout the all-night conference

she exercised the utmost patience and tact, skillfully questioning and cleverly bringing out the points each had to submit, and in such a way that everything was discussed in the open, freely and candidly, because of her forethought in making them agree in advance on a basis of discussion. A conclusion was reached so amicably that it was finally agreed that nothing should be said about it. The men were to take their cabs out the following morning, and the difference was to be forgotten.

After the meeting, however, John Hertz, managing director of the Black and White Taxicab Co.; J. Bundy Cole, managing director of the Town Taxi Cab Co., and Bernard Tunney, chairman of the striking chauffeurs, decided that to Miss Loeb belonged all the credit for settling the strike, and each prepared a statement for the press, in which the public was informed of the part Miss Loeb played in the negotiations.

Miss Loeb, speaking of her part in the adjustment, was very modest:

"Any one could have done what I did. Both sides were simply brought together, and discussed their differences. The men were orderly. They acted in a spirit of fairness. There was no violence, or thought of it. It is simply an illustration of the fact that every New York strike that has been waged with violence has been lost, and every strike that has been waged peacefully has been won. The taxicab strike is the best example of this principle."

**Gets His Old Paper Back**

TORONTO, January 15.—The control of the Saskatoon Phoenix has passed again into the hands of its former editor and manager, Lieut.-Col. J. A. Aiken. After the outbreak of war Col. Aiken was compelled by his creditors to sell his interest in the paper. A new company took the property, with T. K. McCullum as general manager, and a local board of directors. Now Col. Aiken has returned to civil life and has formed a new company to buy the paper. He becomes again editor of the Phoenix, a position he held from 1905 until 1915.

**ST. PAUL NEWSPAPERS SOLD**

C. K. Blandin to Publish Dispatch and Pioneer Press.

Half interest in the Dispatch Printing Company and the Itasca Paper Company, of Grand Rapids, Minn., has been purchased by C. K. Blandin, for many years connected with the St. Paul Dispatch and Pioneer Press, it was announced on Thursday by Mrs. George Thompson, widow of the publisher of those papers and principal owner of the companies named. Mr. Blandin will become active head of the organizations. He has had a wonderful career as a constructive newspaper executive. He has been in newspaper work all of his life, having started in circulation work and advancing to important posts in the business management of the old Pioneer Press. When the late George Thompson purchased the Pioneer Press, in 1909, and consolidated that newspaper with his St. Paul Dispatch, Mr. Blandin became his business manager, and it is said that Mr. Thompson accorded to him a great share of the credit for having made of these two newspapers the dominant factors in their field. Today they are recognized as among the greatest newspaper properties in the West.

New customers are very fascinating, but, like new shoes, you don't get the comfort out of them that the old ones give.

**Only 11 Lines of Hand-set Type in 16-page Newspaper**

Mr. E. J. Thomas, publisher of the HOUR, NORWALK, CONN., writes—

"One day in a sixteen-page newspaper we had just eleven lines of hand-set type in our advertising, so you can judge for yourself the flexibility of our plant with INTERTYPE equipment.

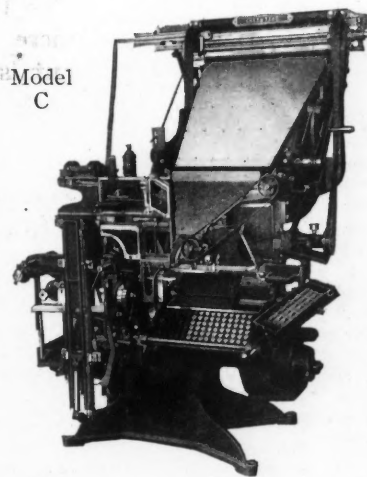
"—to say that we are pleased is putting it mildly."

**Simplified Versatility**

The Hour is set on four Model C INTERTYPES—twelve magazines always at instant command.

All headlines are machine-set. Also all of the advertising matter, with the exception of a few large display lines.

The Hour has discovered the secret of REAL VERSATILITY—a wide range of work without complex mechanisms or loss of speed on straight composition—practical non-distribution.



Model C

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000

Standardized and Interchangeable Models

**INTERTYPE CORPORATION**

World Building - - New York

CHICAGO NEW ORLEANS SAN FRANCISCO  
OLD COLONY BUILDING 530 CARONDELET STREET 86 THIRD STREET  
CANADIAN AGENTS, MILLER & RICHARD, TORONTO and WINNIPEG

## UIT OF ASSOCIATED PRESS AGAINST INTERNATIONAL HEARD IN FEDERAL COURT

(Continued from page 8)

Honor, that the charge against us of moral delinquency is unwarranted and a pretence. There are a few isolated cases quoted where some one stole some news from some one else, but there is no suggestion that there was any such custom. The plaintiff is merely using these instances in an attempt to establish some principles of law heretofore unknown. They are taking advantage of the fact that we have been excluded from Britain in an attempt to destroy us. They are desperate because we are getting the news, but we are not disclosing where. Whether we are getting it from the other side or taking it from plaintiff's early editions makes no difference to the A. P. Why, if it were not for the stigma injected into the case, we would not care if an injunction was issued; but we don't want to stand under the stigma of the accusations made here." He then quoted the case of the Chicago Tribune against the A. P. to show that no protection could be invoked from the copyright law.

### MR. CARVALHO'S AFFIDAVIT.

Mr. Untermyer then took up the mass of affidavits that had been served by the International and discussed them separately and at length. The first was made by S. S. Carvalho, president of the International. He denied any knowledge of the acts complained of, and said that no complaint was ever made by the A. P., although affidavits state that the facts have been known since 1915. The first intimation they had, he said, was when the complaint and order to show cause were served, followed by long stories in the newspapers "of what great thieves we are." He had never given permission for any such acts to be committed, and if he had found out that they were, he would have stopped them at once.

Bradford Merrill, publisher of the New York American, and the representative member of the A. P., also denied any knowledge of any leak. He told of instructions given as to secrecy, and denied that any one was allowed to make notes from A. P. dispatches. Extraordinary efforts were made to keep A. P. dispatches from getting out.

He had warned Mr. Eddy, of the I. N. S., he said, to keep out of the American editorial rooms, where he sometimes went to visit friends, because the wrong construction might be put on his visits. He denied the statements in the affidavit of one Koukel, who swore that on the occasion of the receipt of an A. P. dispatch, announcing the death of the Austrian Emperor, an editor of the American had called to a boy to run downstairs (presumably to the International) and tell them the Emperor was dead. Mr. Merrill explained that he was in the room at the time, that he personally edited the dispatch, and the only directions given were to a boy to go to the obit. room and get the envelope with the Emperor's clippings in it.

### WAR EDITOR DENIES LEAKS.

Lewis Taplinger, war editor of the American, also denied that there were any A. P. leaks in the American office. He had been instructed not to allow any one not authorized, to look over any A. P. reports, and it was a most rigid rule that no employee of the American was allowed to disclose to any one outside of the American the contents of any A. P. report. He had seen Mr. Atwood, of the I. N. S., in the

editorial rooms of the American, and he had conferred with Taplinger "concerning the rewriting of special cables received by the American from abroad, and by the International, when these cables related to the same matter." He had given Atwood the necessary instructions, and Mr. Atwood would make notes from these instructions.

Percy C. Edrop, night city editor, and Martin T. Dunn, his assistant, corroborated Mr. Merrill in the denial of the Koukel affidavit.

### MANAGER WILSON'S AFFIDAVIT.

General Manager Fred J. Wilson, of the International, in his affidavit, states that they still have their correspondents in England, France, Germany, Italy, etc., and are still receiving all kinds of information and intelligence. They are still distributing this in "the United States, Canada, and in foreign countries." He denied any knowledge of any arrangement with "any telegraph editor or other employee" of a newspaper receiving A. P. reports, to have them communicate the contents of such reports to the I. N. S., and the I. N. S. has not to his knowledge "made any unconscionable or improper use of the membership held in the complainant (the A. P.) by representatives of the New York American." He also denied inducing them to violate the by-laws of the A. P. He then denies categorically any knowledge of the acts alleged in the plaintiff's moving papers. The manager of the Cleveland office is authorized, he said, to make an arrangement with a man in the News office, and to pay him for assistance in getting local news only. He had no knowledge that this man was furnishing any A. P. tips, and believed that he was only protecting the I. N. S. on local news. "The apparent assumption of the Associated Press that because the International News Service had been denied the use of the cables from London during the period referred to most prominently in the suit, that the International News Service was not receiving from any foreign countries any news report, is erroneous. The International News Service, during this period, was, in fact, receiving from London and elsewhere in Europe large quantities of news. . . . The International News Service is still receiving news from abroad." The affidavit later states that the International, "like every other news-gathering organization," uses items and matters of news that have been published in newspapers.

Barry Faris, the man who sent the now celebrated letter to Manager Ward, of Cleveland, to inquire into the arrangement Manager Agnew had with the man on the Cleveland News, admits that his employment with the International terminated January 8, a day or two after, the papers in his case were served. He also denies any knowledge of any one furnishing or being paid to furnish A. P. tips to the International. He knew of the arrangement in Cleveland, but understood, he said, that it was only for local news. Referring to the affidavits of Melville E. Stone and Agnew, in which a large number of instances of the alleged "filching" of A. P. news is set forth, Faris alleges that in every such instance the story was sent out from information independently received from other sources, and not from A. P. sources.

Frank H. Ward, who succeeded Ag-

new as manager of the Cleveland office, declared that on many occasions Cushing had called him up and given him tips on A. P. stories. He denied, however, that he had sent any of these tips or stories out or to the New York office.

### ACCUSES A. P. OF LIFTING STORIES.

E. A. Smiley, now engaged in the advertising business in Cleveland, made the first of the affidavits accusing the A. P. of "lifting" International stories. He alleges that he was employed on the Cleveland News and worked at the same desk with Cushing. At the latter's request he had taken stories received over the International wire and tipped the A. P. on them. He received \$3 a week from Cushing for his assistance. When he substituted for two weeks for Cushing, when the latter was on his vacation, he says he received \$10 a week, which was sent up to him from the A. P. offices. He further declared that, when "Joe" Glass was manager of the Cleveland office of the A. P., that he (Glass) personally came into the office and examined the proof-sheets, including those of International stories, and read such of them as he wished.

Benjamin F. Field, who was news editor of the News, and is now with a realty company in Cleveland, corroborated Smiley's story as to Cushing's alleged activity in behalf of the A. P. in tipping off International stories to the A. P.

Sam B. Anson, now publisher of the Columbus Monitor, also sat at the same desk as Cushing, and his affidavit is also a corroboration of Smiley's as regards Cushing's work.

Karl Shiminsky also made a corroborating affidavit of Cushing's work on the News in behalf of the A. P.

Edward C. Campbell, a telegraph operator in the employ of the International, told of numerous instances in which he alleges that Agnew made threats against the International and its officials. George T. Hattie gave similar testimony.

Cushing, the man around whom most of the events at Cleveland revolve, makes an affidavit for the International in which he says that none of the A. P. news was released for publication until 10 A. M. Whenever a particularly good story broke before that, he would call up the International to have them send their story over so that they could use it. He says that he seldom volunteered tips, and sometimes weeks and months at a time would go by between tips.

William G. Warnock, bureau manager of the International at Syracuse, recites an instance relating to the sinking of the Lusitania, and says that his wires were in the same room with those of the A. P., operated by a man named Wilson. When he remarked that the International had beaten the A. P. on the story he states that Wilson answered that it seemed so, that he had heard the story come over the International wire, and had called up his office and tipped them off.

Henry E. Leary, a telegraph operator, states that it has been customary to send tips over the wire to the A. P. offices and that he had done so himself when working for the A. P.

An incident in the San Francisco Call office, where the A. P. and International wires are in the same room, was related by Kent R. Cochran, an International operator. He states that leaks from the International wire were going to the A. P. office, and he finally traced them to the A. P. operator, one C. E. Cox. When he accused him of lifting the stories, he alleges that Cox admitted it, and promised to stop it. The

leaks continued for many months, he alleges, and finally were again traced to Cox, who, he says, admitted his guilt. Corroboration of this affidavit is given by one Carlyle E. Cox, the man accused by Cochran, and who is now employed by the International in St. Louis.

### "UNIVERSAL CUSTOM."

William M. Baskerville, assistant city editor of the Evening Journal, relates incidents during his employment in Atlanta by the A. P. He states that they habitually "lifted" stories from the Atlanta Georgian and incorporated them in their reports sent out to the papers. He alleges that it has been the universal custom among newspaper men to lift stories from newspapers, re-write them, and send them out or use them themselves.

Several other affidavits of different men are also enclosed in the lot, relating incidents of the so-called "lifting" of stories from early editions of International newspapers by A. P. representatives.

At the conclusion of the reading of this great mass of affidavits, Mr. Untermyer asked Mr. Jennings if it would be conceded that, as a principle of law, if it were proven that the A. P. were guilty of the same practices with which it accuses the International, that it would have no standing in court, and would not be entitled to an injunction. To this Mr. Jennings responded that he was perfectly willing to have a double-barrelled injunction issued, restraining not only the International, but also the A. P., from indulging in the practices complained of. To this Mr. Untermyer would not consent.

In rebuttal, Mr. Jennings offered several affidavits. Among them was one containing a copy of a letter from International Manager Ward, at Cleveland, asking for a raise to \$40 a week, suggesting that he had made good and had "tried to protect you on London and Canadian news," together with the copy of the answer in which it was stated that "under the circumstances" it was felt that they must "meet your wishes, and beginning with the coming week you will be placed on the pay-roll at \$40 a week."

## CARTOONIST DINED BY NOTABLES

John T. McCutcheon, Whose Wedding Takes Place To-day, Entertained.

