

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

\$2.00 a Year

LIBRARY

NEW YORK, SATURDAY, SEPTEMBER 16, 1916

10 Cents a Copy



Steel Chain vs. Cotton Thread

No sane man would wrap cotton thread around a ton weight and then try to carry off the weight. Nevertheless many otherwise sane manufacturers try to carry off the Chicago market with almost equally inefficient methods.

The wise manufacturer who wants the Chicago market supplements his sales force with the most powerful advertising medium at his command—The Chicago 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 you can readily see that, disregarding the non-English speaking, The Daily News is read by *very nearly*

every worth-while family in Chicago.

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

If you want to bind the Chicago market to your business with steel chains (instead of cotton thread)—use The Chicago Daily News.

The Monotype Type & Rule Caster

puts all necessary material right at the

COMPOSITOR'S FINGER TIPS



DISTRIBUTION IS WASTE—STOP IT!

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

A. T. L. NUSSA, Aguiar 110, Havana, Agent for Mexico, Central America, and the West Indies

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, World Building, 63 Park Row, New York City. Private Branch Tel. Exchange Beekman 4330. The Journalist, established 1884; The Editor and Publisher, 1901; The Editor and Publisher and The Journalist, 1907. James Wright Brown, President; E. D. DeWitt, Treasurer; Frank Le Roy Blanchard, Secretary.

Vol. 49

NEW YORK, SATURDAY, SEPTEMBER 16, 1916

No. 14

HEAD OF AMERICAN TOBACCO COMPANY EXPLAINS NEW ADVERTISING POLICY

President Percival S. Hill, in Interview for The Editor and Publisher, Makes Clear the Reasons for Splitting Up Agency Accounts—Throws Interesting Light on Task of Advertising Copy Writers—New Brands to be Pushed.

In splitting up its various advertising accounts among different agencies, the American Tobacco Co., one of the largest advertisers in the United States, takes a step which brings copy writers into competition with one another. The idea is to develop a different selling argument for every brand the company puts out, to produce copy on new and original lines and to give the advertising greater selling force. It is the belief of Percival S. Hill, president of the American Tobacco Co., that better results may be obtained from this plan. It is his idea that the men of one agency may become saturated with the selling arguments for a certain brand, and, unconsciously and with the best intention, use these arguments in pushing other leaders. That the plan has worked out well in the past there is no question, but it is Mr. Hill's belief that better results may be obtained by a change, to follow, in a measure, the same method adopted by the salesmen of the organization.

While there are something like thirty different brands advertised by the American Tobacco Co., it is not generally known that the corporation puts out something like three hundred others which are either not well known or not advertised, and for these there is an indication that there will be advertising publicity to speed up the sales. It is safe to predict that in the coming year the advertising expenditures of this great concern will be greatly increased.

FORMER AGENCY SERVICE ADMIRABLE.

The new policy of the American Tobacco Co. is no reflection on any agency Mr. Hill says, for the service in the past has been excellent—the best it has been possible to give. He is simply introducing the same element into his advertising that he insists on maintaining in his sales department.

"Advertising," said Mr. Hill, to a representative of THE EDITOR AND PUBLISHER, "is specific, not general. Where one agency handles all of our accounts, it is more likely to be general than otherwise.

"An advertising man is much like a painter, or an artist. He does fine work. He is talented to an unusual degree, but there is something about this picture that one notices in the other. There is a mode of expression, a sameness, as it were, that identifies the work of the man in each of his efforts. An advertising man in many respects is constituted the same as an artist. He studies and makes a specialty of a certain line—a brand of cigarettes—Sweet Caporal, we will say. He thinks in terms of Sweet Caporal, assembles and

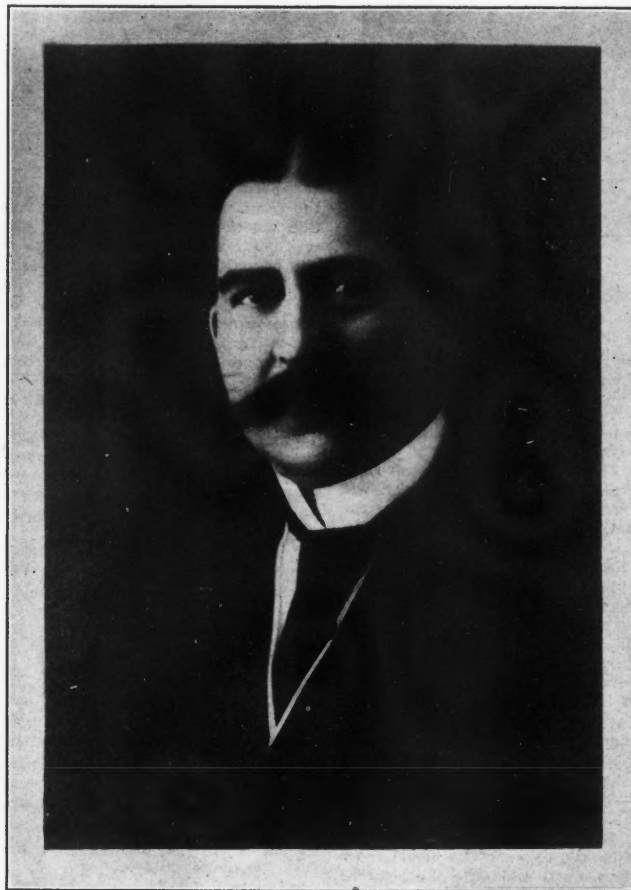
masses all of his arguments for that brand, and then, later, when he writes advertising copy for Mecca, he is likely to use Sweet Caporal arguments and selling ideas. Not only is one man liable to do that, but a set of men, working along a given line, are likely, taken as a unit, to average up pretty much the same. Thus, if one agency handles all of our advertising, we feel for this very reason, that we are working against ourselves.

ON TRAIL OF NEW IDEAS.

"On the other hand, where one brand of cigarettes is handled by one agency, and another by a different organization, we get a different set of ideas. This company is made up of a number of concerns, some of which had only a few brands, and some more. Where there were but three brands, for instance, such as cigarettes, cigars and tobacco, it is a very easy thing for one agency to

handle the entire product, since there are but few things to be done, and it is easy to provide the new ideas and the advertising and selling thoughts for the limited number of products. It is when we increase the number of articles that the idea of sameness is more likely to develop.

"If we produce no different argument for the sale of Salisbury cigarettes



PERCIVAL S. HILL.

than we do for Mecca, we are not going ahead.

UTILIZING AGENCY TALENT.

"On the other hand, if one agency can produce an advertisement or a new idea for Sweet Caporal that will take trade from Mecca, that agency can also write an ad that will take business from a competitor, or convince the smoker of still another brand. That is what we want.

"The fact that the advertising of one of our brands may lessen the sales of another has nothing to do with the case. That is the chance we take. It is the same with advertising as it is with our salesmen. The man on the road who is pushing Sweet Caporal devotes his attention to that cigarette, regardless of whether he is supplanting another which we are supplying. If we took any other course, he might

(Concluded on page 10)

NEWS PRINT MAKERS IN EXECUTIVE SESSION

Paper Men Hold Closed-Door Conference With Chairman Hurley and Dr. Merchant of Federal Trade Commission—Report of Meeting to Be Given Out Later.

The Board of Trustees of the News Print Manufacturers' Association held a special meeting Thursday afternoon, as predicted in THE EDITOR AND PUBLISHER of last week, and for four hours were in conference with Chairman Edward N. Hurley and Dr. E. O. Merchant of the Federal Trade Commission of Washington. The conference was somewhat in the nature of a secret one, being held behind closed doors in the Union League Club, at No. 1 East 39th Street. Information as to where the meeting was to be held was kept well under cover and it was only by accident that the conferees were discovered at the Club. Admission to the conference was given only to the Trustees of the News Print Manufacturers' Association and the two gentlemen from Washington representing the Federal Trade Commission.

Immediately at the conclusion of the conference, Chairman Hurley of the Trade Commission hurried to the Waldorf-Astoria where he was in close conference with two gentlemen whose names could not be learned, but who were evidently expected. At the close of this conference Mr. Hurley returned to Washington.

OFFICIALS NOT ENCOURAGED.

It has been learned that the conference was along the lines of the inquiry directed by the Trade Commission to the Manufacturers' Association on the question of the news print situation in this country, the inquiry of the Government officials being to find out what could be done to remedy the situation. It has also been learned from a most reliable source that the Government officials were not all too well pleased with the answers to their inquiries. Mr. G. F. Steele, Secretary of the News Print Manufacturers' Association, when seen after the conference, asked to be excused from making any statement, adding that the Trustees had promised the Washington officials that they would not give out any statement until after their statement to the Trade Commission had been received at Washington. Later it was learned that the Trustees continued their session for some time, drafting their answers to the inquiry sent to them by the Trade Commission, as published in THE EDITOR AND PUBLISHER on September 2. This answer is to be sent to Washington to Chairman Hurley and after it has been submitted to the Commission, it will be given out from that office.

The Board of Trustees of the News Print Manufacturers' Association is composed of the following gentlemen:

(Concluded on page 10).

VALUABLE HINTS FOR BRINGING BANK ADVERTISING UP TO DATE

The Stiff, Forbidding "Standing Card" Now Being Replaced by Copy That Tells the "Why and Wherefore" of the Institution, With the Result That Business Increases and Communities are Benefited

BY FRED W. ELLSWORTH,

Secretary Guaranty Trust Company of New York.

Yes, bank advertising is in its infancy. This statement has been made so frequently and by so many different men of unquestioned authority that I suppose there is no doubt of its truth. However, if it is an infant, there is ample evidence to indicate that it presently will graduate from long clothes and will soon discard the milk diet and the teething-ring and other necessary impedimenta that characterize early childhood.

It was not so very long ago—certainly not more than a decade or two—that practically all of the bank advertising that existed was exclusively of the "card" variety. Here is almost the exact wording of nine out of every ten bank advertisements of twenty years ago:

SMITHVILLE BANK

John Smith, President
Wm. Smith, Vice President
John Smith, Jr., Cashier
Wm. Smith, Jr., Ass't Cashier

Capital\$100,000
Surplus 50,000

TRANSACTS A GENERAL
BANKING BUSINESS
ACCOUNTS SOLICITED

Such an announcement, of course, excites the same intense interest as a business sign over a door, or an inscription on a tombstone, and it has the same publicity value—and no more. But the day of (so-called) advertising of this kind is passing—indeed, to a degree—has passed.

Of course, there are still hundreds of banking institutions that maintain the antiquated notion that it is unethical to indicate openly any desire for new business, and so they either refrain entirely from advertising or else placate the enthusiastic advertising solicitor by occasionally "sticking in" a lifeless and uninteresting "card" such as that outlined above. On the other hand, there are today many hundreds of banks that have courageously brushed aside the cobwebs of precedent and are actually using printers' ink for the purpose of informing their respective communities as to just exactly how a bank can be of real service.

MUST BE INDIVIDUAL, NOT SYNDICATED.

Right here let me pause for a moment and enter a vigorous protest against the inexperienced and more or less scrupulous gentry who, with the wisdom and conscience of the serpent have taken advantage of this change of attitude and are grinding out various kinds of syndicated balderdash—misnamed bank advertising. The major portion of this stuff is mental slush, and it is to be regretted that so many banks—due entirely to the fact that bank advertising is relatively new—have been betrayed into using so much of this machine-made poppy-cock. It is refreshing to note, however, that gradually the worthless is being displaced by worth-while advertising, and this is the logical result of study and experience on the part of the banker and the bank advertising specialist.

Fortunately there are today a few well-established concerns that are making a business of preparing real bank advertising and of developing competent business-building methods, and these are rapidly and effectively counteracting the effects of the "fly-by-nights."



F. W. ELLSWORTH.

If a bank has strength, evidenced by adequate capital and surplus and a clean portfolio; character, evidenced by a strong board of directors and an executive staff of correct personnel; and equipment capable of rendering efficient and agreeable service, is there any good reason why that bank should not make these facts known to the community? Can any good come from concealing them? On the contrary, will it not mean healthy growth for the bank and decided benefit to the community if the bank will consistently and persistently make known, by means of accepted kinds of advertising, the functions which it performs and the facilities which it possesses for serving the public?

Hundreds of banks in different parts of the country have answered the above question in the affirmative and are doing what they ought to have done years ago. If the present status of bank advertising is a fair criterion, there is no question that the future will see remarkable strides in the science of building the business of the bank.

As evidence of this development one has but to glance over the newspapers in any live town and note the relative prominence of the bank advertisements. Fifteen years ago it would have been difficult to find a newspaper carrying a real financial advertisement. True, there were scattered here and there announcements and standing cards, but as for real, live, "reason why" advertising, it was noticeably lacking. Today, on the other hand, it is quite common, even in some of the smaller country towns, to find newspapers that contain from one to half a dozen bank advertisements, and the encouraging thing about it all is that in most of these advertisements the bank says something.

MORE AND MORE A SPECIALTY.

Another evidence of growth in new business efforts for banks is the fact that so many institutions, particularly the larger ones, all over the country, are establishing specific departments for handling this work. In many of these the advertising manager, or new business manager, or whatever his title may be, is an officer of the bank, with duties and powers commensurate with those of some of the senior officials. Thus is indicated in a significant manner the importance now given to this particular department of the work of the bank.

In some cities the bank advertising men, realizing the advantages to be derived from getting together, have organized clubs or associations for mutual profit. The Bankers' Ad Association of Pittsburgh was one of the first of these to be organized, and the Bank Publicity Association of New York City, now in its third year, is a more recent one. There are similar organizations in other cities, and even in some communities where there is no definite organization there exists an informal arrangement whereby the bank advertising men are enabled to exchange experiences and discuss various features of their work.

NEW FINANCIAL ASSOCIATION.

Only recently a national organization, "The Financial Advertisers' Association," with members from most of the States, has been formed, and the founders expect that great good to bank advertising will undoubtedly result.

All of these things indicate in a significant manner that the old order of things is gradually but surely changing. No longer does the modern up-to-date bank president assume the "high and mighty" attitude towards his customers that formerly prevailed; no longer does he condescendingly receive his customers' deposits as though he was granting an especial favor; no longer does he tilt back in his heavily upholstered chair in his well-guarded private office, smugly confident that the banking business of the community will come to his institution whether or no. Today the progressive banker has awakened to the necessity of making his bank and its facilities known to the people of his community, and to accomplish this he uses such common-sense means as courtesy, thoughtfulness, personality, adequate service, and intelligent and consistent and continuous advertising.

This awakening has been long delayed, but it has come; and it is my candid judgment that the next decade will witness infinitely greater development—not only in banking, but in methods that build up the business of the bank—than has been witnessed during the past half-century.

MOVIES SCORE NEWS BEAT

Hearst Pictorial Shows Pictures a Few Hours After Event.

"Up-to-the-minute news photography" was demonstrated when the Hearst International News Pictorial produced at the Rialto Theatre in New York on Monday night pictures of the ceremonies over the bodies of the victims of the wreck of the United States cruiser Memphis only a few hours after the event took place at Washington.

The Washington staff camera man of the Hearst International News Pictorial was "on the job" when the coffins bearing the bodies of five of the members of the crew were escorted down Pennsylvania Avenue, with the national Capitol in the background. A firing squad and a detachment of marines accompanied the bodies from the Washington navy yard to the National Cemetery at Arlington, Va., where the last honors took place.

The five men were among a number to meet their death when the Memphis, formerly the Tennessee, was dashed high on a coral reef off Santo Domingo City in a hurricane.

As soon as he had filmed the ceremonies, the Hearst International cameraman sped by automobile to the Union station and caught a train for New York. On arrival at New York, the negative film was sent to the International Film Service factory, developed, and a print made to be shown at the Rialto Theatre in time for the evening performance, thus showing the event to the public before the daily newspapers.

NORTHCLIFFE'S MILLS OFFER SMALL HOPE

English Publisher Requires Most of Output of News Print Plants for Use of His Great Dailies—Came to Rescue Once Before.

Possible sources of a supply of news print or wood pulp in the present stringency of the market has turned attention to the pulp and paper-making mills of Lord Northcliffe, in Grand Falls, Newfoundland. With the thought there returns to the mind a story of how Lord Northcliffe once before, in an emergency, came to the rescue of American newspapers.

It was in 1910 that a strike in the mills of the International Paper Company brought on a scarcity of paper in the United States, and among other newspapers, the New York American was hard hit. Fifty carloads of white paper was shipped from the Harmsworth plant in Newfoundland to the American on one order, and the possibility of a shortage of paper, as far as that publication was concerned, was gone. As he came to the rescue of the American then, it is said that Lord Northcliffe also came to the rescue of other newspapers in the States at that time and tided them over until the end of the strike and the consequent shortage of news print.

NEEDS ENTIRE OUTPUT.

The present shortage has, of course, recalled this incident, and has excited interest in the possibility of a supply again from this source. Investigation discloses the fact that, although the mills are of a tremendous size and the output is large, that they are none too large to supply the many Harmsworth publications, including the London Daily Mail, the Times, and about thirty other publications, including many magazines. Running full time, it is said that the output is about 120 tons of paper daily.

If the English Government should restrict the amount of paper to be exported to England, there might be a possibility that the mills would have to look for a market in the States. Otherwise there is not much likelihood of any of the paper reaching American newspapers. This is the opinion of a man in New York who is very close to the situation.

Ban On Sunday Papers

TORONTO, September 13.—A short time ago great indignation was aroused among the troops quartered at Camp Borden, the big training ground north of Toronto, at the action of the Camp Commandant in prohibiting the sale of newspapers in the Camp on Sundays. It appears that on several occasions, the so-called Sunday editions of the Toronto papers, which are printed on Saturday evening, reached the Camp too late for sale on Saturday, and the news agent put them on sale on Sunday. The Lord's Day Alliance, always on the alert to stop infringements of the Lord's Day act, directed the attention of the Camp Commandant to the circumstance, and, the law being quite explicit on the point, he was compelled to place a ban on the Sunday selling by newsboys. Such an outcry has since been raised that some concession has had to be made, and a new ruling has been issued by the commandant, which has been acceded to by the Alliance. It is that the Sunday papers may be sold in the various battalion canteens up to 9 A. M. on Sundays. This still prevents newsboys from selling them, however.

POSTAL AUTHORITIES WILL INVESTIGATE

Audit Bureau of Circulations Asks Uncle Sam to Look Into Methods of Promoters of Bakers' World, Whose Claims to Recognition by Bureau Are Denied.

CHICAGO, September 15.—Postal authorities here have been requested by the Audit Bureau of Circulations to investigate the alleged illicit methods that are being employed by promoters of the Bakers' World in launching that periodical, the initial issue of which has yet to make its appearance.

The publication is fathered by F. B. Schafer, business manager, formerly advertising manager of the Operative Miller, and Everett Holdrege, advertising manager, who until recently was the circulation manager of the Operative Miller. It is not planned to make the publication a trade journal, but an organ filled entirely with advertisements and distributed free to the wholesale and retail bakers of the country.

Circulars, form letters, and contract blanks sent out to advertisers in various States bear the assertion that the Bakers' World has a circulation of 26,000, audited and sworn to by the Audit Bureau of Circulations. Certain advertisers have reported that they have closed contracts for space while understanding that the circulation was guaranteed by the A. B. C. Heading the top of a sworn statement of circulation, signed by both Mr. Schafer and Mr. Holdrege, is printed: "An exact reproduction of a sworn statement of circulation of the Bakers' World on file with the Audit Bureau of Circulations awaiting audit."

NO STANDING WITH A. B. C.

The Bakers' World, despite its advertised declarations, is not a member of the A. B. C. Neither has it made application for membership. Furthermore, no sworn statement of its circulation is on file with the Bureau awaiting audit. All of the publication's assertions bearing upon the Audit Bureau are said to be entirely false.

"The Bakers' World is doing business under false colors," one of the executives of the Audit Bureau asserted. "Advertisers should be wary, for although the publication poses as having a standing with the A. B. C., it has not. Matters somewhat similar to this have arisen on different occasions, and we intend to put a stop to it. Since the United States mails have been used, the affair is one for the postal authorities to investigate, and it has therefore been turned over to them."

Managing Director Russell R. Whitman, of the A. B. C., has sent to the members of the Bureau a circular letter stating the facts in the case.

"FORCED TO READ ADVERTISEMENTS."

Some of the arguments made by the Bakers' World in attempting to dispose of space to advertisers are both interesting and amusing, as, for example, the following, which is copied from a letter recently sent to a New York firm:

"The Bakers' World will not be a trade journal. It will be composed exclusively of advertisements, offering absolutely no editorial matter of any nature whatever.

"The average reader merely scans the editorial matter but STUDIES THE ADVERTISEMENTS. Publishers, advertisers, and readers thoroughly admit that the advertisements are the primary purpose and value of every trade journal, especially to the reader."

NEWSPAPER MAKING

Individuality in all departments makes a publication stand out from the mass, causing others to imitate and thus advertise it.

By JASON ROGERS

Publisher, The New York Globe.

ONE of the most important principles of successful newspaper making was imparted to me several years ago by the late Col. William R. Nelson, the famous editor of the Kansas City Star, who put it this way: "Don't let the other fellow make your newspaper. Make your own newspaper just as good as you can every day, and if it shows progress, you are on the right trail." Only those who have a wide field of observation can fully appreciate the good sense and wisdom of the Colonel's rule.

The Kansas City Star stands as a notable evidence of the soundness of the reasoning. Look at any copy and study it well. It is essentially different from any other daily newspaper in the world. It has as strong an individuality as a Napoleon Bonaparte, a George Washington, or any other striking personality. This is saying much for a newspaper, for as a rule there is such a wonderful sameness about them that very slight differences mark the variation between the sane and the yellow journals.

In nearly every strongly competitive field, the editors of each newspaper involuntarily edit the other papers through proneness toward imitation. For example, if one publication starts a school page and makes headway with it, the other papers are almost certain to follow. If a sporting feature is played up by one competitor the others quickly fall into line.

This willingness to imitate and failure to create new activities inflict wastefulness in many instances. Imitation is seldom as meritorious as the original, so if every publication in town is but a reflection of the others the people who buy the product must experience difficulty in selecting one in preference to another. There is such a wide possibility for making newspapers which will possess individuality and command respect and confidence that there is no excuse for resort to imitation.

