

# THE EDITOR & PUBLISHER

OHIO STATE  
UNIVERSITY

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

AUG 29 1916

\$2.00 a Year LIBRARY

NEW YORK, SATURDAY, AUGUST 26, 1916

10 Cents a Copy

## There Is No Stopping Place

To the true American manufacturer there is no stopping place.

There is no place to rest your oars.

There is no time when you can settle back and say, "I have gone far enough."

You've either got to keep on *going forward*, or someone else will pass you and reap rewards that should be yours.

New plans should go in operation now that will bear fruit a year from now, five years from now.

But those plans must be based on *facts*, not guesswork.

They must be plans that will give you big returns at reasonable expense.

They must be *tested, proven* plans, not plans picked up at random.

A new book published by The Chicago Tribune will help you very much in choosing the right plans. It is entitled, "*WINNING A GREAT MARKET ON FACTS*" and will be sent you free if you write for it on your letter-head.

## The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over  $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

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

# "OHIO FIRST"

See That This Ohio List Is First In Your Fall Campaign

LOGICALLY, OHIO IS FIRST in commercial importance in the thriving Middle West. OHIO is dotted with enterprising cities and towns. Its FIVE MILLION PEOPLE are among the most alert and prosperous in the United States.

The people of OHIO have been so occupied during the past busy years that they have neglected to tell the outside world what a great marketplace it is; nor have they exploited the Advertising Merits of their Newspapers, or how thoroughly they are read, how fully they are believed and the powerful influence they exert.

Newspapers which have the confidence of their readers, are unquestionably FIRST as ADVERTISING MEDIUMS.

In this SELECTED LIST, every Newspaper holds this enviable distinction.

Consequently, these NEWSPAPERS offer exceptional opportunities to manufacturers, jobbers and retailers to get their wares before FIVE MILLION PEOPLE, who have in available cash, ONE AND A HALF BILLION DOLLARS.

*There are no dolts in OHIO. There is no poverty in OHIO. There are no crowded tenements, whose occupants can not, and do not, read English.*

This means that there is no waste in the publicity which THESE NEWSPAPERS GIVE, with their daily circulation of 1,220,529.

And again, it means that OHIO IS FIRST in cleanly publicity which yields continuous and profitable responsiveness.

*Any unreserved, intelligent campaign will prove this.*

An Efficient List of Ohio Newspapers											
	Net Paid Circulation.	2,500-10,000 Lines.		Net Paid Circulation	2,500-10,000 Lines.		Net Paid Circulation	2,500-10,000 Lines.			
Akron Beacon-Journal (E)	24,837	.035	.035	Cleveland Plain Dealer (M)	131,430	.18	.16	Portsmouth Daily Times (E)	8,377	.015	.015
Canton News (E & S)	12,446	.015	.015	Cleveland Plain Dealer (S)	174,867	.21	.19	Sandusky Register (M)	4,721	.0093	.0093
Chillicothe Scioto Gazette (E)	2,310	.0057	.0057	Columbus Dispatch (E)	75,077	.10	.09	Springfield News (E & S)	12,224	.02	.02
Chillicothe News Advertiser (E)	2,449	.0085	.0072	Columbus Dispatch (S)	71,832	.10	.09	Steubenville Gazette (E)	3,570	.0143	.0071
Cincinnati Commercial Tribune (M)	160,723	.11	.09	Dayton Herald (E)	**22,114	.05	.035	Toledo Blade (E)	50,182	.11	.09
Cincinnati Commercial Tribune (S)	126,339	.14	.12	Dayton Journal (MS)	**22,430	.05	.035	Youngstown Telegram (E)	*15,728	.03	.03
Cincinnati Enquirer (M & S) Ec.	53,000	.14	.12	**Combination (M & E), 6c. per line.				Youngstown Vindicator (E)	18,014	.03	.03
Cleveland Leader (S)	*106,593	.17	.15	Dayton Journal (S)	22,000	.07	.045	Youngstown Vindicator (S)	15,034	.03	.03
Cleveland News (E)	*112,888	.18	.16	Dayton News (E)	32,014	.045	.045	Zanesville Signal (E)	10,000	.02	.02
Combination L. & N.	219,481	.30	.26	Dayton News (S)	18,443	.03	.03	Zanesville Times- Recorder (M)	*15,281	.025	.025
Cleveland Leader (M)	*76,550	.15	.13	East Liverpool Tribune (M)	5,666	.0115	.01	Totals	1,246,356	2.1812	1.8210
Cleveland News (E)	*112,888	.18	.16	Findlay Republican (M)	5,406	.0093	.0093	†Publishers' statement.			
Combination L. & N.	189,438	.27	.23	Lima News (E)	9,322	.02	.0157	*A. B. C. statement			
				Mansfield News (E)	7,631	.019	.019	Other ratings, April, 1916.			
				Marion Daily Star (E)	7,089	.0129	.0129				
				Newark American- Tribune (E)	5,560	.0085	.0085				
				Piqua Daily Call (E)	4,119	.0072	.0072				

## MERCHANDISING DATA FREE

Specific information for the assistance of advertisers entering the Ohio field will be furnished by the newspapers listed. For this information write to The Editor & Publisher, World Building, New York

## 3c. Daily And Worth It

THE NEW YORK EVENING POST sells for three cents daily and on Saturdays its readers pay five cents for it. It is the only complete general newspaper in New York City, with the exception of the Brooklyn Eagle, which sells for more than one cent per copy (the Eagle sells for three cents daily and Sunday).

On Saturdays, at five cents per copy, The Evening Post circulation is considerably in excess of its daily circulation. The Evening Post can confidently say that practically all of its readers would just as willingly pay five cents per copy daily were it considered expedient to charge that price for it.

The readers of The Evening Post place a high value on the publication. They pay three times more for it each day than for any other New York morning or evening newspaper of general circulation and they want it because it meets fully their requirements.

The Evening Post will not sacrifice its standards. It cannot afford to increase girth measurement at the expense of moral stature.

A newspaper of this type is a most valuable advertising medium because it is bought to be read.

The Evening Post carries the advertising of the leading department stores in New York City and the women's specialty shops; it is the favorite advertising medium of the book publishers, automobile advertisers, art dealers, musical instrument dealers; and distributors of food stuffs in Manhattan. It leads in real estate and resort and travel advertising.

Its appeal not only to the home maker, but to the business man as well, is proved by the fact that it carries more financial advertising by far than any other New York evening newspaper.

### The New York Evening Post

Founded 1801

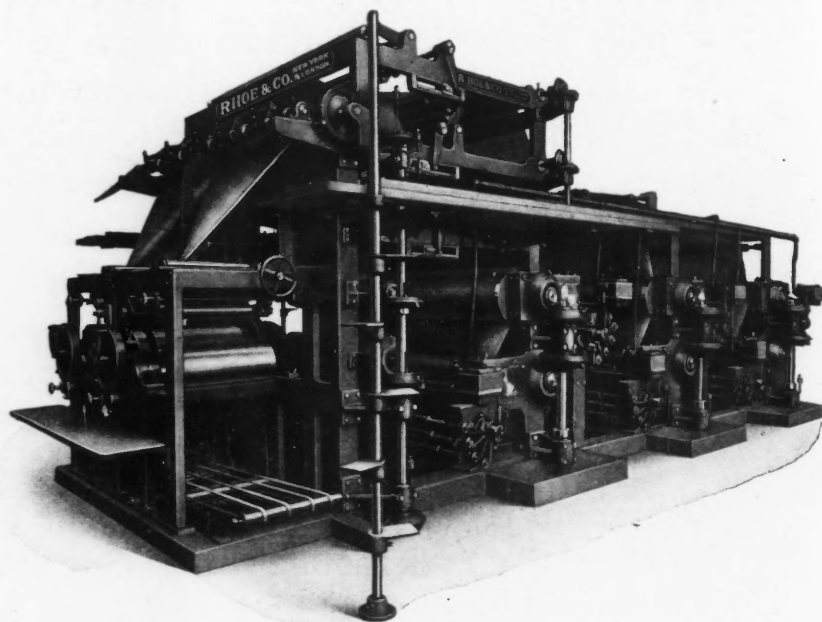
*More Than a Newspaper—A National Institution*

# AN EPOCH MARKER

THE GREATEST ADVANCE IN PRINTING-PRESS CONSTRUCTION  
SINCE THE INVENTION OF THE TRIANGULAR FORMER FOLDER

## HOE

“New-Model”  
Low-Type  
Unit  
Newspaper  
Web  
Perfecting  
Press



This new machine is a radical departure from the lines heretofore followed in the designing and manufacturing of Rotary Web Perfecting Presses. It is of extra heavy construction throughout and introduces many new, patented features which make it the **SPEEDIEST AND MOST EFFICIENT NEWSPAPER PRINTING-PRESS** ever constructed. The illustration shows one of two machines of sextuple capacity built for the New York Times. These particular presses are arranged for the feeding of the paper from patented roll carriers located in the basement. Similar machines can be made to carry the paper rolls over the printing sections or at the end, as required.

*Among the DISTINCTIVE FEATURES of this “NEW-MODEL” PRESS are:*

- Patented Ink Pumps and Improved Inking Mechanism.
- Automatic Brake between the two Impression Cylinders, acting upon both Cylinders.
- Solid Plate Cylinders and Tubular Impression Cylinders, with Special Bearings.
- Cylinder and Main Gearing of new and Special construction.
- Improved Mechanism for Oscillating the Distributing Rollers.
- Arrangement of Printing Cylinders in separated pairs.
- An independent Vertical Driving Shaft for each unit.
- Folding Cylinder driven by Horizontal Shaft.

Other features deserving of special mention are the accessibility of all the units from the floor, convenience of operation and openness throughout.

The machine also embodies the Hoe Patented High-Speed Rotating Blade Folding Mechanism, Self-Oiling Boxes, Quick-Acting Plate-Clamping Mechanism, and Locking Roller Sockets.

*The Results of a Century of Hoe Experience.*

## R. HOE & CO.

504-520 Grand Street, NEW YORK

CHICAGO, ILL., 544-546 S. Clark St.  
BOSTON, MASS., 7 Water St.

120 St. James St., MONTREAL, CAN.  
109-112 Borough Rd., LONDON, ENG.

# THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, AUGUST 26, 1916

No. 11

## CHICAGO DAILIES CUT IN NEWS PRINT WASTE

They Abolish Exchanges and Free Copies and Reduce Number of Papers Sent to Advertisers—Hopewell Rogers Says Every City Daily Will Decrease Consumption 20 Tons Each.

CHICAGO, August 23.—Joint action has been taken by Chicago newspaper publishers with a view to decreasing the present consumption of news print. After a special committee, composed of representatives from two morning and two afternoon newspapers, had spent more than a week in making a thorough survey of the local conditions, its recommendations were taken up at an extra session of the Newspaper Publishers' Association and a definite working agreement reached.

By exercising the strictest kind of economy it is expected that a saving of from 100 to 150 tons—and possibly even more—of paper a week can be effected. All of the papers have approved of a plan to condense news space to the fullest extent possible without causing injurious results. Some reductions will be made in the size of Sunday papers, but to what extent has not been made public.

### HELD DOWN NEWS SPACE.

Certain publishers took the stand that it would be out of the question to name the specified amount. This position is supported by the fact that all of the papers have held their news space down noticeably for several weeks, printing far less body type than is usual for the quantity of advertising they have been running.

All exchange lists, by mutual agreement, have been eliminated. This item alone means a saving of several tons daily. It will be observed by all of the local papers which are enrolled in the Association. Furthermore, advertisers will not receive large numbers of free copies in the way they have been allowed to in the past. Papers will be supplied them only when their advertisements appear, and then an arbitrary number, and not any quantity they may desire, will be given.

Practically all other common sources of waste have been stopped. Free copies for libraries, reading-rooms, churches, and similar institutions are to be cut off.

### MR. ROGER'S COMMENTS.

In commenting upon the action, Hopewell Rogers, business manager of the Chicago Daily News, said: "We expect that every paper will be able to decrease its news print consumption by approximately twenty tons a week through the plan that has been adopted. The saving may prove to be more than this, or, on the other hand, it may be less. We recognize the seriousness of the present emergency and are going to do all that we can to relieve it.

"During the past month or more all of the papers have eliminated a considerable amount of waste. There will be some decrease in the volume of news

(Concluded on page 21)



Snap Shot on Fifth Ave., by Underwood and Underwood, N. Y.

JAMES GORDON BENNETT,  
PROPRIETOR NEW YORK HERALD AND TELEGRAM.

## BENNETT PUTS HERALD PRICE AT ONE CENT

Paper Now Sold at Same Figure As When Founded in 1835—Circulation Immediately Jumps 200 Per Cent. and Advertising Increases 30 Columns—Many Changes in Staff Have Been Made

The sensation of the week in metropolitan journalistic circles was the reduction of the retail selling price of the New York Herald to 1 cent a copy. Display advertisements in the Herald and other New York dailies carried the announcement that the change would be effective on Tuesday. No reason was given editorially for this reduction. The price outside of the metropolitan shopping district remains at 3 cents, as it has been for about forty years.