John T. McCutcheon's farewell to bachelor days was celebrated at a dinner given by his friends at the Blackstone Hotel, Chicago, on Thursday. Mr. McCutcheon, who is cartoonist for the Chicago Tribune, is to be married to-day (Saturday) to Miss Evelyn Shaw, after which they will leave for the West Indies, where he recently purchased an island for a winter home.

The list of guests at the dinner included the following: From New York—C. E. Akely, director of the American Museum of Natural History; Edward W. Harden, who stood on the bridge of the Olympic with Dewey during the battle of Manila Bay; W. K. Brice, son of ex-Senator Brice, and George Barr McCutcheon. From Indianapolis—Booth Tarkington and William C. Bobbs, well-known in literary circles. From Washington—John Barrett.

The committee in charge was Judge Kenesaw M. Landis, Charles G. Dawes, Clifford Arrick, Rufus C. Dawes, and John C. Shaffer, publisher of the Chicago Evening Post.

"O Lord, do not give me tasks according to my courage—give me courage according to my tasks."—Brooks.



## CITY EDITORS OF OHIO GATHERED IN COLUMBUS

**Semi-Annual Meeting of State Association Was Enjoyable and Helpful — Live Topics Were Discussed and New Officers Chosen—Next Convention Will Be at Portsmouth in June.**

Eighty-two newspaper men and women, representing thirty different Ohio newspapers, the press associations, various news feature syndicates, and many of the supply houses, attended the second annual convention of the Ohio City Editors' Association, held in Columbus, on January 13 and 14. The evident desire of the newspaper men and women present to be of greater help to each other and the willingness to exchange ideas and the benefits of experiences, was the feature of the two-day session.

The convention opened Saturday morning with a reception for delegates in the headquarters at the Virginia Hotel, registration, and distribution of badges. This was followed in the afternoon with an automobile tour of the campus of the Ohio State University and an inspection of the new quarters, including the journalism laboratory of the department of journalism of the University. The first meeting was held Saturday afternoon at the Columbus Automobile Club quarters, when Charles Janes, president of the Club, spoke on the topic "What the City Editor of Ohio Can Do in Coöperating with Automobile Clubs." Mr. Janes appealed for coöperation. He asked the newspaper men to use their influence in obtaining legislation which will enable the construction of more good roads and in obtaining better traffic regulations.

The annual banquet of the Association was held Saturday night in the Rose room of the Virginia Hotel. A. J. Hammond, of the Youngstown Telegram, acted as toastmaster. Miss Jane Dillon, dramatic reader, entertained with readings from Riley and Service. On behalf of the city of Columbus, A. J. Thatcher, secretary to Mayor George Karb, of Columbus, expressed words of greeting. Clyde P. Steen, of the Lima Daily News, and president of the Association, responded. S. M. Williams, of the Garford Motor Truck Company, Lima, talked on "What the City Editor of Ohio Can Do for Good Roads." He pointed out the need for publicity in furthering the good roads movement, and proposed that the different newspapers establish good roads departments to appear once each week and to contain news of the work of improving means of transportation.

### PREACHED GOSPEL OF CONTENT.

Charles E. Morris, secretary to James M. Cox, Governor of Ohio, appeared for Governor Cox. Mr. Morris promised that he would do all in his power to throw every department of the State open to newspaper reporters, and assured the newspaper men of his willingness to coöperate heartily with them. C. C. Philbrick, editor of The Week, of Columbus, was the last speaker. Mr. Philbrick declared that the longer he lived and the more he associated with men in public life the more he thought of dogs. Mr. Philbrick preached the gospel of content. He urged the city editors of the small city newspapers to be satisfied with their positions. He criticised the country publisher who was ambitious to go to the larger city. "He is a wise man who finds his place in the small community," said Mr. Philbrick.

Harry Taylor, managing editor of

the Portsmouth Daily Times, opened the Sunday morning session with a paper on "How I Get By With a Scare-head paper." Mr. Taylor took exception to the topic. He said that it implied that he was guilty of deception. Mr. Taylor expressed his opinion that a newspaper to be alive must be easy to read. "I have bad eyes," said Mr. Taylor. "That is one of the reasons why I believe in large type."

L. L. Rummell, editor, Ohio Experiment Station, Wooster, talked on "What the City Editor of Ohio Can Do for Agriculture." Mr. Rummell described the means employed by colleges of agriculture and experiment stations to obtain publicity, and declared that the one object in view was to give genuine public service. In such a cause, he said, he knew he could count upon support from the newspapers.

Joseph S. Myers, head of the department of journalism of the Ohio State University, spoke upon "How Editors Are Developed Through a Journalistic School." Mr. Myers explained the methods employed at the Ohio State University, and pointed out that the student of journalism is given a broad,

cultural training, and such technical training as may be given outside of the newspaper office.

### ROUND-TABLE DISCUSSION.

Round-table discussions closed the Convention. It was proposed that the office of secretary be used as a central service bureau for the exchange of ideas, and that the secretary publish each month a bulletin for the help of the city editors of the State. It was also proposed that at the next meeting some representative of the New York World be invited to tell about the World's Bureau of Accuracy and Fair Play. The Convention also considered ways and means of establishing a home for newspaper men who are no longer able to continue in active service.

At the business meeting the following officers were reelected: Clyde P. Steen, of the Lima Daily News, president; A. J. Hammond, of the Youngstown Telegram, vice-president; Miss Mary A. Young, of the Sidney Daily Journal, secretary; A. H. Mitchell, jr., of the Martin's Ferry Times, treasurer; members of the executive committee: Frank E. McCracken, Examiner, Bellefontaine;

Charles Harris, Messenger, Athens; C. E. Ayres, Mt. Vernon; C. F. Ridenour, Republican-Gazette, Xenia, and President Steen.

The invitation of Mr. Taylor, of the Portsmouth Daily Times, to hold the June meeting at Portsmouth was accepted.

The Ohio City Editors' Association is one of fourteen organizations of its kind in the United States. It was organized in Lima in March, 1916. Meetings are held twice every year.

### Big Record in Birmingham

Southern newspapers are enjoying a wave of prosperity. In Birmingham, for example, the News printed, during the year 1916, more than seven and a quarter millions of lines of advertising, gaining more than a million and a half lines over the preceding year. Publisher Victor H. Hanson says: "The band wagon is rubber tired, has inflated cushion seats, and runs over asphalt pavements."

All men are born equal, but some improve faster than others.

# The Ault & Wiborg Company of NEW YORK News Ink

57 Greene St. New York City

Write Us—

## WHITE'S ULTIMATUM TO PAPER MANUFACTURERS

Canadian Minister of Finance Gives Veiled Intimation That Compulsion Will Be Used to Force Lower Price—Says Mills Must Reserve 20 Per Cent. for Dominion Papers.

TORONTO, January 15.—The paper situation in Canada was moved one degree nearer a solution last week, when Sir Thomas White, Minister of Finance, presented a virtual ultimatum to the paper manufacturers, stating that, if they did not accept a proposed compromise, he would take steps to force them to do so. The ultimatum was, of course, very nicely worded, taking the form simply of a suggestion, but behind it was the veiled intimation that compulsion would be exercised if the paper men did not come to time.

The Finance Minister's suggested compromise was that the limit of the advance over old contract prices should be \$10 a ton. All contracts entered into prior to November 1, 1916, at previous low prices, are to be lived up to during their life. All contracts made, either before or after November 1, 1916, at advanced rates, are to be declared null and void and replaced by new contracts based on old figures plus a ten-dollar per ton advance. And all future contracts are to be made on this basis. More than this, these prices are to be applied under the old delivery arrangement and not on the new f. o. b. mill arrangement adopted recently by the manufacturers. In permitting an increase in cost of \$10 a ton to Canadian consumers the Minister allows \$3 to 5 a ton for increase in the cost of manufacture, \$2 a ton for contingency, and \$3 a ton for increased profit.

### AFFECTS AMERICAN SUPPLY.

Twenty per cent. of the output of every news print mill in Canada is denied the privilege of export, under the plan, in order that there may be sufficient supply for the newspapers of the Dominion. It makes no difference whether the mills are owned by Canadians or Americans—all will be treated alike. This will affect mills that run exclusively for the benefit of American newspapers, as a number of them do, and will affect the supply of such American newspapers to the extent of one-fifth of the amount for which they have contracted. The Minister of Finance further suggests that manufacturers, among themselves, decide on a system of credit to concerns now selling most of their output in Canada, which shall be paid by mills selling the bulk of their product in the United States at unprecedented prices, rather than have each mill give up its 20 per cent. quota. Some companies sell their entire product in Canada, while others dispose of their whole tonnage in the United States. The Minister proposes to appoint a man who will regulate distribution and who will make certain that the order is carried out.

### PAPER MEN COMPLAIN.

At the meeting in Montreal, the same tactics were tried by the manufacturers which were attempted in Washington, in endeavoring to drive a wedge in between the publishers who had contracts and those who had not. The manufacturers found the publishers united in Canada, as they were in the United States. One of the manufacturers explained that the paper-makers had not made any money during the past year, but a publisher present called his attention to the fact that in a prospectus

sent out by his company, it was stated that the concern had made \$1,000,000 last year and expected to clear \$2,000,000 in 1917. Another manufacturer was reminded of the fact that, after burning out a few years ago, he borrowed money to rebuild, had paid back \$1,000,000 in indebtedness, and had recently refused \$10,000,000 for his plant.

The paper-makers protested but the Minister of Finance intimated that if the distribution plan was not effected, on the basis of sidewalk delivery at not to exceed 2½ cents a pound, that he would take over sufficient number of the paper mills and operate them for the benefit of the newspapers of the Dominion. The Government has made a thorough investigation and has decided that \$10 a ton in addition to the price paid last year is a very liberal increase in price. In no case can the price exceed an advance of \$10 a ton, and in no case must the price be more than 2½ cents a pound, which means that much of the paper will sell for less than 2½ cents a pound. While the matter is not settled as yet, the thoroughness with which the Minister of Finance has made his preparations indicates that if the mill men do not act on the suggestion drastic action will follow.

Canada exported 11,235,368 pounds of news print during 1916, and imported 77,512,446 pounds of paper of all grades.

## POST STAFFS AT DINNERS

Advertising and Circulation Men Gathered at Festive Boards.

Appreciation of efforts that are helping to achieve the steady increase in the circulation of the New York Evening Post took form in a dinner tendered the members of the circulation staff at Reisenweber's on the night of January 10.

Thirty or more attended and enjoyed every course. The two most surprised persons in the place were Emil M. Scholz, publisher of the Evening Post and the Nation, and Robert B. McClean, circulation manager of these publications, when two interesting-looking packages were opened and there were presented to their gaze two handsome sterling silver loving cups. On one was this inscription: "To Emil M. Scholz, From the Boys of the Evening Post. Circulation Dinner, January 10, 1917." On the other was this inscription: "To Robert B. McClean, From the Boys of the Circulation Department of the New York Evening Post. Circulation Dinner, January 10, 1917."

On the night of January 15, at the Majestic Hotel, nearly forty members of the Post's advertising staff, including several women, entertained at dinner. H. A. Ahern, advertising manager, was toastmaster and among the speakers were William Hazen, cashier, who has been with the Post for forty-five years; Mr. Scholz, publisher; President, Oswald G. Villard; and Robert B. McClean, circulation manager. Silver cigarette cases were presented to Mr. Ahern and Mr. Scholz.

## WHY WOMEN READ ADS

Valuable Knowledge Gained by Canvass Made in Minneapolis.

The Minneapolis Ad Forum has made a test of women's interest in newspaper advertising, and the result is probably applicable to other commonwealths. At a recent meeting, a report was read showing that, according to replies received from 100 representative

## LIVE TOPICS DISCUSSED BY OUR READERS

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

### Mr. Dodge's Letter Discussed

NEW YORK, JAN. 15, 1917.

THE EDITOR AND PUBLISHER:  
Referring to the letter of President Dodge in THE EDITOR AND PUBLISHER of last week:

He says: "The International Company is in the same position as any other manufacturer. It has a right to use its plants to manufacture those products for which there is demand and which it finds most profitable."

This is the way great Trusts speak to the people of the United States after they have gained possession of vast natural resources. It has been in anticipation of such commercial philosophy that the people of this country, led by public-spirited men of the Gifford Pinchot type and wide-awake newspapers, have made the conservation policy a permanent institution, despite the sneering indignation of would-be exploiters.

Mr. Dodge makes his statement in the face of the fact that his great company owns 1,200,000 acres of spruce woodlands and has a Government license to cut from 2,800,000 additional acres. Also it possesses some of the finest waterpowers that nature, in her beneficence, has bestowed upon the land for the comfort of mankind. Some of these great natural dynamos are not even developed, but are held by the International Paper Company. No comment is necessary, for the social wrong of Mr. Dodge's contention is obvious.

In this relation may I say that in Alaska, where Uncle Sam is now building and will soon operate his own railroad, from tidewater to the heart of the interior, there exists to hundreds and thousands of acres carpeted with spruce timber, which are held for the people by the conservation policy. I hope that the newspapers of this country will see to it that these lands will never fall into the hands of a private corporation which, having gained them, will use them without consideration for public interests, when they conflict with selfish interests. If Uncle Sam may build and operate a railroad, costing \$35,000,000, in Alaska, can't he build and operate print-paper mills? I dare say there are those who would sincerely believe that the venture would be fraught with "daughters" bordering upon political terrorism, but they would be mainly the sycophants of great wealth or the herd of followers. Where is the inconsistency between a Government-owned railroad and a Government-owned paper mill?

I note that Mr. Dodge, in his letter to you, feels very much abused because of your editorial comment concerning the methods of manufacture, but he fails to answer the question: Has the increased cost of print paper any relation to financial expediency in the International Paper Company?