Col. Nelson was a firm believer that, in addition to the news, which he would go to the limit to get, and sane and informative editorials, that the odd corners of the Star should be filled with the best clippings obtainable. His contention was that with a world of literature from which to select he could print matter of greater merit than he could produce. That his judgment was sound is evidenced by the fact that the Star has a circulation within a few thousand of the population of Kansas City.

Look at the Star again and you may find a clipping from the London Lancet printed alongside of the leading editorial of the day. If Col. Nelson had a bell-ringing editorial to launch in favor of some great national or local movement or a call to arms against some corporation steal, it would go to the top of the front page, where every one could see it at first glance.

When I called on Col. Nelson in 1911 to invite him to become one of the founders of the Associated Newspapers, in order that a group of non-competitive evening newspapers might obtain better feature matter of the sort we wanted on a coöperative basis, he saw the thing in a minute and remarked: "You can count me in if you are going

to get the best." I mentioned the fact that I was thinking of inviting another publisher, and he said: "Don't go to him; he is a piker and can't stand the gaff."

On a visit a short time before his final illness, the Colonel unfolded a wonderful



JASON ROGERS.

plan of articles and asked me to try to produce the goods for a strong group of papers, saying: "This stuff will sell the papers like a whirlwind and be the best thing we have ever printed. I want it for the first two columns of the front page if it is right. I don't want it unless it is right. Count on me up to \$1,000 a week if necessary." Various conditions prevented the realization of his idea, but the way he put the proposition illustrates his grasp of conditions.

Millions of money have been sunk in Kansas City trying to establish a successful newspaper and to run the Star off the map without making any further impression than increasing its circulation. The competitors have always assumed that the people of Kansas City wanted a better paper than the Star or else have attempted to imitate it. The result was the same—the Star never recognized any of them to the extent of knowing that they existed, regardless of how hard and violently the newcomer abused it or its owner.

My contact with Col. Nelson furnished me with the background for the picture we have painted in the New York Globe. His influence transmitted to our editorial force by continuous pounding caused us to make the Globe different from other New York newspapers. We have set our own pace, fixed our own goal, advancing steadily to higher points of circulation and advertising, without a reverse.

Nearly four years ago we started our food campaign, which after three years of hard plugging turned out to be a success, resulting in greater circulation and in advertising. Then we published the "Bed Time Stories" and got Burgess, the creator of Peter Rabbit for the Associated Newspapers and made a big success of it. I could go on repeating similar successes.

In every city and town there is opportunity for newspapers to pick out

MICHIGAN UNDER SPOTLIGHT

Leading Newspapers of State Start Campaign for More Advertising.

THE EDITOR AND PUBLISHER'S zone-campaign idea, through which national advertisers are afforded special information concerning newspaper advertising mediums in special territorial zones or States, is now extended to include the State of Michigan.

Michigan is pre-eminently "an evening newspaper State." The newspapers included in this list are all evening papers. The fact is significant to all national advertisers entering that field.

The Michigan series will consist of twelve full-page ads, one appearing each month. The first of the series appears to-day. It is written—as those to follow will be—by Harold P. Hixson, of the Whalen-Hixson Company, Detroit. Mr. Hixson is an alert, trained advertising man, accustomed, through former connections with national advertisers, to analyzing advertising problems from the angle of the buyer of space.

He knows the Michigan field, its marketing possibilities and its newspapers, and it is a safe prediction that he will make this Michigan series notable both in the facts presented and in the deductions made from these facts. These ads will command the immediate interest and attention of all advertisers seeking to develop the Michigan market.

sufficient reasons for existence without encroaching on or imitating others. If you have not this quality in your organization, the sooner you seek it and take it on, the better your prospects will become. Every time you get well started on some big worthwhile enterprise of popular interest, the public gives you credit for success regardless of whether the other fellow follows in to try to steal some of the glory or not.

Even in the very small town, I would map out a series of local movements which, when put over, would make my paper respected and looked upon as the most powerful institution in the community for civic improvement. Do not think for a moment that any big thing can be done without treading upon some one's toes, and perhaps the temporary loss of some advertising. In the long run the advertiser who considers that he controls a newspaper is not a good patron, and the sooner he is brought to a proper realization of this the better.

In the case of the Globe we probably lost \$100,000 of advertising in 1913 through the adverse influence of traffickers in injurious foods. We were not able to put our fingers on any definite proof, but we know the influence existed and was exercised. After eighteen months' fight, the fakers, realizing that they could not stop us, just quit, and our advertising greatly increased.

Few publishers have been able to secure success without aggressiveness or offending any one to the extent of temporarily losing some advertising. Even in the most conservative institutions I have visited there have been frank confessions that they have had to forego certain advertising from time to time when the advertisers sought to dictate what the newspaper should do under certain conditions.

[In future articles Mr. Rogers will go into a variety of newspaper activities and study the reasons why.

The point of this week's article is: Give your newspaper individuality, play your own hand, and let the other fellow be the imitator.—Editor.]

NEW RULINGS MADE BY A. B. C. DIRECTORS

Audit Bureau Officials Clarify Rules Covering Circulation Reports, Effective September 30—Penalize Publishers Who Make Wilful Mis-Statements to Bureau—Define Renewals.

At the meeting of the board of directors of the Audit Bureau of Circulations, in Chicago, many matters of interest to advertisers and publishers were considered. Questions which had received the attention of the A. B. C. Convention, and which had been referred to the board, were discussed, and new rulings formulated, effective September 30.

The board adopted a rule that each A. B. C. publisher member must install and keep either an A. B. C. Circulation Record Book, or its equivalent, and that all members be bulletined to this effect. It was decided to furnish the newspaper and periodical Circulation Record Books to publisher members at \$2.50 each, instead of \$5, as previously charged.

PENALTY FOR FALSE REPORTS.

The following resolution recommended by newspaper publishers and referred by the Convention for favorable action by the board of directors, was adopted as the Bureau's Standard Practice:

"Whereas, the by-laws of the Audit Bureau of Circulations provide no penalty for a publisher who wilfully makes a misstatement as to his circulation, and

"Whereas, the sole purpose of the A. B. C. is to make every circulation statement absolutely dependable and at the same time to minimize the audit expense,

"Be it resolved, that the by-laws be amended to provide that in the event a publisher is found guilty of making a wilful misstatement as to his circulation, it shall be in the discretion of the board of directors upon conviction to suspend him for such length of time as they deem for the best interests of the Bureau, or to expel him altogether.

"We further recommend, that in the event the circumstances seem to indicate a wilful misstatement, such publisher shall be cited to appear before the board after thirty days' notice, and make his defence, and if after hearing the evidence the majority of the board shall decide he is guilty of the charges, he shall be suspended, or expelled as above provided."

RULING AS TO FREE COPIES.

The following resolution as adopted by the Newspaper Division Advisory Committee and referred to the board of directors by the Convention without recommendation, was adopted by the board as the Bureau's Standard Practice:

"Resolved, that circulation secured by any newspaper under agreement with subscriber to give the paper absolutely free for a definite or indefinite period of time, shall not be considered paid circulation and shall not be certified as paid circulation by any auditor or examiner representing the Audit Bureau of Circulations, until after the date from which it actually becomes a paid subscription. Payment by the newspaper, directly or indirectly, to carrier or newsdealer or other person, for delivery of paper to such subscriber, and reciprocal payment by such carrier or newsdealer for copies of the newspaper delivered to such subscriber shall not make such circulation paid circulation, under Audit Bureau of Circulations' Au-

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHY BUSINESS MANAGERS DIE YOUNG.

WIRE READS—"PAPER SHORTAGE. PRICES ADVANCED. UNABLE TO LOCATE LAST SHIPMENT OF PAPER."

ditions or in any manner affect the foregoing definition of unpaid circulation."

The following resolution as adopted by the Newspaper Division Advisory Committee and referred to the board of directors by the Convention without recommendation, was adopted by the board as the Bureau's Standard Practice to become effective with the September 30, 1916, publisher's statements:

"Resolved that the A. B. C. Newspaper statements show on the first page, instead of 'Total Net Paid' and 'Total One Year in Arrears,' as follows:

Total Net Paid
Total 1 Year or More in arrears.....
Total

DEFINING A "RENEWAL."

The following resolution favorably recommended by the Convention to the board of directors was taken up for consideration:

"Resolved, That it is the sense of this meeting that the board of directors should as soon as possible adopt a rule limiting the length of time within which an expired subscription shall be considered a renewal."

The directors of each class of the Bureau's membership reported the results of the canvass made of their members to secure the widest expression of sentiment in regard to the limit that should be adopted, and as a result of the majority opinion the board of directors resolved that:

"One year from expiration be adopted as the time within which an expired subscription shall be considered a re-

newal, thus conforming to the present Government ruling."

FORM OF REPORTS.

It was resolved by the board that the following resolution favorably recommended by the Newspaper Division Advisory Committee, be adopted as the Bureau's Standard Practice:

"Resolved, that any newspaper in the future may report its city or suburban circulation, or both (other than mail) to the Bureau, either in total or by 'classification' as it may elect; provided that no newspaper shall be permitted to change its report from a 'total' to a 'classification' basis until it has been established by regular audit that the necessary records have been installed and kept to set forth such classifications properly in accordance with the Bureau's rules governing carrier circulation. A publisher showing city circulation in total on the first page may not segregate anywhere else in the report the city circulation either by figures, statement, or estimate. This ruling to become effective with the September 30, 1916, semi-annual publishers' statements."

The Bureau's present Standard Practice in regard to the "classification of carrier circulation" was confirmed with the following change:

"A 'Regular Carrier' is one whose route lists, showing names and addresses, or addresses of subscribers, or both, is on file in the publisher's office," instead of: "A 'Regular Carrier' is one whose route lists, showing names and addresses of subscribers, is on file in the publisher's office."

CANADIAN REPORTERS WERE CAUGHT NAPPING

News Writers Assigned to Cover Raising of Quebec Bridge Span Had Hurried Away Before Disaster Occurred—Movie Man Gave First News to Papers.

TORONTO, September 13.—Journalistically, the disaster to the gigantic Quebec bridge on Monday has been the big event of the week in Canada. But by the irony of fate practically every newspaperman who went to the ancient capital to see the raising of the five thousand-ton centre span, missed the tragedy in which the daring engineering experiment terminated.

Invitations had been extended by the Dominion Bridge Co. to the press of the larger cities of Canada to be represented at the span-raising ceremony, but only Ottawa, Montreal, and Quebec papers responded. The reporters, to the number of over a dozen, were accommodated on the Government steamer *Druid*, on which were also several members of Parliament and the Quebec municipal officials. The *Druid* left the city about 4:30 A. M., followed the span up the river from Sillery, and stood by while it was being attached to the lifting apparatus.

MISSED THE BIG NEWS.

After it had been demonstrated that the two cantilever arms could bear the weight of the suspended span, and after the raising process had been successfully started, the *Druid*, at the urgent request of the afternoon newspaper representatives, returned the eight miles down the river to Quebec. This was about 9:30. At 10:50 when the span fell and the big event of the day was pulled off, the scribes were far away dashing off a story, the relative merit of which had been dwarfed by the subsequent happening. It reminded for a moving-picture operator, who was so fortunate as to get a picture of the tragic occurrence, to rush into the city and give the papers the first personal story of the event.

Of course news of the collapse of the span was quickly telephoned to Quebec, and the local representative of the *Canadian Press* had it on the wires within ten minutes. Some reporters returned to the bridge in motors in order to get interviews with eye-witnesses, while others revamped their stories from information gleaned from returning spectators. The result was that practically every story in the Monday afternoon and Tuesday morning editions was written impersonally.

Sues Advertising Firm

CHICAGO, September 13.—Suit for \$10,000 damages against the advertising firm of Lord & Thomas has been instituted here by Charles F. White, Republican candidate for the nomination for Secretary of State, who alleges that his "constitutional rights were snuffed out by the sentimentality of a mere advertising solicitor."

Mr. White claims that he paid the company \$354.18 and furnished copy for an announcement of his candidacy, but subsequently was informed by the firm that "it has been decided that we can under no circumstances accept the advertising from a client, whose political sentiments are adverse to those of Morton D. Hull. We have carefully gone over your copy, and from its general tenor believe you are endorsing Mr. Frank O. Lowden, Mr. Hull's opponent," for Governor of Illinois.

TRADE **LINOTYPE** MARK

10400 Ems An Hour

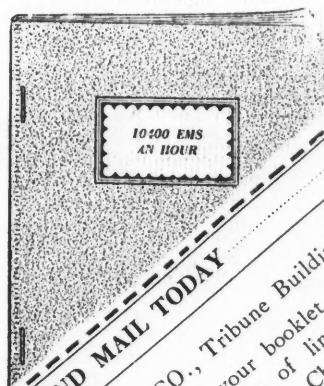
This average was made in one night by an operator on the Model 18 (Two Magazine Model 5) Linotype in the office of the Chicago Tribune during a comparative trial test with a two-magazine line-casting machine of another make.

Two operators from the Tribune's regular staff alternated from one machine to the other and worked "off the hook."

At the end of the comparative test, the voluntary testimony of the operators proved that they set a larger amount of type with less effort on the Model 18 Linotype than was required to set the smaller amount on the other machine.

Result: The Chicago Tribune ordered 39 Model 18 Linotypes and 2 Model 16 Linotypes—the largest single order ever placed for line-casting machines.

"10400 Ems An Hour"
is the title of a booklet which covers all the details of this comparative test. To get your copy of this book fill in the coupon now and mail it today.



**MERGENTHALER
LINOTYPE CO.**

Tribune Building, New York, N. Y.

FILL IN AND MAIL TODAY

MERGENTHALER LINOTYPE CO., Tribune Building, New York

Gentlemen:—Please send me a copy of your booklet "10400 Ems An Hour" describing the recent test of line-casting machines in the composing room of the Chicago Tribune.

Name.....
Address.....
Employed with.....
Position.....
E. & P.

CLEVELAND EDITOR EVOLVES NOVEL PLAN

Victor Morgan, of the Press, Conducts Unique "School of Journalism" for Members of His Staff—Publishing News Writing on Efficiency Basis.

CLEVELAND, O., September 14.—A new idea in staff meetings has been inaugurated by Victor Morgan, editor of the Press, for members of the editorial departments of that newspaper. The move is the outcome of a uniform style adopted by the Scripps-McRea League of Newspapers, which includes the Cleveland Press, Columbus Citizen, Cincinnati Post, Toledo News-Bee, Akron Press, Oklahoma City News, and Des Moines News.

Every week the "class" gets together. Mr. Morgan is the teacher or lecturer. A large blackboard is used to demonstrate the examples in style required. Every member must pay attention to each feature of the style. If he does not, he is almost certain to be tripped up when it comes his turn to "recite."

LESSENS BURDENS OF EDITING.

News is classified into many different groups. Questions are asked each "pupil" as to how he would write or handle each story. Then he goes to the blackboard and proves his answer. If it is correct that ends it. If not, the mistakes are pointed out, and all benefit thereby.

"This direct method in instruction in newspaper style is essential to obtaining the best results with the minimum of effort on the part of all of the staff," says Mr. Morgan. "It makes for smooth copy, as each reporter and editor does his share, and does not hang the burden on to the copy readers and those higher up. The result is efficiency in newspaper editorial work."

The Press is believed to be the first newspaper in the country to adopt efficiency methods to handling news.

The uniform style of the Scripps-McRea newspapers was evolved in the Press office, and amplified by editors and others in the other newspapers.

Extends One-Cent Zone

The New York Herald has extended the territory within which the price reduction was effective. Commencing last Monday, the entire Westchester County, north of Greater New York, was included in the one-cent section. The price reduction at first only applied to Greater New York and parts of New Jersey adjacent thereto. In furtherance of the general plan to make the Herald a one-cent paper in the entire metropolitan district, Westchester County has now been taken in.

Reid's Former Home Burns

Whitelaw Reid's former country home, Wrest Park, near London, was practically destroyed by fire September 14. The place had been converted into a hospital, and about 100 wounded men who were in the building when the conflagration started, were removed safely. Many of the art treasures were ruined. When he was Ambassador to the Court of St. James, Mr. Reid rented Wrest Park from Lord Lucas. It was one of the show places of England, located about forty miles from London.

Taylor-Critchfield-Clague Co. Brooks Building, Chicago, Ill., is making 5,000 1 one-year contracts with some Middle West newspapers.

SHOULD A NEWSPAPER BECOME THE SALES FORCE OF AN ARTICLE TO BE ADVERTISED?

By H. C. ADLER,

Business Manager, Chattanooga Times.

WITHIN the past two or three years an innovation has crept into the business departments of newspapers, which if not throttled at once will grow, gain strength, and remain to annoy the newspaper for all future time. That is the promotion bureau or sales force. And strange to say, many newspapers, so the information has it, have established "promotion departments" to aid and assist this innovation. The newspaper is thus becoming the salesman in its town or city for selling or placing or securing an agent for sundry and various articles of merchandise such as automobiles, grape juice, carpet sweepers, baking powders, toilet preparations, shoes, clothing, tailoring, etc., in consideration of an advertising contract to be placed; one, too, usually based on a percentage of the amount of goods sold by the newspaper to the agent.

In my opinion, this is an evil, a great and growing evil. It should be strangled now and not permitted to become an established institution, to remain forever a nuisance and annoyance to the newspaper. It is an abuse which will become greater and stronger the more it is welcomed and tolerated by the publisher. It is an abuse so foreign to the mission of a newspaper that a letter or request of this kind should be returned to the writer with the legend "nothing doing" written strongly and boldly across its face.

Fundamentally, a newspaper's mission is to print the news, to give information, and advertising as well as news is information. Next, it is to obtain as many readers as possible. And its circle of readers will be as narrow or wide as the inherent merit of the publication justifies, and it will be as influential as it deserves to be. To be strong and influential it must be prosperous, but to obtain high standing and prosperity it must keep in the background its advertising or business department. It must deserve to succeed because it is honest with its readers, trustworthy and unbiassed in printing the news, fair, reliable, fearless, convincing and strong in its editorial department, and in all cases, and this is said seriously: it must rise above itself in this instance meaning its advertising department.

A newspaper's readers, not its advertisers, are its mainstay. You will never get the latter if you do not have the former, and there is no newspaper of the right kind but confers a greater favor upon the advertiser in admitting to its columns his store news in the shape of advertising than the advertiser confers on the newspaper in placing it there. Then why these promotion bureaus of newspapers? Why this new departure by the creation of this new department? It is only, to speak plainly, that a few more unnecessary dollars may find their way to the treasury. And at what a sacrifice? A sacrifice, in my humble judgment of the best ethics of our profession. That is if we are yet a profession and not simply a business.

For seventeen successive years it has been my good fortune to have attended the annual conventions of the American Newspaper Publishers' Association, and I have learned much from the men who have gathered there in those years. Such ideals as may possess me, have been imbibed by association with the great figures of our profession, and for this privilege I am duly and sincerely appreciative. To-day, as in the past, that association, as is the S. N. P. A., is made up of a combination of publishers and business managers. It is well that this is so, for in the cure and eradication of this evil it requires the united effort of both, for both are equally responsible.

The publisher expects or demands certain returns from his property; the business manager knowing this, puts forth every effort to meet or exceed the expectations of his publisher and the consequence is, everything becomes fish that comes to his net, all schemes are fair, all ideas available, all competition just, all means to the end of a better showing, a greater profit, acceptable and striven for. It may sound dogmatic to assert that never was there a greater mistake, a course more fallacious. As a chain is only as strong as its weakest link, so is a newspaper only as strong as the combination of its editorial and business departments maintains and connects the highest, the very highest ideals of the profession. You cannot be strong in the editorial and news ends of your publication and weak in the business end. You cannot be fish in one department and flesh in the other. You cannot anchor yourselves strongly and immovably in the one and permit a drifting in the other and expect to obtain and retain not only your own self-respect, but the respect and esteem of others as well.

Beyond a certain point money has no value. Newspapers to-day are more prosperous than at any time in the history of their publication, there is none deserving it, but its earning as much as its capitalization justifies, or its merit and character entitle it to. Then why this "promotion bureau" that smacks so much of commercialism? Why this creation of a sales force that makes the newspaper a commercial institution, instead of a profession, a profession the highest, the greatest, the most influential in all the world? Why prostitute our hitherto great ideals for the sake of a few unnecessary and useless dollars? Why risk the loss of that great respect for our opinion and personal disinterestedness in the conduct of our properties for the public welfare for greater wealth?

The good newspaper should not do this. The newspaper which enjoys the esteem, the confidence, the trust and the respect of its readers, need not temporize with prospective advertisers upon this question, and the other kind will not long enjoy the fruits of any labor it may put forth as a selling agent of any commercial proposition.

The cure then lies in the hands of the publisher, for he is the overlord of the property. He should at the earliest opportunity call his business manager into his office and a short conversation, or more properly speaking monologue, similar to the following take place:

"Mr. Business Manager—In the conduct of the editorial and news departments of this publication the highest ideals prevail, no editor writes or

FIFTY YEARS IN ELMIRA

Editor Copeland Celebrates Semi-Centennial of Service.

On September 5 the employees of the Elmira (N. Y.) Star-Gazette dined in celebration of the fiftieth anniversary of the advent of Editor Isaac Seymour Copeland in Elmira newspaper



I. S. COPELAND.

work. The occasion was described as one "which comes only twice in a hundred years." Mrs. Copeland was hostess, and the guests included about seventy men and women associated with the distinguished editor in making the Star-Gazette.

Big Ad Campaign On

The Canadian Government is floating the new Canadian war loan by preliminary advertising in practically every paper and periodical in Canada. This copy has been placed direct by "the King's printer," but the copy advertising the details of the loan is being handled by J. J. Gibbons, Ltd., and will run for one week. Leading financial houses are advertising the loan.

expresses an opinion in which he does not thoroughly and sincerely believe. The news columns are based on truth and reliability, and the readers of this community seek our columns for a description of the events as they happen. So must it be in your department. Some time ago you were permitted at your earnest solicitation, to establish a sales or promotion department. Abolish it at once. Positively and absolutely refuse to permit any of the force to be the salesmen for any article under any circumstances. I am thoroughly acquainted with business conditions in our community, I know what to expect if they remain as they are, what, if they get better or worse, and I will be satisfied if your work produces in accordance with existing conditions; more, I do not ask, less I do not expect. Avoid the appearance of commercialism by being uncommercial, eschew all schemes and acting as sales agent of all kinds and conduct your department with the same high and honest ideals as the editorial and news departments are conducted and your future is assured; to do otherwise for any consideration means the severance of our relations. Good day."