By this act, James Gordon Bennett puts his great newspaper on an even footing in the race for supremacy in this field with the other morning newspapers of general circulation, the World, the Times, the American, Sun, and Tribune, and he does this at the very moment when an advance in price has been practically agreed upon among the 1-cent morning papers.

### ANNOUNCEMENT A SURPRISE.

Mr. Bennett's action came as a pleasant surprise to the New York Herald's clientèle, and apparently to the advertisers of New York. John Wanamaker immediately doubled his advertising space without solicitation, and other advertisers have increased their space. It is said that advertising has increased about thirty columns. The circulation has increased over two hundred per cent., according to the Herald.

The Herald is back to its original price. The first number was issued from a cellar in Ann Street by the elder Bennett, May 6, 1835, at the 1-cent price. Various changes in selling price during the long career of the Herald have been as follows: August 17, 1835, 2 cents; December 8, 1862, 3 cents; August 13, 1864, 4 cents; October 20, 1876, 3 cents; September 26, 1883, 2 cents; November 29, 1887, 3 cents.

### MR. BENNETT IN VIGOROUS HEALTH.

Mr. Bennett is hale and hearty—yes, vigorous—at the age of seventy-five. He arrived in this country July 23, on the Lafayette from Paris, where he has made his home for many years. He was accompanied by Mrs. Bennett, and young Baron de Reuter, who will enter Harvard this fall. Following the habit of a lifetime, Mr. Bennett declined to be interviewed, for publication when seen by a representative of THE EDITOR AND PUBLISHER at Newport.

Mr. Bennett is easily the most picturesque figure in American journalism. Countless stories are in circulation with respect to his great gifts, achievements, and idiosyncrasies, one of which will serve to show the calibre of the man. When the war broke out and von Kluck made his mad drive on Paris, the capital was removed to Bordeaux. The Paris edition of the London Daily Mail

(Concluded on page 8)

## PRINTERS AGREE TO ARBITRATE ALL DIFFERENCES WITH NEWSPAPER PUBLISHERS

International Typographical Union Ratifies Arbitration Agreement with A. N. P. A., Covering Period of Five Years—  
Laws of Union in Force January 1, 1916,  
Not Subject to Arbitration.

BALTIMORE, Md., August 22.—"I regard the adoption of the arbitration agreement with the American Newspaper Publishers' Association as the most important accomplishment of the Sixty-third Convention of the I. T. U.," said President Marsden G. Scott, of that organization, at the close of the convention.

The agreement thus ratified is to cover a period of five years, beginning on May 1, 1917, and under its terms every difference of the members of the Union with their employers will be settled by arbitration along fixed lines. The agreement provides that the laws of the International Union in effect January 1, 1916, shall not be subject to arbitration, and that changes made in those laws which affect wages, hours or working conditions shall not affect existing individual contracts without the consent of both parties, and shall not affect the international arbitration agreement until approved by the International Board of Arbitration.

The convention adopted the report of the committee approving President Scott's recommendation, that subordinate unions incorporate in proposed scales the following provisions to be submitted to local arbitration:

The employer agrees to pay an amount equal to one-half of 1 per cent. of the weekly payroll of the composing-room to the secretary-treasurer of the International Typographical Union each week, the same to be divided into equal parts, one of which is to be invested by the Executive Council for the benefit of the mortuary fund, the other part to be invested for the benefit of the old-age pension fund.

The employer agrees to pay to the secretary-treasurer of the International Typographical Union each month an amount equal to 10 cents per month for each member of the union employed in the composing-room, the same to be invested by the Executive Council in a fund, the income from which shall be paid into the home fund.

These payments are conditional on the enactment of laws by the International Typographical Union which shall guarantee the investment of these funds as above provided, and which shall further provide that only the interest from such investment shall be paid into the old age, mortuary, and home funds, the principal in each investment under no circumstances to be drawn upon or expended for any purpose.

Other matters receiving favorable action by the convention were:

The proposed erection of an office building for the International Typographical Union at Indianapolis; amendment of the laws to protect and restrict the appointments and work of apprentices; Colorado Springs was chosen as the place for holding the 1917 convention; a resolution was adopted to petition Congress to acquire by purchase or otherwise the home of Gen. Washington at Mt. Vernon that the spot may be visited by the public free of charge; *In the case of the appeal of the New York Sun Chapel from the decision of the Executive Council, the decision of the Executive Council was sustained. In this case, by the purchase of the New York Sun by Frank A. Munsey and his combining the New York Press with it, forty-two union printers lost their jobs and wages annually aggregating \$70,000. "No. 6" executive committee ordered the Sun and the Press chapels to prepare a joint priority list*

from which a new force was to be chosen. This was done, and forty-two members of the Sun chapel found themselves on the street, while but four members of the former Press chapel lost their positions. The members of the Sun chapel appealed to Typographical Union No. 6, which sustained the action of its executive committee by a vote of 312 to 205. On the appeal to the Executive Council of the I. T. U. the action of the respondent union was sustained.

A campaign was initiated to carry on a propaganda or campaign to increase salaries of all printers in the Government service.

The following was adopted.

Whereas, The use of mats by advertisers in the various newspapers throughout the country seems to be on the increase; and

Whereas, Local unions have no way of determining whether such mats are the product of union labor or otherwise; and

Whereas, The matter at the present time is handled, to a large extent, in an unsatisfactory manner from a union standpoint; be it

Resolved, That this convention place itself on record as favoring some plan looking toward a solution of the problem by instructing the Executive Council to thoroughly investigate the matter and report with recommendations to the 1917 convention.

The convention adopted a resolution directing the president of the International Typographical Union to have an official communication mailed to the officers of all subordinate unions requesting that they inquire into conditions in regard to the commercial telegraphers employed in newspaper offices in their respective jurisdictions; that an earnest effort be made to induce all newspaper telegraphers to become members of the Commercial Telegrapher's Union of America; and that the results of such inquiries and efforts be reported to the president of the International Typographical Union.

The executive council was directed to use its good offices in assisting in bringing about necessary political action looking to the passage by Congress of an Old Age Pension bill.

The convention endorsed the efforts of the railroad brotherhoods to obtain the eight-hour day for men engaged in railway work.

A resolution by Delegate Sonder, of Albany, was adopted, as follows:

Whereas, The International Typographical Union, at its fifty-ninth annual convention, held in the city of Nashville, Tenn., recognizing the grave injury resulting to the eyesight, nervous system, and general health of linotype operators from continuous eye-strain caused by the faint, indistinct, and fast-disappearing distinguishing mark on mats used in the various typesetting machines, and the necessity for remedy, instructed the International Typographical Union officers to confer with the various manufacturers of such mats with a view to remedying the evil; and

Whereas, Investigation and experiment conducted by a special committee of Albany Typographical Union No. 4, under the advice and by the consent of the International Typographical Union officers have proven that this evil can be easily and inexpensively remedied, and conferences and correspondence with the manufacturers have shown a disposition to favorably consider this betterment, provided all manufacturers joined in the movement;

Resolved, That the International Typographical Union officers be asked to again confer with said manufacturers concerning this matter, to the end that a satisfactory adjustment of this matter and improvement of this condition may be had without recourse to positive legislation by the International Typographical Union.

President Scott, of the International Typographical Union, introduced Chairman H. N. Kellogg, of the special standing committee of the American Newspaper Publishers' Association, who addressed the Convention as follows:

"Mr. President and Delegates to the Sixty-second Convention of the International Typographical Union:

"Ladies and Gentlemen: I am much pleased to be with you to-day and I convey the very best wishes of the American Newspaper Publishers' Association to the International Typographical Union.

"During the year that has passed since we met in Los Angeles there have been improvements in general business in many localities, but this prosperity, as we know, has come almost, if not altogether, from orders for war supplies of every kind and description. It is, of course, manifest that prosperity based upon war contracts must be temporary and will probably vanish in a night when the demand for such supplies ends. That at least some of your members have clearly sensed the present situation is evidenced by remarks of a writer in a recent number of the Typographical Journal, who said:

"At present we have an artificial prosperity in certain lines of productions due to the war and an unhealthy condition which will not last."

"As far as newspapers are concerned, such increases as they have had in business are very much more than offset by the enormous cost of securing war news, and the advance in prices of all supplies, the most important of which is white paper. Referring to this a very prominent publisher says:

"As the situation looks at present it will be impossible for more than a few of the 22,000 papers in the United States to make a dollar if paper goes to where it looks as if it would go."

"All publishers thoroughly realize the uncertainty as to future business conditions, but are much more disturbed at present by the situation with respect to white paper. No doubt you have seen reports of the hearing recently conducted at Washington by the Federal Trade Commission. At that hearing Mr. F. P. Glass, vice-president of the A. N. P. A., who represented our Association in the absence of Mr. H. L. Rogers, president, who is with his regiment on the Mexican border, said:

"The members of the American Newspaper Publishers' Association view the situation with extreme alarm and have taken steps to eliminate all waste and unnecessary consumption of paper by its members. Many publishers are forced to pay increases of 25 to 35 per cent. on contracts and sometimes 100 per cent. on emergency orders, and this enormous increase is taking the profits of most newspapers and driving some of them to the wall. One Western newspaper reports an increase in paper cost of \$250,000 a year. It is almost impossible to get quotations from more than one mill. Others refuse figures."

"The speaker personally knows of one newspaper that was forced some months ago to reduce the size of its daily two pages and its Sunday edition twenty pages because of inability to obtain sufficient paper, and of another large newspaper which arbitrarily reduced its Sunday circulation 10,000 copies. Publishers of daily newspapers in Greater New York recently took action which will result in the reduction of 120 pages per week in their morning, evening, and Sunday issues. This will make a saving of 200 tons per week. Newspapers in Philadelphia have just taken action which will result in the reduction of 80

## CONGRESS TO ACT ON SITUATION

Senator Martine Expects His Free News Print Amendment to Be Adopted.

WASHINGTON, August 22.—Before another week ends Congress will have taken definite action on giving relief to the paper situation by deciding what will be the status of the import duty, by adopting Senator Martine's amendment to the Revenue bill, now pending in the Senate, placing news print paper and all materials entering into its making on the free list, or agreeing to the amendment of the committee exempting all paper free of duty costing less than five cents per pound.

Senator Martine insists that he will press his amendment hoping that it will give relief to the users of paper by making the materials cheaper, thereby combating, what he calls the "paper trust."

The report on the Revenue bill of the Finance Committee on the paragraph relating to paper, reads as follows:

Your committee proposes an amendment to section 322 and section 567 of the Tariff act of October 3, 1913, allowing the importation of print paper such as is used by newspapers free of duty when valued at not exceeding 5 cents per pound. Under the present law only such paper valued at not above 2½ cents a pound can be imported free of duty. It was the purpose of the Tariff act of 1913 to allow the importation of print paper used by newspapers free of duty. By reason of the great increase in the price of paper, unless the limit of price is raised, the newspapers of the country will not get the benefit of this exemption, and your committee recommend that the limit be raised to 5 cents in order to give them the exemption intended to be given them.

pages per week. A very large number of other publishers have been forced to take similar action. It is quite unnecessary for me to point out to you that reductions in the size of newspapers means proportionate reductions in the number of members of your organization employed by newspaper publishers.

"Under these circumstances it behooves members of your union to refrain from pressing demands for increases in wages which will add additional burdens to those which newspaper publishers are now staggering under.

"Your president has referred to our arbitration contract and you have all been furnished with copies of pamphlets containing the proposed new arbitration agreement between the I. T. U. and A. N. P. A. Several days were spent by representatives of both organizations in discussing this matter, and the result of the deliberations is before you in the pamphlet mentioned. There are some things in this contract which are not entirely satisfactory to members of our Association.

"In this connection you should bear in mind your representatives were informed at the time this arbitration contract was being considered that until your union accepts arbitration fully and completely, and is willing to have all differences that concern wages, hours, and working conditions settled by that means, there will be a considerable number of members of the A. N. P. A. who will not take the contract. I sincerely trust you will soon realize it will be to your advantage to have an arbitration agreement that will be acceptable to all members of our Association that have contracts with your subordinate unions. However, our committee was convinced there are a large number of members of our Association who will accept the agreement in the form presented, and I therefore trust it will have your approval."

(Concluded on page 23)

## CONSERVATION BY MEANS OF STANDARDIZATION

Two Standard Sizes of Pages and Rolls Advocated by Isaac Rosen, of R. Hoe & Co.—Gives Tables Showing Present Sizes in Use and of Two Standards He Advises—Will Conserve News Print.

The question of the standardization of newspaper sizes and rolls has of late entered quite extensively into the investigation being conducted into the shortage of news print. It is conceded that, if the sizes of pages and of rolls could be so standardized that the mills would only have to produce those particular sizes, that then all newspapers could be supplied from any surplus stock which they might be able to accumulate. This is, of course, much more difficult to do now, when so many different widths of rolls are required.