He might be as frank in a discussion of the present amazing prosperity of his concern, in the face of a "famine" that is ruining the business of many publishers. He might try to justify his present earnings by a statement of increased costs of manufacture in these abnormal "war" times. He might indeed try to justify the difference in price between that charged on contract to the big, powerful publishers and the price charged to the small publishers, who, as may later be discovered, hold the real balance of power in this country. Mr. Dodge may sneer at their littleness and their howling, but they

women, 82.89 per cent. of the gentler sex in that city have faith in such advertising.

It was shown that 92.37 per cent. read this class of matter and 8.63 do not; 17.57 read ads sometimes and 82.43 read them always. Of those who read, 34.21 per cent. do so as a shopping guide; 28.94 are on the lookout for sales; 17.10 read from motives of economy, 9.21 to keep in touch with the styles, 7.89 for comparison, and 7.89 because their attention is attracted. The reasons for confidence in ads are thus classified: Faith in certain firms, 34.21; from experience, 26.31; in reasonable ads, 14.47; faith enough to read them, at least, 6.57; enough to order by telephone, 1.31; faith because of the Forum's vigilance, 1.31.

will surely justify their right to a place in the sun.

To me, Mr. Dodge's letters will get interesting when he begins to discuss the matters relating to the financial history of his company. If the prices of news print have been too low for profit during the past seven years, I'd like to know why the company waited until a shortage appeared before raising them. I would like to have Mr. Dodge tell the publishers of the country, with facts and figures, whether the increased costs of news print has, in fact, been due to a manufacturing condition or a financial condition, and if the latter just how the condition was precipitated.

Mr. Dodge's business may have been abused by his patrons. On the other hand, Mr. Dodge's corporation may have been an over-capitalized Trust which hit off more than it could digest, and is now using the "little, howling" newspaper editors of this country as pepsin.

MARWEN PEW.

## News Print Price Varies

PRESS PUBLISHING COMPANY,

EASTON, PA., JANUARY 4, 1917.

THE EDITOR AND PUBLISHER:

In your very admirable and comprehensive report of the proceedings on December 29, before the Federal Commission concerning the news print situation, I notice that in the condensation of the testimony I gave that it was stated I said that the Free Press was compelled "to pay 4 cents a pound next year at the mill, compared with a price of \$2.50 this year." To more fully present the actual situation, allow me to say that I stated that the contract recently expired was at \$2.12½, f. o. b., Easton. Then for two months, to January 1, I had to pay \$3.50 at the mill, and then was raised to the 4-cent rate at the mill. The competitor in Easton was given a \$3.50 rate, though he consumes less than one third of the Free Press requirement, while another smaller competitor in Easton pays the International \$3.25, f. o. b., mill. Other instances were given when the same jobber sold to other nearby papers at \$3.25, f. o. b., mill. My experience was that of many other newspapers published in Pennsylvania.

C. N. ANDREWS,  
General Manager.

## HONORS FRANKLIN'S MEMORY

Poor Richard Club Celebrates Anniversary by Brilliant Banquet.

Franklin's birthday was celebrated in Philadelphia, on Wednesday, with more enthusiasm than ever by the Poor Richard Club, which has been giving dinners and otherwise marking the occasion for the past twelve years. At noon a delegation left the clubhouse under the leadership of Frederick G. Jones and Foster M. Roeder. They went in automobiles escorted by motorcyclists, to Franklin's grave in old Christ Church burying-ground, at Fifth and Arch Streets, where a wreath was laid on the flat stone by W. C. Kingsbury, vice-president of the American Telegraph and Telephone Company. On the way they left wreaths at the Philadelphia Library, at the new Franklin Bank Building, at the Federal Building, where Rowe Stewart, president of the Club, placed a wreath on the Franklin Statue, and the Franklin Institute. Other wreaths were left at the Franklin Fire Insurance Company, at the rooms of the Philosophical Society, at the Franklin Printing Company, at Independence Hall, and finally at the University of Pennsylvania, where Tait McKenzie's statue of young Franklin, erected by the class of 1904, was decorated. The dinner at the Bellevue-Stratford in the evening was the most brilliant ever given by the Club. Major-Gen. Hugh L. Scott, chief of staff, U. S. A., a direct descendant of Benjamin Franklin through his mother's side of the house, and his aide, Major Brewster, also a Franklin descendant, responded to toasts; Dr. Solle-Cohen spoke of "Franklin, the Philadelphian." Dean Chapman, of Temple University Law



**WILL LOOK FOR PAPER COMBINE IN MISSOURI**

**Attorneys-General of That State and Illinois Requested by Two Press Associations to Probe News Print Conditions—Many Determined Editors in Session at St. Louis.**

A call upon the Attorneys-General of Missouri and Illinois to investigate the price conditions of news print paper; the turning down of a large paper house's proposition to supply paper to small publishers at certain reduced rates; the discussion of a plan to have paper shipped in carload lots to various central points for mutual distribution to small publishers; the unanimous adoption of a resolution to raise subscription and advertising rates at once; the suggestion of recommending the establishment of a State-owned paper mill, worked by convicts, and a call upon merchants to use less wrapping paper, so that manufacturers will be inclined to turn out more print, were among some of the things transpiring at a joint meeting, January 12, of the Missouri Press Association and the Southern Illinois Editorial Association, convened 200 strong in the Planters' Hotel in St. Louis.

Members of the Missouri Press Association unanimously adopted a resolution requesting Attorney-General McAllister to investigate an alleged paper combine, which they say has more than doubled the price of print paper in the last year.

Immediately after the resolution was adopted the executive committee of the Southern Illinois Editorial Association, which was present, went into another room and adopted a resolution calling on Attorney-General Brundage, of Illinois, for similar action.

The motion was made by former Lieut.-Gov. William R. Painter, editor of the Democrat, of Carrollton, Mo. It read:

"Resolved, That President Blanton of this Association be instructed to request Attorney-General McAllister to investigate every paper house in Missouri to ascertain whether a combination exists relative to print paper prices."

Painter, in his speech urging the motion, declared that as a successful investigation of the large packing plants was carried on, he saw no reason why the same thing could not be done with the paper houses.

**MILLS MAY PLANT PAPER.**

E. E. Campbell, an Alton (Ill.) publisher, said he believed some of the paper mills had planted paper around in small towns to be sold. He told how a Chicago paper house had told him they were out, but that he could get a temporary supply from a small paper at Franklin, Ind. He said that when he asked the Indiana paper for a better price than he quoted, they told him the Chicago house would not let them.

He said he has learned this small paper has sold seven carloads of paper, and that some "whistling station" in Arizona has sold two carloads.

Campbell complained that the metropolitan papers are able to buy from the mills at 3 1/4 cents a pound, and he could not understand why the smaller papers had to pay twice that.

President Blanton, of the Missouri Association, declared one of the peculiarities of the present paper situation is that a man can buy all the paper he wants if he will pay enough for it.

The Association unanimously adopted a resolution, presented by Editor Naeter, that the papers raise their subscription and advertising rates at once because of the great increase in the cost of materials. Naeter said the raise in paper prices is driving many useful papers out of business.

**WANT STATE PAPER MILL.**

A motion, asking the State Legislature to establish a State paper mill, which can be operated by convict labor, was presented by J. M. Sosey, of the Palmyra Spectator, and passed.

The executive committee was instructed to take care of the investigation of the paper combine, and a subscription list was started to defray its expenses. The committee will also take up by mail a proposed plan for the editors to form a pool to buy direct from the mills.

A fiery speech was made by George H. Scruton, editor of the Sedalia (Mo.) Democrat. "The jobbers are getting rich by taking money from us like candy from children," he said. "There's an illegal combination here. The business in Missouri is divided between the Graham's, of St. Louis, and Butler's, of Chicago." He demanded an investigation.

A proposition to have paper shipped in carload lots to such cities as St. Louis, Hannibal, Moberly, Kansas City, Springfield, Sedalia, and Joplin, and distributed to small papers was discussed, but not acted on.

Some of the editors' humor cropped out in the meeting. S. P. Preston, of the Gillespie (Ill.) News, in discussing the quality of paper he now gets, said:

"It is some kind of a conglomeration of corn silk and molasses and you couldn't print a half-tone on it without using a hammer. I have enough to last me until May, but the good Lord have mercy on me after May."

T. Carlton Upham, first graduate in journalism at the Massachusetts Agricultural College since journalism was made a major subject a year ago, is with the Shawm Press, Sandwich, Mass., which operates a syndicate of Cape Cod papers.

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

**The**  
**Pittsburg Dispatch**  
 Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.  
**WALLACE G. BROOKE**  
 Brunswick Building, New York  
**THE FORD-PARSONS CO.,**  
 Peoples Gas Building, Chicago  
**H. C. ROOK,**  
 Real Estate Trust Building, Philadelphia

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

**WISCONSIN CITY EDITORS**

**Annual Business Meeting in Milwaukee Was Interesting Gathering.**

George F. Kull, of the Appleton Daily Post, was elected president of the Wisconsin City Editors' Association at the annual business meeting in Milwaukee. He succeeds Paul F. Hunter, "father" of the organization. Other officers elected were: Vice-President, E. W. Mackey, Manitowac Herald; secretary, Louis H. Torreyson, Oshkosh Northwestern; treasurer, John R. Wilf, Milwaukee Evening Wisconsin. The executive committee includes Mr. Kull, E. D. Underwood, Wausau Record-Herald; Paul F. Hunter, Sheboygan Press; David Atwood, Janesville Gazette, and C. W. Byers, of the La Crosse Tribune.

James H. Skewes, new president of the Milwaukee Press Club, welcomed the city editors at a dinner served in the Press Club rooms. C. T. Rex, Fond du Lac, Wis., manager for the International News Service, gave an interesting account of his experiences while in the employ of William J. Connors, the Buffalo publisher. Walter T. Marlatt, of the Kenosha News, told how he caught a telegraph company giving his correspondence to papers that were not entitled to it, and how he won his suit against the company. Other speakers: E. D. Underwood, Wausau; Lyle G. Phillips, Fond du Lac; Paul Hunter, Sheboygan; R. S. Stark, Berlin; John R. Wolf, Milwaukee; L. H. Torreyson, Oshkosh; E. W. Mackey, and George McFarlane, Manitowac.

It was through the efforts of Paul Hunter that the Association was organized. The first meeting was held in Sheboygan more than a year ago. The success of the Indiana League gave him his idea for an organization in Wisconsin.

**The New Orleans Item**  
 Largest Circulation of any Louisiana Newspaper  
 Largest afternoon Circulation in the entire South  
 (October Post Office Statement)  
**\*Sunday 68,942**  
**Daily 55,365**

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

Special representatives know that the greater the variety and volume of local business their papers carry, the higher the value of the papers to the national advertiser.  
 Many special representatives who know through years of observation recommend  
**AD ART SERVICE**  
 212 Press Bldg. Cleveland, O.  
 to all papers on their lists.

**NEW LIBEL LAW PROPOSED**

**Oklahoma Editors Want Published Retraction to Constitute Defence.**

The Oklahoma Press Association, at its mid-winter meeting in Oklahoma City, January 12 and 13, took steps for drafting a new libel law for Oklahoma, and asked the Legislature to enact a law fixing a uniformly pro-rated rate, based on circulation, for legal advertising. About ninety editors from all parts of the State attended.

The advancing cost of print paper was discussed by the editors, and a decision was reached to assist in a financial way the legislative committee of the National Editorial Association, which is looking after national legislation affecting newspapers of the country.

The drafting of a new libel law for Oklahoma, among provisions of which shall be that retraction of an erroneous statement in the paper shall constitute a defence, and that, instead of allowing punitive damages, the judgment shall be for actual damages, was left in the hands of a committee

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

**Movie Strip**  
 7-column or 8-column size, daily feature. More "meat" and more laughs in this strip than you will find in a whole page of so-called expensive New York Service.  
*Let us send you proofs*  
**World Color Printing Company**  
 R. S. GRABLE, Mgr.  
 Established 1900 ST. LOUIS, MO.

**Successful**  
 Men in every walk of life are all familiar with  
**Romeike's Press Clippings**  
 Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.  
**Romeike Clippings**  
 are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.  
**HENRY ROMEIKE, INC.,**  
 106-110 Seventh Ave. New York City

**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.

## TIPS FOR THE AD MANAGER

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, are placing orders with some Connecticut newspapers for the American Sugar Refining Co., 116 Wall Street, New York city.

The L. S. Goldsmith Co., 25 East 26th Street, New York city, is sending out orders to newspapers in selected sections for the Goodall Worsted Co., "Palm Beach Cloth," Sanford, Me.

The Cecil Advertising Co., Mutual Building, Richmond, Va., is placing copy with newspapers in selected sections for T. W. Wood & Sons, "Wood's Seeds," Richmond, Va.

Williams & Carroll, 1 Madison Avenue, New York city, are making 1,000-line contracts with some New York State newspapers for the Derby Medicine Co., Eaton Falls, Mich. The Rubberbet Co., "Rubberbet Tooth Brush," 56 Ferry Street, Newark, N. J., transferred its advertising to the above agency.

Van Patten, Inc., 50 East 42d Street, New York city, is placing orders with newspapers in selected sections for the Hal Motor Car Co., Cleveland, O.

The Whitman Advertisers' Service, 80 Fifth Avenue, New York city, is making 1,000-line contracts with some Southern newspapers for the Raymond Co., Raymond Plasters, 291 Broadway, New York city.

Hoyts' Service, Inc., 120 West 132d Street, New York city, is placing orders with newspapers in selected sections for the Ben-Hur Motor Co., Cleveland, O., and also is placing orders with some Western newspapers for the Russia Cement Co., Gloucester, Mass.