As Benjamin Franklin has so well said: "The conductor of a newspaper should, methinks, consider himself as in some degree the guardian of his country's reputation and refuse to insert such writings as may hurt it."



There's Money In Michigan

Each Paper in the List thor- oughly Covers its Territory

The evening newspapers are the ones that go straight to the home; the evening newspapers are thoroughly read and produce business for the advertiser. Every newspaper mentioned here is an EVENING paper and each one covers its field splendidly. There is no duplication of circulation—when you use these papers you get all you pay for!

Nearly Three Million

persons live—and work, and play, and buy—in the territory covered by these “Blue List” Evening Newspapers.

There are hundreds of publications in Michigan that you MIGHT use to reach these three million people who live and laugh and work and play and spend their money for necessities and luxuries, but you need use but FOURTEEN EVENING NEWSPAPERS to send your message. Our great automobile output has turned the farmers into city men—we're all of us good buyers of meritorious merchandise. There's only one sensible way to reach us.

“Use these Michigan EVENING Papers”

Michigan has a population of considerably more than three millions of people who are enjoying a brim-full measure of prosperity. Business is great; the mills are humming; hundreds of factories are working to capacity; city folks and farmers alike are property owners and drive their own automobiles. Good Fortune smiles broadly on Michigan.

No matter what you have to sell, you can reach *ninety-five per cent.* of these prosperous people through *Fourteen* evening newspapers and you can *sell* them, too, if your article has merit and is worth the price.

**It will pay you to use
THESE EVENING
Newspapers**

These Evening Papers Thoroughly Cover the Field of Michigan's Prosperity

Circulation Figures, Net Cash Paid

CITY	Popu- lation	NEWSPAPER	Circu- lation	5000 Line Rate
Detroit	725,000	News	187,993	.17
Gd. Rapids	125,000	Press	82,302	.09
Flint	65,000	Daily Journal	22,168	.03
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- Telegraph	26,332	.035
Jackson	40,000	Citizen-Press	15,941	.02
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

GREATER PROFITS IN MAKING OTHER GRADES

Many News Print Mills Have Turned Machines Over to Production of Other Lines of Paper—Increased Tonnage Forecasted by Big Mills May Offset This Loss.

According to information received by the A. N. P. A., eleven paper mills, with capacity to produce a total of 377 tons of news print per day, have discontinued entirely the production of this grade of paper. Ten other mills are contemplating the same policy, to go into effect when existing contracts expire. This condition has been brought about through the possibilities of greater profits, in the manufacture of other grades of paper, than are offered even in the present inflated market for news print.

These mills are reported to have made plans to turn their machines to other grades of paper: Champion Paper Company, Carthage, N. Y.; Consolidated Water Power & Paper Company, Grand Rapids, Wis.; Dells Paper & Pulp Company, Eau Claire, Wis.; Flambeau Paper Company, Park Falls, Wis.; Nekosau-Edwards Paper Company, Port Edwards, Wis.; Oswego Falls Pulp & Paper Company, Fulton, N. Y.; Pettebone-Cataract Paper Company, Niagara Falls; Rhinelander Paper Company, Rhinelander, Wis.; Watab Pulp and Paper Co., Sartell, Minn.; Edwin Crabtree & Sons Company, Crabtree Mills, Que.

HAVE CURTAILED PRODUCTION.

The following mills during the past two years have turned some of their machines to other grades of paper:

Berlin Mills Company, Berlin, N. H., has reduced news print production from 200 to 145 tons per day during the past two years, and it is reported they intend to make only fifty tons a day during 1917. Their machines are now producing kraft.

Cheboygan Paper Company, Cheboygan, Mich., produced only twenty-six tons of news print daily during the first six months of this year, although it has a capacity of thirty-eight tons daily. It is stated they will decrease production still further during 1917. They are now making wrapping paper.

International Paper Company, with a capacity of 1,524 tons daily of news print less than two years ago, produced but 1,253 tons during the first six months of this year, some news print machines having been put on wrapping paper and specialties, and it is believed they will reduce this figure to 900 tons a day during the next two years. This may be offset to some extent should the new mill which this company is planning to build in Canada, with a capacity of 200 tons daily, actually be built.

W. H. Parsons & Company, Brunswick, Me., have reduced news print production about twenty tons a day during the past two years. They are now making poster paper.

St. Croix Paper Company, Woodland, Me., with a capacity of 156 tons daily, has produced only 126 tons of news print during the first six months of this year, the balance being made up of bag paper.

The new paper tonnage in sight, however, indicates the prospect that the total output may not be really affected by the discontinuance by some mills of news print production. Increased tonnage is forecasted, as follows:

Northwest Paper Company, Cloquet, Minn. (late fall, 1916), 35 tons; Donnacona Paper Company, Donnacona, Que. (October, 1916), 50 tons; St. Maurice

Paper Company (Union Bag & Paper Company), Three Rivers, Que. (January, 1917), 100 tons; Ontario Paper Company, Ltd., Thorold, Ont. (November, 1916), 50 tons; Price Brothers & Company, Kenogami, Que. (February 1, 1917), 50 tons; Price Brothers & Company, Kenogami, Que. (Early, 1918), 80 tons; Laurentide Company, Ltd., Grand Mere, Que. (March, 1918), 200 tons; Abitibi Power & Paper Company, Iroquois Falls, Ont. (December, 1917), 195 tons; International Paper Company, Three Rivers, Que. (1918?), 200 tons; International Paper Company, Otis Falls, Me. (November, 1916), 50 tons; International Paper Company, Fort Edward, N. Y., 12 tons; Pacific Mills, Ltd., Ocean Falls, B. C. (March, 1917), 50 tons; Hawley Pulp & Paper Company, Oregon City, Ore. (January, 1917), part news, 50 tons; Great Northern Paper Company, Millinocket, Me., prospect of increasing (late, 1917), 50 tons.

It is reported that a new mill of 100 tons capacity will be built in the near future at Port Angeles, Wash.

It is also reported that a pulp and paper mill, with daily capacity of 100 tons of paper, will be built at Grand Rapids, Manitoba, the work of construction to be begun early in the spring. It will probably be two years before the production is ready for the market.

ON NON-RETURNABLE BASIS.

The following newspapers have recently adopted the no-returns policy:

Huntsville (Ala.) Times, Tucson (Ariz.) Citizen, Rockford (Ill.) Republic, Alexandria (Ind.) Times-Tribune, Evansville (Ind.) Journal-News, Lafayette (Ind.) Courier, Seymour (Ind.) Republican, Webster City (Ia.) Freeman-Tribune, New Bedford (Mass.) Standard and Mercury, Dowagiac (Mich.) Times, Owosso (Mich.) Argus, St. Cloud (Minn.) Times, Missoula (Mont.) Missoulian, Asbury Park (N. J.) Press, Burlington (N. J.) Enterprise, Morristown (N. J.) Record, Jamestown (N. Y.) Journal, Poughkeepsie (N. Y.) Star, Saratoga (N. Y.) Saratogian, Massillon (O.) Independent, Altoona (Pa.) Tribune, Harrisburgh (Pa.) Patriot, Wilkes-Barre (Pa.) Record, Anderson (S. C.) Mail, Roanoke (Va.) World-News.

The following newspapers have announced increases in advertising rates, due to the increased cost of news print:

Atlanta (Ga.) Georgian and American, Canton (O.) Daily News, Dowagiac (Mich.) Daily News, Evansville (Ind.) Courier, Findlay (O.) Republican, Fort Smith (Ark.) Southwest American, Minneapolis (Minn.) Tribune, Morristown (N. J.) Record, New Bedford (Mass.) Standard and Mercury.

WISCONSIN MILLS TO RESUME.

With the arrival of large shipments of ground wood pulp in Green Bay, Wis., the announcement is made by J. C. Fogarty, manager of one of the big paper mills at that point, that there will be a general resumption of news print manufacture by the Wisconsin mills, due to the prevailing high price and the extraordinary demand for paper. It is expected that five or six more shiploads of pulp will reach Green Bay before the close of the navigation—sufficient to keep a number of the plants in operation throughout the winter.

The St. Paul Dispatch has purchased the Itasca Paper Company's mill at Grand Rapids, Minn., for \$600,000. The plant has a capacity of twenty-five tons of news print daily. While the September output has been contracted, beginning with October 1 the plant will manufacture solely for the Dispatch and the Pioneer Press.

SOUTHERN PUBLISHERS GET BUSY.

The newspapers of Virginia and North Carolina are agitating the investigation

of the Eastern North Carolina forest products and water supply, with reference to the paper-making industry. It is said that there is an abundance of timber in the Sound country available for pulp wood, with all conditions, such as water and labor, ideal for the establishment of a mill that may be operated all the year around at minimum cost. W. H. Crocker, of Wilmington, N. C., who has been associated with paper-manufacturing enterprises for a number of years, took a carload of North Carolina woods to a Pennsylvania mill recently, where he demonstrated that the long and short-leaf pine may be converted into wood pulp, suitable not only for news print, but certain grades of book paper.

The Cape Fear river section presents many advantages, he says, over certain Northern paper-making districts, in that it affords a highway for bringing the product to the mill in the cheapest possible manner, against all rail or part rail transportation in some Northern States. Another advantage is the fact that in the South the forests reproduce the same kind of wood, while in the North they are followed by another variety. In order to take advantage of conditions, Mr. Crocker has incorporated the Old North State Pulp & Paper Company, for the purpose of acquiring large tracts of timber lands, and for the erection of a mill near Wilmington, the plant to have a capacity of fifty tons daily. Mr. Crocker estimates that eventually they can erect a 100-ton plant and keep it going from the regrowth of 30,000 acres of ground. He believes that a mill producing 16,500 tons of pulp yearly, at a cost of \$33, which would sell for \$44, would return a profit of \$231,000 at the highest cost for supplies.

TO ADVERTISE A NATION

President Menocal, of Cuba, Uses Space in New York American.

The President of the Cuban republic has signed an advertising contract with the New York American, through the Beers Agency, of Havana, for a double-page advertisement in the issue of Sunday, September 24, in which the attractions of Cuba, both for tourists and home-seekers, will be set forth. This will be literally, "national advertising."

It is perhaps the first instance on record in which the chief executive of a nation has turned advertising man, and undertaken the task of developing the resources of his country through approved advertising methods.

It is especially fitting that President Menocal should have selected the American as the medium for his first campaign, for Mr. Hearst's newspapers, it will be recalled, were powerful agents in creating public sentiment in the United States in favor of Cuban independence.

BUNDLE TAX ABOLISHED

New Revenue Act Eliminates Petty Annoyance to Publishers.

WASHINGTON, D. C., September 15.—The revenue act passed by Congress, and approved by the President, repeals the stamp taxes, including that assessing a tax on newspaper bundles, under the express and freight bills of lading section. The assessments under this tax were not very heavy, amounting to one cent for each bundle of papers, but, like all stamp taxes of its kind, it was a service of annoyance to publishers, as it required a monthly report to the Collector of Internal Revenue.

PRES. HILL EXPLAINS NEW ADVT. POLICY

(Continued from page 3)

return with a lot of excuses, and say, 'I might have increased my sales, but it would have been at the expense of Mecca.' Fiddle dee dee! His business is to sell Sweet Caporal, and we want our advertising placed on the same basis.

"The man who writes Bull Durham copy should not care whether he pulls from Tuxedo or not. If he can produce an ad that will do that, he can write copy that will pull from other brands which we do not manufacture, and hence increase our sales.

"We have about thirty brands that are advertised, and we have about three hundred that are not, and for which there should be and can be increased sales, and for which we want more business."

AGENCIES DESIGNATED.

According to the A. N. P. A. bulletin, the following are some of the agencies already designated to handle portions of the American Tobacco Company's campaign:

Frank Presbrey Company, 456 Fourth Avenue, New York city; Tuxedo, Mayo's Cut Plug, Honest Long Cut, Liberty, Veteran, Ivanhoe, Virgin Leaf, Miner's Extra, U. S. Marine, Five Brothers, Giant, Nigger Hair, Miner's and Putter's, Paterson Sale, Queen Quality, Dixie Queen, Lucky Strike, Blue Boar, Old English Cut, Mecca, Egyptian Straights.

E. J. Goulston Advertising Agency, New York and Boston, Mass.; Lord Salisbury, Sweet Caporal, Egyptian Straight cigarettes.

J. Walter Thompson Company, New York city; Mecca cigarettes.

Witt K. Cochran Advertising Agency; Lord Salisbury cigarettes.

Collin Armstrong, Inc. 115 Broadway, New York city; Sovereign cigarettes.

Federal Advertising Agency, 231 West 39th Street, New York city; Little Admiral cigars.

NEWS PRINT MAKERS IN EXECUTIVE SESSION

(Continued from page 3)

P. T. Dodge, of the International Paper Co., George H. Mead, of the Lake Superior (Spanish River) Paper Co., E. W. Backus, of the Minnesota and Ontario Power Co., George Chahoon, of the Laurentide Co., Ltd., George H. P. Gould, of the St. Regis Gould Paper Co. and the Donnacona Paper Co., and Secretary G. F. Steele, of New York.

EUROPEAN PAPERS HIT HARD

Paris Dailies Cut in Half, and Spanish Papers Fear Suspension.

A special cable dispatch from Paris, in the New York Herald of yesterday says:

"In view of the paper crisis apparently existing in the United States it may interest you to know the case is the same here, only more so.

"The syndicate of French newspaper proprietors decided to-day to cut the Gordian knot by cutting their newspapers in half. All the dailies in the syndicate, no matter what their size or price, will until the end of the war, appear twice a week, with half the present number of pages.

"As four pages is the rule this means that French newspapers will appear two days in every week with only a single sheet."

Proportionate to the population of the place
of publication and with one exception,

The Cleveland Plain Dealer

has a LARGER Circulation than any
other Morning Paper in the United States

—the exception being the "Boston Post," published in the "Hub"
of New England, our most thickly settled manufacturing district

—Here are the circulation comparisons* with the leading
morning newspapers in our eight largest cities, Boston excepted

THE PLAIN DEALER'S	circulation is	24%	of Cleveland's	population [†]
The Globe-Democrat's	"	20%	" St. Louis'	"
The Free Press'	"	18%	" Detroit's	"
The Tribune's	"	16%	" Chicago's	"
The American's	"	14%	" Baltimore's	"
The Gazette-Times'	"	13%	" Pittsburg's	"
The Inquirer's	"	12%	" Philadelphia's	"
The World's	"	8%	" New York's	"

*Reports to Federal Government,
April 1, 1916

[†]All populations are based on
1915 local official estimates

THE PLAIN DEALER'S AVERAGE NET CIRCULATION

Daily 145,000

Sunday 185,000

Western Advertising Representative:
JOHN GLASS
Peoples Gas Building, CHICAGO

Eastern Advertising Representative:
JOHN B. WOODWARD
Times Building, NEW YORK

JULIAN HARRIS BACK FROM FRENCH CAPITAL

Popular American Newspaper Man Won Success as Manager of Paris "Herald" but the Call of the New York Field of Work Lured Him Home.

Julian Harris, who went abroad last December to direct James Gordon Bennett's Paris *Herald*, returned to New York last Saturday on the steamer Chicago, from Bordeaux.

Mr. Harris is the son of Joel Chandler Harris, the famous Southern author, and was for twelve years managing editor of the Atlanta Constitution, the newspaper with which his talented father was so long associated. He came to New York two and a half years ago to act as Sunday editor of the *Herald*, and was subsequently made advertising manager of the Evening Telegram. In both positions he was so successful that Mr. Bennett decided to have him go to Paris and to devote some of his energies and executive abilities to the task of making a modern American daily newspaper in the French capital in war times.

Mr. Harris carried his new task with such ability that Mr. Bennett planned to have him prolong his stay in Paris indefinitely. Having no inclination to do this, and hungering a little for the excitement of the newspaper game here

at home, he severed his connection with Mr. Bennett in the latter part of June. He has devoted the intervening period to a needed vacation, spent in visits to the French and British war fronts in France, and in visiting the chief French cities and watering places.

SIDELIGHTS ON MR. BENNETT.

Naturally, as the director of his Paris daily, Mr. Harris came into close personal touch with James Gordon Bennett, the man about whose personality and genius so much has been said, and yet so little said with authority. Urged to say something to the readers of THE EDITOR AND PUBLISHER concerning the real James Gordon Bennett, Mr. Harris graciously declined. "I think I may say, however," he said, "that the most striking thing about Mr. Bennett's personality is his extraordinary intuitive knowledge of things. To say that he is a mind-reader may not quite express this quality in him, but it is a fact that he has a faculty of insight that is amazing. This gift discloses itself to one on a very brief acquaintance with him. It is revealed in his comments on men and on policies and happenings. If he makes a proposition to you he can read your mental attitude towards that proposition before you have had an opportunity to express it, so keen is his mental vision. He decides many important things on the spur of the moment, following this extraordinary faculty of instinctive judgment."

Mr. Harris's plans for the immediate future have not yet been fully settled. When asked as to the possibility of his returning to editorial work here in New York, he replied:

"No; I am through with editorial work. The business end of newspaper-making has claimed me. That will be my field hereafter."

Questioned as to his observations of the manner in which news is handled and written by the Paris newspapers, Mr. Harris talked most interestingly.

FRENCH TREATMENT OF NEWS.

"The Paris newspapers," he explained, "do not elaborate upon the details of what we call a news happening. They print the mere outline of the facts. If a woman, in despair at failing to secure any information about her soldier-husband, drowns herself and children in the Seine, they tell the story in a few brief sentences. Perhaps in the next issue a noted writer will devote large space to pointing the lesson of the incident, calling on the Government authorities to so discard routine red tape as to be in a position in future to afford to distracted wives the fullest information in regard to husbands at the front, about whose safety they may be anxious.

"Often," he continued, "from a trivial story, judged by the appraisal of its news value made in the editorial rooms, a striking editorial treatise on social, economic, or political conditions is evolved by a writer of great reputation. The theory seems to be to give small space to the details of a news story, but often large space to the moral lesson the story teaches.

"There is another practice in Paris journalism," Mr. Harris continued, "which might be imitated here with profit. The editors of the Paris dailies exchange proofs of news and other matter shortly before the papers are sent to press. They seem to have no passion for securing news beats. If one editor uses an item found in the proofs of another paper, he credits the item to the paper in question. Until you get accustomed to this practice it seems odd to see news items and dispatches in one paper credited to various competitive papers. But the French people, who usually buy but one newspaper, appreciate the policy, for they feel assured that they are getting all of the important news without having to read all of the papers."

Asked about the news print situation in Paris, Mr. Harris said that the policy of running small issues, of from four to six pages, served to conserve the supply, although a few of the Paris newspapers have very large circulations. So far as he was aware, the price of news print there varied from four cents to six cents per pound.

After the war, Mr. Harris believes, the French people will solve readily the new industrial conditions confronting them. "A French manufacturer, in times past," he continued, "would point to a machine and proudly inform you that it had been in constant use for fifty years. He would see nothing of which to boast in the fact of having to install a new piece of machinery. The shortage of men, when the war ends, will mean the necessity of modern machinery, of modern methods, and no other people are so clever in adapting themselves to altered conditions as the French. As a general rule, these people are not looking forward to an economic war of spite after the close of the present hostilities. They expect to trade with Germany, and that Germany will trade with them. But they have learned to make for themselves a great many things which they have heretofore relied on Germany to furnish them."

PAYS HIS RESPECTS TO FORD

R. R. McCormick, of Chicago Tribune, Comments on Auto Man's Libel Suit.

CHICAGO, September 13.—R. R. McCormick, one of the Tribune's publishers, and an officer in the Illinois National Guard, here on sick leave from the border, comments briefly and somewhat amusingly upon Henry Ford's \$1,000,000 libel suit against the paper.

"There is not another man in the world who has obtained so much advertising for so little money as has Mr. Ford," he asserted. "The man continues to find ways of getting valuable news space at remarkably low cost."

McLean's Fight for Father's Letter

Edward B. McLean, son of the late John R. McLean, proprietor of the Cincinnati Inquirer and the Washington Post, has filed his answer to an action by the American Security & Trust Company, executor of the will, and Francis T. Homer, adviser designated in that instrument, to obtain one of his father's letters. There is considerable mystery about the letter which young McLean is fighting in the District Court of Columbia to hold. The identity of the writer is not known. In his answer, Mr. McLean says that he has had opportunity to examine only a few of his father's letters, which he did in the presence of Mr. Homer. He took only the one letter referred to, because of the personal character of the contents, which, he says, should not be made public, and because of its possible evidential use, should not be destroyed. Being his father's only son and heir, he holds that he is entitled to possession of the letter, which, he says in his reply, he took with the knowledge of Mr. Homer.

William Berri Convalescent

William Berri, proprietor of the Brooklyn Standard Union, celebrated his sixty-eighth birthday Tuesday at his home, 465 Clinton Avenue, Brooklyn. Mr. Berri is convalescent from a recent serious illness, and he passed the day quietly, surrounded by members of his immediate family.

Scores of telegrams and letters reached his home, bringing messages of good will from many parts of the city and country.

Members of the staff of the Standard Union paid their respects by sending post cards with personal messages. Mr. Berri's condition is said to be very much improved.