Perhaps one of the best authorities on this question is Oscar Rosen, of R. Hoe & Co., printing press manufacturers. In an interview with a representative of THE EDITOR AND PUBLISHER, Mr. Rosen advocated the establishment of two standards, one an eight-column 12½ ems width, with six-point column rules, and one an eight-column 13 ems. He also states that at the present time there are three standard lengths of paper, 20¼ inches, 21½ inches, and 22 5-16 inches. A great many newspapers throughout the country, he says, have of late adopted the eight columns, 12½ ems standard, and this, he states, has undoubtedly helped the situation. "There are at the present time," he said, "more papers running the same width of rolls and more getting ready to use the same width than ever before in the history of newspaper production. In taking up this standard width of eight columns, 12½ ems and running the page with margins as close as seems practicable, and at the same time not making the page look too skimpy, as far as the margins are concerned, the usual width of paper roll required is seventy-three inches. This is divided up as follows, in every case using six-point rules, which are now the general standard thickness of rules used: Matter for eight columns, 12½ ems, 17¼ inches; outside margins, 9-16 inch; paper, 18¼ inches; for two pages, 36½ inches; for four pages, 73 inches.

It is possible, by reducing the 9-16-inch margins to ½ inch, to run eight columns, 12½ ems with 72½-inch roll, but this is rather close, and, since the webs have to be drawn through the presses by the margins, it requires much more careful manipulation to make a decent-looking paper when using these narrow margins, although it can be done, and is being done.

To run an eight-column paper with six-point column rules and 13 ems measure, divided up as follows: Matter, 17 13-16 inches; outside margins, 9-16 inch; paper, 18 15-16 inches; two pages, 37¼ inches; four pages, 75¼ inches. This size can also be run with a 75¼-inch roll by using ½-inch margins.

To run a regular seven-column paper 12½ ems, divided up as follows: Matter, 15 inches; outside margins, 9-16 inch; paper, 16¼ inches; two pages, 32¼ inches; four pages, 64½ inches.

By using ½-inch margins instead of 9-16 inch, this width of measure can be run with a 64-inch roll.

A paper of seven columns, 13 ems divided up as follows: Matter, 15 9-15 inches; outside margins, 9-16 inch; paper, 16 11-16 inches; two pages, 33¼ inches; four pages, 66¼ inches. In this case also, by using ½-inch margins, the roll can be reduced to 66¼ inches.

From the above figures you can summarize that the rolls of paper can be standardized as follows:

Eight columns, 12½ ems, six-point column rules.

Roll for four-page wide presses, 72½ or 73 inches.

Three-quarter rolls, 54¼ inches; if pasted, 54½ inches.

Two pages wide, 36¼ inches or 36½ inches, 18¼ or 18½ inches for half-rolls; if pasted, 18¼ or 18½ inches.

Eight columns, 13 ems.

Roll for four-page-wide presses, 75¼ or 75½ inches.

Three-quarter rolls, 6 13-16 or 56 5-16 inches; if pasted, 56 15-16 or 56 7-16 inches.

Two-page wide, 37¼ or 37½ inches.

One-half rolls, 18 15-16 or 18 13-16 inches; if pasted, 19 1-16 or 18 15-16 inches.

When we make the allowance for pasting we allow one-eighth of an inch for pasting in two-page sheets; when pasting is omitted this lap is not required.

All the above figures are based on six-point column rules.

As previously stated, the minimum margins for the centre are one inch and outside margins one-half inch, although the 9-16-inch margin is preferable for many reasons.

Although the length of page has no bearing on the economy of paper, it may be interesting to know that there are really three standards of lengths of paper used in the United States, as follows:

Length of page, 21½ inches, 22¼ inches, and 23 9-16 inches.

Length of matter, including head and date-line, 20 ¼ inches, 21½ inches, and 22 5-16 inches.

Figuring fourteen agate lines to the inch, it can be readily figured out how many lines can be printed on these different lengths of pages, and according to these figures each page will have five-eighths-inch top and bottom margins.

These tables and figures cover mostly all the sizes, widths, margins, and matter used in the newspaper offices in the United States.

### Louisville (Ky.) Papers Economize

LOUISVILLE, Ky., August 23.—Louisville newspaper publishers have reduced the size of their daily papers from two to four pages in an effort to meet the news print situation. Liberal policies pursued formerly by both the Louisville Times and the Evening Post with regard to returns made by newsboys have undergone radical changes, the Times having adopted a "no returns" plan and the Post permitting only "limited returns."

### Salem (Mass.) News Retrenches

The Salem (Mass.) News, to combat the high price of paper, has cut to a minimum the number of pages in each edition, has eliminated much of the matter formerly run, and has doubled the price of the News by mail.

## SPEAKING ABOUT NEWS PRINT ECONOMY

The importance of little things is shown in the following table of savings that newspaper publishers may effect in decreasing width of margins and standardizing pages.

Henry N. Cary, secretary of the Chicago Newspaper Publishers' Association, and Elmer R. Stoll, secretary of the Pittsburgh Publishers' Association, estimate that a saving of over \$32,000 a year can be effected on a consumption of 50,000 tons by reducing the roll one inch.

For example, paper at \$2.25 a hundred costs \$45 a ton. If a roll 70 inches long is used, and this can be cut down, the saving would amount to 1-70 of the present cost for each inch of reduction. At the price mentioned this means a saving of:

	One inch.	Two inches.	Three inches.
On 1 ton	\$0.6429	\$1.2858	\$1.9287
2 tons	1.2858	2.5716	3.8574
3 tons	1.9287	3.8574	5.7861
4 tons	2.5716	5.1432	7.7148
5 tons	3.2145	6.4290	9.6435
100 tons	64.29	128.58	192.87
1,000 tons	642.90	1,285.80	1,928.70
2,000 tons	1,285.80	2,571.60	3,857.40
3,000 tons	1,928.70	3,857.40	5,786.10
4,000 tons	2,571.60	5,143.20	7,714.80
5,000 tons	3,214.50	6,429.00	9,643.50
10,000 tons	6,429.00	12,858.00	19,287.00
20,000 tons	12,858.00	25,716.00	38,574.00
30,000 tons	19,287.00	38,574.00	57,861.00
40,000 tons	25,716.00	51,432.00	77,148.00
50,000 tons	32,145.00	64,290.00	96,435.00

Or, stated in another form: On a one-inch reduction there is a saving of .01428 per cent.; on a two-inch reduction, there is a saving of .02857 per cent.; on a three-inch reduction there is a saving of .04285 per cent.

It is impossible to give a fixed margin at the top and bottom of a page, this being fixed by the cutting cylinders, which vary on different makes of presses.

A St. Louis paper reduced the length of its paper rolls a few years ago from 70 to 67 inches, in the following manner:

First, The column rules were reduced from 8-point to 6-point, saving 12 points to the page. The presses being four plates wide, there was a saving on column rules alone of 48 points.

Second, The width of the type column was reduced from 13½ picas to 13 ems, saving 3½ ems to the page on a 7-column paper, or 42 points to the page. (The reduction from 13 to 12½ ems would be in the same proportion.) Multiply this by four (plates across the press cylinders), made a saving of 168 points in reducing the width of the columns.

Adding 48 points (saved on column rules) to 168 points (saved in width of type column) the result is 218 points. As there are 72 points to the inch, the total saving amounted to 3 inches.

If it is found desirable to reduce the size of the paper by cutting down the clips on the presses (and by so doing shove the plates up closer and reduce the margins), it can be done by taking say, one-half inch from the clip and three-quarters inch from the centre ring, i. e., take one-quarter inch from each of the clips and three-eighths inch from each side of the centre ring. This plan would have to be submitted to your mechanical expert, as there is a point in doing this beyond which it might be dangerous to go.

## ELIMINATE THE "FREE PUBLICITY" GRAFTER

Standardization of Business Practice Calls for the Conservation of Space and Elimination of All Useless Expense—American Newspaper Publishers' Association Emphasizes Evil.

The elimination of the press agent and the free publicity fiend is going on slowly but surely, but there is still plenty of work for the publishers of the country, if they desire to clean them out entirely. Some newspaper editors continue to have a bad attack of weak knees when the copy of this pest comes in, and cannot seem to understand that it is greatly to their interest to annihilate them.

The A. N. P. A. Bulletin very aptly says in its latest issue:

"If there remain any publishers who need an additional reason other than those that have always existed for refusing to give away their valuable space for the purpose of transmitting inspired messages to the public free of charge instead of for payment, it may be found in the high cost of news print, the shortage of the product, necessary curtailment of consumption, and the increasing cost of publishing."

It is reported that more of the species exist in Chicago than in any other city. From that city, known far and wide as the "Windy City," their effusions are blown to all quarters of the country, and as long as editors continue to publish their advertising matter for nothing, so long will they continue to exist.

H. J. Converse, of Cleveland, doubles "men of pep," Theodore Roosevelt and Billy Sunday, with a well-known confection, and gets his advertising space for nothing. The Hotel Commodore, in New York, is entering the lists as a competitor with the other hotels of New York, for free advertising. Then there are the canners, whose free advertising receipts should be "canned," and the chewing-gum concern that seeks free advertising for its gum in the results and winners of a recent contest conducted by them.

Frank Seaman, Inc., of New York, recently filed complaints because their free advertising sought by the Mahin wagon and auto had not been published.

Now comes an offer from Washington, D. C., of "news items" in the shape of attacks on the advertising recently inserted in the New York newspapers by the New York Railways Company. Of course, it never occurred to them that their advertising ought to be paid for the same as that of the Railways Company.

The movies are also receiving attention. They have entered the field as competitors of the newspaper, by flashing advertisements on their screens. Why should they receive "free boosts" or "free publicity," as a writer puts it, especially with this condition existing?

A writer in figuring the value of the free advertising sought by the Mahin Adv. Co., of Chicago, for a well-known auto tire, shows the astounding figure of \$7,200,000 from January 1, 1916, to August 1, 1916. This is claimed to be authentic and a correct estimate of the value of the free space sought by only one concern for one article.

A writer asks, why give the Government free advertising space for the Federal Reserve Bank and make other banks pay for it? He suggests ignoring all offers of free advertising from the Federal Reserve Banks until such time as they publish their bank statements along with other bank statements.

## AMERICAN-MADE TISSUE FOR STEREOTYPE "MATS"

Newark Evening News Reports Complete Success of New Process — May Help Solve Serious Problem in Newspaper Making Some Peculiarities of Its Manufacture and Use.

The Newark (N. J.) Evening News, with its issue of August 17, used for the first time American-made tissue for stereotype mats. Describing the innovation, and its significance to newspaper publishers, the News says:

"As every one knows, the war cut off supplies of many imports from Europe upon which this country's industries had depended, and so threw American invention and ingenuity suddenly upon their own resources. The most spectacular incident of this sort was the stoppage of German aniline dyes.

"This country has always been dependent upon foreign stereotype tissue. This is the finishing paper that is pasted on the surface of the paper molds upon which the type metal is cast into printing plates. Newspapers are printed chiefly on rotary presses using such stereotype plates, and great quantities of tissue are required to finish the paper molds, called matrices (from matrix, mother) or, more briefly, 'mats.'

### ALL CAME FROM ABROAD.

"England, Germany, Italy, Austria, Hungary have been the usual sources of tissue supply. Until now, no tissue of this sort has been successfully manufactured in the United States.

"With the outbreak of the war it became at least doubtful whether tissue would long be available from abroad. Without it, so far as known, stereotype plates would not be commercially practicable. The possibilities for newspaper readers may be left to their imaginations.

"It was this emergency which led William C. Leshner, of Philadelphia, some eighteen months ago, to attempt the manufacture of American stereotype tissue. Besides the risk of shortage, there was also the challenge to American spirit and the possibility of setting up a new industry in this country. The results of Mr. Leshner's efforts, the first 'mats' finished with American tissue, were observable in the News yesterday.

### A PRACTICABLE PROBLEM.

"Mr. Leshner is a practical stereotyper, and is familiar with the technique of paper manufacture, a business in which his father was engaged for fifty-seven years. In working out his problem, Mr. Leshner was guided chiefly by practical needs. His task, as he explains, was not so much the origination of novel ideas as the bringing together of what already had been discovered and tried, here and abroad, and its adaptation to newspaper requirements.

"Some of the difficulties that had to be overcome in the making of a satisfactory stereotype tissue involved mixture of materials, proper water supply, and the mechanical problem of rolling out the paper from the pulp obtained. The nature of these difficulties will be best understood from a brief description of a stereotype 'mat' and of the physical qualities expected of it.

"If one rolled out the dough for a pic crust and then pressed upon it a cut-glass tumbler, the result would be not unlike a 'mat,' except that the mat would be firm instead of soft like the dough. Instead of flour and milk, the 'mat' is made of layers of paper, and instead of the pattern of the cut-glass

tumbler the 'mat' receives the impression of a page of type and half-tone cuts as set up in the printer's 'form.'

### TISSUE TAKES IMPRESSION.

"A 'mat' is prepared for the type impression by being backed with soft layers of paper, and faced with tissue. It is the tissue that comes in contact with the type and cuts.

"In order to take the impression sharply and so produce a clearly defined mould, the surface of the 'mat' must be fine and smooth, and for this the tissue is pasted over the face of the courser layers of heavy paper that form the substance of the 'mat.' Then, with the type-face next the 'mat,' great pressure is applied on a steam table, and after a time the 'mat' is withdrawn, ready for the stereotypers.