J. B. Haines, Bailey Building, Philadelphia, Pa., is sending out small orders to some Southern newspapers for the Rudolph Tire Co., Philadelphia, Pa.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is placing 345-line, one-time orders with Pennsylvania newspapers for the Philadelphia Public Ledger, Philadelphia, Pa.

Carney & Kerr, Inc., 461 Eighth Avenue, New York city, is handling the advertising of the Greater Vitagraph Co., Mecca Building, New York city.

Carney & Kerr, 461 Eighth Avenue, New York, handle the account of the Paroquette Record Manufacturing Co., manufacturers of a new line of phonograph records.

Berrien & Durstine, Inc., 25 West 45th Street, New York city, is sending out orders to some Connecticut newspapers for the American Sugar Refining Co., 116 Wall Street, New York city.

Chas. D. Levin, Inc., 1269 Broadway, New York city, is making 2,000-line contracts with some New York State newspapers for the Englander Spring Bed Co., "Englander Wilt Edge Spring Bed," 88 35th Street, Brooklyn, N. Y.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing orders with a selected list of newspapers for the New York Life Insurance Co., annual statement, 346 Broadway, New York city.

Humphrey's Homeopathic Medicine Co., "Humphrey's 77," 156 William Street, New York city, is sending out new copy to newspapers.

H. K. McCann Co., 61 Broadway, New York city, is placing new orders with newspapers in selected sections for the Royal Typewriter Co., 364 Broadway, New York city.

The Macavoy Advertising Co., Conway Building, Chicago, Ill., is handling the advertising of the Smith Form-a-Truck Corporation, 1470 Michigan Boulevard, Chicago, Ill., which company will spend \$300,000 in newspapers throughout the country during the next eight months.

The Frank Presbrey Co., 456 Fourth Avenue, New York city, is placing orders with newspapers generally for the Shredded Whole Wheat Co., Niagara Falls, N. Y.

Sherman & Bryan, 79 Fifth Avenue, New York city, are placing orders with newspapers in selected sections for the Seven Arts Publishing Co., "Seven Arts Magazine," 132 Madison Avenue, New York city.

Lord & Thomas, Mallery Building, Chicago, Ill., are making 5,000-line contracts with a selected list of newspapers for the Waukesha Pure Food Co., "Jiffy-Jell," Desert, Waukesha, Wis.

Frank Kiernan & Co., 189 Broadway, New York city, are handling the advertising of Adipo Co., medical, 153 East 18th Street, New York city, and are placing orders with newspapers generally for Geo. Graham Rice, financial, 27 William Street, New York city.

The National Advertiser Advertising Agency, 32 West 25th Street, New York city, is placing new schedules with newspapers for the Emergency Laboratories, "Poslam," 32 West 25th Street, New York city.

The Fletcher Company, advertising service, Widener Building, Philadelphia, has secured the account of the National Rubber Company, Pottstown, Pa., National Redwall Speedway tires. The Fletcher Company also is preparing an extensive magazine and newspaper campaign for the Frontmobile touring car, roadster, and light delivery truck, manufactured by the Bateman Manufacturing Company, Grenloch, N. J., Iron Age farm, garden, and orchard implements.

Campbell-Ewald Co., 117 Fort Street, West Detroit, Mich., is placing orders with newspapers in selected sections for the Grant Less Gear Co.

The R. A. Mathews Advertising Corporation, of Chicago, handle the metal shoes account of the American Metal Shoe Co., Racine, Wis.

The W. D. McJunkin Advertising Agency, of Chicago, handles the Polish account of the Chicago Mop & Polish Co., 229 West Illinois Street, Chicago.

The Johnston-Aryes Co., San Francisco, handle the comforters account of the California Cotton Mills, Oakland, Cal. This agency also has the candy advertising of the Ernest Wilson Co., Palo Alto, Cal.

The Snitzler Advertising Co., of Chicago, has the potato chips account of William Dernel, 1447 Hudson Street, Chicago.

The W. D. McJunkin Advertising Agency, of Chicago, handles the advertising of the Union Liberty Furniture Co., 4705 South Ashland Avenue, Chicago.

The Snitzler Advertising Co., of Chicago, handles the National Fruit Juice Co., "Apella" account, Lafayette, Ind.

Lord & Thomas, Chicago, handles the motor-car account of the Geo. W. Davis Motor Car Co., Richmond, Ind.

The Chas. H. Touzalin Agency, of Chicago, handles the incubator account of Schwalge-Smith Co., Elmhurst, Ill.

The O'Malley Advertising Co., of Boston, Mass., handles the bottle-cap account of the Gavaza Cap Co., Beverly, Mass. This agency also handles the jewelry account of the Bigelow-Kennard Co., Boston; the musical instruments account of the Conclave 'Phone Co., Cornhill, Boston, Mass.; the banking-by-mail account of the Fidelity Trust Co., 131 State Street, Boston, and the banking by mail account of the Hibernia Savings Bank, of Boston.

The Mitchell Advertising Agency of Minneapolis, handles the shoe account of the Putnam Boot & Shoe Co., Minneapolis, Minn.

The Williams & Carroll Corporation, of New York, handles the advertising of the Koehler Motors Corporation, of Newark, N. J.

The Byron G. Moon Co., of Troy, N. Y., handles the jewelry and engraving account of Quayle & Son, Inc., Albany, N. Y.

N. W. Ayer & Son, of Philadelphia, handle the seed account of the Deposit Seed Co., Deposit, N. Y.

The Collin Armstrong Co., of New York handles the "Sandy Mac" Scotch whiskey account of the Raphael & Jennings Co., 202 East 47th Street, New York city.

## Good English in Advertising

Prof. Maria Sanford, for many years head of the department of rhetoric of the University of Minnesota, speaking before the Minneapolis Ad Forum on "The Use of Effective English in Advertising," said advertisers use too many superlatives, and she urged them to make sentences with plenty of reserve power and with force in every word. "You must treasure the English language," said Prof. Sanford, "and consider it an estate to be improved carefully and handed down to the next generation in better condition than when it was received."

## Ads to Raise War Money

The Canadian Dominion Government starts this week a three months' national savings campaign, using practically every daily and weekly newspaper in Canada to advertise Dominion debenture stock and war savings certificates. The business is being placed direct from the office of the King's Printer, Ottawa, and it is understood that an appropriation of \$100,000 has been made for the purpose.

## To Market Waste Paper

At Muskogee, Okla., the Muskogee Waste Paper Company has been organized with a capital of \$2,000. The high price of paper led to the organization of this company, which will gather waste paper and market it.

## One Way to Make Editors

At Cambridge, Mass., a few days ago, with moving-picture men on the sidelines taking their antics for the various pictorial weeklies, seven candidates for positions on the editorial staff of the Harvard Crimson braved the icy blasts and driving snow in a picturesque programme of more or less serious mental and physical tests. All seven led off by dancing in front of the Lampoon building in skin tights, ballet skirts, and very décolleté waists to the music of a ukalele.

## Ads Drew 40,000 to Church

Go-to-Church advertising drew 100,000 persons to Milwaukee churches on Sunday, January 14. The normal attendance is 60,000. Many unusual advertising stunts were used, but the greater part of the publicity appropriation was spent on newspaper space. On Saturday one newspaper carried a whole page of one-inch cards. Practically every denomination took part in the movement.

## New Home for Rochester Herald

The Rochester Herald Company has filed an application for a permit to remodel the brick building in Aqueduct Street, Rochester, which is to be the new quarters of the newspaper's plant.

## New Orleans States

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916

**36,660 Daily**

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

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

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

## Advertising Agents

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

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

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

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

## Publishers' Representatives

**CONE, LORENZEN & WOODMAN,**  
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

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



**AD FIELD PERSONALS**

Ward Delaney, for several years advertising manager of the Beaumont (Tex.) Enterprise, has severed his connection with that newspaper to engage in the automobile business in Beaumont.

Walter G. Pietsch, of Evanston, Ill., has become associated with George Schofield, in the E. H. Clarke Agency.

O. J. McClure has been appointed advertising manager of the Mitchell Motor Car Co., Racine, Wis.

E. W. Aukrum, president of the Aukrum Agency, of Chicago, has returned home from a pleasure trip to Cuba.

Chas. H. Gill, for many years a copy writer for the Chas. H. Fuller Agency, Chicago, has been made advertising manager of the Scholl Manufacturing Co.

Harry A. Biggs, Detroit manager of the Frank Seaman Co., was in New York for the Auto Show, returning home this week.

H. C. Brown, advertising manager of the Victor Talking Machine Co., while continuing in close touch with the advertising department, will hereafter serve also as the assistant to the general manager of the company, Louis F. Geissler.

Walter Reuter has joined the Rauh & Rosenthal Agency, Pittsburgh. Mr. Reuter was formerly advertising service manager of the A. W. McCloy Company.

J. P. Wilson, formerly with the Schiele Advertising Co., St. Louis, has joined the B. F. Kirtland Agency, Chicago, and will have charge of the copy and plan department.

W. R. Hotchkin, for ten years advertising and sales manager for John Wanamaker, later with the Gimbel Brothers' store for three years in same capacity, has resigned from the Corman Cheltenham Co., with which he has been connected for some time past, and will devote his time to store promotion service.

H. M. Applegate has been appointed advertising manager for the American Motors Corporation, New York.

H. T. F. Husted, formerly with Fenton & Gardiner, New York, has joined the Blackman-Ross Co.

W. D. Anderson, Chicago advertising man, spent the holidays in New York.

William G. Chandler, former advertising manager of the Cleveland (O.) Press, was given a farewell party at the Hotel Statler by members of the Press organization, to mark his leaving that newspaper to take up advertising promotion for the Scripps Newspapers.

William J. Raddatz, president of the Cleveland Advertising Club, was the principal speaker before the Canton Ad-craft Club this week. He discussed the value of the advertising club to the advertising man.

**Big Paper Mill Earnings**

According to the Montreal (Que.) Financial Times, the Riordan Pulp & Paper Company's announcement that the net profits of the Ticonderoga Pulp & Paper Company for the current year, after allowing for bond interest, sinking fund, and preferred dividend, will exceed 100 per cent. on the outstanding common stock, bears out the forecast that the company made a promising investment when the control of this paper enterprise was secured about a month ago. The stock now sells at around 126.

**Benjamin Akin With Street Railways**

Benjamin Akin, who recently resigned from Huyler's after serving that organization for several years as sales and advertising manager, has become associated with the Street Railways Advertising Company, New York.

**MACGREGOR JOINS WILSON STAFF**

Well-Known Financial Writer Elected Vice-President of Agency.

Edwin Bird Wilson, Inc., financial advertising, 14 Wall Street, New York, has announced the addition to its staff of T. D. MacGregor as vice-president. He comes from the department of publicity and new business of the Guaranty



T. D. MACGREGOR.

Trust Company of New York, and was with the Harvey Blodgett financial advertising company of St. Paul before his connection with the Guaranty.

Mr. MacGregor is well known in the field of financial advertising as the author of several books on this subject, "2000 Points for Financial Advertising," "Bank Advertising Plans," "Pushing Your Business," and "The Book of Thrift."

For about nine years he was editor of the banking publicity department of the Bankers' Magazine, and for three years he wrote the weekly Talks on Thrift for the Savings Bank Section of the American Bankers' Association.

**For Co-operation Paper Mill**

H. C. Chappell, of Middlesboro, Ky., will call a meeting of the small publishers in Kentucky, Tennessee, and Virginia soon to meet in Middlesboro for the purpose of organizing a news-print paper manufacturing company and establish a plant near that city that will manufacture news print only, to be sold to publishers holding stock in the company, at the cost of production. Some investigations have already been made, and the pine forest of Pine Mountain and other pine forests of Kentucky and Virginia are ample enough to supply a mill of a fifty-ton capacity for several years, and will supply all the small publishers in the three States.

**State Mill Plan Impracticable**

A project for State paper mills proposed recently by the Minnesota Editorial Association as a means of alleviating paper shortage has been declared impracticable in an opinion given by Lindon A. Smith, Attorney-General of Minnesota. According to Mr. Smith, the State may lease the needed water power sites and timber tracts to a cooperative organization of publishers, but is without authority to use State funds in the erection of paper mills or to engage in paper making.

**New Chicago Agency**

The Spofford, McElwin & Butler Co., of Chicago, is a new agency, specializing in the advertising of household utensils and toys.

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.