Suggests "World Paper"

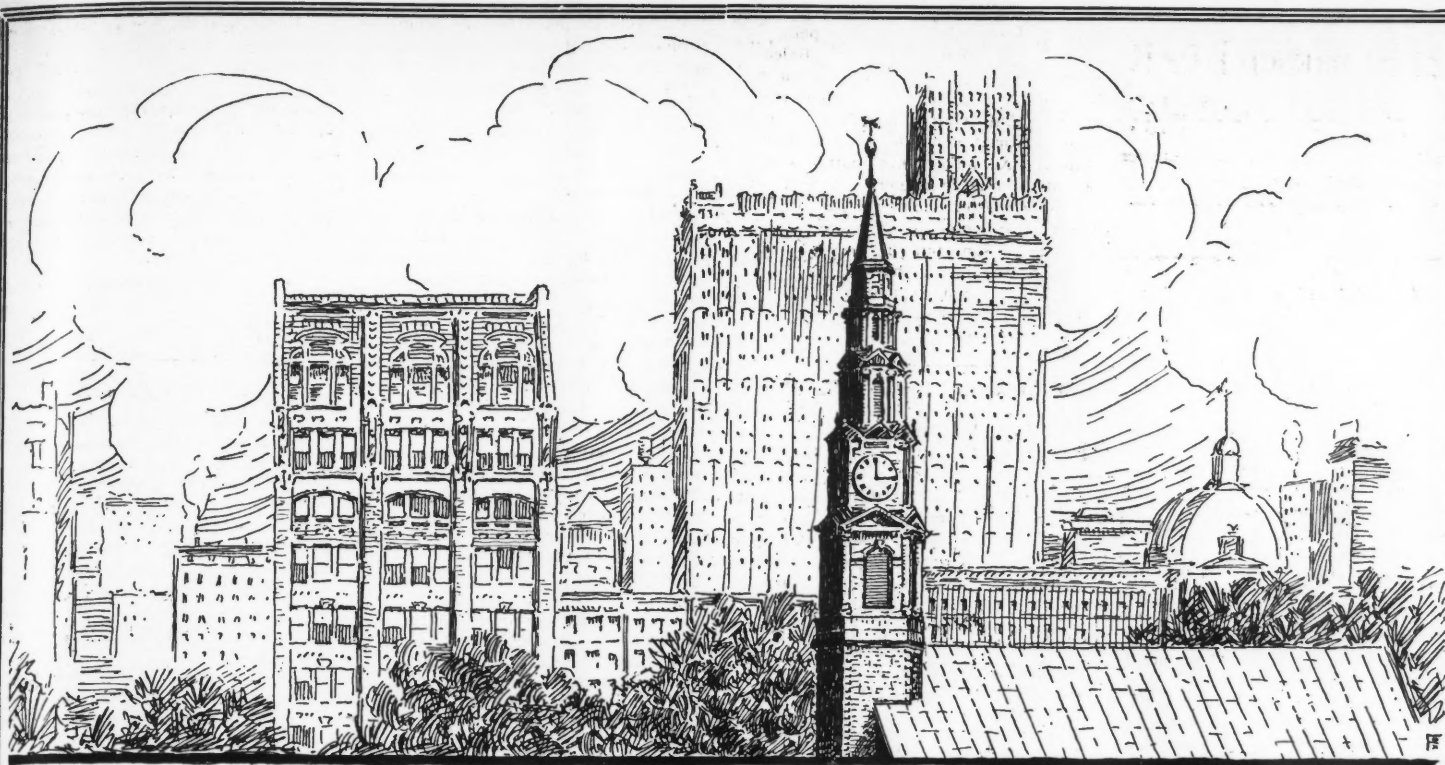
William S. B. Dana, Grantwood, N. J., in a letter to the New York Times, suggests the idea of establishing a "world paper to be published once in each twenty-four hours at all the great centres of the earth, with identical articles, but each in the particular language of its community."

Reporters Keep "Future" Books

Reporters on the Daily Monitor, of Columbus, O., are required to keep their own "future" books, going over the coming events with the city editor every morning. The reporter is instructed to clip all matter pertaining to his beat, and to exercise the same care as the man on the desk. The method has developed executive ability among the members of the city staff, with the result that the Monitor misses very little local news.

The "Department Store Rate" in the Brooklyn Standard Union is 15 cents flat, no matter how much space is used.

That will be your rate, no matter how much space you use, when you decide to become acquainted with the 2 million people in Brooklyn.



How many times have you been compelled to say
“That job printer is the bane of my life. He’s never on time”?

The trouble with many printers is, though they really mean to make delivery on time, they do not know how to arrange their work to enable them to do it. In The Nation Press, the job printing plant of The New York Evening Post, systematic handling is the feature which eliminates eleventh-hour printing delivery worries for you. Two great points in satisfactory printing work are quality and prompt delivery. One reason why The Nation Press has the complete confidence of the people in the down-town section of New York is because the minds of the patrons are eased of worry as to whether their printing order will be delivered on schedule time and the work be up to the standard.

You probably will have to pay more for the good printing work done by The Nation Press, but you have the supreme satisfaction of knowing you are getting your money’s worth and that 3 o’clock means 3 o’clock, not 4 or 5 or 6. Pay the price—it’s worth it!

(Next time you have some printing work to be done call up The Nation Press (Cortlandt 83), or drop a line to 20 Vesey Street, and somebody will call to look after your needs—that is, provided you want *quality* work. Also consider the advantage of having a down-town printer who gives his personal service to your work.)

The dependable down-town job printing house is

THE NATION PRESS, Inc.

Owned and Operated By The New York Evening Post Company

Remember the Address, 20 Vesey Street

THE EDITOR & PUBLISHER

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

New York, September 16, 1916.

The public has more interest in the punishment of an injury than he who receives it.—Cato.

SAMUEL HOPKINS ADAMS, in his Ad-Visor column in the New York Tribune, says: "If there is one other field of endeavor in which hypocrisy is as blatant and as prevalent as it is in the publishing business we have yet to find it." Mr. Adams is doing a great and useful work—and he may be forgiven, on that account, an occasional lapse into intemperance of judgment.

INTENSIVE cultivation of reader-responsiveness to advertising is the proper preliminary to an increase in advertising rates. If, through a campaign of education, you can increase this responsiveness 25 per cent. you may find it easy to adjust your rates accordingly. Results are a value-factor of incomparable effectiveness in marketing advertising space.

THE Retail Tobacconist calls attention to the fact that "times have changed," and that now two great tobacco concerns—the American Tobacco Co., and the Reynolds Tobacco Co.—are advertising against coupons. They advertise certain brands of cigarettes as "all value and no coupons." The inference is that coupons either have represented no value, or that such value as they have represented has been balanced by a lessened value in the product itself.

AT the Dealer-Help Conference in Chicago one thing was made especially clear—manufacturers must share the expense of local advertising with the local dealer. When the soundness of this policy has won universal acceptance it will mean the passing of the small dealer who "can't afford to advertise." In working to bring all manufacturers of advertisable commodities into line with this policy of real "dealer-help" the new Association undertakes constructive work of the highest value and importance.

DURING the month of August the Columbus Dispatch led all other Ohio dailies in the volume of advertising carried, both local and foreign. This state of affairs may seem surprising to the casual student of newspaper conditions, as the dailies of Cleveland and Cincinnati rank very high among the newspapers of the country as advertising mediums. Under very able management, and with a great field, the Dispatch has forged ahead, in recent years, with giant strides, and has won the Ohio advertising pennant through sheer grit and enterprise.

THE For-Immediate-Release Brotherhood flourishes, it would seem, in spite of conditions in the newspaper world which should make space-grafting an unprofitable vocation. The Mutual Motor Company sends a sheet of advertising, dressed as a news dispatch

from Jackson, Mich., to newspapers, assuring them that it is "For Release Immediately," that it will be, as an item of news, of interest to their readers, and that "your cooperation through your editorial columns will be appreciated." All advertising matter should be "of interest to readers"—and all advertising matter should be paid for. A touring car would be of interest to the average person—but it would not be donated to him on that account. Yet it would be just as sound a business policy to give away automobiles as to give away advertising space.

GOOD WORK OF THE I. C. M. A.

IN no other organization of newspaper makers has there been shown a more unselfish get-together spirit than in that of the circulation managers. In this association the members act upon the principle that the greatest good to be derived by the individual is assured only through his fullest possible contribution to the common good. In other words, the man who has developed winning methods and processes in his work realizes that he must contribute the sum of these to the common fund if he would do his part toward making that common fund one big enough from which to draw his own inspiration.

A member of the International Circulation Managers' Association is not a custodian of dark secrets as to methods of developing or of conserving business. The day of foolish secrecy and mystery has passed. If a circulation manager has accomplished something worth while his feat is one carrying its inspiration and helpfulness to his fellows—and the hows and whys are theirs for the asking.

Members of this Association confer upon more than the usual run of craft-matters. They discuss welfare work for the newsboys, and promote it through seeing and understanding what the other fellow has done. They have created a clearance bureau for difficult collections. If a professional grafter succeeds in securing bundles of papers, on the plea of furnishing them to local distributors in some adjacent city or town, and instead of doing this simply sells them to a paper dealer, that man finds his game suddenly unprofitable—for the members of the Association receive due warning, with full particulars.

The members of the Association are working, just now, to extend the membership so that it shall include the circulation men on every worth-while newspaper on the continent. This task should be accomplished before the date of the next annual convention.

ENLARGING THE LOCAL FIELD

IN every city there are scores of merchants who do not advertise in the daily newspapers, every one of whom could make advertising pay. Some of these are occasional advertisers, using poor copy. They fail to get immediate results, and are convinced that the pace set by the big merchants is too fast for them to follow. They waste a good deal of money on circulars, programme advertising, schemes—and often adopt the trading-stamp device in the belief that they are advertising.

Many newspapers, seeing the possibilities of developing new accounts, even if modest ones, through intensive cultivation of this class of smaller merchants, have established promotion departments. Through these they prepare suitable copy for the use of such

merchants, submit practicable plans to them for the use of this copy, cooperate with them in formulating advertising campaigns on a scale of expense possible to these merchants, and—in due time—succeed in making real advertisers of men who, without this help, would give up the whole problem as hopeless.

We have yet to learn of a well-managed promotion department that failed to pay. The initial results of such work should not be considered as determining factors. But the cumulative results, if the work is well done, are sure to be profitable. To create a new advertiser in the local field is to develop an account which will be worth a deal more next year than this year. At first, the expense and work required in placing the advertising of a small store on the right basis may amount to more than the profit on the account; but, as a result of this development work, the account will grow in importance year after year, and the cooperation necessary for fostering it will grow less and less.

With such great newspapers as the Chicago Tribune, the promotion work covers the whole field of advertising, local and national. It is done on a big scale. The need of such work, however, is not confined to great cities. It exists wherever daily newspapers are published, and may be carried on with profit in any city where advertising by merchants is not yet universal.

STEP BY STEP TOWARD A SANE MARKET

FROM a pirate-controlled news-print market to one based upon legitimate profits for the manufacturer and an assured supply for the consumer is a long road—but, happily, it is a well defined road, and points to the desired goal.

In accomplishing material economy in the use of news print, as has been done and is being done more and more effectively, the publishers of daily newspapers have safely negotiated the most difficult part of this long road. By speeding up production the manufacturers, to the extent that they have accomplished this and are able to still further increase it, will have contributed materially to restoring the equilibrium of the market—and thus assure the stability of their own industry.

The call of the Federal Trade Commission to the news print makers to "get together," to unite in a protective committee to take control of a market in which they should, under normal conditions, easily dominate, marked another step forward toward a final solution. To what extent the mandate of the Trade Commission will be heeded by the manufacturers is not yet clear, but in calling a conference for this week in New York the officials of the News Print Association have shown the right spirit.

The publisher of an important daily newspaper in the West suggests to THE EDITOR AND PUBLISHER a further step toward the restoration of the market—a logical step. This publisher believes that the largest producers of news print and the largest users of that product should meet in friendly conference, with the sole purpose of friendly cooperation in solving the problem of supply and demand. He believes that from such a conference better understanding and better team-work may result.

As a preliminary step toward a more general conference, why should not the paper committee of the A. N. P. A.

meet the officials of the News-Print Manufacturers' Association? The interest in this problem is mutual. The continuance of a disorganized market, dominated by speculators instead of by the men who should control it, lays a heavy tax upon publishers—but in the end it will do quite as much injury to the legitimate manufacturers. For a continuation of present conditions will lead to reprisals of a drastic sort—of a nature easily guessed.

Get together, gentlemen—face the situation in a spirit of cooperation—and put an end to piracy!

"WHAT CAN BE SPARED?"

CONFRONTED with the need to make slight reductions in the sizes of their issues, editors all over the country are struggling with the problem of what to cut out—trying to decide as to "what can be spared?"

As a general rule, long news stories may be spared—for the general run of "long stories" in the news may be kept within a half column, and be all the more readable because of the condensation.

Campaign speeches, and the general piffle of political news and gossip may be condensed to the point of elimination in most instances. With a few exceptions, inevitable in the course of a national campaign, speeches of candidates should be merely summarized, if used at all. If printed in full they should be paid for at advertising rates.

In eliminating long news stories an editor will find more space for briefs of the news. On every page of news there should be a dozen news stories with one- or two-line heads. These diversify not merely the appearance of a page, but the interest of it.

Amusement news, especially theatrical and film matter, should be radically cut. All press agent copy should be basketed. So-called "advance notices" of shows should be found only in the advertisements. Editors do not print advance notices of the arrival of new goods at the stores—yet the merchants would be far more justified in claiming such attention than are the amusement managers. Reviews of plays or films should be held to legitimate space.

In a majority of newspapers sports are given twice as much space as is justified under present conditions. The newspaper now allotting two pages to sporting news may confine it to one page without losing a reader.

Automobile matter should be confined to actual news of events in which autos figure. There was a time when free space was lavished on this industry, with a view to developing advertising. It is no longer necessary. The automobile manufacturers and dealers should be placed upon the same footing, as to free reading matter, as the merchants.

Condensation of Women's Page matter is not only possible but advisable. Only features which have won a real following should survive. Instead of filling half of the editorial page with general miscellany, place the Women's Page matter there—making it conform typographically with the editorial page matter.

Cut society news to the bone—and, in many cases, throw away the bone. Cut near-by correspondence down to its news value. Use "fillers" only when exigencies of make-up demand. This process of intensive editing will give you a new outlook as to values. You will make a better paper—a paper without piffle.

PERSONALS

"We do not always like people the better for paying us all the court we ourselves think our due."
—Greville.

NEW YORK.—John R. Caldwell, Associated Press correspondent in Havana, arrived in New York this week. This is Mr. Caldwell's first vacation in five years.

J. L. Buque, one of the owners of the Panama newspaper, the Star and Herald, is in New York, to get ideas for Americanizing his paper.

Walter Geary, of the advertising staff of the Brooklyn Eagle, has resigned to enter St. Francis College. His associates on the Eagle presented him with a gold medal as a token of good will.

Peyton Boswell, who has been art critic for the New York Herald for the past five years, has discontinued that connection and has established the Associated Art Press of America, with headquarters at 10 East 49th Street. It is Mr. Boswell's plan to furnish news of art and rare books to newspapers in this and other cities.

OTHER CITIES.—Roland Moore, formerly of the Newark Star and city editor of the Elizabeth Times, has been selected for an Assembly nomination on the Union County (N. J.) Prohibition ticket.

Charles Hamilton Frost, publisher of the Plainfield (N. J.) Courier-News, has returned after six weeks at the Plattsburgh Military Camp.

Thomas Doerer, formerly sports cartoonist of the Philadelphia Times and the Boston Traveler, has been made sporting editor and cartoonist of the Lancaster (Pa.) Intelligencer.

Royal I. Neal, for the past two years advertising manager of the Macon (Ga.) Telegraph, is now business manager of the Columbus (Ga.) Enquirer-Sun.

A. A. Gardner, formerly of the Springfield (Mass.) Republican, and late with the Savannah (Ga.) Morning News, has been added to the staff of the Atlanta (Ga.) Constitution.

Bradley Frenness, re-write man on the Atlanta (Ga.) Constitution, has been appointed market editor of the Constitution to succeed R. J. Berrien, who has left the newspaper field to enter the brokerage business.

T. C. Carrington, formerly editor of the Staunton (Va.) Daily News, has been appointed editor of the Norfolk Ledger-Dispatch.

O. W. Kennedy, editor of the Sacramento (Cal.) Star, has been nominated for Congress by the Democrats of his district.

William H. Hanscom, formerly advertising manager of the Bridgeport (Conn.) Farmer, but for the past four years with the New Haven Journal-Courier, has resigned from that paper to take up other business.

BOSTON.—George B. C. Rugg, assistant city editor of the Post, has been ill at his home in Arlington, but is once more able to be at his desk. During his absence Roy Atkinson "sat in."

A. J. Phillpott, of the Globe, has distinguished himself the past few weeks in the Sunday edition of that paper with special articles on various topics of interest. One of the most recent was a story of life at Revere Beach, the "jitney" summer resort.

O. G. Draper, of the Journal, has re-

turned from El Paso and other points on the Border, where he has been reporting the near war. "Ogie" states that he is glad to get back in the pie zone, far, far away from the rattle of the rattler and the yelp of the coyote.

M. Bowman, a well-known Boston newspaper man, is doing re-write on the Herald.

Donald M. Babbitt, formerly City Hall man for the Record and Advertiser, has been made managing editor of the Burlington (Vt.) Daily News. Mr. Babbitt was very popular at City Hall. When he left for the Vermont wilds he was given a great send-off by the boys, who wished him the best of luck.

John W. English, of the Traveler, who was on board the Ford peace ship, the Oscar II, has been in Maine to investigate the rum question and write some stories about matters political.

Thomas Phelan, of the American, is never fazed. When Roosevelt came to town "Tom" appointed himself a committee of one to receive the noted American as he landed from the New York boat. So well did he perform his self-appointed task that the afternoon newspapers commented at length on the matter, some of them making a feature out of the incident.

PROVIDENCE.—George V. Johnson, formerly of the Washington Herald, is now employed on the staff of the Providence Journal.

Ralph B. Kirby, manager of the Olneyville office of the Journal; William H. Mason, city editor; Albert Bruell, reporter; C. E. Boston, assistant news editor, and Bob Woodworth, night local, have returned from their vacations.

William Furbush, assistant telegraph editor of the Newark, (N. J.) News, was a visitor in the city last week.

Charles Donegan, sport cartoonist of the Evening Bulletin, has returned from a month's cruise as a rookie in the navy. During his absence he sent an occasional characteristic cartoon to his paper. J. Harold Williams has returned from two months at Plattsburgh, as a correspondent while Major J. Edward Buxton, treasurer of the Journal, has also returned.

CHICAGO.—Charles N. Wheeler, political writer for the Tribune, has been covering local politics since his return a week ago from the tour with Charles Evans Hughes.

P. H. Boone, assistant city editor of the Tribune, is back at his desk following a vacation trip.

Ray F. Frazer, after an absence of several years from Chicago newspaper shops, has returned. At present he is covering assignments for the Tribune. He was a well-known reporter for the old Inter-Ocean in the days when that paper was conducted by George Wheeler Hinman.

Harry Parker, copy reader of the Tribune's local desk, is spending his vacation at St. Paul.

CLEVELAND.—Edward N. Moore, who has been day city editor of the Plain Dealer for three years, has been appointed as special investigator for that newspaper, and will write articles on the big public problems of the city and State. The first of his series has been appearing the last few weeks on the financial condition of the Ohio cities.

V. V. Gray, who has been head of the local copy desk of the Plain Dealer for six years, has been named day city editor, to take the place of Mr. Moore. E.

L. Bowker, of the local copy desk, becomes head of that department.

Charles Murray, well known in Pittsburgh newspaper circles, has taken a leave on the copy desk of the Leader.

James H. Rogers, musical critic for the Plain Dealer, and one of the foremost organists and composers of organ music in the country, will be chief organist for the new Stillman Theatre, which opens in Hotel Statler Annex, September 30.

Ralph Horton, art director of the Plain Dealer, has returned from a three weeks' business trip to New York city, where he gleaned ideas from newspaper art departments which may be incorporated with his department here.

E. L. Moriarity, formerly city editor of the Portland, (Ore.) News, has been appointed to the staff of the San Francisco Bureau of the Newspaper Enterprise Association, by Editor Hughes.

Gilson Gardner, special writer, has started on a tour of the country, which will consume a month and take him to the Pacific Coast, to obtain a general review of the political outlook for the Newspaper Enterprise Association.

SAN FRANCISCO.—A. G. Dulmange, editor of the Arizona Gazette, of Phoenix, Ariz., is passing a few days here, accompanied by Mrs. Dulmange.

Mrs. Genevieve Yoell Parkhurst, a talented woman writer, attached to the staff of the San Francisco Call, accompanied the Call's first excursion party to the Yosemite Valley last week. She has sent in several very readable stories on the experiences and adventures of the Call tourists on the heights and in the deep valleys of the Yosemite region.

Louis Wiley, business manager of the New York Times, arrived here a few days ago. Mr. Wiley is accompanied on his tour of the West by William J. Wallman, a retired New York banker. The two will remain here several days, after which they will visit Los Angeles and other Southern cities, returning East by way of Salt Lake City and Denver.

Waldemar Young, of the San Francisco Examiner staff, wrote the lyrics for a musical play, entitled "The Hacienda," dealing with early days in California, which was presented by members of the Family Club, at the Family Farm near Redwood City, during the annual three-day outing of the Club.

Among the newspaper men who are San Francisco visitors are the following: C. K. McClatchy, of the Sacramento Bee; Joseph V. Snyder, an editor of Nevada City, Cal.

John P. Young, dean of Pacific Coast journalism, and editor of the San Francisco Chronicle, with Mrs. Young, has been visiting his old home city, San Diego, after an absence of twenty-one years.

PITTSBURGH.—A. G. Mercer, of the editorial department of the Pittsburgh Dispatch, is recovering from an operation for appendicitis.

Col. Oliver S. Hershman, of the Pittsburgh Press, is again at his office after a long period spent at his summer home at Allenhurst, N. J.

Arthur B. Siviter, editorial writer of the Chronicle-Telegraph, with his wife and daughter, have returned from Bayhead, N. J.

Howard Carroll, Sunday editor of the Pittsburgh Dispatch, has returned from the training camp at Plattsburgh and reports a fine but strenuous vacation in answer to his country's call.