"On coming from the steam table the 'mat' is a mass of tiny depressions, corresponding to the type faces, varied by the broader valleys formed by the cuts. The surface layer of tissue paper must be tough yet elastic enough to yield to the pressure to which it is thus subjected and receive the imprint of the page without cracking.

"The required toughness and elasticity are obtained by a proper mixture of wood pulp and India jute fibre.

### OTHER REQUIREMENTS.

"Tissue must not be porous, or otherwise the paste used to gum it to the mat will work its way through, causing the 'mat' to stick to the type face and tear, or forming a blot upon what should be a smooth and even surface. This difficulty was overcome by making the tissue free of pin holes or other punctures or porosities.

"The completed 'mat' is placed in the plate-molding machine. The Evening News uses the auto-plate machine which turns out plates as fast as three a minute. The molten type metal employed has a temperature of about 600 degrees to begin with, and as the work progresses this may increase up to 700 degrees, due to the heating of the machine by the type metal in the speed of the process.

"This is another ordeal for the tissue on the surface of the 'mat.' If the water used in the manufacture of the tissue contains sulphur, lime, or magnesia it will be 'burned up' in this intense heat. Mountain spring water, free of these elements, must therefore be obtained.

"For the same reason, sulphite pulp, in which the sulphuric acid has not been neutralized, is unsuitable for the purpose. Sulphate pulp, which is much more expensive, is required. Finally, the pulp must be rolled slowly into paper. The Leshner pulp is rolled at a rate of about eight feet a minute.

"How thin the tissue is may be gathered from the fact that a ream of 500 sheets, eighteen by twenty-six inches, weighs only about five pounds.

"These conditions met, however, the process is satisfactory, while the cost, according to Mr. Leshner, will be only from one-third to one-half of the present price of English tissue."

### 72 Years With Brooklyn Eagle

William H. Sutton, for seventy-two years with the Brooklyn Daily Eagle, was eighty-six years old August 22. Mr. Sutton, who has long been one of the most prominent figures in Brooklyn Masonic circles, has been up-State for a few days attending a meeting of Masons. He lives at 285A Halsey Street. He celebrated his birthday quietly. Mr. Sutton became a member of the Eagle staff in 1844.

## BENNETT PUTS HERALD PRICE AT ONE CENT

(Concluded from page 5)

was transferred to that city, and the exodus of Parisians and Americans began. Paris was almost deserted.

Mr. Bennett called the members of the Paris Herald staff into conference. The Germans were at the gates of Paris. It was expected that they would swoop down upon the offices at any moment. All sorts of dire rumors were afloat. The Germans, of course, would turn off the lights. It would be impossible to operate the linotype machines. Another conference was called for the evening. About half of those present at the afternoon meeting appeared for the evening conference. The situation was very grave—the feeling very tense. One of the younger members exclaimed:

"Why, Mr. Bennett, what are you going to do? There are two million Germans at our gates!"

Mr. Bennett's reply was one long to be remembered. It showed the courage and determination of the man. He said, simply: "I'm going to stay right here and publish the Herald until the two million Germans drive me out."

It is reported that the Herald is to be greatly improved; that many internal economies have been effected, and that the electrotyping department has been abolished.

Many changes in the staff have been made, some of which are as follows:

Nearly all of the reporters sent to Mexico have been called in, the sole exception being "Delt" M. Edwards, who is with the New York militiamen at McAllen, Tex. "Sandy" Richardson, who was with the punitive expedition in Mexico, will now do ship news, while "Willie" Willis, stationed for many months at El Paso, will do politics with "Don" Martin. N. A. Jennings, who was in Vera Cruz for the Herald, and whose remarkable resemblance to Theodore Roosevelt caused him to be mistaken for that gentleman at a banquet one night, has been recalled to assist in the political work.

George Daley will continue at the head of the copy desk as night city editor, with John Donlon as his assistant. H. C. Silver will continue as rewrite man, with Wellington Wright as chief aid. The funny stunts which have livened up the columns of the Herald for some weeks will be continued by Edward D. Sullivan, the poet laureate of the annual Owl dinners. These are the positions announced as late as yesterday, but with Mr. Bennett spending much of his time at Newport, and summoning his chiefs to that resort almost daily, there is no telling what changes a day may bring forth.

### HAS FAITH IN HERALD

John Wanamaker Believes Reduction in Price Will Double Circulation.

"One cent for the New York Herald means doubling its circulation," says John Wanamaker in a signed article in that well-known newspaper. And right away Mr. Wanamaker shows his faith in that statement by doubling the size of his advertising space in the Herald. Says Mr. Wanamaker, in one of those framed "talks" for which his advertising has become famous: "We double our advertisement forthwith, without any one asking us to do so—to immediately avail ourselves of the first opportunity to have the new readers of the Herald acquainted with the most progressive store of the city, which is borne out by the size of the

two great buildings built specially by A. T. Stewart and by the man that came later to build upon his foundations.

"But the buildings, great and fine as they are, are nothing in comparison with their contents and the life that vibrates over the twenty-two floors of merchandise specially gained for New York people of fashion and educated taste.

"The forward step of the old New York Herald, new every morning, is but the echo of the day's work of the years at these old Grace Church-A. T. Stewart corners in the making over a new centre of trade, which is without doubt no greater than it was in the lifetime of New York's greatest merchant, Alexander T. Stewart.

"Congratulations to you, Mr. James Gordon Bennett, following ever in the footsteps of your father. Go ahead and double your circulation as well as your influence and power for good to your city and nation. You can do it while we double our business again at these famous old corners."

This is the true faith of the man who knows the true value of newspaper advertising and who knows how to look ahead and take advantage of every opportunity. The reasoning is sound. With a certain number of customers drawn on the old circulation and the old advertising, it is fair to assume a ratio of 100 per cent. increase on a 100 per cent. increase in circulation and a 100 per cent. increase in size of advertising space.

If more merchants had the faith and foresight of John Wanamaker, the making of newspapers would be an easier job.

### REFUSES \$100,000 GUARANTEE

T. F. MacManus, Advertising Expert, Declines Inducement to Leave Detroit.

An illuminating idea of the immense importance which advertising has assumed in the industrial development of the nation is furnished in the recent refusal of an annual minimum retainer of \$100,000 by an advertising man who graduated a dozen years ago from the editorial department of a small-town newspaper.

Instances of retainers equally large and even larger are not uncommon to the legal and financial world. The Schwab organization is cited frequently as a sort of breeding-ground for huge earnings, and several of the big financial houses, like Kuhn-Loeb, employ counsel whose annual retainers are calculated in many ciphers. But advertising only has taken rank with the older professions in this respect within the last few years, and the present instance is the most impressive yet recorded.

The advertising man in question is Theodore F. MacManus, of Detroit, Mich., who declined the honorarium mentioned because it involved the removal of his headquarters from Detroit to Chicago, insisting that infrequency of contact with his Detroit clients and responsibility for too many other advertising accounts might lessen his effectiveness.

Mr. MacManus for several years has acted as counsel to Dodge Brothers, the Cadillac Motor Car Company, and the Hupp Motor Car Corporation, and for the past year has written and executed all of the advertising for the Goodyear Tire & Rubber Company.

Will Power: That which enables us to abstain from the things we do not like.



# QUICK RESULTS

Syracuse Journal tells how New South American Service of the United Press delivers biggest local scoop in years.

## SYRACUSE JOURNAL

FOUNDED 1844

SYRACUSE, N.Y.

OFFICE OF THE  
PUBLISHER

LOUIS WILL  
PRESIDENT  
C. B. EVERSON  
VICE PRESIDENT  
N. V. WRIGHT  
TREASURER  
H. D. BURRILL  
SECY. AND PUBLISHER

August 22, 1916.

Mr. W. W. Hawkins,  
General Manager,  
United Press Associations,  
New York City.

Dear Mr. Hawkins:

We want to thank you for the splendid work that the United Press did for us in the matter of the capture of Charles F. Mott in South America.

It was the biggest local scoop of years in Syracuse. The other papers simply were not in it. The beat has been repeated almost daily through the fine service on developments at Buenos Aires.

Nothing could demonstrate more effectively the tremendous value of the new South American service of the United Press.

With congratulations and best wishes,

Yours very truly,

SYRACUSE JOURNAL

*H. D. Burrill*

Publisher.

HDB/EG

More than six hundred and sixty U. P. papers in the United States share benefits of exclusive South American News.

## UNITED PRESS ASSOCIATIONS

General Offices

New York City

## CATHOLIC PAPERS FAIL TO GRASP OPPORTUNITY

So Arthur Benington Told Newspaper Churchmen in a Plea for More Accuracy and Impartiality in Columns of Religious Press—A Course in Journalism Advised.

Arthur Benington, of the New York World, in an address delivered at the annual convention of the Catholic Press Association, very frankly, though in a kindly manner, criticised the editors of the Catholic press for not producing better papers. Among other things, he said:

"When I look over the average Catholic paper it makes me sad. There is so much sincere, fervent, earnest effort wasted, simply because its editor is untrained in journalism, and has only the vaguest idea of how to present to his readers the generally excellent matter he and his correspondents are writing. He seems like a shopkeeper who has a stock of varied materials, but who heaps them up anywhere and anyhow in his store, fills his show-windows with anything that comes handy, and makes no effort to attract customers by striking their eyes with a display of his choicest articles or his biggest bargains. His paper is a hodge-podge of news and comment, original or otherwise, just shovelled together without regard to its interest or its importance, with headlines that may or may not give an indication of the character of the matter over which they are placed.

### SOME NOTED SENSATIONALISTS.

"A well-edited Catholic paper in America to-day ought to be sensational. Imagine a newspaper published to-day with St. Paul for editor-in-chief, St. Ignatius Loyola as managing editor, Hildebrand as editorial writer, St. Thomas Aquinas as political editor, St. Augustine writing 'human interest stories,' St. Peter Damian exposing scandals, Aeneas Silvius Piccolomini (Pope Pius II) as literary editor, a woman's page conducted by St. Theresa and Archbishop Mundelein, of Chicago, as business manager—would it be sensational? I rather think so. What a circulation it would have! And what a power it would be!

"The same principles govern the conduct of a daily newspaper and of one devoted to a special interest, such as that of religion. The difference between them is only that the daily paper prints all the news of every kind, while the religious weekly makes a selection of such news as will interest its special readers. Both must be true to the same ideal, which is to print the news impartially, suppressing nothing, distorting nothing, coloring nothing. The editor's personal opinions have no place in his news columns; he can express them to his heart's content in the place reserved for them—the editorial page; but he has no right to let them creep into his record of the news of the day.

### SHOULD BE MORE ACCURATE.

"It is the custom of the editors of religious papers to deplore the sensationalism and the inaccuracy of the daily papers. But my observation leads me to assert that the daily papers are far more accurate than their religious confrères, for whenever I have read in a Catholic weekly the account of any event of which I had been a personal observer, it has been full of inaccuracies, which no lay editor of whom I have any knowledge would permit."

## A JAPANESE ON AMERICAN JOURNALISM

By YONE NOGUCHI

Professor in Keio University.

THE vitality of the American newspapers, depending as it does upon their popularity with the advertisers would apply only to those that are most widely read; at one time in the past they had one and all endeavored to collect as many numbers of readers as possible by trying to amuse, instead of teaching and leading the public.

Even the Sun, which proudly aspires to be one of the top and foremost in the American press world, found itself obliged about ten years ago to give up an attack on the department store, which it undertook with the view to protect the interests of the Labor Union, for the attempt was opposed by one of her great advertising customers. . . .

There is indeed nothing on earth that has undergone such a radical change as the spiritual condition of the American people produced about a decade ago by the general tone of the American press. Americans had then become nearly intoxicated by the victory easily won over the Spaniards. The sudden increase of speculative enterprises, the steady increase of labor wages, and other similar circumstances led them to think that the United States is the most God-blessed nation of the universe charged with the mission to attain the greatest and highest aim man can aspire after. They had allowed their head to swell up into an abnormal extent. They had come to believe they could win any wars with any great nations. They had thought themselves the richest and consequently the strongest, because they were inferior to none in the amount of the almighty gold they possessed.

Well knowing the weak points in the psychology of the public, the press served them with material of delicious taste, while on the other hand the Americans played the stupid tragedy of welcoming false words regardless of the precepts of their tradition which commanded them to uphold the love of truth as the guiding principle of their national existence. They knew to talk of their readiness to welcome candid criticism, but in actual deeds they showed themselves quite the other way. They used to approach foreign visitors of any degree of distinction with stupid questions such as, for example: "How do you like America?" Should their answer be a little unsatisfactory, the poor strangers would soon be abused as foolish and stupid in newspapers.

In the meantime a healthy reaction set in. The period of sound self-consciousness dawned upon the dream of the charmed American public. . . . Their newspapers have begun to claim honorable subsistence on sound truth. In political world also the candidates have no longer blindly adhered to the platform of the party to which they belong. The "party regularity" having been abolished to an amazing extent, the politicians have prided themselves on the independence of the views they advocate.

We can now discern on the part of the American press the apparent endeavors to become and remain the friend of "Truth" in utter disregard of old practice and convention. . . .