<p><b>ALABAMA.</b></p> <p>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.</p>	<p><b>MONTANA.</b></p> <p>MINER ..... Butte Average daily 11,965. Sunday, 20,189, for 8 months ending March 20, 1916.</p>
<p><b>CALIFORNIA.</b></p> <p>EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A.B.C.</p>	<p><b>NEW JERSEY.</b></p> <p>JOURNAL ..... Elizabeth</p> <p>PRESS-CHRONICLE ..... Paterson</p> <p>COURIER-NEWS ..... Plainfield</p>
<p><b>GEORGIA.</b></p> <p>JOURNAL (Cir. 57,531) ..... Atlanta</p> <p>CHRONICLE ..... Augusta</p>	<p><b>NEW YORK.</b></p> <p>COURIER &amp; ENQUIRER ..... Buffalo</p> <p>IL PROGRESSO ITALO-AMERICAN... New York</p> <p>DAY ..... New York The National Jewish Daily that no general advertiser should overlook.</p>
<p><b>ILLINOIS.</b></p> <p>HERALD-NEWS (Circulation 15,190).... Joliet</p>	<p><b>NEBRASKA.</b></p> <p>TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.</p>
<p><b>IOWA.</b></p> <p>REGISTER &amp; LEADER ..... Des Moines</p> <p>EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity.</p> <p>SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p>	<p><b>OHIO.</b></p> <p>VINDICATOR ..... Youngstown</p>
<p><b>KENTUCKY.</b></p> <p>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.</p>	<p><b>PENNSYLVANIA.</b></p> <p>TIMES ..... Erie</p> <p>DAILY DEMOCRAT..... Johnstown</p> <p>TIMES-LEADER ..... Wilkes-Barre</p>
<p><b>LOUISIANA.</b></p> <p>TIMES-PICAYUNE ..... New Orleans</p>	<p><b>TENNESSEE.</b></p> <p>BANNER ..... Nashville</p>
<p><b>MICHIGAN.</b></p> <p>PATRIOT (No Monday Issue)..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Print Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p>	<p><b>TEXAS.</b></p> <p>CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</p>
<p><b>MINNESOTA.</b></p> <p>TRIBUNE, Morning and Evening... Minneapolis</p>	<p><b>UTAH.</b></p> <p>HERALD-REPUBLICAN ..... Salt Lake City</p>
<p><b>MISSOURI.</b></p> <p>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 every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average ..... 356,193 Daily average ..... 204,201</p>	<p><b>VIRGINIA.</b></p> <p>DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p>
	<p><b>WASHINGTON.</b></p> <p>POST-INTELLIGENCER ..... Seattle</p>

**ROLL OF HONOR**

<p>The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.</p> <p><b>ILLINOIS.</b></p> <p>SKANDINAVEN ..... Chicago</p>	<p><b>NEBRASKA.</b></p> <p>FREE PRESS (Cir. 128,384) ..... Lincoln</p>
<p><b>NEW YORK.</b></p> <p>BONIFANTINO DELLA SERA..... New York</p>	

## TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

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

## NEW INCORPORATIONS

NEW YORK.—Empire List Company, Inc.; capital stock, \$10,000; publish directories, conduct advertising business; directors, Frank Simon and Cherrie Simon, of New York city, and Ernest V. Riess, of West Norwood, N. J.

NEW YORK.—The John Service, Inc.; capital stock, \$3,000; general advertising business; directors, Jacob Wincig, George Dariff, and Abram Shapiro, all of New York city.

NEW YORK.—T. A. Cawthra & Co., Inc.; capital stock, \$60,000; publishers, printers, stationers, advertising business; directors, Edward Tannenbaum, Alfred Tannenbaum, and Nathan D. Perlman, all of New York city.

NEW YORK.—Hotel Messenger Publishing Company, Inc.; capital stock, \$5,000; publish monthly periodical "Hotel Messenger," general printing; directors, William T. White, Chandler Owen, and A. Philip Randolph, all of New York city.

NEW YORK.—Marks Advertising Co., Inc.; capital stock, \$5,000; general advertising business; directors, Charles E. Marks, David A. Mock, and Anna Hochgraf, all of New York city.

NEW YORK.—Peddlers' Magazine Publishing Company, Inc.; capital stock, \$1,500; general printing and publishing; directors, Max Blatt, Max Schenkman, and Sigmund Blitzer, all of New York city.

NEW YORK.—Ward Advertising System, Inc.; capital stock, \$20,000; general advertising business; directors, Herbert Ward and Isidor Dominitz, of New York city, and Grace Talgo, of Jersey City, N. J.

NEW YORK.—Morsax Publishing Company, Inc.; capital stock, \$10,000; publishers, printers, collect statistics regarding prices of securities and commodities; directors, Louis E. Walker, John G. Kearton, and H. Y. Barrow, all of New York city.

NEW YORK.—United Steamship Publications, Inc.; capital stock, \$10,000; general advertising business, newspaper and magazine proprietors and publishers; directors, Frank B. Vanderhoof, Kathleen L. Vanderhoof, and Nicholas R. O'Connor, all of New York city.

NEW YORK.—Evolutionary Educational Society, Inc.; to carry on business with \$5,000; publish evolutionary histories of knowledge; directors, Edward D. Knowles, William F. Small, and J. W. Calvin, all of New York city.

EDDYVILLE, N. Y.—Architects' Publications, Inc.; capital stock, \$10,000; publishers and printers; directors, Charles L. Hubbell, Joseph Loew, and Benedict S. Wise, all of New York city.

ROCHESTER.—The Printed Products Company, Inc.; capital stock, \$10,000; general printing, embossing, engraving, advertising, and art designing business; directors, L. C. Stahlbrodt, Allen M. Brewer, and James C. O'Brien, all of Rochester.

NEW YORK.—Public Publishing Company; capital, \$10,000. Directors: S. Bowman, S. Cooley, S. Danzier, 122 East 37th Street.

NEW YORK.—Great Eastern Paper Company, paper; capital, \$10,000. Directors: C. Ginsberg, L. B. Nelson, M. Bernstein, 74 Broadway.

OSSINING, N. Y.—New York Democratic Register, newspaper; capital, \$10,000.

000. Directors: J. H. M., and M. Moran, all of Ossining.

NEWARK, N. J.—New Jersey Law School Press, of 35 East Park Street, Newark, N. J. Capital, \$25,000.

MORRISTOWN, N. J.—The Pequannock Valley Paper Company, to manufacture paper; capital, \$150,000. Fred S. and Walter C. White and Joseph C. White, incorporators.

BOSTON, Mass.—Mitchell, Printer Inc.; capital, \$10,000. Incorporators: Florence E. Martis, Frank H. Hodges, and Elmer A. Mitchell.

BOSTON, Mass.—New England Railway Publishing Company; capital, \$37,500. Incorporators: Hubert C. Shedd, Edward T. Avery, and George C. Flett.

FORT WORTH, Tex.—Southwestern Journal of Commerce has filed charter at Austin; capital, \$2,500. Incorporators: Joe Kingsberry, jr., F. P. Buckeridge, and C. M. Elliott.

DALLAS, Tex.—The American Press Association of New York has filed its charter in the office of Secretary of State McKay at Austin, and has been granted a permit to do business in Texas, with headquarters at Dallas. The company will employ \$25,000 of its capital in Texas.

OKLAHOMA CITY, Okla.—The Tucker Publishing Company; capital, \$25,000. Incorporators: Howard A. Tucker, D. R. Tucker, and William L. Tucker.

NEW YORK.—The Air Life Company, Inc.; capital stock, \$1,000; newspaper proprietors and general publishers; directors: Max Holtz, Robert Wolfers, and Barrett Andrews, all of New York city.

NEW YORK COUNTY — Ruthrauff and Ryan, Inc.; capital stock, \$100,000; general advertising business; directors: W. B. Ruthrauff and Frederiek B. Ryan, of Cranford, N. J., and Miriam Raines, of New York city.

ALBANY, N. Y.—State Department Information Company, Inc.; capital stock, \$1,000; furnish State Department information and publishing business; directors: Patriek T. Reihan, of Brooklyn; H. W. Cullen, jr., of New York, and John V. Bucher, of Albany.

NEW YORK — Miles Engraving Co., Inc.; capital stock, \$18,000; commercial photographers, designers, printers, general etchers, publishers; directors: Benjamin J. Miles, Louis Miles, and David Cohen, all of New York city.

NEW YORK — H. Sumner Sternberg Advertising Agency, Inc.; capital stock, \$500; general advertising and printing business; directors: Louis Appleton, of Freeport, L. I.; Emanuel Steuer, of Brooklyn, and H. Sumner Sternberg, of New York city.

NEW YORK—Johnson and Dickson, Inc.; capital stock, \$6,000; publishers, printers, booksellers; directors: W. Campbell Dickson, of Orange, N. J., and Ella M. Johnson and Chester B. Johnson, of New York city.

NEW YORK—John H. Eggers Co., Inc.; capital stock, \$25,000; advertising, publishing, designing, printing, binding, and kindred lines; directors: John H. Eggers, of Summit, N. J.; John M. Lindley, of Hoboken, N. J., and Thomas C. Ennever, of New York city.

WILMINGTON, Del.—Edwin C. Hill, Company, general publishing; capital, \$250,000. Directors: Herbert E. Latta, Norman P. Coffin, Wilmington, and Clement M. Egner, Elkton, Md.

CLEVELAND, O.—West End Review Publishing Company; capital, \$1,000. Directors: M. B. Hughes, Raymond E. Hyre, Bertha Hughes, Arthur A. Meifert, and W. E. Meifert.

OKLAHOMA CITY, Okla.—Tucker Publishing Company; capital, \$25,000. Directors: Howard A. Tucker, D. R. Tucker, and William L. Tucker.

CHICAGO, Ill.—Adams Publishing Company; capital, \$12,000. Incorporators: John A. Tenney, R. Gutterman, Harry L. Shaver.

CLEVELAND, O.—Premier Press Company; capital, \$10,000. Directors: Charles Eisele, Daniel J. Guinan, Martha M. Eisele, Irene Majorus, Ida Williamson.

NEWARK, N. J.—Newark Morning Ledger Company, publishing newspapers; capital, \$100,000. Directors: L. T. Russell and F. W. Wells, of Newark, and Marion G. Russell, of Elizabeth, N. J.

HARTFORD, Conn.—Hartford Herald Publishing Company; capital, \$2,500. Directors: W. H. Coombes, F. L. Felix, and G. B. Lykens.

## CHANGES IN INTEREST

SANTA ROSA, Cal.—Ernest L. Finley, editor of the Press Democrat has purchased the interest of the partner, Charles C. Dunbar, in that publication and is now sole owner and proprietor. Dunbar and Finley, and the late Grant Richards, established the Evening Press, twenty-two years ago. Later the Press was consolidated with the Sonoma Democrat and became a morning daily.

DINUBA, Cal.—C. E. Hamilton, publisher of the Advocate, has sold the paper and printing business and will remove to Bisbee, Ariz., where he intends to form a connection with a daily newspaper. Robert M. Lamborn, who purchased the Advocate plant, will remove it to Orange Cove, where it will be used to issue another paper. J. R. Locke, publisher of the Dinuba Sentinel, bought the Advocate's subscription list and unexpired advertising contracts.

CHARLESTON, W. Va.—The Post, for years an afternoon paper, has gone into the morning field under new management. David A. Jayne has taken over control of the Post, which will in the future be issued seven days a week, mornings only. The Post will continue to receive International News Service reports, receiving the service from Pittsburgh instead of from Columbus as in the past.

MADISON, Ill.—The Republic, a weekly paper of Madison County, has changed ownership, and J. S. Vaught, who has had charge of the plant for some time as editor and manager, assumed control as owner. Hind & Hind composed the firm, formerly owning the paper.

ANTHONY, Kan.—The Anthony Bulletin changed hands January 1. William Burkholder of Marion is the new editor. R. P. McCullough, the retiring editor, who owned the Bulletin for five years, will practice law in Anthony after leaving newspaper work.

WEST POINT, Neb.—The West Point Republican changed hands December 30, J. E. Elliott selling to E. M. von Sagger, editor of the Nebraska Volksblatt, of this place. The Republican was founded in 1870 and was purchased by Col. Elliott in 1901.

FARGO, N. D.—Fargo's morning newspaper, the Courier-News, has been sold to the Nonpartisan Publishing Company, publishers of the Nonpartisan Leader, the official organ of the Farmers' Nonpartisan Political League, which carried North Dakota at the recent elec-

tion. An announcement of the new owners states that the Courier News will be conducted as an independent newspaper and will not be the organ of any political party or faction. Robert Gaston, editor of the Nonpartisan Leader, becomes managing editor of the Courier-News.

WAUSAU, Wis.—The subscription list and good will of the Deutscher Pionier have been purchased by the Wausau Wochenblatt, and the publications will be merged as the Wochenblatt and Pionier, with H. J. Heise as manager.

FREMONT, Neb.—Charles R. Evans, for twenty-two years with the Hammond Printing Company, has purchased an interest in the News-Times, of York, Neb., controlled by Thomas Curran.

SMITH CENTER, Kan.—Will Payton, of Colony, who had contracted to take a half interest in the Russell Record in partnership with John Marriam, of this city, has abandoned the venture, and today his interest was purchased by W. H. Nelson, veteran editor of this place.

ROSEBURG, Ore.—The Roseburg Evening News, which has been owned by Milton, Sam, and Carl D. Schoemaker for the past five years, was to-day sold to B. W. Bates and his son, Bertram. Mr. Bates formerly owned the News plant, but disposed of it five years ago in order to engage in the job-printing business in this city.

WATERTOWN, Wis.—J. P. Holland has sold the Watertown Daily Times to V. P. Kaub, city editor. Mr. Holland has been editor of the paper for twenty years. He will remain in newspaper work.

## NEW ENTERPRISES

TRINITY, Texas.—Hurchingson & Lamb have launched a new newspaper here, known as the Trinity Times, a five-column folio which is filled with live, interesting news, and a good showing of advertising.

## FALSE ADS LIKE FALSE WEIGHTS

State Superintendent Farrell Will Enforce Law Against Them.

In addition to the task of regulating the weights and measures of the merchants of the State, John F. Farrell, Superintendent of Weights and Measures, is about to take cognizance of false advertising. In a letter sent to the Merchants' Association of New York recently, Mr. Farrell announced his intention to take up the enforcement of the laws governing the sale of merchandise, which includes the false advertising law, and to assist the Association in every way in the enforcement of the law, as far as his department is able. In his letter he says in part:

"To one phase of the work of this Department I desire to call your particular attention, i. e., the prevention of false advertising. As the legislative appropriation does not permit of our making extended investigations along these lines, we are, for the most part, compelled to rely on having these matters brought to our attention by the reputable concerns who meet with them in the course of their respective activities. I may state that the policy of this Department is not to prosecute, provided reasonable assurances of amendment are furnished. It seems to us that correction is preferable to punishment. The results of this policy have been very satisfactory, and speedy action without great expense to the State has been achieved."