D. H. Biddle, of the Philadelphia North American; T. W. Anck, of the Record, and William Moore, of the Ledger, were Pittsburgh visitors this week, making the trip over the William Penn Highway from Philadelphia to Paris, the State line and end of the highway. At Pittsburgh members of the fraternity greeted them in the way of good scribes.

J. J. Datz, cashier and assistant treasurer of the Pittsburgh Press, is motoring in the East, vacationing, and plans to stop at Philadelphia and New York.

Austin Beach, managing editor of the Pittsburgh Dispatch, is at Hartford, Conn., and will start from there on a vacation trip.

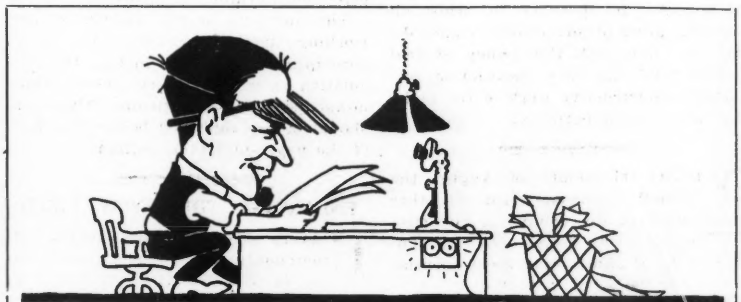
VISITORS TO NEW YORK

E. C. Davis, general manager, El Paso (Tex.) Times.

Gen. Felix Agnus, publisher of the Baltimore American and Star.

Victor H. Hanson, publisher of the Birmingham News.

F. W. Kellogg, publisher, San Francisco Call.



The editor always feels comfortable about printing the Haskin Letter because he knows it is reliable.

Money Talks

AND THE MONEY OF

Evening Mail Readers

"RUNG UP" ON THE CASH REGISTERS OF

Evening Mail Advertisers

HAS SPOKEN. AND THIS IS WHAT THAT MONEY HAS SAID:

THE EVENING MAIL has gained a greater volume of advertising in August than any other New York evening newspaper.

THE EVENING MAIL has maintained this lead over all the other evening papers in June and July.

When THE EVENING MAIL can do this THREE MONTHS in succession, it means that EVENING MAIL readers are "making good" for THE EVENING MAIL.

THE EVENING MAIL IN FOUR MONTHS has gained 352,174 lines of advertising. This is a record which is causing New York newspaperdom to marvel.

In four months THE EVENING MAIL has gained 188,436 lines in dry goods advertising.

The remainder of the gain is distributed among 25 different classifications of advertising, which shows that not only has recognition been freely given by advertisers to the purchasing power behind THE EVENING MAIL'S substantial circulation, but that Evening Mail readers are filling ALL THEIR WANTS through the columns of THE EVENING MAIL.

HERE ARE THE FACTS

THE RECORDS OF THE PAST THREE MONTHS:

AUGUST		JULY		JUNE	
MAIL	Columns gained	MAIL	Columns gained	MAIL	Columns gained
Sun	385	Sun	210	Sun	306
Globe	313	Telegram	114	Globe	274
Telegram	265	Globe	80	Post	165
Post	139	Post	lost 8	Telegram	144
Journal	129	Journal	108	Journal	85
World	86	World	200	World	83

THE MILK IN THE ADVERTISING COCOANUT

Department stores demand results, and their efficient organizations have methods of telling exactly what each paper is producing in results for the advertising that is in it.

In the last four months The Evening Mail has not only led all the others in the volume of gain, with the remarkable record of 188,436 lines, but in the last two months has carried a greater aggregate of dry goods advertising than either the Evening Journal or the Evening World. Here is the record for August:

DRY GOODS

Mail gained	75,263 lines	Telegram gained	4,964 lines
Globe gained	62,465 lines	Post lost	5,006 lines
Sun gained	46,257 lines	Journal lost	27,576 lines
World lost	30,989 lines		

A Gain of 101,115 Lines of Financial Advertising since Jan. 1.

Since January 1 The Evening Mail has increased its Financial advertising 90 per cent. It has made a gain in volume of 101,115 lines.

Its gain in August was 10,906 lines, or 69 per cent., a greater percentage of gain than any of the class papers.

This gain has been made in the face of a rigid standard for financial advertising which causes us to refuse between \$4,500 and \$5,000 worth of advertising each month.

DENTISTS TO ADVERTISE

To Use Paid-For Space in Newspapers to Educate People.

The Modern Ethical Dental Association, at its recent meeting in Indianapolis, planned to start an educational campaign in paid newspaper space, to bring to the public the realization of the importance to good health of better attention to the teeth. It is proposed to confine the advertising to educational lines. The constitution of the organization provides for a board of censorship, whose purpose is to exert its influence upon the profession to keep the advertising within the bounds of the purposes of the society.

It is planned to cooperate with the national vigilance committee of the Associated Advertising Clubs of the World and with the better business bureau of the Indianapolis Chamber of Commerce in the work.

APPEALS TO AMERICAN EDITORS

Mexican Publisher Asks Co-operation in Restoring Friendly Relations.

El Pueblo, one of the leading newspapers of Mexico City, contains an appeal by Heriberto Barron, its new director, urging cooperation of the press of the United States and Cuba in efforts to foster friendly relations among the Latin-American countries and the United States. Thus is set forth the policies of El Pueblo under its new management.

Asserting that he has no doubt of the good faith and honorable intentions of President Wilson in regard to Mexico, Señor Barron appeals to the President to withdraw the American punitive expedition so that the Mexican members of the Joint Commission, now meeting at New London, Conn., will not be in the disadvantageous position of having to attempt a settlement of the difficulties between the United States and Mexico "with pistols at their breasts."

FAIR TRADE LEAGUE TO FIGHT

Secretary Whittier Accepts Service in Suit of Harry B. Haines.

Edmond A. Whittier, secretary of the American Fair Trade League, who has been in the Middle West on a business trip for two weeks, has instructed his attorneys, Briesen & Schrenk, 25 Broad Street, to accept service in a suit for libel by Harry B. Haines, editor of the Paterson (N. J.) News. Briesen & Schrenk at once notified Powers & Kaplan, attorneys for Mr. Haines, that they represented Mr. Whittier, and were authorized to accept service for him in the contemplated action.

Mr. Whittier assures his attorneys that he welcomes the opportunity to thresh out in the open the questions at issue in the proposed suit.

ALONG THE ROW

WHEN THE RETURNS WERE COUNTED.

John Robinson went on the stump Thought it the proper caper, But Brown, the rival candidate Talked to folks in the paper. He occupied a lot of space His matter was selected John Robinson got a sore throat And Brown—he got elected.

CUB COPY.

"The euchre for the benefit of the building fund, was a great success. Many beautiful and ornamental prizes were awarded, including a ton of coal and a live pig."

MUST HAVE WEALTH.

Young man in Milwaukee asks us if cartoon artists make big money. Some of them do. One in New York married recently, and another intends to in a few weeks—and potatoes are \$5 a barrel and eggs 60 cents a dozen.

THEIR TRIBUTE TO "POP."

Reading of Reporter O'Neil's adventure with a policeman in Canada in THE EDITOR AND PUBLISHER last week, recalls the true story of "Pop" Cohen—a good old soul who covered Police Headquarters for the Staats-Zeitung for over twenty years.

In those old days there were no police identification cards, but every Headquarters man had a big metal fire badge which he proudly wore on his left suspender.

One night the sad news reached the boys at Police Headquarters, that "Pop" Cohen was dead. There was general mourning, as he was a kind, good soul, and never threw his colleagues down.

A committee was appointed to attend the funeral, and to select some floral design to place on the casket. The committee called on a well-known florist on the Bowery who had known Pop for years, and told him of their desire. "All right boys," he said. "I'll get up something fine—something you'll all be proud of—something appropriate of his calling," and he did.

When the floral contribution from the Headquarters' men was laid on the casket, it was seen to be a design in white flowers of the badge that good old Pop wore on his left suspender, and across its face were these words, in red blossoms:

ADMIT ONLY WITHIN THE FIRE LINES.

HEARD AT CROWLEY'S.

"If a green newspaper man asked you for a job, what would you do?" "Send him to the Irish World."

THESE THINGS WILL HAPPEN.

"I see," remarked the Cable Editor, "that the Rumanians have seized a pass."

"Yes—for a ball game, I suppose," said the paragraph man, and then nought was heard but the clanking of the press, running off the Home Edition at 9 A. M. TOM W. JACKSON.

READ The New York "American" of September 24th, 1916

The Double Truck Advertisement of THE REPUBLIC OF CUBA placed by

THE BEERS ADVERTISING AGENCY of Havana, Cuba and New York

The Latin-American Agency.

The Ones On the Spot

The Logical Point for Latin-America Our Slogan, "If It's Latin-America, We Know."

WHAT LIVE ADVERTISING CLUBS ARE DOING

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

At the last meeting of the Woman's Advertising Club, of Los Angeles, presided over by the newly elected president, Miss Florence Schindler, there was a round-table discussion as to the advisability of a national convention of advertising women.

The Rochester Ad Club has moved into its new quarters in the Hotel Rochester.

In a talk to the Advertisers' Club of Indianapolis, at the Chamber of Commerce, George Oilar spoke of the value of injecting human interest into advertising. He related the good results recently obtained from an advertisement which was in the form of an interesting dialogue. In Mr. Oilar's opinion, price is not the only thing which should be mentioned in advertisements. Attractive reading matter is just as important, he said, as a list of figures giving prices of goods.

L. L. Baum will be in charge of the "Better Business Bureau" of the Portland (Ore.) Ad Club. The Better Business Bureau's aim is to bring about cooperation between local advertising mediums, business and civic organizations, for truth in advertising. Advertising will be investigated and efforts will be made to obtain correction of advertising misstatements and to encourage better methods of advertising.

On Wednesday, September 13, the fall activities of the Cincinnati Ad Club

opened with a luncheon—and the launching of Cincinnati's better business bureau. Secretary H. J. Kenner, of the National Vigilance Committee, addressed the Club on the lines of work open to the new bureau. The Ad Club playlet, "On Sale, \$9.98," was also given.

The presidents of a score of Advertising Clubs located in cities adjacent to Cincinnati have been invited to meet in Cincinnati Wednesday, October 20. Several presidents have already sent acceptances. They will be guests at a luncheon, and in the afternoon will hold an executive session with the board of governors and the members of the Educational Committee with the idea of forming a speaker's bureau to include Columbus, Toledo, Dayton, Springfield, Indianapolis, Louisville, Lexington, Maysville, and several other cities. The bureau will cooperate in supplying speakers to the clubs in the various cities interested.

Officers of the advertising bureau of the Oakland (Cal.) Chamber of Commerce were elected, on September 2, as follows: President, George Fitch; vice-presidents, B. C. Bitterman, Irving Kahn, and S. E. Shermantine; secretary, D. F. Brown; treasurer, George W. Ludlow; chairman of executive committee, William H. Barry. Plans were discussed for the second annual ball masque, in February, and for the entertainment of delegates to the Convention of the Pacific Coast Ad Men's Association next June.

Plans for the Indianapolis Advertisers' Club's retailers' special dinner, which is to be held on the night of September 20, are progressing. According to Roy M. Ross, chairman of the committee in charge of the dinner, in addition to the talk by James W. Fisk, of New York, on "How to Train Store Help," which is to be followed by a rapid fire of questions and answers on the subject, a cabaret will be staged and other amusement stunts presented.

A special speakers' corps was organized, recently, under the auspices of the Advertising Club of Los Angeles, for the purpose of serving the business men of Los Angeles. C. M. C. Raymond, secretary and treasurer of the Ad Club, states that this is a part of the movement for the greater development of truth in advertising. The speakers, including Harold Janss, E. G. McWilliams, A. A. Butterworth, Harry S. Stuff, Harry S. Carroll, J. W. Sanger, Harry W. Elliott, Prof. Bruce O. Bliven, and Mr. Raymond have organized to offer their services at any time they are called upon.

The Dallas (Tex.) Ad League has announced that at its next meeting the programme will be devoted to the subject, "The First Ad I Ever Wrote," and each member will be expected to relate how he wrote his first ad and the results it brought. The meeting is expected to bring out many interesting and instructive ideas in ad-writing. The following were elected new members of the Dallas Ad League at its last meeting: E. H. Hulsey, S. G. Davis, Henry Dorsey, and C. H. Abbott.

AN A. B. C. DAY FOR AD MEN

Chicago Copy Writers to Learn Objects and Work of Audit Bureau of Circulations

The Advertising Association of Chicago is to have an A. B. C. day during September, although the day is not yet set. An invitation has been extended to the president, the managing director and every member of the board of directors of the Audit Bureau of Circulations to be present. The event is under the direction of Arnold Joerns, chairman of the educational committee of the Advertising Association of Chicago, and the purpose is to have the members of the Advertising Association of Chicago learn all about the objects and work of the A. B. C.

Hopewell Rogers, of the Chicago Daily News, and Frank E. Long, of Farmers' Review, who are members of the educational committee of the Advertising Association of Chicago, are also directors of the A. B. C.

It has been suggested that Mr. Rogers or Mr. Long be the toastmaster or chairman of the meeting. The probable speakers are Mr. Louis Bruch, vice-president of the American Radiator Co., and president of the A. B. C.; Mr. Stanley Clague, of Taylor-Critchfield-Clague Co., a director of the A. B. C.; Mr. Russell R. Whitman, managing director, and Mr. M. F. Harris, of Armour & Co., and secretary of the A. B. C.

Ricketts's Baby Wins in Contest

The little daughter of L. L. Ricketts, circulation manager of the Des Moines (Ia.) Capital, won the State Fair baby contest for the girl who has improved the most during the past year. She scored 6.9 points more than she did in 1915.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

THE UNION and ADVERTISER

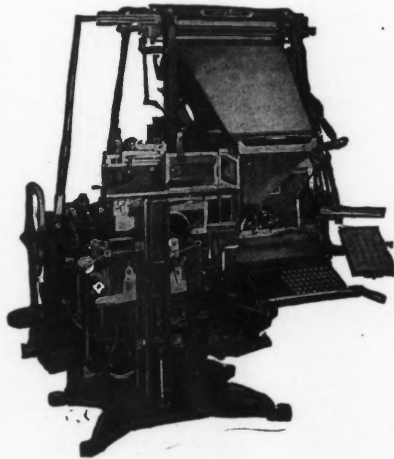
ROCHESTER, N. Y.

Model A
Single Magazine
\$2100

Model B
Two Magazines
\$2600

Model C
Three Magazines
\$3000

Standardized and
Interchangeable
Models.



Is installing
**4 MORE MODEL B
INTERTYPES**

after operating two Model B's for two years.

Six out of eight machines in this office are now Intertypes. Publishers visiting Rochester should not fail to inspect this modern interchangeable battery.

INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
OLD COLONY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

Political Cuts

for

Campaign Purposes

also

Portrait Engravings

for

Window Cards

wit!

Union Label

**MANHATTAN PHOTO ENGRAVING
COMPANY**

251-253 William St.

New York

Phones { 1657 } Worth
 { 1658 }

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

Varied Activities of Journalistic Organizations in the United States and Canada That Are Worth Knowing.

Sam H. Dixon has been installed as president of the Houston (Tex.) Press Club.

Press Day at the Texas Cotton Palace at Waco will be November 9.

Oscar T. Conklin, general manager of the Miami (Fla.) Herald, and president of the Florida Press Association, has sent a letter to the members suggesting a special meeting for the purpose of discussing the news print situation—to consider the best ways and means of conserving paper, the question of increasing advertising and subscription rates, and the feasibility of establishing a news print mill in or near Jacksonville.

Notwithstanding the fact that nearly every club, hotel, and restaurant in the city has increased prices on food the bill of fare of the Boston Press Club has remained untouched in this regard. Chairman of the House Committee, Judd Dewey, recently remarked that he was aware that prices were soaring, but that he hesitated to increase the charges on the menu, as newspaper salaries had not increased in proportion. He added that the press club, according to the ancient by-laws, is a place where tired and hungry newspaper men can find rest and refreshment at a reasonable cost.

There were nearly 100 entrants in the recent golf tournament of the Boston Press Club.

The golden jubilee of the Missouri Press Association was held in Kansas City on September 14, 15, and 16. The opening session on Thursday morning was devoted to registration and organization. On Friday morning, September 15, the "Cash In" session of the convention was held. This has to do with the business office and advertising end of a newspaper.

Senator C. S. Caswell, field secretary of the Iowa Press Association, has announced that he will begin soon to publish a monthly journal devoted exclusively to the interests of publishers of Iowa and the corn belt States. This publication will be named "The Corn Belt Publisher," and will be devoted to the cause of better business in printerdom. The executive committee of the Iowa Press Association has formally adopted this new journal as the official publication of the Association, and by a special arrangement every member of the Iowa Press Association becomes a subscriber while paying dues to the Association, the dues taking care of this subscription.

The Rochester Newswriters' Club and the Buffalo Press Club were the guests of State Industrial Commissioner Louis A. Wiard, at a clam-bake given at Horseshoe Lake last Sunday.

The Milwaukee Press Club, at its last meeting, paid high tribute to the memory of the late H. P. Myrick.

A membership campaign for the Boston Press Club is being discussed. It is hoped to get more members into the Club by early autumn. The entertainment committee has made plans for a lively fall and winter. There are several full-fledged shows in the offing and also attractions of a lesser magnitude.

Editors of Democratic papers of Kan-

sas met in Topeka on Monday night to discuss plans for aiding the party organization to carry Kansas for Wilson.

President Brodie and Secretary Bates, of the Oregon State Editorial Association, were tendered a banquet at La Grande, recently, by the city editors of the dailies of that section of the State.

At the last meeting of the Women's Press Club of San Diego, Cal., selected newspaper editorials were read and discussed by the members.

LOUIS WILEY IN THE WEST

Business Manager of the New York Times Speaks at Stanford University.

SAN FRANCISCO, September 11.—Louis Wiley, business manager of the New York Times, who arrived in San Francisco on Saturday on his first visit to the Coast, said, in a local interview: "In my journey through the West nothing has appealed to my imagination so forcibly as the rebuilding of San Francisco. As a newspaper man, I would say that the spirit of constructiveness has touched the Western journalistic instinct and caused it to glow with a vividness and to operate with a power emulating all that is good, great, and invigorating in the best journalism of the United States. If there is one thing more than another for which the West is known, it is the magnificent newspapers here, which have established a reputation to which all the world pays homage. Your newspapers are as broad and as free as the great ocean that laps the shores of the marvellous State of California."

Mr. Wiley visited Stanford University during the week, and made an address on "The Newspaper Game," which was listened to very attentively by more than 200 students at the Little Theatre on the campus. Dozens of questions were put to the speaker by the students of journalism and other members of the student body.

"No better method of reaching the multitude has ever presented itself than the daily newspaper," he said.

"The daily newspaper has caught the imagination of the most practical, and possibly the most imaginative of all people—those of the United States."

In concluding his address, Mr. Wiley said: "The high character of the modern daily newspaper has had a good effect on the advertiser. To-day the readers of a newspaper conducted in the interest of the public are repelled rather than attracted by sensational language.

QUARANTINE ON PULITZERS.

Ralph, Jr., Son of "World" Publisher, Has Infantile Paralysis.

Joseph Pulitzer, jr., publisher of the St. Louis Post-Dispatch, and the members of his household were quarantined at their summer home at Bar Harbor, Me., on Wednesday, when physicians diagnosed the illness of Mr. Pulitzer's ten-year-old nephew, Ralph Pulitzer, jr., as infantile paralysis.

Ralph, who is the son of the president of the Press Publishing Company, New York, arrived at the home of his uncle recently from a camp in another State. It was stated that the disease was taking the ordinary course, and was not dangerous at present.

COL. LAMPTON SAYS HE NEEDS A WIFE

And So Does Every Free Lance Writer
—W. J. L. Now Realizes He Might
Have Done Better If He Had Had
One—“Don't Put Off Until Tomorrow
What You Can Marry Today.”

BY JOE A. JACKSON.

Every free-lance writer should have a wife—a business-like, aggressive woman who will make her husband work when he feels like idling.

This is the conclusion which Col. W. J. Lampton, free lance, sure-enough Kentucky Colonel, and bachelor for so these many years, has reached. He says he knows, for he needs one himself. He told me about it the other day at his apartment in the French branch of the Y. M. C. A., 109 West Fifty-fourth Street, New York City.

“Now, if I just had a wife,” he said as he looked up from his typewriter and cast his eyes about a room which no one would suspect of ever having been cared for by a woman's tidy hand, “I should do twice as well.

“There are a dozen stories in my desk there which I have not completed. I got started on them, but before I could finish them my attention was attracted by something else. It's so easy to take the path of least resistance. The right kind of a wife would make me stick to my work and finish it up.”

A REAL WRITER'S DEN.

While on the subject of wives, and their effect on a writer's work and life, it might be well to say something more about the room where this interview took place. The interviewer never saw anything to which he could compare it, except perhaps a storeroom where his grandfather's books and weather records were stored. Papers and magazines were scattered over the floor in such confusion as to delight the eye of a cubist artist. In one corner a shelf had been piled high with papers, magazines, pictures, calendars, toys, and what not.

If that shelf ever turns over while Col. Lampton is in the room there will probably be one less Kentucky Colonel to write “yawps” and furnish material for Eastern cartoonists. Col. Lampton confided the information that a bed had formerly occupied the place of the shelf, but that things had been stocked so high on it his friends wanted to know if he ran a junk shop. He compromised with order by having the shelf built.

NO WIFELY SUPERVISION.

Of course, no “right kind of a wife” would permit a man to enjoy such happy carelessness, even though he be a literary man. Col. Lampton himself did not point out this advantage of matrimony.

“And if I had two or three children, who constantly demanded shoes and food and stick candy,” the Colonel continued, “I should write more stuff and better stuff. There is nothing like being pushed to do a thing. There is more perspiration than inspiration in the writing of poetry.

“I reckon I do more writing that I don't get anything for than any other man in the United States who makes his living with a typewriter. The time I spend in writing copy for the mountain papers of Kentucky would produce enough poetry to fill three books every year. No sensible wife would let me throw this time away.”

THOSE FAMILIAR INITIALS.