Such a tendency has in fact gradu-

ally set in ever since the period of President Roosevelt. Steadily growing under Taft, it now came, under the rule of Wilson distinguished for his scholastic severity and gentlemanlike moderation, to saturate the American brains with sound judgment and the intellectual regulation of the personal emotion, meanwhile enabling the "clean newspapers" to honorably hold their own.

The so-called yellow papers even are now facing a situation which demands them to make a turning point in their manners of redaction. Up to some time ago they had no special correspondents of their own and done nothing further than dying after their respective tastes the informations delivered them by the Associated Press. In this way they had kept on crying and crying like some crazy people merely for the sake of sensationalism. . . .

The decrease of partisan spirit in America has led to the decrease of newspapers representing the interests of a particular party. The only big paper of this type is the Tribune, which, notwithstanding the big history it possesses, is now losing much of the influence it commanded in the past. Nevertheless, we find in it foreign articles of the choicest qualities such as are rarely met with in other newspapers. But it has no opinion of its own, in the strict sense of the word, because of the allegiance imposed upon it by the position of the party whose interests it represents.

If we are to draw up a general criticism of the great American papers, we must necessarily commence with the Sun first of all others. In every nook and corner of its pages we find the traces of the "Sunnish" characteristics. It is a readable paper of profound taste, in which materials of various descriptions are arrayed in neat order by sharp and intellectual brains. Its report is quick without being inaccurate. To find fault with it, it sometimes devotes one page and a half to an article which would have required only a few lines to describe the outline. Such a tendency is one of her time-honored traditions ever since the time of Mr. Dana, the founder of the paper, which it strives to maintain at all costs. The Sun is inclined to be awfully cynical and derisive when it comments upon public characters. It appears sometimes just as sarcastic as a bulldog, an attitude seemingly improper for a paper of the Sun's standing. . . .

The New York Times may be looked upon as an authoritative representative of the American press. It often occurs, however, that the informations of sterling qualities get spoiled on account of the infamiliarities of its editors with the affairs of foreign countries. The line of policy it follows in its editorial work is on the whole good and wise, assuming no very hostile attitude toward the enemies while in treating of personal subjects it is prudent and discreet. It never loses sight of economic common-sense.

Of all the American papers, the Herald is the most successful in commercial sense of the word. The chief object it has always in view is the extension of the market, in which it has shown itself wonderfully successful. Its arrangement of articles is fine, convincing the readers that no amount of expense has been grudged for their collections.

## CHICAGO AD MEN WILL ESTABLISH OPEN FORUM

First Meeting Will Be Held Next Month When Dr. Preston Bradley Will Speak—Questions of Local and National Importance Will Be Discussed at Various Sessions.

The Advertising Association of Chicago will next month launch under its auspices a new movement which, because of its important bearing upon our civic, economic, industrial and social welfare, is likely to attract wide and favorable attention.

It is known as the Open Forum movement and is in charge of a committee of which E. C. DeClerque is chairman.

The object is to bring about intelligent discussion in a debative way upon the live and important subjects of the day and to grant privilege of expression to both masses and classes. It is believed that many a person has good and valuable ideas which are perhaps lost because they do not have the opportunity to expound them. It is also believed that an Open Forum right in the heart of Chicago will be a means of securing amelioration in many needed directions by force of sentiment which may in this way openly manifest itself.

The Advertising Association of Chicago has within the last few years introduced many important movements and under the leadership of so determined and able a man as President S. DeWitt Clough it is rapidly assuming as great a civic as business relationship to its city.

The ordinary procedure of the evening will be to give one hour to the speaker or speakers and one hour to the audience for the privilege of asking any questions relevant to the subject under discussion. This hour will be known as the question period.

### MEETINGS WILL BE HELD WEEKLY.

Meetings will be held every Friday night, for the present, in the Advertising Building. No admission will be charged.

Mr. DeClerque has arranged to have the curtain go up on this movement with a boom. Dr. Preston Bradley has been secured for the opening night at which time he will present in his distinguished and forcible manner a thorough discussion upon one of the important problems which the world war has developed. Many questions of local as well as national importance will be taken up and discussed at the early meetings by men thoroughly familiar with them. One of the early subjects to be discussed will be "What Shall a Big City Do With Its Defectives?" Suggestions for live subjects are invited.

Advertising clubs in other cities are arranging to follow the lead of Chicago in promoting Open Forum activities and it is quite possible that a national organization may be formed as an auxiliary to the Associated Advertising Clubs of the World. The Advertising Association of Chicago has announced that it will be glad to cooperate with the advertising club of any other city, in assisting them to start such a movement.

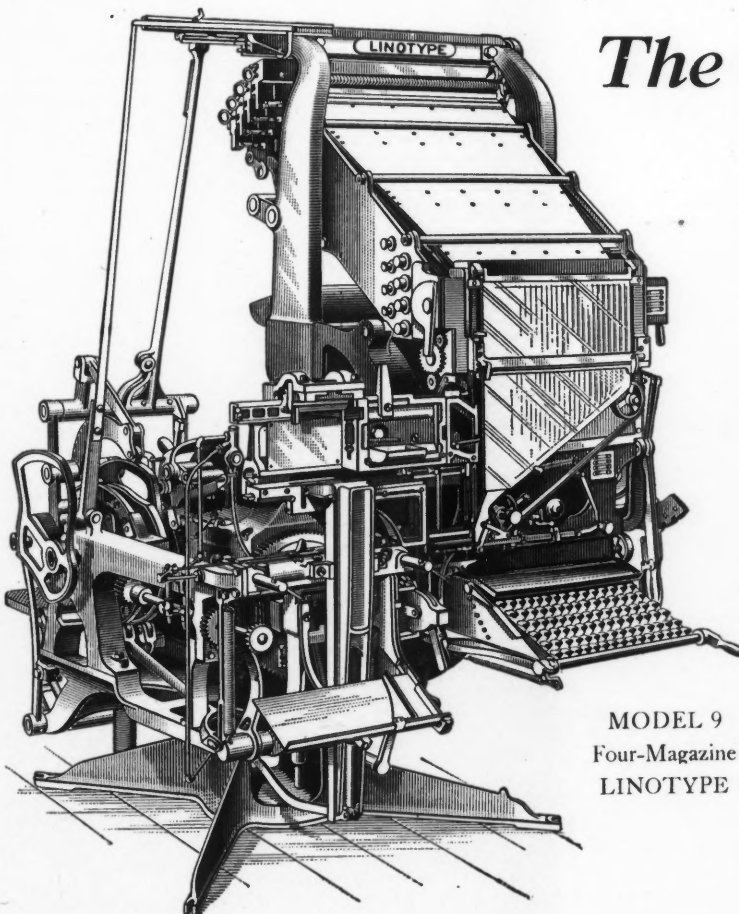
### THE PURPOSE IS PRACTICAL.

Chairman DeClerque says: "The purpose of this movement is not the realization of a Utopian dream, but rather the practical purpose of eliminating through intelligence and understanding, the world's greatest curse, waste through wrath.

TRADE **LINOTYPE** MARK

## Hartford Times Adopts The Linotype Way

For two years this progressive New England daily has been endeavoring to solve the problem of ad composition. Recently Multiple Magazine Linotypes were investigated. Then three Model 9 (four magazine) Linotypes were installed. Today the Hartford Times is an all-Linotype plant —with news, heads, and ads set the *all-slug* way.



### The LINOTYPE

has been proved best by test for composing rooms, large and small. Everywhere it is used on all kinds of newspaper, book and general job work. *Convince yourself* by letting us show you what others have learned from experience.

New Linotypes Are Priced  
as Low as

**\$1750**

**MERGENTHALER  
LINOTYPE CO.**

Tribune Bldg., NEW YORK

CHICAGO - 1100 South Wabash Avenue

NEW ORLEANS - 549 Baronne Street

SAN FRANCISCO - 646 Sacramento Street

TORONTO - Canadian Linotype, Ltd.

MODEL 9  
Four-Magazine  
LINOTYPE

## WOULD TAX NEWS PRINT PAPER

### Senator Hitchcock Introduces Bill Designed to Curb Advancing Prices.

Senator Hitchcock, Nebraska, publisher of the Omaha World-Herald, introduced in Congress on Thursday an amendment to the Revenue bill intended to prevent manufacturers from charging extortionate rates for news print paper.

The amendment would impose a graduated internal tax on all news print paper selling above two cents a pound, the ratio increasing as the price of paper advances. The tax ranges from \$1 a ton for paper selling at more than \$40 up to \$45 a ton. The tax gradually increases until it reaches \$40 a ton for paper selling at \$90 or more.

"My proposed amendment is designed not so much to raise revenue," said Mr. Hitchcock, "as it is to make it unprofitable for paper manufacturers to charge exorbitant prices for news print paper."

"The mills are making about 6,500 tons a day and we are importing about 1,200 tons a day from Canada, but this does not meet the demand. The result is that manufacturers whose product is not fully contracted for are taking advantage of the situation to sell paper at exorbitant figures. While the great bulk of news print paper is selling at two cents a pound under existing contracts, all new sales are bringing from four to five cents a pound.

"Many newspapers that are paying \$40 a ton for their regular supply are paying \$60 a ton for any surplus they need, and any newspaper so unfortunate as to have its contracts expire is being compelled to pay from \$80 to \$90 a ton for its whole supply, which is ruinous.

"My amendment would exact no tax from paper makers charging \$40 a ton. Paper above \$45 a ton and under \$50 would be taxed \$3; above \$50 and under \$60, \$9; above 60 and under \$70 a tax of \$18; above \$70 and under \$80 a \$25 tax; above \$80 and under \$90 a \$35 tax, and on paper selling for more than \$90 a ton a tax of \$40 a ton."

## WOULD HAVE CATHOLIC DAILY

### Cardinal Farley Says He Hopes to See Such a Paper Established.

The Catholic Press Association is to have a news association modelled after the Associated Press. The constitution of the new association was adopted on the last day of the Press Association convention Saturday, August 19, at the Catholic Club, New York. The News Association is to be incorporated.

New officers for the C. P. A. were elected as follows, all except the secretary, for a second term: President, John Paul Chew; vice-president, the Rev. R. H. Tierney, S. J.; treasurer, Charles J. Jaegle; secretary, Claude M. Becker.

Cardinal John Farley told the delegates that he hoped to live to see an English Catholic daily paper appearing in the United States.

"They say that a Catholic daily paper is impracticable," went on the Cardinal, "but they used to say the same thing of a Catholic encyclopaedia, and they were mistaken. I believe that the critics of the Catholic daily paper are also mistaken.

"The first great gun against the assailants of the Church was fired in New York years ago, when the Catholic World was started. At that time, the newspapers had a habit of attacking the Catholics, from the Pope down, with a

violence and bitterness that they would not have employed toward even the most insignificant sect. Things have changed, owing to the activities and abilities of the editors of Catholic publications.

"We have not as yet a Catholic daily newspaper in the United States printed in English, but I believe and hope for such a publication. It has got to come. I hope to live to see its day myself."

## WORLD'S PRESS CONGRESS

### Tentative Programme of International Gathering at Sydney, N. S. W.

Capt. J. W. Niesigh, representing the Government of New South Wales, has issued a preliminary and explanatory memorandum outlining the scope and purposes of the Press Congress of the World, which will meet at Sydney, N. S. W., in March-April, 1918.

The Congress was organized on a permanent international basis during the San Francisco Congress, which was attended by 956 accredited delegates, representing twenty-nine countries and forty-six States. It is intended that the new organization shall meet in a different country every third year, the first gathering under this scheme being the one at Sydney.

Various sections of the Congress will be so arranged as to provide a place

and a voice for everybody engaged in press work, whether as employer or employee—man or woman—and whether engaged in the editorial, news-gathering, art, or commercial branches of the profession and business, and whether on the daily press, magazines or other periodicals, or in independent contributing or authorship.

Dr. Walter Williams, dean of the faculty of journalism at the University of Missouri, is president of the Congress. Capt. Niesigh says, officially: "The business of the Congress will be to hear and discuss papers and addresses upon subjects of common interest to members of the various sections. By the intermingling of pressmen from all countries, and the social intimacy accruing therefrom, no less than by the interchange of opinions thus made possible it is thought, and hoped, that better understandings will be arrived at which cannot fail to be of international advantage, in a wide sense, and that efficiency of the press and pressmen in their several spheres will be improved."

## Twenty-three Years Uptown

On Sunday, August 20, the New York Herald celebrated its twenty-third anniversary uptown, having removed from Broadway and Ann Street on August 20, 1893. The Sunday issue of that date consisted of thirty-four pages—not much larger than the daily issue at present.

## AN APPEAL TO CIRCULATION MANAGERS

By JOHN M. SCHMID,

(President, International Circulation Managers' Association.)

NOW is the time for THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION to rally to the cause of the Publishers. In recent weeks, I have read AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION BULLETINS in reference to the white paper problem, and I have been in close touch with it. There is very urgent need for action at once. Newspaper contracts with a long time to run do not alter the situation. Newspapers so favored may have just as much at stake as the papers whose contract expires to-morrow. This wave of economy was not started by a theory, but by a serious situation that confronts the newspapers of the United States and Canada.