**ADVERTISERS' DIVISION  
HEARD PRACTICAL TALK**

Louis E. Kirstein, of Filene's, Boston, Pointed Out to New York Ad Men How Hard It Is for Them to Be Honest in the Preparation of Their Copy—An Extremely Interesting Talk.

At no time since the Advertising Club of New York grouped its members into divisions and promoted divisional activities have the members of the advertisers' division had such a treat as was accorded them on the night of January 11.

Louis E. Kirstein, a member of the firm of Wm. Filene's Sons, Boston, and director of that concern's advertising, addressed the membership of the advertisers' division on the subject of "Waste in Advertising."

Nat S. Olds presided. In introducing Mr. Kirstein, Toastmaster Olds explained briefly that it would be Mr. Kirstein's purpose to tell what he thought was wrong with national advertising from the retailers' point of view.

In opening his address, Mr. Kirstein explained that for many years he had been a member of a firm of national advertisers—namely, the Stein, Bloch Company, of Rochester, N. Y., and after becoming associated with Wm. Filene's Sons, of Boston, he has been in close contact with their advertising, and that, therefore, he might well be expected to be a believer in advertising.

**WHAT WE CANNOT PROVE**

That we cannot conclusively prove that advertising has reduced the cost of goods; that we cannot prove advertising is bought on a good business basis; that we cannot prove that at least 25 per cent. or more of our advertising appropriations are not wasted; and that it would be well to hand back to the public in merchandise the amount involved in advertising it, were some of Mr. Kirstein's contentions on the side of the economic waste.

Mr. Kirstein pointed out that advertising men were making great claims for honesty and publicity, and while no doubt thought themselves to be sincere, he doubted if in reality the majority of advertising managers could say positively that the copy they wrote told the truth and nothing but the truth.

In telling what Wm. Filene's Sons have done to attempt truth in advertising, Mr. Kirstein said that no comparative prices were used, and that the superlative was tabooed in the advertising copy of the concern. Further than this, buyers could not come to the advertising department and claim advertising space unless they could conclusively prove that the merchandise they sought to put before the public was all they claimed it to be.

The speaker said that he believed that 90 or 95 per cent. of the people were honest and that this average applied to advertising men, but he pointed out that the advertising manager probably

had a harder time being 90 per cent. honest than the average person.

**NOT GOOD BUSINESS MEN.**

Mr. Kirstein went on record for saying that he believed advertising men were poor business men, and that they did not buy as wisely and as efficiently as purchasers of other commodities must buy.

Because of the economic waste in advertising, it is his belief that advertising is going to be attacked, possibly by Government authorities or by legislation, and that advertising men must be prepared to defend it, not with theories, but with facts.

In speaking of some of his experiences in purchasing newspaper space in Boston, Mr. Kirstein made a number of humorous references to selling arguments presented to him by advertising space salesmen, showing in each case how absurd such arguments would appear when applied to the sale or purchase of more tangible commodities than advertising space.

Among other things Mr. Kirstein urged upon his hearers was to advise advertising managers to become more closely identified with the sales work of their companies.

**News and Observer Election**

The Raleigh (N. C.) News and Observer Publishing Company stockholders have elected as directors Josephus Daniels, H. W. Jackson, Edward E. Britton, L. F. Alford, V. C. Moore, Miss Mary H. Horton, and Josephus Daniels, jr. All these directors, except Mr. Daniels and Mr. Jackson, devote their time exclusively to the paper, and all except the last named have been long with the company. He is the newest member of the staff in the advertising department. The officers elected for the ensuing year are: President Josephus Daniels; vice-president, Miss Mary H. Horton; secretary and treasurer, Josephus Daniels, jr.; editor, Edward E. Britton; business manager, V. C. Moore; assistant business manager, Josephus Daniels, jr.; manager mechanical department, L. F. Alford; cashier, Miss Mary H. Horton; auditor, S. C. Woolard.

**Papers Pay Pupils Pin Money**

Pupils of the public schools of Fort Worth, Tex., have joined in a co-

**FOR SALE**

Goss High-Speed Straightline Five Roll Double-Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour.

Walter Scott & Co.

Plainfield, N. J.

**Hemstreet's  
PRESS CLIPPINGS**

Tenth Avenue At 45th Street  
New York

operative movement by which old newspapers and magazines gathered by the school are sold. Through competitive bidding a price of 30 cents a hundred pounds for old newspapers and 80 cents a hundred pounds for magazines has been established. The papers and magazines are brought to the schools by the pupils and are marketed by the principals of the schools, who keep individual accounts and pay to each pupil the proceeds of the sale on a pro rata basis.

**Doctor Expelled for Advertising**

Because he was "unethical" enough to want to advertise himself and his profession, Dr. Thomas Dixon has been expelled from the Kings County Medical Society. He had inserted an advertisement in the classified telephone directory, and had published a booklet, "What you should know about the eye and the man who treats it." Over 400 members attended the special meeting of the Society Tuesday evening last, and it was one of the most exciting meetings that body had ever held. The session lasted until well after midnight, and when the vote was finally taken on the motion to drop Dr. Dixon from the roll, 164 voted aye and only 11 voted no. A large number of the members left the hall just before the roll was called, and many others remained silent and did not vote.

**Benefit for Newspaper Women**

By a benefit performance last week the Woman's Press Club of Pittsburgh, Pa., netted \$2,073 as the nucleus of a fund for the aid of local newspaper women who may be in need. Mrs. A. P. Moore (Lillian Russell) a member of the Club, was on the programme together with the Foys, Leo the cartoonist, Beatrice Fairfax, and many other stars. Society turned out in force. Among the box holders were George S. Oliver, A. P. Moore, T. Hart Given, William Moore Patch, Mary Roberts Rinehart, and Mrs. Helen Rook Carroll.

A. G. Litterick, who has been on the staff of the Winnipeg Free Press for some years, has severed his connection with that paper and has joined the Nelson News.

**I**f you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

- Chicago Evening Post
- Indianapolis Star
- Muncie Star
- Terre Haute Star
- Rocky Mountain News
- Denver Times
- Louisville Herald

**PROMOTION DEPT.  
SHAFFER GROUP**

12 S. Market Street, Chicago

**PREMIUMS**

Publishers of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

**S. BLAKE WILLSDEN**  
Premium and Advertising Specialists.  
1606 Heyworth Bldg., Chicago

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

TAKE IT TO  
**POWERS**  
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH  
ON TIME ALL THE TIME  
**POWERS PHOTO ENGRAVING CO.**

**HINTS FOR THE  
MOTORISTS**  
By Albert L. Clough  
Who for five years has conducted the Motor Service Bureau of The Review of Reviews.  
Weekly or e.o.d. service.  
**The International Syndicate**  
Features for Newspapers  
Established 1889 Baltimore, Md.

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

**MANHATTAN  
PHOTO-  
ENGRAVING CO.**  
ENGRAVERS  
AND DESIGNERS  
251 & 253 WILLIAM ST. COR NEW-  
CHAMBERS ST. NEW YORK.

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

## One Hundred Thousand

During Automobile Show week, January 7th to 13th, inclusive, The New York Times printed over 100,000 agate lines of automobile advertising—a greater volume than ever before published by any New York newspaper in a similar period—2,380 lines more than the second newspaper. In 1916 The New York Times published 796,379 lines of automobile advertisements, a gain of 266,426 lines over 1915, a greater volume than any other New York newspaper.

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

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

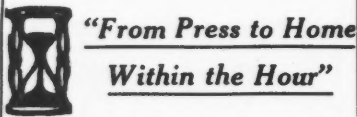
Representatives  
LOUIS GILMAN NEW YORK  
C. GEORGE KROGNES, CHICAGO  
World Building, Marquette Building,

**13,067,600**

Lines of advertising carried in 1916. This is an increase of 3,168,382 lines, or 32.009% over 1915. Advertisers know why.

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

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



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

**The PITTSBURGH PRESS**  
Has the **LARGEST**  
Daily and Sunday  
**CIRCULATION**  
IN PITTSBURGH  
I. A. KLEIN, Metropolitan Tower, N. Y.  
John Glass, Peoples Gas Bldg., Chicago  
Foreign Advertising Representatives

## "Today's Housewife"

Guaranteed Circulation  
1,100,000 Every Issue  
95% Net Paid

**George A. McClellan**  
General Manager

## ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

IT IS REALLY AMUSING HOW MANY SO-CALLED SOLICITORS there are who apparently know absolutely nothing about how to solicit.

Visitors? Betcher life! Talk-experts aplenty. Statistical bugs—many of them. But salesmen—perish the thought!

Why is it that solicitors, or men calling themselves solicitors, do not get the right angle on things? Why don't they study the other fellow's viewpoint and do something really constructive?

There are hundreds of advertisers and thousands of prospects who could be made into good, paying customers if some good solicitor would get to them right. It can be done. It has been done. It is being done. But it is darn seldom.

Statistics are not particularly good things to solicit with—but ideas are, provided they are feasible ideas—and there are thousands of them, if you only look for them and give them out where they would work.

Here is a true story, founded on the personal vanity of a man:

The man in question is one mighty fine fellow and a man who, as far as he is concerned personally, is absolutely lacking in vanity.

But he is a father, and, being a father, knows that his children are just a wee bit superior to any other children that ever graced this dreary old world of ours. And he lays that to their mother, giving her all the credit for the beauty, brilliancy, and good qualities of those children.

Not very long ago the daughter told papa that she was contemplating changing her boarding-place—and that, in order to live up to tradition, she proposed having her name changed, too.

And here is where the personal vanity entered.

It was an important affair—very important—and dad wanted the whole darn town to know about it. So he went to an advertising man, a friend, and asked for advice.

The advertising man sent the news to two newspaper men, requesting them to use their good offices in seeing to it that this tremendously important event was duly chronicled.

One man promptly replied, saying that he would take pleasure in attending to the publication of the story, and later on he made good splendidly.

The other man did not reply. And, when called on the telephone, said that he had done his best to get it fixed up, and thought it would go through, but could not be sure of it. It did not go through.

Now, dad, unbeknownst to either newspaper man, is considerable of a power behind the throne, influencing a great deal of advertising.

Admitting the story was not of vital interest to the world at large, it was important to that man, and the newspaper advertising man who did not make good is going to have mighty hard sledding keeping even with the newspaper advertising man who did make good, and he is going to have more than one more or less embarrassing interview with his boss, trying to explain why he cannot get business.

And still the man who did not make good is as nice a fellow as the man who did make good. He is simply unfortunate in being under men who spend a great deal more of their time studying arrogance than they do studying decency, courtesy, and affability.

It is tough sledding for the man who wants to be decent to be tied to such people. But many solicitors fail to make good because they are so terribly handicapped by the powers over them.

ANENT OUR RECENT BRIEF ON THE "Do Your Christmas Shopping Early" fake, and now that we are past the season, but facing another Christmas season, which will be upon us before some of us have paid the bills incurred by the one just past, why not get down to brass tacks and have some store come out with some real, straight-from-the-shoulder, honest-to-goodness editorial advertising which will eliminate the fake element and make all of us happy. As a suggestion, suppose some store run an advertisement something like this:

Do Your Christmas Shopping Early,  
but  
Do It With The Knowledge  
That During The Last Few Days  
Christmas Goods Will Be Reduced.  
And then read this reason, and why it should not hold you back.

This store starts the Christmas season with great stocks of merchandise, purchased after extensive and careful shopping. Every item is expected to please. We know, too, that some of the goods will prove very popular, and we will not be able to meet the demand for them. We know, too, that some of the goods will not prove popular, and will not sell readily—but we cannot tell which is which. Our customers will have to decide for us.

Now, as the end of the season draws nigh some goods will become mused, soiled, and broken from handling. That is inevitable.

The slow sellers—goods not carried regularly together with the mused and broken goods, will be greatly reduced in price during the last few days—but

The best, most wanted goods will not be on hand, so, unless you happen to be a bargain-hunter, or contented to put up with what is left,

Do Your Christmas Shopping Early

Such an announcement would be pretty near the truth, and would really have an effect on early shopping much stronger than the bunk generally used.

## Daily Northwestern AT OSHKOSH

Only Wisconsin paper with Full Leased Wire Service of the Associated Press and United Press. Established 1868. A.B.C. report on circulation.

**G. LOGAN PAYNE COMPANY**  
Representatives

## THE EVENING TELEGRAPH PHILADELPHIA

gained over  
**TWO AND THREE-QUATER MILLION LINES**

in paid advertising in the twelve months of 1916—a far greater gain, six days a week, than that of ANY other Philadelphia newspaper, six or seven days a week.

## The Pittsburgh Post

ONLY  
Democratic  
Paper In  
Pittsburgh.



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

## The New York Call

Every Morning  
Daily and Sunday

**Owned by those who read it**

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

"The only Buffalo newspaper that carries its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives  
KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

## Food Medium

New Jersey

## Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY  
220 Fifth Avenue NEW YORK Lytton Building CHICAGO



**METROPOLITAN DAILIES' SMALL LOCAL AD GAIN**

Although 3,424 More Pages of Paid Publicity Were Printed in 1916 Than During Previous Year, 77 Per Cent. of Increase Was in National Advertising —Net Growth 9½ Per Cent.

New York newspapers exhibited a gain of approximately 3,424 pages of advertising in 1916, compared with 1915. The total number of lines of advertising in the morning and evening papers combined for 1916 was 109,723,314, compared with 102,187,722 in 1915, the gain being 7,534,592, or 9½ per cent. The evening group of papers gained 2,535,769 and the morning group 4,998,823 lines.