There are few readers of the country newspapers of Kentucky, especially in the eastern part of the State, who are not familiar with the initials W. J. L. In the form of communications to the papers this transplanted Kentuckian advises the citizens of half the “hick” towns in the State on the latest styles in government, fashions, literature, and local politics. In pay he receives a free subscription to the paper! Where is the wife who would allow her husband

to make such poor bargaining, even if he did delight in it?

“You see my tastes are so simple,” the tale of woe went on, “that it doesn't cost me much to live. A man works when he has to work, and if I had a family the ‘have to’ would come around and press me to it.”

In view of the doleful situation set out above, Col. Lampton has written a maxim for free-lances and men in general. It reads: “Don't put off till tomorrow what you can marry today.”

HOW COULD HE “CONFESS?”

Once upon a time he wrote a book called “The Confessions of a Husband.” He confessed to me that he made one cent out of the sales of this volume. The gross profits were twenty-two cents, and he paid a messenger twenty cents to return the manuscript from the publisher. He wrote a post card (price one cent) to the publisher and asked him what he should do with the remaining penny. He is still awaiting an answer.

All of which constitutes another argument why a writer should get married. The confessions of any husband would be worth—well, decidedly more than one cent.

As I turned to go Col. Lampton said: “You might P.S. to the effect that I am still a bachelor with hopes, and if any wealthy widow wants to take a colt to pasture she should see me before purchasing elsewhere. Oh, yes, here is another suggestion. I always say to inquiring friends, who want to know why I live at the French Branch Y. M. C. A., that I do so to give a Parisian accent to my religion. You might add that after my address. It adds piquancy so to say.”

TO PUSH THE INTERTYPE

Reorganization of Sales Force Presages
Aggressive Campaign.

Charles D. Palmer, president of the Intertype Corporation, announces that he has now completed his plans embracing the Intertype Sales Organization, and that during September H. W. Cozzens will be advanced from the position of assistant to the president to that of general sales manager.

F. R. Atwood, now manager of the New York Sales Agency, will become manager of the Chicago Agency in place of C. D. Montgomery, who will become manager of the New Orleans Agency. Frank L. Pollard, until recently assistant manager of the American Type Founders' New York office, will become manager of the New York Sales Agency. W. B. Goode will remain as manager of the San Francisco Agency.

Mr. Atwood is not new to the Middle West. He was for several years connected with the Inland Type Foundry and with Barnhart Bros. & Spindler. A few years ago he resigned the position of manager of Barnhart's New York branch to join the Intertype organization.

Mr. Montgomery goes to the New Orleans Agency with a thorough knowledge of that field, having been for several years connected with the New Orleans Agency of the Mergenthaler Linotype Company. After resigning from that position he organized and established the Intertype Chicago Agency. His selection is a recognition of the valuable services already rendered in the Intertype cause.

Mr. Pollard has been a printer, with a practical knowledge of composing machines, and is known as one of the most successful printers' supply salesmen here in the East. He was for a while manager of Barnhart Bros. & Spindler's New York branch, and when that was closed became assistant manager of the American Type Founders' New York office.

From page 1 of The Des Moines Capital, August 28, 1916.

Capital to Eliminate All Puff Notices

Publisher Launches Radical Reform Which He Believes
Will Still Further Protect Readers

Hereafter The Des Moines Capital will publish no advertising matter written and foisted upon the public in the guise of news and known in newspaper parlance as “free publicity.”

The reading public has little knowledge of the volume of requests that come to the average newspaper for publishing free publicity, press agent matter, puffery for automobiles, movies, theaters, soaps, banks, railroads, steamship companies, phonographs and advertising institutions of all kinds. The Des Moines Capital has decided that it will no longer give free space to any advertising puffery, and it will publish only such items as the editorial and news departments shall decide are in the interest of the reader.

At the present time there is not a newspaper in America the size of The Capital that we know of that follows this policy. It means a radical departure, particularly in relation to automobiles and movies. It will be difficult in some cases to draw the line, but to the best of our ability we will have only two things in The Capital—news and advertising, and the two will not be mixed. We will make every effort to be 100 per cent pure. As a matter of fact the free publicity is a fraud upon the reader, of

little value to the advertiser, and absolutely unfair to those advertisers who do not receive it.

“EVERY INCH A NEWSPAPER”

This policy will complete the reforms in newspaper making which will make The Capital more than ever “Every Inch a Newspaper.” As far as we are able to learn there are only eight or ten newspapers in America that do not publish any free publicity, and these newspapers rank as the best in America. At the head of the list should be placed the Chicago Daily News, published by Victor F. Lawson—a newspaper that has not published a line of free publicity in thirty years, and which is considered the most productive advertising medium in the newspaper field in America. Other papers that have eliminated the free publicity evil are the Kansas City Star, the Philadelphia Bulletin, the Washington Star and the New York Times. There are a number of others, but these are the leaders and dominating newspapers in this respect.

The Capital will undoubtedly temporarily lose some advertising, but inasmuch as this policy will make The Capital a better newspaper, we feel sure that the temporary advertising losses will be promptly made up from other sources.

The Des Moines Capital

LAFAYETTE YOUNG, Publisher

A Clean, Constructive Newspaper

Member Audit Bureau Circulations.

NEW YORK REPRESENTATIVES
O'MARA & ORMSBEE
Brunswick Building

CHICAGO REPRESENTATIVES
O'MARA & ORMSBEE
Tribune Building

A Service That Serves

Our news readers are trained to take an interest in the subject rather than the item. We place ourselves in your position. We claim for our reading staff that it is the nearest to 100 per cent efficiency in the business. We're human, but it's got to be a mighty small item to get away from us. The Northwest is our specialty. We may be able to increase your business, Mr. Bureau Man.

THE CLIPPING CO.

522 Caswell Block
MILWAUKEE, WIS.

THE EDITOR AND PUBLISHER AT \$2.00 PER YEAR
IS THE BEST BUY

TIPS FOR THE AD MANAGER

Forkum-Connor, Inc., 320 West 42d Street, New York city, is placing orders with newspapers in selected sections for the Anglo-American Drug Co., "Mrs. Winslow's Soothing Syrup," 215 Washington Street, New York city.

Federal Advertising Agency, 243 West 39th Street, New York city, will shortly place orders with newspapers in selected sections for Garrett & Co., "Virginia Dare Wine," Norfolk, Va., and also for the American Safety Razor Co., "Ever-ready Safety Razor," 596 Sixth Avenue, New York city.

Louis E. Anfenger, Fullerton Building, St. Louis, Mo., is making 5,000-line contracts with newspapers in selected sections for the Hayner Distilling Co., "Hayner Whiskey," Dayton, O.

Gundlach Advertising Co., Peoples Gas Building, Chicago, Ill., is sending out 7-time orders to some Western newspapers for the Sall-Mountain Co.

Russel M. Seeds Co., Central Union Telegraph Building, Indianapolis, Ind., is again making contracts with newspapers in selected sections for the Pinex Company, "Pinex" Cough Remedy, Fort Wayne, Ind.

J. Walter Thompson Co., 44 East 23d Street, New York city, is placing orders with Ohio newspapers for J. B. Lippincott Co., publishers, Philadelphia, Pa.

Hostetter Co., "Hostetter Bitters," 60 First Street, Pittsburgh, is renewing its fall schedule.

Mahin Advertising Company, 104 South Michigan Avenue, Chicago, Ill., is making 5,000-line contracts with some newspapers in selected sections for the Goodrich Tire Company, Akron, O.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are placing one-page one-time and 30-inch 26-time or-

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOOD-
MAN,

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

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

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

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

ders with Ohio newspapers for the Woolson Spice Company, Summit Avenue and Sandusky Street, Toledo, O.

Erwin & Wasey Co., 58 East Washington Street, Chicago, Ill., is renewing contracts with some Western newspapers for the Reserve Remedy Co., Oliver Tablet Co., and Musterole Co., Columbus and Cleveland, O.

Blackman-Ross Company, 95 Madison Avenue, New York city, is placing cash orders with some Pacific Coast newspapers.

Geo. L. Dyer Company, 42 Broadway, New York city, is making 10,000-line contracts with a selected list of newspapers for the B. Kuppenheimer & Co., "House of Kuppenheimer Clothing," 415 South Franklin Street, Chicago, Ill., and 212 Fifth Avenue, New York city.

T. L. McCready, 18 East 41st Street, New York city, is sending out 20-line 4-time orders to newspapers in large cities for Rogers & Thompson, "Yo-San" Silk, 357 Fourth Avenue, New York city.

Mallory, Mitchell & Faust, Security Building, Chicago, Ill., are making contracts with some Western newspapers for Armour & Co., "Armour Products," Union Stock Yards, Chicago, Ill.

Frank Presbrey Company, Philadelphia, Pa., and 456 Fourth Avenue, New York city, will shortly place orders with newspapers in cities where gas expositions are being held.

Barry Murphy, Biltmore Hotel, New York city, is asking rates from New York State newspapers for Thos. F. Conway, who is seeking the Democratic nomination for U. S. Senator from New York.

Martin V. Kelly Co., Second National Bank Building, Toledo, O., is making 500-inch contracts with some New England newspapers for the Cole Motor Car Co., "Cole Automobile," Indianapolis, Ind., and is placing orders with some Pennsylvania newspapers.

Sehl Advertising Agency, 139 North Clark Street, Chicago, Ill., is again sending out orders to run until spring to some Western and Southern newspapers for the Calumet Baking Powder Co., 4100 Fillmore Street, Chicago, Ill.

De Forrest Porter, 70 West Chippewa Street, Buffalo, N. Y., is asking rates from newspapers in selected sections (reported but not verified) for the Auto Knitter Hosiery Co., 147 Franklin Street, Buffalo, N. Y.

Harry Porter Co., 18 East 41st Street, New York city, is sending out 12-time orders to some newspapers in vicinity of New York city for Spring Lake Hotel & Realty Co., Spring Lake, N. J.

Theodore McManus, Kresge Building, Detroit, handles the advertising of the Scripps-Booth Motor Co., of that city.

The advertising account of the Martin-Howe Coal Co., McCormick Building, Chicago, Ill., is handled by the Taylor-Critchfield-Claque Co., of that city.

The Mahin Advertising Co., of Chicago, has charge of the advertising of the Dunbar Molasses & Syrup Co., 3301 Chartres Street, New Orleans, La.

The Dake Advertising Agency, of Los Angeles, Cal., has charge of the advertising of the C. H. Wolfelt Co., manufacturers of heel protectors.

The advertising of the Detroit Accessories Corporation, is in charge of Theodore F. McManus, Inc., of Detroit, Mich.

Street & Finney, Inc., New York city, have charge of the phonograph advertising of the Plays-All Co.

The Nelson, Chesman Co., of St. Louis, Mo., has the advertising account of the Thomas Auto Truck Co., of New York city.

Martin V. Kelley, of Toledo, O., and New York, handles the advertising of the Jordan Motor Car Co., of Cleveland, O.

The Carl M. Green Co., of Detroit, has taken over the advertising of the Sparks-Withington Co., of Jackson, Mich.

Advertising for the Ford-Dearborn attachment for Ford automobiles, is handled by the Husband & Thomas Agency, of Chicago.

The Stalker Advertising Service, Nasby building, of Toledo, O., is sending out renewals for 30 lines for the Rowe Sanitary Co., of Detroit, Mich.

H. K. McCann Agency, New York city, is placing 15,000 lines one year with a selected list of papers for the Standard Oil Company (Nujol).

Martin V. Kelley, Toledo, O., is sending out 5,000 lines one year to some Northwestern newspapers for the Springfield Body Company, Springfield, Mass.

Nichols-Finn Agency, Chicago, Ill., is placing copy four times with a few papers for the Briscoe Motor Corp.

George L. Dyer Company, New York city, is sending out 15,000 lines, one year, to a few papers for the Monmouth Film Corporation.

Frank Presbrey Company, Philadelphia office, is sending contracts out for the Welsbach Company.

Lord & Thomas, Chicago, Ill., are placing 10,000 lines, one year, with a selected list of papers for Alfred Deck-

Van Cleve Company, New York city, is sending out 10,000 lines, one year, to a few papers for T. G. Plant (Queen Quality Shoes), (Dorothy Dadd Shoes).

Erwin & Wasey, Chicago, Ill., are placing 10,000 lines, one year, with a selected list of papers for the Reserve Remedy Company.

Counterfeiting a Newspaper

A wireless dispatch from Berlin charges that the French have printed spurious copies of well-known German newspapers, particularly for circulation in Switzerland. This is, perhaps, the first instance on record of the use of a counterfeit newspaper as a ruse of war.

If the idea of money were more closely related with the idea of work we would be more saving, because we all desire to retain some fruit of our labor.

Y. M. C. A.'s ADVERTISING COURSE**Well Known Authorities Will Deliver Lectures During the Year.**

The advertising course at the 231 Street Y. M. C. A., in New York, which was the first to be established in the United States, will begin its twelfth year October 11 and continue each Wednesday evening for twenty-five weeks. It is designed to give young men a knowledge of the fundamentals of advertising. The student is taught how to write advertisements of various kinds; to select mediums and estimate their value, and how to plan a campaign. He is made acquainted with the duties of the advertising agent, the advertising manager, and the advertising solicitor. The instructors are Frank Leroy Blanchard and H. W. Foremus, two experienced advertising men who have been in charge from the start.

Among those who will lecture to the students the coming season are Richard H. Waldo, of the New York Tribune; Don C. Seitz, of the New York World; Arthur Freeman, advertising manager of Gimbel Bros.; W. H. Ikers, publisher of the Tea and Coffee Trade Journal; Harry Tipper, president of the Advertising Club of New York; John Lee Mahin, author of "Advertising; Selling the Consumer"; A. C. Pearson, publisher of the Dry Goods Economist; Ingalls Kimball, president of Cheltenham Advertising Agency; George Welp, manager of the Metropolitan Magazine; Arthur Wiener, of the International Art Service; L. E. Pratt, chairman of the Educational Committee of the Associated Advertising Clubs of the World; Henry Wilson, advertising manager of the Cosmopolitan Magazine; and many others.

TO ADVERTISE NORTH CAROLINA**Afternoon Newspaper Association to Issue a Booklet About the State.**

The North Carolina Association of Afternoon Newspapers, at the meeting in Greensboro recently, decided to issue an advertising pamphlet or booklet for distribution throughout the United States.

One page of the pamphlet will tell about North Carolina. The progress and wealth of the State, along with its many advantages, will be pointed out in the first page.

In the remaining pages of the pamphlet Winston-Salem and the fourteen other cities in North Carolina that have afternoon papers, members of the Association, will be advertised.

The committee of the Association appointed to look after the big advertising campaign is composed of W. C. Dowd, publisher of the News, Charlotte; J. F. Hurley, editor of the Post, Salisbury, and W. W. Weaver, business manager of the Sun, Durham.

S. N. P. A. Is Progressive

ASHEVILLE, N. C., September 15.—Copies of the official proceedings of the 1916 meeting of the Southern Newspaper Publishers' Association have been mailed from this city to the members of the organization. Accompanying the two copies assigned to each paper is a letter from Secretary W. C. Johnson, of Chattanooga, explaining that it has been possible this year for the organization to have its deliberations recorded in stenographic form. The proceedings are complete and attractively printed in booklet form.

AD FIELD PERSONALS

Arthur G. Ross, formerly with the Pacific Railways Advertising Company and recently advertising manager of the Paraffine Paint Company, San Francisco, has opened advertising offices in that city.

Howard W. Dickinson, for several years with the Boston office of the George Batten Company, has been assigned to the New York office.

O. M. Brodfuehrer, for the past two years in the copy department of the Chicago Tribune and formerly with the Root Newspaper Association, succeeds James M. Cleary, as manager of the paper's advertising copy service department. Mr. Cleary has resigned to go into the real estate business. E. H. Morrissey, formerly of the special catalogue department of Montgomery Ward & Co., has been added to the copy staff.

Curtis J. Harrison, formerly of the Nichols-Finn Advertising Company, has joined Cole & Freer, of Chicago. Mr. Harrison was at one time in the service department of Lord & Thomas, and more recently with the South Bend Watch Company.

Chas. F. Chase has joined the staff of the Warfield Advertising Co., Omaha.

R. J. Bidwell, Pacific Coast representative of daily newspapers, with offices at 742 Market Street, San Francisco, has returned from an extensive Eastern tour. He visited Detroit and other cities and renewed a number of contracts with Eastern newspapers. On his return, he found Coast business in his lines looking up, and he is optimistic as to the future in this territory.

S. M. Chambers, for six years with the Kansas City Journal, has joined the advertising forces of the St. Louis Post-Dispatch.

P. H. Dempers will hereafter operate under his own name as a special agricultural advertising representative with offices in the Harris Trust Building, Chicago. He has had an experience of nine years in the agricultural advertising field.

Boston Advertising Notes

W. D. Towner, secretary of the P. P. A., is hustling for new members, and also to get better acquainted with the present members of that very live publicity organization.

Shakespeare will be on the boards in Union Hall October 24, when Henry Knott, vice-president of the Greenleaf Agency and a well-known P. P. A. member, will impersonate and read Julius Caesar. Before entering the advertising field Mr. Knott was widely known as a Shakespearean actor.

Members of the trade press division of the P. P. A. and the advertising agents are planning to have some spirited joint debates, five in number, on the relation of the agency to the trade press. Subdivisions to be discussed will include "Co operation," the "Solicitor," the "Advertiser," etc.

New Orleans States

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

34,686 Daily

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

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

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

It has been decided that the P. P. A. lectures will be given in the afternoon during October between four and five o'clock.

W. H. Dickinson has been transferred from the Boston to the New York office of the George Batten Company.

Directory of Eastern Specials

Benjamin & Kentnor Company, 225 Fifth Avenue, have issued the fifteenth edition of their directory of special Eastern representatives of leading daily newspapers. The volume is of pocket size, containing 132 pages, and is an essential reference book for all national advertisers and advertising men.

Daily Representatives in Chicago

C. George Krogness has just issued the twenty-third edition of his convenient pocket-size directory of daily newspapers having representatives in Chicago, dating it August, 1916. The booklet contains, first, a list of daily newspapers arranged alphabetically by States and the name of each paper's Chicago representative; and, second, the names, addresses and telephone numbers of the representatives and the papers represented by each.

Acquitted of Assault Charge

W. W. Weaver, business manager of the Durham (N. C.) Sun, recently charged with assault on a paper-hanger, was acquitted in the Recorder's Court, while the paper-hanger was fined for his part in the affray.

Frank Seaman, Inc., Moves

Frank Seaman, Incorporated, the well known advertising organization, has moved into the Printing Crafts Building, 33d Street and Eighth Avenue, where the company will have more than 25,000 feet of floor space, in addition to rest rooms for stenographers and women clerks, a kitchen for the preparation of lunches and a dining room each for men and women.

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.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA. NEWS Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona	NEW YORK COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN.. New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria	OHIO. VINDICATOR Youngstown
IOWA REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER Wilkes-Barre
KENTUCKY MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TENNESSEE. BANNER Nashville
LOUISIANA TIMES-PICAYUNE New Orleans	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening... Minneapolis	VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	WASHINGTON POST-INTELLIGENCER Seattle
MONTANA MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	CANADA ONTARIO FREE PRESS London
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS. SKANDINAVEN Chicago	NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln
NEW YORK. BOULETTINO DELLA SERA..... New York	

Circulation News, Views, and Observations

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

SPECIFY
CLINE-WESTINGHOUSE
Motor and Control
Equipments
FOR WEB PRESSES

SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES

LINOTYPE MOTOR DRIVES

CLINE ELECTRIC MFG. CO
Fisher Bldg., Chicago
38 Park Row, New York

The McClure Method

Our features are sold on their individual merit.

Any service may be ordered singly.

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

The submitting of each feature to your own editorial judgment.

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

A definite reduction from individual prices on budgets.

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

The McClure Newspaper Syndicate
120 West 32nd St. New York

Keen Publishers Everywhere
Are Buying Electric
Bulletin Machines.

They have written us letters giving their opinions. They make interesting reading. We wish we could send them to you complete.

Some of the letters are in our New Illustrated Catalogue. Why not let us send you one?

National Electric Bulletin Corp.
New London, Conn

Women's Features

Ask for samples of the following:

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

The Evening Mail Syndicate
203 Broadway New York

USE
UNITED
PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

HONORING MEMORY OF NEWSBOYS' FRIEND

Newsies of Toledo Pay Impressive Tribute to Their Old Patron and Counsellor, John E. Gunckel, on the Anniversary of His Death.

Newsboys and leading citizens of Toledo met in a most unusual demonstration on the evening of August 14, 1916. Closely packed around a stand beneath the McKinley monument in the Court House Park, hundreds of men, women, and children gathered to do honor to the memory of John E. Gunckel, who, just one year ago, had laid down his work as "father of the newsboys" and passed into the beyond. The newsboys' band played a programme of appropriate music, and there were addresses by city officials and men who had known John Gunckel all his life. The exercises were very simple, like the life and soul of the man they sought to honor. Upon the platform was a life-size portrait of "Gunck," as the newsboys loved to call him. And the pictured face wore the genial smile familiar to them all.

The big, heterogeneous crowd was strangely silent, through the entire programme. Not many a man, one year after his death, is still powerful enough in his influence to hold in hushed interest, for more than an hour, hundreds of men, women, and children from all walks of life. All ages were represented there. Close around the speakers' stand was a cordon of eager little "newsies," with faces lifted in grave appreciation, to catch every word of the eulogies that were being spoken of their departed friend. And back of them, stretching away in a silent, black mass, were older folk—well-dressed men and women touching shoulders with bums and negroes and toll-worn mothers from the slums. In one way or another, the personality of John Gunckel had touched the lives of them all, and found a place in their hearts and memories.

NEEDS NO HISTORIAN.

John Gunckel needs no historian in the city where his life work was done. That work began twenty-one years ago with a handful of little street urchins whom Gunckel had befriended. Through them he learned the needs and struggles of the little news merchants, the woes and dangers that beset them, the hardships they endure, the plastic young souls under the ragged coats, waiting to be shaped for good or evil. So "Gunck" became their guide, counsellor, and friend. To him they went with their fights and sins and troubles. From him they gained an incentive to better things. And out of the original group of boys grew what has now become a national organization with branches in every large city of the United States.