It is our opportunity to start a movement at once for cutting out every form of waste. The circulation managers should lead the movement. As circulation men, we know the sources of extravagance and loss, as well as anyone about the plant.

I make this general call to circulation managers, asking them to individually devise ways of increasing revenue to offset increased costs, and find ways of preventing waste of white paper and other materials. Now is the time for every circulation manager to prove his worth to his publisher.

### TEN THINGS THAT MIGHT BE CUT OUT:

- 1—The Return Privilege—always abused, wasteful and expensive in more ways than the white paper involved.
- 2—Unlimited Sampling—because it cheapens your product.
- 3—Service Copies—Express Companies and Post-Office Department are paid for carrying your papers; their employees are paid to give SERVICE, and tips in the form of free copies are not necessary.
- 4—Complimentary Copies—Expensive to deliver and a waste of paper. Go over your list, and see what copies have a value to your paper.
- 5—Exchanges—Your Editors should pay for the papers they need, and the Editors of other papers, who need your paper badly enough, should pay for it.
- 6—Employees—Let them show their loyalty by subscribing for your paper, and let them have only copies they need in the performance of their work.
- 7—Cut Rates—It is better to have less circulation at a maximum subscription price—the advertiser wants quality, rather than quantity.
- 8—PREMIUMS—Are they actually necessary in your field in connection with circulation work? Unless you use them as a source of profit, why not cut them out?
- 9—Delivery Follies—Combine delivery service with your competitor where deliveries are not competitive, and reduce expense by serving only productive territory—cut out service performed at a loss.
- 10—Newspaper War—The Circulation Managers on the other papers in your town are human, like yourself—get together and save for all your properties. Combine to save white paper, or you may soon have none. Only the good things you have done count these days. Profit by your past experience.

THE INTERNATIONAL CIRCULATION MANAGERS' ASSOCIATION stands for PROGRESS in this day, when SAVING means added profit to newspaper properties, or the possible turning of the business from LOSS to SUCCESS.

## PRESS ASSOCIATIONS ACT

### Inland and Illinois Urge Congressmen to Aid in News Print Crisis.

CHICAGO, August 24.—At a joint meeting of the Inland Daily Press Association and the Illinois Daily Newspaper Association, held here the news print crisis was discussed at length and the following resolution was adopted.

"Whereas, information gathered from many sources developed the fact that the present price and the apparent scarcity of news print threatens to force the discontinuance of publication of the newspapers of many of the members, to the great disadvantage of the newspaper reader and the general public, and,

"Whereas, the newspaper publishers of the country have instituted every economy to reduce the consumption of news print by a reduction of the size of its product and the general elimination of waste, it is by unanimous vote,

"Resolved that the newspaper publishers here represented request their representatives in Washington to seriously consider the present condition of the news print paper market for the purpose of taking all necessary action toward improving such conditions in any and every way possible, and particularly in the investigation of the manufacture of print paper, and the method of its sale and manner of its distribution, and that the associations represented urge upon their membership a continuing cooperation in the adoption of all practical suggestions for the saving of print paper consumption."

The two associations are comprised of editors and publishers of the Central West. Together they represent approximately 130 newspapers.

Upon invitation Hopewell Rogers, business manager of the Chicago Daily News, addressed the meeting on the subject of the paper famine. He stated that although conditions are most serious at present they can be remedied by the united action and cooperation of the publishers of the country.

"The condition is critical," he asserted, "but one which can be overcome. The publishers have it in their power to bring conditions back to normal by reducing the size of the papers they print and exercising economies otherwise. Such procedure will result in the saving of many thousands of tons of paper. The consumption of news print must be reduced. When this is done the problem will meet itself. To bring this about, however, it is necessary that every publisher do his part."

James Keeley, editor of the Chicago Herald, also addressed the associations

### London Dailies Shy on U. S. News

Because of the shortage of print paper in England, little American news appears in the London papers, according to De Lancey Nicoll, who arrived yesterday on the American liner last Sunday. They print some news of the New York stock market and brief accounts of statements issued by the State Department in Washington, but practically nothing else from this side of the Atlantic. Not a word, he added, appeared in the London papers about the explosion at Black Tom or the car strike.

When everything is as good as it can be, it is time to buy a one-way ticket for Paradise. Life no longer can hold any charm.

GUILT: That which is established against a man with a poor lawyer.

# The New York Herald

## *Announces*

Beginning Tuesday, August 22, 1916,  
the per copy price of the Daily issue is  
changed from three cents to

**ONE CENT**

in the City of New York, and the Metropolitan  
District, Newark, Jersey City and Hoboken

## FIFTY MILLION FOR NEWS PRINT PAPER

This is What It Costs U. S. Publishers Annually—Pulp Importations Last Year Were Less Than Those of Previous Year by 180 Million Pounds—Many Paper-Making Materials.

WASHINGTON, August 22.—The paper situation has become of such national importance as not only to attract the attention of the President, who has given his assistance to relieve the situation, and that of Congress, which is trying to arrive at some definite enactment that will give to consumers of news print paper relief from the present exorbitant prices, but it has attracted the attention of the National Geographic Society, which Society has for its object the increase of geographic knowledge and its diffusion among the people. A statement of the Society which has just been made public reads:

"Over two-thirds of the more than a billion pounds of wood pulp imported into the United States during the fiscal year ending June 30, 1916, and used in

the manufacture of paper came from Canada.

"The pulp importations for 1915-16 have been 180 million pounds less than for the previous twelve months, yet the amount shipped to us from Canada during the past year was 130 million pounds in excess of her 1914-15 shipments.

"During the year just closed nearly 70 per cent. of our 1,135,000,000 pounds of pulp came from our neighbor to the north, while most of the remaining 30 per cent. came from Norway and Sweden.

"The enormous volume and importance of the paper manufacturing industry in the United States is seldom realized by the chief beneficiary, the average reader. According to the most recent figures of the United States Department of Commerce (1914) the value of the annual production of the paper mills of this country exceeds \$300,000,000. Over \$50,000,000 of this sum is represented in news paper—1,313,284 tons, or enough to print ten and a half billion fourteen-page, eight-column papers. The book paper (plain, coated, and cover) output was valued at \$73,000,000 in 1914, an increase of 34 per cent. over 1909. The

weight of this class of paper was 1,869,953,000 pounds—enough to print 33 standard-size magazines of 120 pages each for every man, woman, and child in the United States.

"For the manufacture of coated or calendered paper two essential ingredients—casein and kaolin—are extensively imported. For the nine months ending March 31, 1916, our receipts of casein from abroad reached the enormous total of 7,185,794 pounds, valued at \$598,979, much of which, of course, was used in other arts as well as in paper manufacture. Casein is the principal ingredient in cheese, and in its pure form is a white crumbling acid substance. Most of our imported kaolin or china clay, which is used in the manufacture of porcelain as well as in paper-making, comes from England, the shipments from that country for 1915 amounting to over 500,000,000 pounds, valued at \$1,478,905. Our total imports of kaolin from all countries for the year ending June 30, 1916, were valued at \$100,000 less than the shipments from England alone the year before.

"However much we deplore the stringency in raw material for the paper

market brought about by the European war, it should not be forgotten that to the beneficent results of a battle fought nearly twelve centuries ago can be traced the introduction of the art of paper making to the Western world.

"In the United States black spruce, hemlock, aspen, and poplar are the most widely used woods employed in paper making, while in Europe the Scotch fir supplants the hemlock.

"England manufactures much of her paper from esparto or Spanish grass, which has been quite extensively imported by that country from North Africa during the last fifty years. Germany and France use quantities of rye, wheat, oat, and barley straw in the paper-making industry.

"Up to the closing years of the eighteenth century all paper was made by hand, sheet by sheet, but in the same year that Napoleon fought the Battle of the Pyramids Louis Robert, a humble workman in the paper mill of Didot, at Essones, south of Paris, invented a machine for making paper in an endless web. This invention was developed in England by the two Fourdriniers, who lost a fortune in their pioneer work. Their names, however, are perpetuated in the paper-making machines of the present day."

### AN APPETIZING INVITATION

It Called to Rare Feast Newspaper Men on Mexican Border.

The San Antonio (Tex.) Commercial Club has just given a unique Texas chicken dinner complimentary to the newspaper men in that section, having as special guests the many correspondents for Northern and Eastern papers with the National Guard organizations on the border. Newspaper men from the entire Southwestern portion of the State were present and a gala time was had. The letter of invitation realistically describes what was planned, and incidentally, just what took place. Part of this invitation says:

"How would you like to come to our house for dinner and eat fried chicken, cream gravy, creamed green peas, hot biscuit, and cherry pie?"

"We had first thought of a banquet, but what's the use of an imitation of a banquet, or even a full-fledged one, when it is so much easier, so much more natural to gather around our board a lot of homeless, hungry and hard-worked newspaper men who haven't had a home meal in a seeming century? So we want you to act like you were coming home, throw your hat in the corner and realize that the only mother's son of you who will be in disgrace is the one who eats sparingly when there will be so much set before you. It will be served family style, in big platters, with plenty of good gravy and hot biscuit, and we want you to feel perfectly at home, for, after this meal some citizen will take you to his home for the night or longer if you will stay, and show you the bromo-seltzer bottle in the morning.

"There will be something for the Keeley Institute Alumni and there will also be a great deal more for those who can leave it alone when they so desire if the desire is not too burning.

"Be sure to wear your old clothes, because your new ones will get mussed up."

A "Vegetarian" is one who believes that we should eat everything except food.

# The Ault & Wiborg Company of NEW YORK

## News Ink

57 Greene St. New York City

Write Us—

**CARTOONS ARE SUBJECT TO BARTER AND SALE**

**Justice Greenbaum, of New York Supreme Court So Rules in Controversy Over Control of "Bud" Fisher's "Mutt and Jeff" Strip—Wheeler Syndicate Wins Against Star Publishing Co.**

Cartoons, treated as a commodity of barter and sale, and subject to the same law that applies to general merchandise, is the practical application of the law pronounced by Mr. Justice Greenbaum, of the New York Supreme Court, in the controversy between the Wheeler Syndicate on one hand and the Star Company (New York American) on the other.

Mr. Justice Greenbaum has just filed a decision in which he finds in favor of the Wheeler Syndicate and "Bud" Fisher, creator of "Mutt and Jeff", in three different actions. The Justice leaves Mr. Fisher free to sell his comic strip to whomsoever he wishes and also restrains the Star Company from either reproducing any imitation of "Mutt and Jeff" or from using the caption line "Mutt and Jeff." The victory of Fisher and the Wheeler Syndicate is complete in every particular and if later confirmed by the Appellate Division and the Court of Appeals, will be most wide reaching in effect.

Fisher started his career in San Francisco in 1907, and some time later came to New York city where his work was continued in the New York American. About a year ago he left the American and signed a contract with the Wheeler Syndicate. The Star Company, owners of the American, tried

to prevent him from using the words "Mutt and Jeff" on his strips, suit was entered in which an injunction was asked and a general effort was made to tie up the "Mutt and Jeff" strips. Both Fisher and the Syndicate thereupon entered suits against the Star Company to restrain it from interfering with them in the production and marketing of the strips. In his decision, Justice Greenbaum dismisses the Star Company's suit and in the other two actions he finds for the plaintiffs, against the Star Company.

**ISSUE AS TO TITLE.**

The principal point at issue between the two was the use of the words "Mutt and Jeff" in connection with the strip. The Star Company maintained that, being the first one to use the title "Mutt and Jeff" in connection with its comic strip, that it is entitled to the exclusive right to the use of such title as a trade mark or trade name. Fisher and the Wheeler people on their part contended that as Fisher had created these figures and had always written the titles under which they were to appear, that he was entitled to the ownership of the creatures of his brain and the title thereof.

After reciting the facts in the case and referring to several cases bearing on the points in this case, Justice Greenbaum says:

"These cartoons, in effect the product of Fisher's hand and brain, are to be treated as a commodity of barter and sale, the same as tangible goods or merchandise which may be sold under a distinctive trade mark or name which the vendor may exclusively use as a trade mark or trade name in the sale of such goods. The mere circumstance

that for a period of time Fisher obligated himself to produce his cartoons exclusively for the plaintiff no more deprived him of the exclusive right to use the trade mark or trade name of his productions than would a manufacturer of goods known by a trade name be deprived of the exclusive right to such trade name, because he had agreed for a definite time to manufacture them exclusively for a given firm.

**RIGHT TO TITLE TEMPORARY.**

"Of course during the time when Fisher was obliged to furnish his cartoons exclusively for the plaintiff, the latter had the exclusive right to the use of the trade name which went with the exclusive right to all of Fisher's output; but when the contract terminated, Fisher was at liberty to sell his output to whomsoever he wished. . . . In the opinion of the Court, the plaintiff [the Star Company], is not entitled to the use of the trade name or trade mark 'Mutt and Jeff,' the right thereto being now vested in the Wheeler Syndicate under its subsisting contract with Fisher, subject to such rights, if any, reserved therein to Fisher. There must be a decree in favor of the defendant."