The department stores were, as usual the largest advertisers in Manhattan, purchasing 28,654,218 lines in the morning and evening papers, a loss of 1,908,712 compared with 1915. The evening papers showed a loss of 1,237,573 and the morning papers 471,139 lines, according to the statistical figures of the New York Evening Post. This does not mean that the department stores do not believe in advertising, but rather that they are adopting the suggestion of newspaper men to get more out of their advertising — realizing greater value for their space. This is the doctrine that has been preached for the past year. The result has been that there has been better conservation of the space, and more intelligent use of it. It means, also, that there is more truth in advertising than heretofore.

Few dry goods stores in Manhattan follow the old line of advertising the "greatest money-saving sale of the age, lower prices, better goods, and more sensational values than is possible in any other store in the city" or "the country." If there is a comparison of prices, the comparison is made with those formerly quoted by the advertiser, as a rule, in order to move stock.

There was a gain of 1,297,297 lines in automobile display, 450,223 in the evening and 847,074 in the morning papers.

**GAIN IN NATIONAL ADVERTISING.**

There was a gain of 4,560,092 lines in national advertising, 3,038,214 in the evening and 2,735,498 in the morning papers, which accounts for approximately 2,624 of the 3,424. In other words, 77 per cent. of the total gain in pages of advertising in New York city came from the national field.

**FOREIGN AD GAIN GREATEST.**

Local advertising, in the morning and evening field combined, amounted to 62,556,089 lines, 35,556,388 being in the evening group of newspapers, and 26,999,701 in the morning. The morning papers gained 237,661 lines and the evening 33,859 lines, the total gain in local advertising in 1916 over 1915 being 271,520 lines, a gain of only about 124 pages locally, compared with 2,624 in the foreign field.

For December, 1916, all the papers of New York printed 7,946,018 lines of advertising, a gain over the corresponding month in 1915 of 38,959 lines for the evening and 546,743 lines for the morning papers, the total gain being 585,702 lines. The gain in lines of department-store advertising among the papers for the last month of 1916 compared with the same period in 1915 was 189,470 lines; the evening papers exhibited a loss of 22,108 lines, the morning papers a gain of 211,578 lines.

The gain in national advertising for December, 1916, compared with the same month in 1915, was 90,071 lines for

the evening and 95,207 for the morning group, the total gain being 185,278 lines, about 85 pages over the same month in the previous year.

Automobile advertising exhibited a loss in December, 1916, compared with the same period for 1915, for the reason that the National Auto Show advertising for January, 1916, started in December, 1915, the exhibit being held earlier in January, while the 1917 show, which was held later in the month, was not advertised at all in the daily papers of New York during December, 1916.

The above figures include those of the Press, which was consolidated with the Sun in July, 1916.

**FOR SALE**

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

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

**MISCELLANEOUS**

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

PUBLISHER of a prosperous newspaper in a flourishing city in the East desires to sell substantial interest for cash to a man under 40 who is capably experienced in newspaper management. The publisher's object is to secure a permanent working partner to relieve him of some managerial duties. Ample protection will be guaranteed such minority interest. Address Minority Interest, care Editor and Publisher.

**HELP WANTED**

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

ADVERTISING SOLICITOR.—Wanted young man of experience as advertising solicitor and copy writer for a large New England afternoon daily. Excellent position for one who is thorough, resourceful, and polite. All applications will be treated in an absolutely confidential manner. Address, stating salary wanted and other particulars, O 3192, care Editor and Publisher.

ASSISTANT MANAGING EDITOR wanted, capable of taking practically complete charge of editorial department of old established live afternoon daily (no Sunday issue) in Southwestern city of 80,000 population. Must be good editorial writer and a real executive, knowing how to handle the men in the department so they will do their best work, paying particular attention to the gathering of the news. We want a man who has a record for energy, industry, and for being systematic. A splendid opening for the right man. Moderate salary to start, with increase as soon as justified. State age, experience in detail, and give references. Address in confidence 03199, care Editor and Publisher.

**SITUATIONS WANTED**

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

CIRCULATION MANAGER.—Ten years' experience. Understand handling mail dept., carriers and street boys in order to obtain best results. Have made a study of collections, how to set and hold circulation and how to create enthusiasm to work in boys. I made circulation work my selection when a newsboy and have worked my way to my present position. The high cost of production demands an economy manager as well as a circulation manager in a circulation dept. Communication with me will bring to you my ideas of economy and circulation. Age 28 years, married, have good habits and can furnish good reference. Good reasons for leaving present employer. Address Box O 3190, care Editor and Publisher.

EDITORIAL.—Yale graduate, age 34, married, 10 years' experience in magazine and newspaper work, formerly assistant managing editor of a national weekly, now publisher of a suburban weekly, desires editorial position offering better financial prospects. Can furnish highest recommendations from well known publishers. S. R. Cook, South Weymouth, Mass.

EDITORIAL AND PARAGRAPH WRITER.—A young newspaperman and an unusually capable one, desires to connect with a first class paper. Specialist in editorial and paragraph work. Can conduct columns and also write running editorial matter. References, the best. Address O 3183, care of Editor and Publisher.

NEWSPAPERMAN.—An experienced competent, all round newspaper man having had full charge of all departments of Daily Newspapers, now employed, will consider a change. A strong organizer and business getter. Has done every part of newspaper work, including operating contests successfully. Maximum results and efficiency for minimum expense. Broad personal acquaintance among advertising agencies and men handling big accounts. A real opportunity to get a man who knows the business from every point, but who wants to change locations. Desire to become interested. Address O 3181, care of Editor and Publisher.

**SITUATIONS WANTED**

cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE. 4 insertions under this classification, ten

My business is to reorganize non-paying newspapers into paying properties. Strong executive and get big results by efficient and economical organization. Have trained expert advertising salesmen and an expert circulation manager. Keep them in employment and call them on a newspaper when needed. I will take any newspaper when they have the field and put the cash on the right side of the Ledger. Know all departments by actual work. Want connection with newspaper owner who wants big property character and ability. Place on a good sound paying basis. Was the youngest publisher of a daily newspaper in Ohio, at the age of 20. Am 40 years of age. Good record. Strong reference, correspondence confidential. Address Frank B. Wilson, 133 E. Rich St., Columbus, Ohio.

EDITOR.—All-round newspaper man, experienced in all departments. Good at desk work and special writing. Has held important editorial positions. Single, Middle-aged and excellent health. Can furnish best of references and personal character and ability. Willing to accept moderate salary. If assured permanent employment. Address O 3194, care Editor and Publisher.

BUSINESS MANAGER AND AUDITOR.—Seven years' experience with small and large Daily Publications. Capable of installing complete and efficient cost and accounting system, and taking full charge of entire business office. At present employed by metropolitan daily—would prefer smaller paper. Age 30, married. Highest references. Reasonable commencing salary expected with permanent future based on merit. Reply Box O 3196, care Editor and Publisher.

ADVERTISING MAN.—Capable young advertising man, 12 years' experience as manager of display and classified departments of dailies, travelling advertising representative of agricultural publications, general agency, and mail order advertising, will consider connection offering greatest opportunity for utilizing his ability in the most constructive way. For complete particulars and references address Box O 3197, care Editor and Publisher.

LINOTYPE-MACHINIST.—Operator wishes change; 15 years' experience all models to including 14 first-class machinist, can handle hard proposition, speedy operator. Address S. M. Selby, 2511 Ave. D, Flatbush, N. Y., care W. A. Lanksbury.

CIRCULATION MANAGER.—Eastern circulation man who is capable of handling your circulation department getting the maximum results at a minimum expense. Open for engagement now. Address O 3193, care Editor and Publisher.

BUSINESS OR CIRCULATION MANAGER.—Circulation manager with twenty-five years' experience in mechanical departments and business office of one of the country's greatest successes, believes himself a better position. Record shows daily doubled, Sunday trebled, both papers in excess of 150,000 in one position and over 7,000 new business in six months in another. Cooperation with editorial chiefs aided in making better newspaper. Is resourceful, energetic producer, energetic manager, of office details and economical manager; thousands saved yearly through elimination of waste. Prefer connection as business manager or assistant in city under 300,000, or as circulation manager in larger city, but would consider any good proposition. Not afraid of long hours or hard work. Have had morning, evening, and Sunday experience. Would expect large salary, but location and prospects most essential. Age 44, married, perfect health, no bad habits, best of reference. Could successfully relieve some busy publisher or business manager of many details of office management that now detract from greater efficiency in larger things. Correspondence solicited, would be regarded as confidential. Address N. 3161, care Editor and Publisher.

ADVERTISING MAN.—His work spoken of in uncommon terms by all employers and unqualifiedly endorsed by noted advertising authority. Has been newspaper reporter and feature writer; advertising copywriter; publicity man; advertising manager. Experience: publicity and promotion departments of large New York city newspaper and of another large newspaper; department store (some); high-class woman's specialty, retail and mail order; publicity man for motion-picture manufacturer; house-organ, catalogue, and sales-letter experience. Well educated; quick in grasping essentials of news business; original, quite fertile in ideas; has sound sense. Can write either of several styles—from copy of distinction to hard-hitting kind. Has some sketching ability; good at layout; knows type effects better than the average. Good appearance and address, but not a "know it all." Available at once. For the salary usually paid the man of average ability and less experience. Address P. O. Box 147, Minneapolis, Minn.

AN EDITOR, thoroughly experienced, and a live-wire news-getter desires position as news or city editor, in middle class city. Evening paper preferred. Now holding similar position, but desires to change. In present place four years. Energetic, reliable, good executive, with ideas that make circulation. Willing to start at reasonable salary that will increase as results warrant. Age 25. Address Q 3189, care Editor and Publisher.

ADVERTISING MAN.—Advertising expert desires position on newspaper in city of 10,000 population or greater. Applicant possesses metropolitan experience. Address O 3185, care Editor and Publisher.

MECHANICAL SUPERINTENDENT FOREMAN, experienced all around newspaper man seeks position on daily or evening paper; metropolitan experience, practical understanding of working conditions; executive ability, references as to character and ability. Address O 3180, care Editor and Publisher.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition O. Q.

**CHAS. M. PALMER**

Newspaper Properties

225 Fifth Ave., New York

Aubrey Harwell Henry F. Cannon

**WHY A BROKER?**

In nearly every situation where newspaper consolidation is desirable, intelligent mediation is necessary to satisfactory results.

Let us have the privilege of talking with you in absolute confidence before the conditions have been made more difficult by some inexperienced mediator.

In recent years we have been responsible for many highly successful consolidations. It is the "only way out" in over-crowded fields.

**HARWELL & CANNON**

Newspaper and Magazine Properties

Times Bldg., New York

**IN SLOT OR ON RIM**

All-round news editor seeks position in eastern city. Few men at twenty-seven have held better positions, including sports, re-write night desk, and charge of make-up. Nervously energetic, does not tire easily, or drink, is honest, bright and companionable. Now getting \$35 a week and can stay. The right paper and city are of more consequence than initial salary. Ask about No. 4653.

Our lists cover all departments in the Publishing, Advertising, and Printing field. No charge is made to employers.

**FERNALD'S EXCHANGE, Inc.**

Third National Bank Bldg. SPRINGFIELD, MASS.

**PUBLISHERS' NOTICE**

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

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

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

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

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

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

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

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand. Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Travis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Fowler's Book Store, 27 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—E. J. Bidwell Co., 742 Marland.

## DIED WHILE DOING GOOD

## Mrs. Haskell, Widely-Known Wife of Publisher, Passes On.

William E. Haskell, jr., of Cone, Lorenzen & Woodman, has the sympathy of a host of friends, he having been hurriedly called on January 12 to his home in Minneapolis by the death of his mother, a woman of remarkable activity and ability, in her fifty-sixth year.

Mrs. Haskell, who was a native of St. Paul, Minn., was the wife of William E. Haskell, one of the former owners of the Minneapolis Tribune. She was living in Europe with her younger children when the war began, and returned to this country to devote her efforts here to the Servian relief cause. It was largely due to the strain of this labor of love that her health failed until her death ensued.

Mrs. Haskell enjoyed the acquaintance and friendship of hundreds of publishers throughout the United States.

## For "Tody" Hamilton's Widow

A considerable sum has already been raised for the fund for relief of Mrs. "Tody" Hamilton, part of which has been turned over to her for immediate use. Subscription lists will be circulated in newspaper offices of New York city and in press clubs throughout the country for a fund which will give to Mrs. Hamilton an annuity, which at her death may revert to a worthy charity.

## OBITUARY NOTES

GEORGE F. HATTON, a California attorney and Republican politician of national fame, who died on January 6 in San Francisco, aged fifty years, was formerly a brilliant newspaper man. Hatton was widely known as a political writer. He began his work on the Pacific Coast in southern California and for several years was political writer and editor of the Oakland Tribune.

WARREN WILSON, owner and editor of the Los Angeles Daily Journal, a legal publication, and identified at different times with other California newspapers, died at Venice, Cal., on January 4, of pneumonia. Mr. Wilson served as editor of the San Bernardino Index, which he founded at San Bernardino, Cal. Later he went to San Diego and purchased the Sun, which he sold in 1889. He purchased the Los Angeles Daily Journal in 1893. Subsequently he established the Denver Daily Journal, but later sold it. He was born in Sacramento in 1856.

JAMES J. JERPE, aged thirty, an all-around newspaper man and one of the best known sporting editors of his day, is dead in Pittsburgh, where for fifteen years he had been employed on various papers. Two years ago he became totally blind.

J. W. CHILDRESS, aged eighty-two, for twenty-four years editor and publisher of the Rush Springs (Okla.) Landmark, died at his home on January 12.

Mr. Childress was an unreconstructed Democrat, and often boasted that he had never permitted publication of political announcements or political advertisements from Republicans at any price.

J. NELSON DICKERMAN, news editor of the Sherman (Tex.) Daily Democat, and veteran newspaper man of north Texas, died at his home in Sherman on January 6, after an acute illness lasting little more than a week.