"John Gunckel never asked a boy's creed," said Judge O'Brien O'Donnell, of the Toledo Juvenile Court, in his address at the memorial meeting. "They all looked alike to him. If they needed his assistance, they could have it."

It was "Gunck" who first established a code of honor among the little chaps who had to begin so young to wrest a living in the world. He taught them to abhor lying and stealing, to bring in lost articles to be returned to their owners, to be helpful to women, old people, and little children. "Gunck" never scolded. Instead, he would take a small offender upon his knee, and argue the

matter out with him in gentle, kindly fashion, presenting to him a new viewpoint, a higher standard.

A FATHER TO THE BOYS.

And how the boys loved him! They would do anything for this man, who was their first real friend. To many of them he was dearer than their own parents. And countless little fellows who were orphans, or worse, found in John Gunckel a true father.

So great was his influence upon them that he had but to lift his hand to hush instantly a vast audience of newsboys into breathless silence, or to quell the noisiest riot among them. The "power of the lifted hand" was the sceptre which this man held over his little kingdom.

The great work to which John Gunckel devoted his life is going on not only in his home city, but throughout the United States. Newsboys' associations have been organized in almost every city, working along the lines of this man's proved theories and realized ideals. The Toledo Newsboys' Association has a present membership of 2,200. Since its organization twenty-one years ago, the association has registered 10,747 members. Scattered all over the country there are sixty-one branches of the original Newsboys' Association.

CIRCULATION NOTES

The oldest soldier in the United States army carries a newspaper route. He is known as "Dad" Hayden, and at the age of sixty-eight is a sergeant in detachment No. 1, Army Service Schools, stationed at Fort Leavenworth, Kan., where he serves a newspaper route. He served against the Apaches, was in the hunt for Geronimo, in the Boxers' rebellion expeditionary force, and in the Spanish-American war.

Newsboys of Montreal, belonging to the Newsboys' Protective Association, have been presented with new uniforms.

E. L. Todd, for five years circulation manager of the Anderson (Ind.) Herald, has joined the South Bend News-Times in a similar capacity.

The new \$12,000 Hoe press, built for the Utica (N. Y.) Daily Press, is now in operation, enabling that newspaper to keep pace with a growing circulation.

E. S. Dobson has resigned as circulation manager of the Milwaukee Sentinel. Mr. Dobson, prior to his connection with the Sentinel, was circulation manager of the Detroit Evening News. His plans for the future have not been announced.

Celebrating another record-breaking month's business of the El Paso Herald's circulation department, H. H. Fris, the circulation manager, entertained his force at dinner at the Valley Inn, Ysleta, Monday evening, September 4. These dinner parties have worked wonders for the circulation department of the El Paso Herald. Each month every member of the department tries his best to make a record month.

George Stanton Porter, for the past three and a half years manager of the circulation department of the Saskatoon (Sask.) Daily Star, who, in his time, has seen the Star's circulation grow from 8,000 to 19,300, has severed his connection with the paper and will take a position at the head of a similar department on the Regina Morning Leader.

KEEPING UP CARRIER SERVICE

Bouquets or Brick-bats for the Boys
According to Their Deserts.

The August issue of the "S. R. Scout," published in the interest of the Spokane (Wash.) Spokesman-Review carrier f. r. e., is brimful of helpful, cheering matter for the boys who represent the paper. The following is a typical collection of suggestions:

"Here are a few of the big little things that are necessary to the successful handling of an S.-R. route. You won't find a single word about them in the book of rules, but we know that you appreciate their value just the same. A trip over your route has convinced us of that.

"Always take your wrappers and rope home and burn them. Don't leave them in the street, scatter them on any vacant or occupied property, or burn them in the open.

"While delivering in the morning go about your work as quietly as possible. Remember a great many of your subscribers are still asleep and the slightest sound carries much farther on the still morning air than it would in the busy hours of the day.

"Should you receive a misrouted order, that is, one which belongs on some other boy's route, notify the office at once. Should it happen to be a new or a kick deliver it that day if not too far out of your way.

"Don't walk or drive over the lawns. People are very touchy about their lawns and they have a right to be. It is our duty to help keep the lawns green and smooth by 'keeping off.'"

The carriers who have achieved unusually good results either in subscriptions secured or in service rendered are given full credit in the news columns of the S.-R. Scout, while those who have made bone-head plays are accorded corresponding publicity of the brick-bat style. Harry Grosse, city circulator for the Spokesman-Review, and editor of this sales stimulator, reports a noticeable improvement in the work of his carrier force since publication of the S.-R. Scout was started.

Touring Cars for Prize-Winners

The grand prize campaign of the San Francisco Bulletin, which had been running since June 26, closed on September 2. The great array of prizes proved a big incentive to industry, and hundreds scoured the country for many miles around for Bulletin subscriptions. The final count of votes, which will absolutely determine the winners, started on September 6, on the second floor of the Bulletin Building. The count is in charge of Judges F. J. Murasky, Bradley V. Sargent, Judge George H. Cabaniss, James M. Troutt, and the Hon. John I. Nolan. Five handsome Cadillac, Case, Allen, Grant, and Saxon touring cars, as well as many other awards, will be awarded to the earnest women who have proven themselves the best campaigners.

"Gin er" for Route Carriers

"The Standard Carrier," the house organ of the New Bedford (Mass.) Standard, is a bright sheet, full of ginger-up matter for route carriers. Prizes are distributed at regular intervals to boys making the best records for securing renewals and new subscribers.

A school-teacher has been punishing her pupils by making them chew soap. Is this a new way of lathering them?

**THE SAME
CENTRAL PRESS ASS'N**

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

**THE
PITTSBURG
LEADER**

NET PAID
CIRCULATION **84,036**

**SOCIAL
SERVICE**

A unique department in Journalism—a new one—every Sunday in the



(Daily and Sunday)

Rev. A. H. HOWLAND'S, World Review, of Social Service, is in itself a tribute to the intelligence of our readers who are both followers and supporters.

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

\$45,000

Was the increase you made in our Detroit business during the past few months," said a national advertiser using Free Press columns, a few days ago.
Let The Free Press carry your Detroit message.

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

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

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

**The
PITTSBURG PRESS**
Has the **LARGEST**
Daily and Sunday
**CIRCULATION
IN PITTSBURG**

I. A. KLEIN, Metropolitan Tower, N. Y.
John Glass, Peoples Gas Bldg., Chicago
Foreign Advertising Representatives

Every reader of
DETROIT SATURDAY NIGHT
is a prospect. No waste circulation.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

NEWSPAPER ACTIVITIES IN MANY CITIES

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

Col. Al Fairbrother has just purchased from R. Hoe & Co., for his newspaper, the Daily Record, Greensboro, N. C., a new press, with a capacity of 24,000 papers per hour of four, six, eight, ten, or twelve-page sheets, all inset, or 12,000 sixteen, twenty, or twenty-four pages, collected.

The New York Evening Sun is conducting a "Brief Story" Competition, to close on November 1. Stories must run from 500 to 1,000 words. A first prize of \$50, two prizes of \$25, and ten prizes of \$10 are offered, while non-prize winning stories of special merit will be paid for at the rate of \$5 each.

The New York Herald's straw-vote canvass of the Presidential situation in the States of New York, Indiana, Ohio, New Jersey, Missouri, and Wisconsin is now under way. The results of this canvass will be printed each week in the Sunday Herald. In many campaigns in the past these Herald canvasses have accurately forecasted the results of the subsequent elections, so that the political managers will watch the returns of the present canvass with especial interest.

"Who Buys the Car?" is interestingly discussed in a giant folder, beautifully executed, issued by the Chicago Daily News. The answer, logically evolved, gives to the woman the dominant influence in the matter of when to buy and what car to select.

Gordon Nye, publisher of the West Palm Beach (Fla.) Tropical Sun, issued on September 8 a newspaper of twenty-eight pages, well balanced with advertising. He states that this was not intended as a boost edition, but merely as a composite glimpse of West Palm Beach in 1916, and that it is aimed throughout to be an exemplification of "truth in advertising."

The Omaha Bee offers cash prizes to the readers who select the ads in the Sunday issue which make the strongest appeal to them, and who write letters telling why they consider such ads good. This is in line with the general policy of newspapers to develop intensively reader-interest in the ads.

The new home of the Beloit (Wis.) Daily News is described as one of the finest ever designed for the uses of a small city daily. It is regarded as one of the show places of the city, and Publisher D. B. Worthington is receiving the congratulations of his fellow-publishers throughout Wisconsin.

The New York Herald's new promotion stunt, "The Business Herald," a house organ published in the columns of the regular issues of the newspaper two or three times a week, contains live matter on advertising. Its aim is to popularize advertising shop talk, and to do intensive work in promoting reader-interest in the ads.

The Tribune, Providence, R. I., is staging a moving picture play "A Romance of Providence" which will be presented at one of the local theatres in the near future. The leads for the show were selected by means of a popularity contest run in the paper.

The W. F. Long Company, publishers' representatives, are now handling all the business in the Eastern States for the Quebec (Can.) Telegraph.

T. D. Berry, jr., is conducting a campaign in connection with the advertising department of the Atlanta (Ga.) Constitution for preparing a new business directory. The proposition is different from the numerous campaigns that have been run along this line before. The aim is to secure the name of every enterprise and business man in the city who will run his business card, giving the address, telephone number, and a little special notice if desired, to be placed under the proper classification of the directory. The directory will be printed on a separate insert of the regular edition for four consecutive issues of the Constitution, in order to give the subscribers advantage of the newspaper's circulation. Mr. Berry has conducted similar campaigns in Memphis, Nashville, Knoxville, Chattanooga, Little Rock, Richmond, and Petersburg.

The New York Evening Mail features every day a record of gains in advertising made by the New York evening newspapers, treating the race for the advertising pennant much after the style of the "standing of the clubs" feature in the baseball news. The Mail itself keeps at or near the top of the list.

The Fort Scott (Kan.) Tribune-Monitor has absorbed the Republican, whose publication ceased with the issue of September 6. Ray B. Duboc, proprietor of the Republican, goes to the Tribune-Monitor as advertising manager, succeeding A. M. Clapp, now connected with an Illinois newspaper. The Consolidation plan is credited to Mr. Clapp, who leaves the Fort Scott field with the cordial good-will of his late associates.

DAILY EXPOSES MOVIE FRAUDS

San Francisco News Gave Fake Schools Unwelcome Publicity.

The San Francisco Daily News, which made an exposé of the fake clairvoyants some time ago, resulting in the prosecution and flight of a number of the swindlers, is continuing the work of showing up institutions that take the money of poor people without giving them an adequate return.

Fred Williams, a versatile Daily News reporter, who does feature stunts, recently became a pupil of a local "movie school," where scores of girls and men had been paying good money for the privilege of participating in rehearsals of alleged plays. Williams wrote up his experiences for his paper, with interviews with students who had been attending the school for weeks, or months, in the hope of securing the promised engagements as movie actors.

Following the publicity given by the News, a movie school in Page Street closed its doors. A number of girls who had paid the manager for tuition and jobs in the film, were refunded their money on condition that they give back the original receipts they held. The local authorities had already taken steps to investigate the local schools claiming to furnish practical instruction in moving-picture lines.

**EVERYBODY WANTS
PERSONALITY**

Everybody needs it, for both business and social success.

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

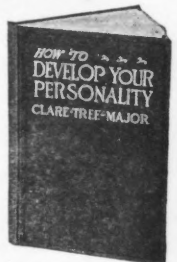
"How to Develop Your Personality," is a complete course in the development of Personality. It presents a subject of universal interest in a most interesting and practical way.

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

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

S. HLAKE WILLSDEN

Distributor
1606 Heyworth Bldg., Chicago.



Don't envy a strong personality; develop yours.

THE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

- CHICAGO EVENING POST
- INDIANAPOLIS STAR
- MUNCIE STAR
- TERRE HAUTE STAR
- ROCKY MOUNTAIN NEWS
- DENVER TIMES
- LOUISVILLE HERALD

Heartly co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

In Philadelphia

During the first 8 months 1916, the EVENING TELEGRAPH gained over a million and a half lines in Paid Advertising—a greater gain than that of any other Philadelphia newspaper, morning or evening.

THE EVENING TELEGRAPH

For more than half a century, Philadelphia's leading high-class evening newspaper.

**MANHATTAN
PHOTO-
ENGRAVING CO.**

ENGRAVERS
AND DESIGNERS

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

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

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

CHANGES IN INTEREST

WAYCROSS, Ga.—T. W. Wrench, for several years editor of the Charlton County Herald, published at Folkston, has closed a deal whereby the paper passes to W. H. Robinson, of Eldred, Fla., effective immediately.

CHALMERS, Ind.—W. A. Walk has leased the Dispatch from Arthur F. Kulpp.

CUERO, Tex.—J. P. Bridges, Mayor of Luling, is to take charge of the Daily Record here about October 1. A. M. Hill, the present editor, will remain with the paper in a business capacity.

DUNDEE, N. Y.—Harry C. Smith, formerly principal of the Dundee High School, has purchased the Dundee printing plant from Mrs. C. Kirk Smith, and will begin at once his duties as editor of the Dundee Observer.

MAMMOTH SPRING, Ark.—John T. Hall, editor of the Salem Sun, has bought the Mammoth Spring Progress. He will change the name of the paper to the Sun.

ROSEVILLE, Cal.—The Tribune has again changed hands, Granville Lyon having resigned as managing editor and W. H. Marsh has been chosen to fill the vacancy.

PRINCE GEORGE, B. C.—The Citizen, which discontinued publication recently, after running for a few months, has been revived by L. D. Taylor, formerly editor of the Vancouver World, who will be its editor and business manager. It will be issued twice a week for the present, and will be independent in politics.

LEONARD, N. D.—John Van Arnam, one of the best-known newspaper men in the State, has just disposed of the Leonard Journal to V. E. Swanson, who takes charge this week.

TABLE ROCK, Neb.—The Steinauer Star has again changed hands. The purchaser is C. L. Peckham, proprietor of the Lewiston Post, who will conduct both papers in the future.

NEW INCORPORATIONS

NEW HAVEN, Conn.—The Register Publishing Company has filed in the office of the Secretary of State a certificate of incorporation. The purpose is to engage in the publication of newspapers, etc. The total capital stock is \$75,000, and the incorporators are John D. Jackson, Hugh B. Kennedy, and John H. Wigan, all of New Haven.

NEW YORK.—Increases in capital stock: United Publishers' Corporation, New York, from \$5,350,000 to \$5,750,000.

NEW YORK.—The Price Trade Publishing Co., Inc., publishing, \$10,000; W. L. Murray, F. J. and H. T. Price, 535 West 135th Street.

TRENTON, N. J.—R. C. Scott Advertising Co., to conduct general advertising business; \$2,000; Joseph F. Baugham, John H. Morris.

NEW YORK CITY—Hall of Fame Publishing Company, Inc.; capital stock, \$5,000; printers, publishers, manufacturers, and dealers in books, magazines, and periodicals; directors, Charles K. Ashe and Harry Ashe, of Brooklyn, and Clyde E. Black, of New York city.

NEW YORK CITY—Riverside Review Company, Inc.; capital stock, \$1,000;

print, publish, and issue Riverside Review; directors, Charles E. Heydt, Albert J. Berwin, and Stephen A. Whitaker, all of New York city.

NEW YORK CITY—The Welanetz Company, Inc.; capital stock, \$3,000; general art business, including printing and publishing; directors, Walog B. McLean, of New York city; Rudolph P. Welanetz, of Bayonne, N. J., and John H. Klem, of East Orange, N. J.

NEW YORK CITY—Photoplay Mirror Publishing Corporation; capital stock, \$1,200; publishing and printing, business of engravers, printers, and book binders; directors, Jacob Schulhofer, Harry Kaufman, and Eve Bernaro, all of New York city.

NEW YORK CITY—New York Monotype Composition Company, Inc.; capital stock, \$50,000; business of monotype composition; directors, Harries A. Mumma, Russell N. Shaw, and R. A. Flynn, all of New York city.

NEW ENTERPRISES

MAYFIELD, Ky.—The Times, semi-weekly, has been launched by George Bingham, who proposes to convert it into a daily in the near future.

CLAYTON, N. M.—The Citizen Printing & Publishing Co. will issue a weekly Republican newspaper.

RICHMOND, Va.—The State Journal, a weekly, has made its appearance. Alex. J. Field is editor and publisher, and Archer Carter manager. The Journal will be a State-wide newspaper.

WINONA, Minn.—Emil Leicht, publisher of the Westlicher Herold and Winona Herald, has just started the Winona Daily News. G. L. Rueber has left the service department of the St. Paul Daily News to become advertising manager of the new daily, whose editor is H. E. Wright, formerly of the editorial staff of the St. Paul Daily News.

OKLAHOMA CITY—John D. Appleby, secretary of the Republican State Central Committee, and for several years editor of the Hobart Republican, has come to Oklahoma City and announces he will start a Republican weekly paper.

Tin Cheaper than Paper

BOSTON, September 15.—While newspaper publishers have been bewailing the high and ever increasing cost of white paper, the bakers of the city have not been sitting idly by. On the contrary, they have just announced that hereafter no more paper plates will be distributed with pies, or pies with plates.

"It's the war," the bakers explain, "and its effect upon the ever-increasing cost of paper."

From now on it's the tin plate or nothing for the housewife who goes to the baker after the festive pie.

Editor Sued by Mayor

Dana Sheets, managing editor of the Los Angeles Record, has been sued for criminal libel by Mayor Charles E. Sebastian, of that city. The action is based upon a publication in the Record of three notes alleged to have been written by the Mayor in connection with a case in which he had been tried and acquitted under an indictment.

Pre-eminence

In eight months of 1916 The New York Times maintained its pre-eminence in automobile advertising, carrying 562,917 agate lines, a gain of 191,929 lines over the corresponding period last year, a greater gain and a greater volume by over 100,000 lines than any other New York newspaper, morning or evening.

The
Pittsburg Dispatch

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

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

July Advertising

The Evening Star

WASHINGTON, D. C.

Last month the Evening and Sunday Star printed over a million lines of advertising or more than any two of its competitors combined. The Star frequently prints more local display advertising than all three of them combined.

The
Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

PITTSBURGH

(Pennsylvania)
ROLLING IN WEALTH
Colossal Pay Rolls Waiting
For the Advertiser who buys Space in the
GAZETTE TIMES

AND
CHRONICLE TELEGRAPH
Whose Readers always have Money and this
Year have more than ever before.
COMBINATION FLAT RATE
Daily 20c Agate Line, Sunday 22½c Agate
Line.

Advertisers, Sales Managers and Space
Buyers—Address
URBAN E. DICE, Foreign Advertising Man-
ager, Pittsburgh, Penna., or
SPECIAL REPRESENTATIVES
J. C. WILBERDING, Brunswick Bldg.,
New York City.
J. M. BRANHAM CO., Mailers Bld., Chicago,
Ill., Chemical Bldg., St. Louis, Mo.



SCOOP
THE POLITICAL REPORTER -
BETTER GET HIS NATIONAL
AND LOCAL DOPE FROM
NOW ON - BEGINNING
WEEK OF SEPT. 18TH

The INTERNATIONAL SYNDICATE
Features for Newspapers
Established 1899 BALTIMORE, MD.

BIG NAMES AND
BIG IDEAS

A Daily or Weekly Feature

Short, well written, timely, dignified. Every article signed by a man of national or world-wide reputation. We appeal to the best class of readers in your town, the men with brains, and hold their loyalty to your paper.

Distinguish Your Editorial Page

Make us your representative in the capitols of Europe and America. We are endorsed by leading papers all over the country as first class circulation builders.

Write or wire for rates

The NATIONAL EDITORIAL
SERVICE, Inc.
225 Fifth Ave. New York

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.

Now More Than
70,000

The Sunday Item
New Orleans, La.

Colorado Springs

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

NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

Georgia School of Technology

Dudley Glass, a well-known Atlanta (Ga.) newspaper man, has been selected as instructor of the journalism class of the Georgia School of Technology. The class, recently organized, has the distinction of being the only one of its kind in Atlanta. Mr. Glass is one of the most popular newspaper men in Georgia, having covered the field from cub reporter to city editor, and is admirably fitted in every way to assume his new duties. He is the author of the book "Writing for the Press," especially designed for the use of correspondents of city newspapers.

Journalism School for Kansas City

Kansas City is going to have a school of journalism. It is to be based on the two-year course now being taught at the Missouri University, and the "home" of the new school will be at the Polytechnic Institute. W. W. Douglass, of the English department of the Polytechnic Institute, will have charge of the course.

Principal E. M. Bainter, of the Polytechnic, visited Missouri University last week for the purpose of discussing the possibility of correlation between the contemplated course in the Kansas City school and that of the University. A basis was finally reached between Mr. Bainter and Dean Williams, of the university journalism course, by which students taking the work there three hours a week each semester will be credited with six points of the thirty required for a degree from the University school. The University course is two years, and the Kansas City course will be for one year.

Mr. Bainter expects to lay special stress on the study of the editing of news. A study of the history and principles of journalism will be part of the work.

Tulane University

Through the cooperation and with the endorsement of the Advertising Club of New Orleans, the School of Commerce and Business Administration of Tulane University (the South's leading educational institution) will, on October 2, open a school of advertising.

Arthur G. Newmyer, business manager of the New Orleans Item, was selected by the Club, and approved by the College faculty, as lecturer in charge of this course, and will be assisted by Messrs. Paul Renshaw, Brom L. Ridley, Stewart Landry, and John L. Ebaugh, all prominently identified in the field of advertising in New Orleans.

The course will be covered by twenty-five lectures, the first fourteen of which will deal with the principles and fundamentals of advertising, while the last half of the year will be given over to concrete problems and facts. The first year's class will probably number about seventy-five.

University of Washington

Frank P. Goss, city editor of Seattle Post-Intelligencer, is to lecture for five months in the School of Journalism. Mr. Goss will not quit his city desk. The regents expect to get a man to fill the

place permanently at the end of the first semester.

Ralph D. Casey, reporter on the Post-Intelligencer and a graduate of the University Journalism School, has taken the assistant professorship in that course at the University of Montana.