Mr. Fisher is still confined to his home suffering from injuries received in a recent automobile accident. Mr. Guy T. Viskniskki, vice-president and editor of the Wheeler Syndicate was all smiles when the decision was received and announced his intention to defend the rights given them by Justice Greenbaum, even to the Court of Appeals, if necessary.

The possibility of an escape from the far-reaching effects of the decision,

through the copyright law, has appealed to the attorneys for the Star Company and will be the subject of further arguments before Justice Greenbaum. It is contended by the Star Company that under the copyright law, they are entitled to use and re-use the cartoons furnished it by Fisher while under contract to them. This right is admitted by the Wheeler Syndicate which says that if the Star Company wants to reprint any of the old cartoons, it has a right to do so. It maintains however, that no right is vested in the Star Company to make any changes either in the titles or in the cartoons themselves, that they must be published, if at all, exactly as they were in the original.

**McLean Loses First Round**

At Washington, D. C., on August 23, Edward Beale McLean lost the first round in his fight to break his father's will, when Justice Stafford, in the District Supreme Court, declared the personal letters found among the effects of the late John R. McLean and now held by Francis T. Homer, of New York, should be returned to the American Security & Trust Company, executor of the estate. An order dissolving the injunction to prevent the return of the letters, which were given to Mr. Homer by the trust company for examination, entered. The letters are said to be the holographic writings of statesmen and high Government officials, and in his application for the injunction young McLean asserted their publication would bring shame and humiliation to the writers.

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# THE EDITOR & PUBLISHER

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

New York, August 26, 1916.

Those ideas which are new in the mind of man are a transcript of the world; words are the transcript of those ideas, and writing and printing are the transcripts of words.—Addison.

WE shall doubtless see a good deal of political advertising in this campaign. It has dawned upon the party strategists that the day of the political rally is passing—that if campaign funds are to be used to influence voters they may be better spent in newspaper advertising than for brass hands and spellbinders.

AT the University of California they have been conducting some experiments with a view of locating "the local centre" of a picture and of a printed page. It was found that the eye naturally rested on a spot a little above and a little to the left of the centre of a page. Advertisers who crave "preferred positions" for their announcements will now know just what to demand. It is just possible, however, that some advertisers will remain content with space at the lower right-hand corner of a newspaper page, remote as that may be from "the focal centre."

SINCE the death of Anthony Comstock, the methods of the Society for the Suppression of Vice have been altered. John S. Sumner, now head of the Society, has adopted the gentler method of the Vigilance Committee of the A. A. C. W., and attempts to use moral suasion with publishers of books. He has asked the publishers of Mr. Dreiser's novel, "The Genius," to eliminate certain parts of the story to which he objects. Mr. Sumner seeks to deprive publishers of the publicity which Mr. Comstock's methods always gave them—but in the case of "The Genius" he has not succeeded.

CORPORATIONS are falling in line, one after another, in the matter of using display advertising space when they have a message to deliver to the Ultimate Jury of the people. In New York just now a shortage of fresh milk is threatened—and the Borden Company takes the people into its confidence as to the exact conditions facing milk dealers. The threatened national railway strike, with the proposed settlement, is the subject of a display ad by the National Surety Company, addressed to investors in railroad securities, and explaining to them what the terms of settlement, as proposed, would mean to them. Truly, the example of the Bethlehem Steel Company, which we have taken occasion before to praise, is bearing useful fruit.

IN commenting upon the passing of the old New York Sun style of "dressing up" the news in literary garb, the Newcastle (Ind.) Courier says that, nowadays, the public simply desires to know what has happened, "and does not insist that the story be told with any regard to even grammatical construction." News-writing, the Courier

points out, has no more claim to "literary grace or feeling than any off-hand conversation that you hear in a railroad train or street car." Newspaper men who are so perverse that they continue to try, even under modern stress, to practice the art of writing news—instead of merely recording it—will see, from the Courier's preaching, how much needless trouble they have been giving themselves.

A GOOD deal of complaint is being voiced as to the over-publicity given by the New York newspapers to the epidemic of infantile paralysis. It is cited that the health authorities have lost their heads, and that the newspapers have followed suit. The resultant scare has served to make people from other sections avoid New York and to shun New Yorkers. Absurd quarantine regulations against New Yorkers have been established in towns and villages in New Jersey and other States. The situation is unfortunate—the menace perhaps magnified. Yet, on the whole, the New York newspapers have not dealt with the matter in a sensational way. They have been forced to make a good deal of the story, day by day; they have sought to treat it in an informing and helpful way, and not to breed senseless panic. It is well to consider that there have been times, in the past, when such an epidemic as this one would have crowded all other news off the front pages of some of our newspapers. Happily, panic-breeding methods of handling news are no longer in vogue—and this has been well illustrated in the temperate treatment of this paralysis epidemic.

## TWENTY YEARS AFTER

HAS any other man accomplished greater things in New York in a space of twenty years than has Adolph S. Ochs, publisher of the New York Times?

On August 18, 1896, when Mr. Ochs took charge of the Times, the daily circulation was 17,000; and on August 18, 1916, twenty years after, the daily circulation was 340,000.

That would seem to tell the story; but the increased power and usefulness of the Times is not fully measured by the circulation increase. For, if the Times of to-day, with its great distribution were still the Times of 1896 in spirit and in temper and in outlook, its usefulness to the community would be little enhanced through a mere increase of circulation.

After twenty years of devotion to newspaper ideals of the highest kind; after patient work made possible only through sustaining faith in the ultimate result, Adolph S. Ochs has triumphed as few creators of great enterprises have done, for he has triumphed without compromise, without capitulation to the trend toward sensationalism. He has fought it out on his own high lines, and he has won. He has won a spiritual victory as great as the material one which the statistics of growth in circulation and revenues tell.

The Times stands to-day in the very first line of the world's great newspapers. It has won its place in that line in twenty years. It has won that place through clean methods and policies, through catering to a clientele of intelligent people, through political independence, through almost unexampled enterprise in procuring the news of the world—and through the genius of its publisher, Adolph S. Ochs.

AMATEUR: Any one who doesn't keep a sporting-goods store.

## THE ECONOMIC MIRACLE

THE New York Herald now sells for one cent a copy, instead of three cents. Following the lead of Mr. Munsey, who reduced the price of the Sun to one cent, Mr. Bennett aligns the Herald with the Times, the World, the American, and the Tribune as a daily illustration of the amazing purchasing power of our smallest coin.

Under present economic conditions the penny newspaper is possible only in our larger cities. And, as recently pointed out by Bradford Merrill, of the American, ONLY THE PENNY PAPER IS HIGHLY PROFITABLE IN OUR GREATEST CITIES.

In a period when Mr. Dodge, of the International Paper Company, advises publishers to increase their selling prices in order that they may meet the increased cost of news print, both the Herald and the Sun reduce those prices. In both instances a great public service has been rendered by these publishers. In both instances accepted economic laws have been flouted.

These same economic laws operate curiously when applied to the business of publishing newspapers. The distribution of the great penny dailies in New York involves a small loss on every copy. If the distribution is comparatively small, and the value of the paper as an advertising medium limited, there would be no means through which to cover the circulation loss. But with a great circulation, running into the hundreds of thousands, a newspaper becomes almost an automatic producer of great advertising revenues—and these cover the deficit in the circulation revenues and produce a profit.

It is not a matter of "taxing" the advertiser with the additional burden of paying for circulation sales made on a basis of less than the cost of production. The advertiser profits most through his use of space in a high-class newspaper of wide distribution. He pays a smaller per-thousand rate in a newspaper having a big distribution than in one of limited circulation. And, in New York, the big distribution is possible only through the one-cent selling price.

Thus economic arguments get a serious upset, and the impossible thing becomes the only possible thing.

## EDITORIAL POLICY

EDITORS of newspapers are called upon to decide, almost every day, some angle of the abiding question: Shall the NAME be printed?

Frank P. Adams, in the Tribune, calls up a phase of this question which is of fundamental interest. He refers to newspaper treatment of automobile accidents. He tells how, out West recently, four persons were killed because the rear axle of an automobile broke—yet the newspapers did not print the name of the car. It might have been libellous, he admits—constituting a needless injury to the business of that manufacturer. He would like to know, however, what makes of cars figure largely in accidents resulting from breakage or structural imperfections, and not due to the carelessness or inefficiency of drivers.

If the records should show that some particular make of automobile is subject to such accidents, then, of course, some public service might be accomplished by printing the names of the cars. When an accident occurs through the carelessness of a driver, his name is never omitted from the news reports. If the fault is that of the manufacturer—and the fact could be demonstrated—there would be little chance of a libel suit, for such a manufacturer would not court publicity of this kind.

Of course, the ugly feature of the whole matter is the impression that some people receive that, in omitting to publish the name of a car figuring in an accident, the newspapers are actuated by a desire to protect their advertisers. As a matter of fact, no advertiser ever receives protection from unwelcome publicity through a policy of subservency on the part of editors. If the public interest is served by printing his name, or that of his product, in the course of a news story, he enjoys no immunity. IF IT WERE OTHERWISE, NEITHER NEWS STORIES NOR ADVERTISING WOULD CLAIM THE INTEREST OR CONFIDENCE OF THE READERS OF A NEWS-PAPER.

## STANDARDIZE YOUR BUSINESS.

MAKE your white paper economies count through making them promptly—and through adhering to them rigidly.

Join with all publishers of daily newspapers who are working for the common good in STANDARDIZING your economies in consumption of news print.

ELIMINATE ALL RETURNS—thus abolishing a source of waste totally indefensible. Even in periods when the supply of news print meets all demands this policy of buying back unsold copies is unsound and a losing one.

ELIMINATE ALL "OVERS." Confine extra copies to actual legitimate needs. Copies for office use, and for advertisers, should be limited to actual necessities.

ELIMINATE EXCHANGES—place your exchange list on a cash subscription basis.

REDUCE THE NUMBER OF PAGES PRINTED. Get in line with New York, Philadelphia, Chicago, and Kansas City publishers, and publishers of many other large cities who are on the verge of instituting radical reductions. To cut out a few pages in the course of a week's issues will not mean cutting down advertising. IT CAN BE DONE THROUGH CUTTING OUT GENERAL MISCELLANY, usual "fillers," ALL PRESS AGENT COPY, limiting the length of news stories, cutting down on space allotted to amusements, sports, and automobile matter. The reduction in size will compel more "intensive" editing, and will improve the paper as a whole.

ELIMINATE USELESS MARGINS. Confer with your press foreman as to the possibility of saving in this direction. With many papers such a saving is possible, and will help materially in economizing consumption.

ELIMINATE THE "FREE LIST." Pay for your own paper if it is delivered at your home. Place your list on a cash basis.

If you will thus STANDARDIZE YOUR ECONOMIES IN CONSUMPTION OF NEWS PRINT, aligning yourself with those publishers who realize that the immediate need is to reduce consumption of news print, you will have done your part in restoring a normal market. If you fail to get in line with this one-for-all and all-for-one movement you will have no cause for complaint as to mounting prices for news print in the months to come.

The market will not right itself so long as demand exceeds production. The market must be righted through common action among publishers to reduce consumption.

EQUITABLE: A fair division—to the one who is dividing.



## PERSONALS

If you would fare well with a great mind, leave him with a favorable impression of you; if with a little mind, leave him with a favorable impression of himself.  
—Coleridge.

**N**EW YORK.—Roy W. Howard, president of the United Press Association, is in Rio de Janeiro, Brazil. Mr. Howard is accompanied by his wife. He will return to New York by way of Paris and London.

Miss Dorothy Nichols, a senior at the Columbia School of Journalism, made her debut as a professional actress on Broadway at the opening of "The Happy Ending." Miss Nichols was a member of the Columbia University Dramatic Association and Wigs and Cues, the Barnard Dramatic Club, and took leading parts in the campus productions during the last few years. She has also done practical newspaper work in Jamaica, L. I., where she resides.

William Berri, publisher of the Brooklyn Standard-Union, has undergone a third operation for pleurisy. He is now reported to be well on the road to complete recovery.

Joseph F. Ahearn, president of the Bronx Press Club, and, until recently, editor of the Bronx Home News, has been sworn in as Deputy Commissioner of Licenses. Newspaper friends tendered him a dinner this week as a testimonial to his personal popularity.

Etienne Grosecaude, a distinguished Parisian journalist, arrived in New York this week. He plans to make a comprehensive study of American business methods, with a view to utilizing American commercial ideas and practices in France after the close of the war.

E. A. Ewing, until recently advertising manager of the Wallace (Idaho) Daily Press-Times, and formerly connected with the Los Angeles Herald and San Diego Sun, is in New York. Mr. Ewing is considering a connection with an Eastern daily newspaper.

Henri Bourassa, director of Le Devoir, of Montreal, Canada, one of the most prominent French-Canadian politicians and journalists, has been spending a week in New York, where he came to attend the Catholic Congress. "Judge" James L. Frazee, of the World's Bureau of Accuracy and Fair Play, returned on Wednesday from a vacation spent in North Carolina and Georgia.

Ray H. Leek is reporting the Hughes campaign for the New York Tribune.