JOHN NORRIS, II, son of the late John Norris, newspaper man, died January 13, at his residence, 906 St. Mark's Avenue, Brooklyn, in his twenty-fourth year, after a lingering illness. He was on the advertising staff of the New York Times. Mr. Norris was an alumnus of the Polytechnic Preparatory School, and was a member of the First New York Cavalry, but was prevented from leaving with the regiment for the border owing to his illness.

COL. NATE M. REID, an old-time newspaper man, is dead at Chicago at the age of eighty years. In the 80's he was editor of the Morning News, and later he established the Banner of Gold, a paper exploiting the Keeley cure. He was a life member of the Chicago Press Club.

C. FRANK BRANN, aged thirty-two, one of the best-known newspaper men in Des Moines, Ia., died January 14 of heart trouble. Mr. Brann was born in Des Moines and attended the public schools and the high school. Entering the newspaper field, he was employed by the Register, News, and Council Bluffs Nonpareil, and was the circulation manager of the People's Popular Monthly at the time of his death.

THOMAS P. NICHOLS, who died at his home in Lynn, Mass., January 10, aged eighty-seven, was believed to be the oldest printer in the country. He learned the trade at the age of thirteen, and founded his own printing house later, publishing among other periodicals the Transcript.

MRS. ERNEST F. BODDINGTON, wife of the Democratic winner of the Public Ledger's editorial contest, died at her home in Philadelphia on Tuesday, after an illness of over a year. She was a daughter of the late W. J. Singleton, superintendent of the Canadian Pacific Railroad at Montreal. The funeral was held on Thursday.

## Pensions for Old Printers

The International Typographical Union has in operation an old-age pension system, which now has on the roll 1,342 pensioners, who receive \$5 per week each. The fund is supported by a per capita tax of 1/2 of 1 per cent. on the total earnings of the members.

## Mr. National Advertiser:

The *Tarrytown (N. Y.) Daily News* has the "pep" and it's clean cut through. Six to fourteen pages daily.

"Goes into two thousand homes every day."

There is always room for the best feature

**Goldberg's  
Cartoons**

for example

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

## WEDDING BELLS

Friends of Charles B. Cory, jr., and Miss Edna Thomas Novak have just learned of their marriage, which occurred November 24. Mr. Cory is a member of the Chicago Herald staff, and Mrs. Cory has written special articles for several Chicago newspapers.

Miss Virginia Linn, daughter of Mr. and Mrs. M. P. Linn, of St. Louis, was married in that city January 15 to George B. Bullock. After a trip through the South and West, they will make their home in St. Louis. The bride is a daughter of the president of the Advertising Club of St. Louis, who is also advertising manager of the St. Louis Republic.

Thomas F. Logan, Washington correspondent of the Philadelphia Inquirer, and Mrs. Mildred Loring Drouet were quietly married in Chicago a few days ago.

M. A. Hanna, II, son of Dan R. Hanna, owner of the Cleveland (O.) Leader-News, was married for the second time a few days ago in the office of Justice of the Peace Calvert, Cleveland. The new Mrs. Hanna was Mrs. Rhea Fearn Brown, of Cleveland. The couple left for Watertown, N. Y., where Mr. Hanna has transferred his newspaper interests to the new paper mills his father bought for him recently.

Miss Dorothy Hancock Stiles, daughter of Mark D. Stiles, one of the proprietors of the Mt. Vernon (N. Y.) Argus, was married in St. Peter's Church, London, England, on January 6, to Lawrence C. Wellington, son of Prof. Charles Wellington, of Amherst, Mass. Mr. Wellington is an Attaché of the American Embassy at London. In the absence of the bride's father, she was given away by Ambassador Walter Hines Page.

Robert O. Foote, news editor of the Richmond (Va.) Evening Journal and formerly associate editor of the Los Angeles Graphic, and Miss Blythe Crawford, daughter of Mr. and Mrs. James Hugh Crawford, of Alhambra, Cal., were married January 6 in Washington, D. C.

E. Poston Hamilton, editor and publisher of the Lewisville (Tex.) Enterprise, and Miss Willie Douglas Farrington, were married at the home of the bride at Lewisville, on New Year's Day. They will reside in Lewisville.

## CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service week ending, Jan. 20th, 1917.

Theodore Marburg, Formerly United States Minister to Belgium.

Svetozar Tonjoroff, Author of "Russia's Struggle for an Outlet."

Wilfred H. Schoff, Author of American Commerce and Investment in South America.

Frank Andrews Fall, Litt. D., Bursar, New York University.

Henry Pratt Fairchild, Professor of Sociology at Yale University.

J. Madison Taylor, M.D., Professor of Applied Therapeutics, Medical Department, Temple University.

Write or wire for rates.

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

**To Illustrate  
The News**

The most economical and satisfactory way is to use our halftone matrix service.

**Central Press Ass'n**  
World Bldg. New York Frederick Bldg. Cleveland

## Newspaper Man Engaged

Arthur G. Burgoyne, jr., of the Pittsburgh Gazette-Times, has announced the engagement of his sister, Florence Meredith Burgoyne, to Charles J. Murray, of Cleveland. Miss Burgoyne is the daughter of the late Arthur G. Burgoyne, editorial writer. Mr. Murray is a newspaper man, formerly of the staff of the Gazette-Times, but now with the Cleveland Leader.

## Senate Would Control Press

A proposal has been submitted in the Oklahoma Legislature that newspapers be allowed representation in the executive sessions of the Senate, that certain portions of the Senate proceedings be regarded as privileged and permission be given newspapers to publish such portions, and that other portions be withheld from publications, newspapers being requested not to publish them. Another rule proposed is that the Senate appoint a member as press representative to give to newspaper representatives such portions of the executive session as it is desired shall be published.

The Middletown (O.) Journal has completed sixty years of existence, and on January 12 issued its "birthday-booster" edition in commemoration of the event. The edition contained twenty-four pages. The paper was established first as a weekly, and in 1890 was changed to an afternoon daily.

## The Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

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

## R. J. BIDWELL CO.

Pacific Coast Representative of

# DAILY NEWSPAPERS

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

742 Market Street  
SAN FRANCISCO

### The Discriminating Philadelphia Evening Ledger

has just ordered

#### DWIGGINS' SCHOOL DAYS

A Three Column Daily Panel which is far and away the best tableau humor feature in the field.

Write or wire us to submit not one, but thirty samples.

You will be convinced of its continuous superlative excellence.

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



# Here's A Winning Combination—People Who Wish to Buy and Are Able to Buy—Newspapers That Come to the Very Heart of the Home As a Welcome Friend and There Give Their Message to Those Who Believe In Them

## An Intimate View of New York State Possibilities

By MANLY M. GILLAM, Advertising Counsel, New York City

New York State as a whole has as small a percentage of waste population, from an advertiser's standpoint, as any state in the Union. It tremendously outstrips most of them in the percentage of real prospects for any worthy advertised thing.

Having a product that deserves attention, that a considerable number of people would do well to buy, the advertiser's thought should then be to get his story to those who have a right to be interested.

No matter what the proposition, so that it be reasonable, a New York constituency comes nearer to being an all around constituency than any other I know of.

There is no chance for any advertiser to go entirely wrong; there is small chance that he will go far wrong; there is practical certainty that he will do well—if he deserves to.

No better field, no better condition need be asked for.

Three quarters of the state simply bristles with communities made up of people who want substantial things up to the very best and are able to pay for them.

I know of no better newspapers anywhere than the average through New York State.

They reach the people. They have character and standing that give them real weight with the people. The great majority are so conducted and so edited that an advertisement appearing in their columns has the practical endorsement of the paper.

### A DAILY FORCE OF ALMOST FOUR MILLION

	Paid	2,500	10,000
	Cir.	Lines	Lines
Albany Knickerbocker Press (M).....	41,090	.06	.06
Albany Knickerbocker Press (S).....	35,144	.06	.06
Brooklyn Eagle 3c (E).....	44,332	.16	.16
Brooklyn Eagle 3c (S).....			
Binghamton Press-Leader (E).....	28,761	.07	.05
Buffalo Courier-Enquirer (M&E).....	102,568	.14	.12
Buffalo Courier-Enquirer (S).....	101,795	.14	.12
Buffalo News.....	103,303	.15	.15
Corning Evening Leader (E).....	7,832	.0193	.015
Elmira Star-Gazette (E).....	21,549	.035	.03
Gloversville Herald (M).....	6,483	.02	.015
Gloversville Leader-Republican (E)....	5,714	.0143	.0103
Ithaca Journal (E).....	6,804	.035	.015
Jamestown Post (M).....	8,751	.025	.0207
Middletown Times-Press.....	5,222	.0178	.0107
Mt. Vernon Daily Argus (E).....	6,888	.0214	.015
Newburgh Journal (E).....	5,076	.0107	.0107
New York American (M).....	329,984	.40	.38
New York American (S).....	705,224	.60	.57
New York Globe (E).....	210,994	.28	.27
New York Herald (M).....	99,597	.40	.40
New York Herald (S).....			
New York Evening Post (3c) (E).....	20,744	.18	.16
New York Sun (M).....	192,210	.39	.36
New York Sun (S).....			
New York Sun (E).....	171,247	.31	.29
New York Telegram (E).....	218,463	.2925	.27
New York Telegram (S).....			
New York Times (M).....	340,904	.50	.45
New York Times (S).....			
New York World (M).....	398,894	.40	.40
New York World (S).....			
New York World (E).....	404,858	.40	.40
Rochester Union & Advertiser (E).....	39,276	.10	.06
	3,661,707	6.3160	5.9129

Ratings Government Statements, October, 1916.

That is a winning combination for sure—people who wish to buy and who are able to buy a newspaper that comes to the very heart of the home as a welcome friend and there gives its message to those who believe in it. Could any publicity possibility be stronger?

Think of reaching over 10,000,000 such people in one state!

Think of ease of access and ease of delivery!

Think of the radiating influence of such a campaign!

The adviser who cannot harvest richly in such a field has himself to blame.

When Prosperity touches anywhere between the oceans New York State is sure to feel the thrill.

Prosperity is here now. The farmers are prosperous, the fruit growers are prosperous, the manufacturers are prosperous.

They never before had so much money to spend.

They never before had so many recognized needs.

They never before were so ready to take good offerings.

The time and place to fish is when and where fish are running.

The fish of business opportunity are running now as never before in New York State.

The only lure needed to land them is an offering of merit, plainly presented.

Drop your line through these newspapers, Mr. Manufacturer, and have no doubt that the result will be more than satisfactory if you do your part.

The Newspapers listed on this page offer 3,560,404 average Circulation at a total combined cost of \$6.16 per line, or an average of one and one-half tenths of a cent per line per thousand. This is less than thirty-eight cents per thousand Circulation for an advertisement occupying a magazine page of 224 lines.

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 New York State, 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?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in New York State are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York, Phones, Beekman 4330, 4331.

# New York Advertising Situation

Figures Showing Volume of Display Advertising Carried in the Daily Newspapers for the Years 1916 and 1915

(From Figures Compiled By The Evening Post)

DRY GOODS ADVERTISING		
	1916	1915
Journal	2,959,137	3,757,496
Globe	2,416,050	2,211,817
World	2,332,067	2,839,024
Sun	2,322,296	2,233,143
Mail	2,213,929	2,034,964
Telegram	1,019,714	1,256,444
Post	833,405	848,466

NATIONAL ADVERTISING (1916)	
Journal	1,512,356
Globe	1,251,390
Sun	1,159,204
Post	986,286
World	891,601
Mail	800,065
Telegram	592,648

MEN'S FURNISHINGS (1916)	
Journal	481,573
Globe	172,983
World	162,017
*Telegram	126,367
Mail	123,007
Sun	112,483
Post	27,707

\*Excluding Sunday.

Total Display Advertising:		
EVENING NEWSPAPERS		
	1916	1915
Journal	7,019,969	6,904,035
Globe	*5,755,336	5,340,526
Sun	5,590,857	4,691,050
World	4,869,804	5,185,798
Mail	4,732,071	4,165,710
Post	3,542,538	3,208,688
Telegram	**3,076,946	2,863,967

\*The Globe omitted 250,000 lines on account of white paper shortage.  
\*\*Six days excluding Sunday.

MORNING NEWSPAPERS (Excluding Sunday)		
	1916	1915
Times	5,529,305	4,921,567
American	2,687,360	2,254,853
World	2,670,804	2,558,049
Tribune	2,539,904	1,931,884
Sun	2,219,284	1,962,093
Herald	2,099,614	2,201,969
Telegram	482,796	447,796

SUNDAY NEWSPAPERS		
	1916	1915
Times	4,243,236	3,262,404
American	4,057,018	3,740,896
World	3,707,950	3,433,284
Herald	3,950,522	3,209,263
Tribune	1,630,679	1,031,766
Sun	1,525,469	1,469,286

WOMEN'S SPECIALTY SHOPS (1916)	
Journal	433,895
Globe	416,708
World	293,732
Sun	232,794
Mail	163,989
Post	96,306
Telegram	35,136

FOOD ADVERTISING (1916)	
Globe	464,855
World	229,366
Sun	220,318
Journal	205,105
Mail	126,033
Post	90,653
Telegram	83,838

FINANCIAL ADVERTISING (1916)	
Post	643,816
Sun	545,793
Mail	389,895
Globe	364,691
Telegram	176,921
Journal	36,474
World	16,936

PUBLISHERS' ADVERTISING (1916)	
Post	159,105
Globe	86,594
Journal	84,610
Sun	38,197
Mail	16,877
World	5,538
Telegram	1,197

AUTOMOBILE ADVERTISING (1916)	
Telegram	702,014
Sun	312,109
Journal	199,259
Mail	198,729
Globe	188,219
Post	175,369
World	26,853

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