Leslie Rawlings, of the Atlanta Constitution staff, has gone to Charlotte, N. C., as assistant city editor of the Charlotte News. The vacancy made by Rawling's leave is being filled by Dick Broyles, a graduate from the Emory class of journalism.

Favors Journalism Graduates

From now on the Cleveland Press probably will take its recruits to editorial work from the ranks of the schools of journalism graduates.

This is the opinion of the editor of the Press, following the successful try-out of twelve young men from the leading schools of the country during the summer months.

Four of these young men now are finishing their practical education in the Press editorial rooms. They are: John Gleissner, of the University of Kansas; James W. Shoemaker, of the University of Illinois; O. D. Tolischus, of Columbia University; Richard Little, of the Ohio State University. Editor Morgan figures it will take from one year to eighteen months for these young men to finish the practical course, and in that time they will do everything on the calendar in editorial work.

PREACHER MUST HAVE HEARERS

Dr. Reiser Tells Why Churches Should Advertise.

In his address to the members of the Denver Ad Club and the Ministerial Alliance, Dr. Christian F. Reiser, of New York, said:

"The value of church advertising is beyond estimate. It must be recognized that preaching is the great power for moral uplift in the world, but the most eloquent preacher and the most powerful exponent of the gospel cannot sell his wares without an audience. And in this modern business era he must advertise to get the audience. I do not want to be accused of sensationalism, but I believe in any bait to catch fish. Some of the greatest churches in the world scarcely have any attendance at evening services, and out of the 100,000,000 persons in the United States, but 50,000,000 attend church at all. We have got to adopt aggressive, modern advertising methods to fill these pews.

"When the church does business along the lines of the modern, up-to-date business house that advertises its wares in the newspapers, then that church will be successful. There is no preacher who has anything positive to say but can get an audience by proper advertising. I would reach the golfer with golf and the moving-picture man with pictures, and advertise what I am going to do.

"The newspapers of the country are responding more to the handling of the news of the church. Every newspaper in Chicago carries a department of church news. The churches of Denver are to be congratulated in that one of the daily papers of the city is publishing such a strong religious department, and that it has such a man in charge as Mr. Burton.

"The advertising men and their publicity methods are needed in this day and generation by the churches."

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., Chicago, Ill.

HELP WANTED

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

EXPERIENCED SOLICITOR wanted on automobile advertising, one who knows the automobile field in greater New York; splendid opportunity for the right man. Apply by letter only. Address: Automobile Advertising, Room 600, 343 5th Ave., New York.

SITUATIONS WANTED

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

ADVERTISING MAN, well and favorably known in the New York Newspaper Advertising field is open for engagement. Can supply very satisfactory references as to capability for positions as advertising manager or solicitor on general business. Know the situation from A to Z. Hard worker, reliable, and efficient. Address Paperad, care Editor and Publisher.

BUSINESS OR ADVERTISING MANAGER of more than twelve years' experience, good education and address, live, wide-awake, a friend maker and business builder and producer, desires to make connection where hard work and results will show him profit and advancement. His experience has been the principals of the business office, and all branches of the advertising department, foreign, local, and classified. Knows how to minimize expense, and build up on a staple profit basis, by his experience and systematic work. Experienced in lay-out, copy, and campaign work. Want position as business manager, assistant business manager, advertising or assistant advertising manager. Willing to accept on salary basis salary and commission or salary and working interest. Have had experience in towns from forty to more than two hundred thousand people. This is a LUCKY FIND, and if you want a live-wire business builder and producer get in touch with me. City furnished very best references. Address LUCKY FIND, care Editor and Publisher.

CIRCULATION MANAGER, young, now employed, married, with over seven years' circulation experience, wants to get into business relations with live paper, preferably in Central or Middle West. Will fill position as assistant. Address Gerald B. Herridge, Box 276, Harrisburgh, Ill.

COMPOSING ROOM FOREMAN—Situation wanted as foreman of daily paper. Thorough printer, make-up, executive, 15 years' experience. Will go any place. Address M. 3046, care Editor and Publisher.

EDITOR—Experienced on telegraph, financial, city or State, heads and layout. Feature and editorial writer. Plans to record. Ten years at game. Married. Absolutely no booze or tobacco. Now employed but desires location in Central States or East. Exceptional references. Address M. 3037, care Editor and Publisher.

EDITOR AND BUSINESS MANAGER: Desire to take management of daily paper with view of buying interest. If mutually satisfactory. Have owned and successfully managed two papers. At liberty October 1, Address M. 3043, care Editor and Publisher.

EDITOR—Am 45 years old, was a reporter 15 years, and have been editor 10 years. Wish to leave Metropolitan field for a city under 100,000 population. My work will speak for itself. Abstain from liquor. Address R. 33, care Editor and Publisher.

EDITOR, 32, good writer of prose and verse, experienced in all departments, desires connection where ability and hard work will count; would invest \$1,000 in publication having good field for development. Address M. 3047, care Editor and Publisher.

NEWSPAPER PHOTOGRAPHER who is also an experienced cartoonist and pen and ink artist would like to connect with live paper in the South or West. Salary reasonable for high class man. Original versatile and full to the brim with ideas and "gon." Address Photo. Cartoonist, care Editor and Publisher.

NEWSPAPER MAN 26, 8 years' experience on desk, desires position with afternoon paper in town of twelve or fifteen thousand as managing editor in town of twenty-five thousand. Prefers position to do editorial and feature. Has traveled around the world. Spent six months in Germany after the war began. Will come for \$25 a week anywhere. Address "Editor," care Editor and Publisher.

NEWSPAPER PRESSMAN, experienced foreman and pressroom superintendent, desires to make a change. 15 years a foreman. No 1 references. No drinker, or cigarette smoker, absolute reliable. Can assume charge of plant and produce results. Have good executive ability. Address Pressman, care Editor and Publisher.

REPORTER—Young man, 21, now on daily in Eastern city of 50,000, desires position on progressive paper with chance for advancement. Four years' experience, both abroad and in U. S. Positive and general knowledge; also desk work. Will go anywhere. Special salary. Address M. 3054, care Editor and Publisher.

TYPING OR MAILING ROOM CLERK. Do not need a foreman or mailing room clerk in your mailing department. 10 years' experience. Respectable salary. Age 34, married. Address Box M. 3050.

\$8,000 buys Eastern Newspaper and Job Business. \$5,000 cash necessary. Owner might sell an interest to a practical printer or newspaper man who had \$2,000 or more cash to invest. 1915 net profits \$3,000. Proposition O. E.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$20,000 Cash

Available as first payment upon Middle West or New York or Pennsylvania daily newspaper property. This customer is an experienced daily newspaper publisher. Quick response necessary.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.

Times Bldg., New York

No. 516x.

Only evening paper in Central West city of 40,000; circulation over 10,000 (A. B. C.); good advertising; paper on paying basis and of good prestige. Exceptional location. Price \$80,000.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

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, Detroit, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

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

The Editor and Publisher page contains 672 agate lines, 108 on four. Columns are 13 lines 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; Bretano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Mac's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building.

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

Boston—Parker House News Stand, Pittsburgh—Davis Book Shop, 416 Wood Street.

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

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

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

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

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.

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 personages 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 today.

HENRY ROMEIKE, INC.

106-110 Seventh Ave. New York City

ATTRACTIVE OFFER FOR QUICK SALE**Two Duplex Flat-Bed Presses Replaced by Scott Web Presses**

Ten-page press prints from type a 4, 6, 8 or 10 page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12 page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

We can increase your business—you want it increased.

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

BURRELLE

60-62 Warren, 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 THE ALL THE TIME
POWERS PHOTO ENGRAVING CO.
124 Nassau Street Tel. 4539-4

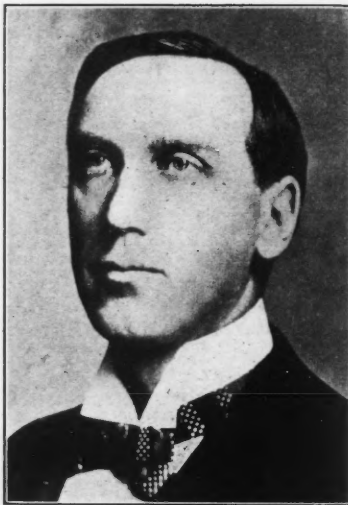
Hemstreet's**PRESS CLIPPINGS**

Tenth Avenue At 45th Street
New York

DEATH OF JAMES GRAY

Widely Known Newspaper Man Was
Once Mayor of Minneapolis.

James Gray, Washington correspondent of the Minneapolis Journal and formerly Mayor of Minneapolis, died suddenly September 8 at his office in Washington, D. C. He is survived by



JAMES GRAY.

his wife, who was Miss Grace Orpha Farrington, of Jamestown, N. Y., and four children.

Mr. Gray was born in Falkirk, Scotland, in 1862, was brought to the United States when four years old, and was graduated from the University of Minnesota in 1885. He was a reporter and city editor of the Minneapolis Times from 1885 to 1898, secretary and director of the Times Newspaper Company from 1895 to 1899, and an editorial writer of the Minneapolis Journal from 1904 to 1914, when he went to Washington to become special correspondent of the Minneapolis Journal.

He was Mayor of Minneapolis in 1899 and 1900, and was the candidate of the Democratic party for Governor of Minnesota in 1910, when, although defeated, he ran 18,000 votes ahead of his ticket.

Recalls Logan's Boyhood Dream

News of the death of Charles T. Logan, jr., an Atlanta (Ga.) boy and editor of the Palisadian, a paper published at Palisade, N. J., was received with much sorrow and regret by a number of friends in that city who knew the boy and his family. For a number of years the father of the deceased was connected with the Atlanta Constitution, and had a large circle of friends. Some twenty years ago he gave up his position with the Constitution and moved to New York, where he entered the advertising business for himself. When young Logan was only fourteen years old, the dream of a newspaper for the little town of Palisade came to him, and in September of last year he succeeded in getting his paper started, which he edited until his death.

Estate of J. T. Harper

James Thorne Harper, the publisher, left an estate of only about \$4,000, devised to Mrs. Katherine Clark Harper, his wife. Trust estates left for Mr. Harper's daughters by his father, who was once Mayor of New York, and by other relatives, now pass to their control.

MEETS TRAGIC DEATH

Miss Josephine Murphy, Daughter of
Publisher, Victim of Auto Accident.

CHICAGO, September 13.—Miss Josephine Murphy, daughter of William J. Murphy, wealthy editor and owner of the Minneapolis Tribune, was killed in a motor-car accident near here a few evenings ago. She had been passing the summer with her mother and sister at a country place in Tinley Park. The young woman had accompanied a friend to the railway station late at night, and was on the way to her residence when the tragedy occurred. The car struck a large hole in the road, which had been washed out during recent rains, swerved to one side, and rolled down an eighteen-foot embankment. The chauffeur was only slightly injured, but Miss Murphy was crushed to death beneath the machine. The girl was twenty-two years old and prominent socially. She had studied in France and England and graduated from a prominent Eastern school. Her father started for Chicago immediately upon receiving the news of her death.

OBITUARY NOTES

WILLIAM H. GRAY, a veteran Columbus newspaper man, is dead in that city after a long illness. He was city editor of the Columbus Ledger for many years, and his last work was as editor of the Phenix-Girard Journal. Born at Alexandria, Va., in 1852, he ran away to the Confederate army as a mere lad and served as a drummer boy. He had lived in Columbus nearly fifty years.

STEPHEN METCALF, seventy-four years old, editor of the Anderson Herald for twenty years, died at his home in Anderson, Ind., August 27.

J. C. WILLIAMS, editor of the Arnprior (Ont.) Watchman, died in a hospital at Ottawa on September 2. He leaves a wife and three daughters.

BENJAMIN F. JUNKIN, forty-five years old, editor and owner of the Juniata Tribune, for twenty years, is dead at Millintown, Pa.

W. H. BAKER, aged fifty-eight, owner of the Ridgeway (Pa.) Publishing Company, and editor of the Ridgeway Daily Record, is dead. He was postmaster of Ridgeway four terms.

MRS. M. P. McDONALD, wife of Editor McDonald of the Hugo (Okla.) Husonian, was drowned on September 5 in Roebuck Lake, while bathing with a party of friends.

JULIUS MOLTER, connected with the United States Sub-Treasury at New York, and at one time business manager of the Milwaukee Daily News, died at his home in Brooklyn, September 12, at the age of eighty.

JOHN ADAIR, secretary of the Gazette Printing Co., Montreal, died recently in Montreal, following an operation. Born forty-eight years ago in Scotland, he was a member of the business staff of the Montreal Gazette for the last twenty-five years, seven of which were spent in filing the office of secretary. His funeral, which was largely attended by members of all departments of the Gazette staff, took place last week.

WILLIAM L. W. SEABROOK, of Westminster, Md., publisher of the Sentinel, who was a newspaper editor since early youth, is dead at the age of eighty-three. For upwards of forty years he was the Westminster correspondent of the Baltimore American. For more than half a century Mr. Seabrook was a prominent figure in the politics of Maryland. One of the incidents in his early life in which he took pride was the fact that he was a delegate

to the National Convention that placed Abraham Lincoln in nomination for President.

FRED. H. MAXWELL, formerly editor of the Bardolph (Ill.) News, and a brother of W. Kern Maxwell, managing editor of the Peoria Journal, is dead at his home in Macomb, Ill.

WEDDING BELLS

Geo. B. Goodfellow, of the Philadelphia North American, and Miss Florence Hoeker were married on September 3, and are spending an extended honeymoon at Ft. Compton, Va.

Leslie McAuliff, editor and publisher of the Porterville (Cal.) Recorder, and Mrs. Anna S. Ellis, of that city, were married in San Francisco on September 6 by the Rev. C. S. S. Dutton, pastor of the First Unitarian Church. The ceremony took place in the pastor's study and, immediately afterward, Mr. and Mrs. McAuliff left on a honeymoon trip.

Seabury Lawrence, of the editorial staff of the New York Evening Sun, and Miss Anna Barclay Nevins, of Philadelphia, were united in marriage at Siasconset, Mass., on Thursday, September 14.

John Milton Minar, of the New York Sun, and Miss Ruby Lee Lamb, of Trenton, are to be united in marriage on September 30. The ceremony is to take place at the new home of the contracting parties in Newark.

Atlanta Papers Support Candidates

Never before in the history of the three Atlanta (Ga.) dailies have the Constitution, the Journal, and the Georgian taken as much interest in the gubernatorial races as in the one now in full sway. The Journal's choice is Judge Pottier; the Georgian wants Harris reelected, and the Constitution is pulling strong for Hugh M. Dorsey, solicitor of the Atlanta Judicial Circuit. The election being only a few weeks off the papers have engaged one of their staff correspondents to handle the political end. Britt Craig, representing the Constitution, the morning paper, accompanies Dorsey on his tours through the State, while Ward Green, of the Journal, and Dudley Glass, of the Georgian, are taking care of the political grist for the afternoon papers.

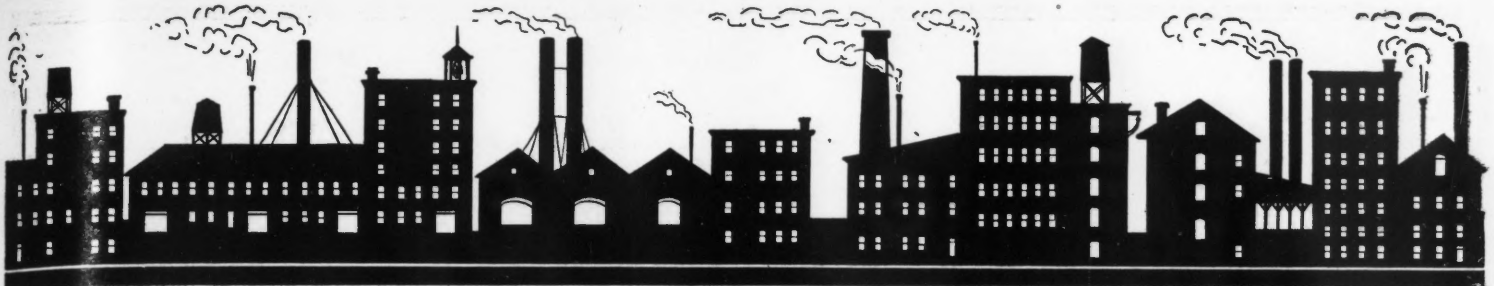
Candidates for Oklahoma Legislature

Among those who have filed their names as candidates for nominations on the Republican ticket for members of the Oklahoma Senate and House of Representatives are the following newspaper men: Walter Ferguson, of Cherokee; John Golob, of Guthrie, and J. W. Coons, of Miami, for the State Senate, and A. R. Garrett, of the Nowata Republican; J. B. Campbell, of the Waukomis Hornet; Glen Condon, of the Tulsa World; J. E. T. Clark, of the Coalgate Courier; J. J. Burke, of the Norman Transcript; William Allison, of the Snyder Signal Star, and Henry W. Headley, of the Ponca City Courier, for the House.

A. D. Jackson, editor and publisher of the Crystal City Clarion, is organizing associations to foster reclamation work along the streams in Texas.

W. H. Lackey Resigns

W. H. Lackey has resigned from the staff of the Sun, Paducah, Ky., to enter the insurance and real estate business in that city. He was formerly secretary of the Paducah Press Club, and was active in the First District Press Association. He takes the position in the Foreman & Lackey office formerly held by his father.



The New England States Are Constant Producers of Wealth

NEW ENGLAND manufactures and sells annually, products to the amount of \$2,670,065,000, divided among the six states as follows:

Connecticut	\$490,272,000
Maine	176,029,000
Massachusetts	1,490,529,000
New Hampshire	164,581,000
Rhode Island	280,344,000
Vermont	68,310,000
\$ 2 , 6 7 0 , 0 6 5 , 0 0 0	

This vast amount of money soon finds its way to the swift moving channels of trade in all parts of our country. The people of New England being constant producers they are likewise constant consumers. Their consumption of merchandise includes everything that highly civilized communities require for comfort and luxury.

In no other section of the United States do advertisements in THE HOME NEWSPAPERS exert a greater influence on their readers, or produce BETTER RESULTS FOR ADVERTISERS.

The *FIRST* essential for growth on the part of advertisers is to *KNOW CONDITIONS AS THEY EXIST*. Knowledge of *TRUE* conditions is the *BEST FOUNDATION* upon which to *BUILD CONSTRUCTIVE EFFORT*.

These Newspapers, in soliciting your business, present un glossed facts and figures, verified by cold statisticians. In New England these Newspapers are the most potential and profitable advertising forces that money can buy, and it takes but *little money* to buy sufficient space for a *big campaign*.

MASSACHUSETTS				MASSACHUSETTS.				VERMONT.			
	Net paid	2,500	10,000		Net paid	2,500	10,000		Net paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines		Circulation	lines	lines
Boston American (E)	365,219	.35	.35	Springfield Republican (S)	16,739	.065	.04	Curlington Free Press (M)	9,184	.0228	0.157
Boston Globe (ME)	243,459	.30	.30	Springfield Union (MES)	28,515	.07	.06	Population, 361,295.			
Boston Herald-Traveler (S)	298,993	.30	.30	Worcester Gazette (E)	27,156	.06	.045	CONNECTICUT.			
Boston Journal (M)	63,080	.16	.125	Massachusetts totals,	2,493,304	3.2032	3.0564	Bridgeport Post-Telegram (M&E)	31,595	.075	.055
Boston Post (S)	444,799	.40	.40	Population, 3,605,522.				Danbury News (E)	5,936	.0118	.0118
Boston Record (E)	33,269	.12	.12	RHODE ISLAND.				Hartford Courant (MS)	17,000	.06	.035
Boston Transcript (E)	30,143	.15	.15	Pawtucket Times (E)	*21,859	.05	.0325	Hartford Times (E)	25,914	.06	.05
Fall River Herald (E)	*7,285	.02	.02	Providence Bulletin (E)	50,048	.09	.09	Meriden Journal (E)	4,904	.025	.0143
Fitchburg Sentinel (E)	5,066	.02	.0157	Providence Journal (M*S)	22,767	.07*08	.07*08	New Haven Times-Leader	*15,325	.04	.03
Lynn Telegram (E)	*7,527	.02	.02	Providence Tribune (E)	20,089	.05	.05	New London Day (E)	8,447	.0285	.0171
Lowell Courier-Citizen (ME)	16,780	.03	.03	Woonsocket Call-Reporter (E)	*11,442	.0428	.0285	New London Telegraph (M)	4,500	.0086	.0071
New Bedford Standard & Mercury (ME)	17,029	.03	.03	Rhode Island totals,	126,205	.3028	.2713	Norwich Bulletin (M)	3,213	.04	.018
Pittsfield Eagle (E)	12,413	.0207	.0157	Population, 591,215.				Connecticut totals,	122,534	.3489	.2383
Salem News (E)	18,648	.05	.035	MAINE.				Population, 1,114,756.			
Springf'd Republican (M)	14,203			Portland Express (E)	20,686	.0535	.0375	New England totals,			
Springfield News (E)	17,526			Population, 762,787.				2,771,915 3.9337 3.6192			

The Editor and Publisher will supply Advertisers who want further information on marketing conditions and selling facilities in New England and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

Increase In Advertising Rates

Owing to advancing circulation and consequent larger expense of production and distribution

The New York Globe

will on November 1st, 1917 increase its base advertising rate from 40 to 45 cents per agate line with discounts and extra position charges proportioned to present basis.

Circulation Statement

	1908	1916
May	91,639	200,010
June	91,829	220,794
July	82,877	212,014
August	<u>84,655</u>	<u>210,676</u>
<i>Average</i>	<i>90,250</i>	<i>210,876</i>

The advertising rates in 1908 for 90,250 circulation was 35 cents per line, while now the rate is only 45 cents for better than 200,000 circulation. More than double the circulation for less than one-third increase in rate.

The Globe has the largest high-class evening circulation in New York, produces best results for advertisers in nearly all lines, and carries more advertising from the big shops than any other New York newspaper.

Contracts made up to October 31, will get advantage of present rate until expiration in 1917. New rate cards furnished on application.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