George E. Dennen, for ten years a reporter for the Brooklyn Standard-Union, has been designated by the Democrats of the Tenth Assembly District as candidate for Assemblyman.

George R. Miner, of McClure's Syndicate, is on his way home from Mexico, where he has been gleaning material for newspaper articles.

**O**THER CITIES.—Frank L. Martin, professor of journalism in the University of Missouri, has furlough spent in Japan. During Professor Martin's absence he was on the staff of the Japan Advertiser, the daily newspaper published in Tokio by B. W. Fleisher. Professor Martin will resume his work at Missouri in September.

George Zimmerman, editor of the Allentown (Pa.) Chronicle, has returned to his desk after three weeks of bass fishing on the upper stretches of the Susquehanna.

Editor W. D. Riser, of the Rankin (Tex.) Round-Up, has won the nomination for county prosecutor in the Union County primaries.

J. Milton Swartz, for the past year city editor of the Hanover (Pa.) Evening Sun, has joined the business department of the Hanover Shoe Company. His successor on the Sun has not been named.

Fred N. Smith, who resigned as city editor of the Bridgeport (Conn.) Telegram, several months ago to visit the European war zone as special correspondent for several papers, has returned home.

John R. Hazard has been engaged as advertising manager by the East Stroudsburg (Pa.) Press. Mr. Hazard has recently been connected with the Etude.

Vance Chapman, for many years representative of the Minneapolis Tribune at the State Capitol, will leave that paper on September 1 for the service of the Republican State Committee.

Leon B. Paton, night editor of the Salem (Mass.) Evening News, has entered the national amateur golf championship tournament at Philadelphia from September 4 to 9.

Herbert F. Gardner, for many years editor of the Hamilton (Ont.) Times, and more recently principal of the Ontario School for the Blind, has resigned to devote the closing years of his life to literary and other congenial pursuits.

J. E. Williams, editor of the Darien (Conn.) Review, is urging the editors of the State to unite in a campaign to raise funds to erect a suitable monument above the graves of 400 veterans of the Civil War in the cemetery at the Old Soldiers' Home.

James J. Sayer has resigned as financial and real-estate editor of the Portland (Ore.) Journal to become secretary of the Portland Association of Building Owners and Managers. Before going to the Journal, Mr. Sayer was connected with the Pacific Banker.

Miss Amy Oliver, formerly of the Portland (Ore.) Evening Telegram, is now with the San Francisco Chronicle.

D. P. Toomey, managing editor of the Dallas Morning News, who has just undergone a serious operation at Rochester, Minn., is fast improving. Mr. Toomey expects to take a rest of several months before returning to his desk.

Victor Rosewater, editor of the Omaha (Neb.) Bee has been appointed a member of the advisory committee to assist Chairman Willcox, of the Republican National Campaign Committee. Of the eleven members of this committee Mr. Rosewater is the only representative of the newspaper profession.

**W**ASHINGTON, D. C.—Charles R. Michael, of the Philadelphia Public Ledger, and Mrs. Michael, are away on a month's trip to the Danish West Indies.

W. W. Bardsley, of the New York Tribune, is in Washington covering the conference of the health authorities on infantile paralysis.

Lindsay Dennison has been added to the group of Gotham newspaper men looking after the strike conference.

Thornton Smith, of the Associated Press, who came here from Chicago several months ago as a member of the Capitol staff, has returned to Chicago.

New York newspaper men in Washington covering the strike conference are Thomas Ross, of the Tribune; Augustine McNally, of the Evening World; Jimmie James, of the Times, and Vincent Carrie, of the Associated Press.

S. L. Thacher, correspondent, in charge of the Associated Press office at Atlanta, Georgia, was a visitor at the Washington office this week.

Bond P. Geddes, of the Associated Press staff, is on a vacation with his family at Ocean View, Virginia.

Paul Wooton, Washington correspondent of the New Orleans Times-Democrat, accompanied the recently-appointed Farm Loans Board to Augusta, Maine, where the first public hearing will be held.

F. S. Ferguson, acting news manager of the United Press, at New York, was in Washington for several days.

Jefferson Jones, who has been connected with the local bureau of the Minneapolis Journal since the opening of the present session of Congress, has returned to the home office.

Lewis Wood, from the home office of the New York American, is a recent addition to the Washington bureau of that newspaper.

**B**OSTON.—I. L. Gordon, assistant city editor of the Evening Ledger, Philadelphia, recently motored to Boston, when he called upon some of his old friends. Mr. Gordon brought with him the regards of Gordon McKay, Theron Bamberger, and other former Boston newspaper men who are now employed on Philadelphia papers.

Joseph D. Hurley, district editor of the Post, is in New York covering the big Catholic convention.

Harry Benwell, who has been at the front for the Boston American, has returned. Harry left a horse behind that he hopes somebody will sell for him. This is the horse that THE EDITOR and PUBLISHER said was presented to him, but for which he claims he paid \$60.

Thomas McLoughlin, of the Katz Special Agency, Chicago, has been visiting friends in this vicinity while on his annual vacation. Mrs. McLoughlin is at Sandwich for the summer.

Sands Chipman, of the Post, had an exclusive interview with President Heustis, of the Boston & Maine, Tuesday morning that attracted a great deal of attention. The interview stated that the road was not far from receivership.

C. H. Lincoln, the feature editor of the Post, has discovered a farmer who uses his Flivver in place of horses for his mowing machine.

Charles Winston, a former Boston newspaper man, who is widely known, has been made director of publicity of the Sunbeam Film Corporation. Mr. Winston has had a wide newspaper experience.

Among those who have been enjoying vacations on the Globe staff are Paul Stanwood, who has been at Lake George, Vt., and John A. Harvey, of the sporting department, who has been at Richmond, Me. L. L. Winship, who writes the Billy Sunday stuff for the Globe, is with Mrs. Winship on a three weeks' trip to Minnesota, where they are visiting Mrs. Winship's parents.

Frank O'Hara, Tech., '17, is on the day city staff of the Globe.

George M. Dimond, night city editor of the Globe, is motoring through Vermont.

John M. L. Touse, of the Furniture World, New York city, was a recent caller at the Boston Press Club, where he was the guest of Director Fergus Brown, of the Hotel & Railroad News Company. Mr. Touse is an old-time Bostonian.

**P**ROVIDENCE, R. I.—George W. Carpenter, night news editor of the Providence Journal, has returned after an absence of three weeks spent in touring New England.

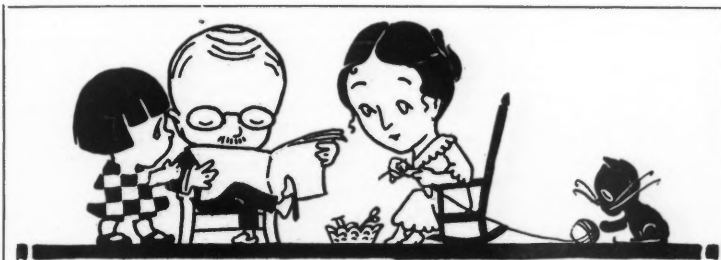
Miss Beatrice Callender, assistant to the librarian of the Providence Journal, is spending a two-weeks' vacation in South Canterbury, Conn.

J. Earl Clauson, formerly editor of the Providence Sunday Journal, has just finished a book "The Dog's Book of Verse," which will be published October 21, by Small, Maynard & Company, of Boston.

Walter S. Ball, editor of the Providence Sunday Journal, just returned from his vacation, had a narrow escape from death Friday while in Vermont. He was riding in an automobile, when another machine smashed into it. He was badly bruised.

## Prizes for Advertising Illustrations

Gladding's, of Providence, R. I., "the oldest dry-goods store in America," offer a series of prizes, ranging from three awards of \$100 each to various smaller sums, for the cleverest pen-and-ink sketches for use in their special campaign of newspaper advertising.



**The Haskin Letter  
is the nation-wide  
standby of that class  
of newspaper readers  
who want substance.**

Albert A. Bruel, a member of the Journal staff, leaves Monday for a two weeks' sojourn in the mountains in Maine.

Joseph P. Barry, circulation manager of the Providence Journal, has received innumerable letters from publishers, anent his recent article on "How to Keep Down Losses on a Newspaper," published in THE EDITOR AND PUBLISHER, August 12.

**PITTSBURGH.**—J. K. Burnett, general manager of the Tri-State News Bureau, and president of the Pittsburgh Press Club, has been made chairman of the Press Committee of the Pittsburgh Charter Centennial Celebration next October.

J. E. Trower, advertising manager of the Pittsburgh Post is on a business trip to Boston and New York.

Mrs. Margaret Birch, a well known society writer of Western Pennsylvania, is on a cruise on the Great Lakes.

Percy Preston and Joseph Huhn, two staff men of the Tri-State News Bureau, are out of the city this week, Preston covering the golf tournament at Bedford Springs and Huhn on similar duty at the Sharon County Club.

John F. McCauley, assistant managing editor of the Pittsburgh Sun, and wife, are at Seagate, Coney Island, Jackson D. Haag, editorial writer on the Sun is at Sandusky, Ohio; Joseph Gousha is on a river cruise; Wm. Walker, news editor, with his wife and child, are at Deer Creek, Indiana.

John L. Heron, auditor Tri-State News Bureau, has been absent from his office this week, as a result of the death of his father, a Baltimore & Ohio Railroad official.

L. A. Goshorn, political writer, Samuel Sivitz, sports writer; Vincent Drayne, news staff, of the Pittsburgh Dispatch, are at Atlantic City. John Doane, assistant night editor is in Detroit. Ernest Heinrichs, financial editor with his wife is registered at Point Chautauqua, while Guy M. Cranston, of the business office, is in Florida.

James McAfee, athletic editor of the Tri-State News Bureau, his wife and family, are vacationing at Lake Erie, and Dan Davis, court man, is registered at the Vanderbilt, New York.

Mrs. Rose Collins Jones, society editor of the Pittsburgh Leader is on a pleasure trip to Niagara Falls and will stop en route home at St. Mary's, Pa., where she will place her daughter in St. Benedict's Academy.

Miss Beatrice Wertz, of the advertising department of the Pittsburgh Post, will be married on September 6, to Florent Gibson, sporting editor of the Post.

**CLEVELAND.**—Robert Mountsier, special writer for the Newspaper Enterprise Association, is covering the activities of the National Guard on the Mexican border, with a view toward bringing out what he terms "the weakness and inefficiency of the system as controlled by the higher-ups."

Ed Bang, sporting editor of the News, has left with the Indian baseball team, doings of which, while on its trip East, he will record in the Leader and the News.

Miss Dolly Miller, formerly society editor of the Cleveland News, and who has a suit against the Cleveland Railway Company for \$25,000, has asked the authorities to give her protection from what she says is persecution on the part of the railway. Miss Miller claims she was injured when the door of a

Wade Park car was closed on her head last December.

W. G. Vorpe, night editor of the Plain Dealer, has been appointed as Sunday editor and manager of feature news of that paper. R. T. F. Harding, former telegraph editor, becomes night editor, and A. C. Brackett becomes telegraph editor.

Anthony F. Moltoret, of the Leader general staff, is reporting the two weeks' cruise of the Dorethea, naval militia boat, on its tour of the Great Lakes. Moltoret is a member of the naval militia.

Harry Walton, formerly with the Detroit Times, and well known in Duluth, Minneapolis, and other Middle West newspaper circles, is now a member of the Leader staff.

Ben Field, of the News copy desk, is conducting a "Farmer Smith's Rainbow Club" column. In this column the children are invited to write their ideas on different subjects. This week "Safety First" is discussed.

**CHICAGO.**—Charles N. Wheeler, political writer for the Tribune, is with Charles E. Hughes on his Western campaign tour.

William Cochran, Washington correspondent for the St. Louis Republic, has come to Chicago to take charge of the Western publicity bureau during the Democratic Presidential campaign.

Walter Roderick, formerly of the Inter Ocean and at present rewrite man for the Tribune, will leave September 1 to join the staff of the New York Tribune. Roderick makes the fourth man from the old Inter Ocean crew that W. E. Moore, city editor of the Tribune, has drawn to New York. While managing editor of the Ocean Mr. Moore once remarked that man for man he had the best local staff in the country, and would be willing to match it against any organization of similar size. The impression is taking root here that he meant it.

Edward Kreuger, a department editor of Popular Mechanics, has returned to his desk after a vacation trip of several weeks in Colorado and other Western States.

Walter Noble Burns, war correspondent for the Tribune, has returned to Chicago after another visit to the border. He reports that all of the Chicago newspaper men on Mexican duty are getting as black as greasers, but are keeping in good health, despite the heat.

**SEATTLE.**—Jack Bechdolt, for ten years feature writer and reporter on the Post-Intelligencer, left recently to take a similar position with the Kansas City Star.

E. E. Carpenter and Roy Alden, of the Times and Post-Intelligencer respectively, enlisted in the citizens' naval militia for the trip on the New Orleans to Magdala Bay, for manoeuvres.

Ed. Thomas, for many years Times reporter and press agent for Pantages Theatres is now with the Times, of Los Angeles, and doing Mr. Pantages's press work in that city.

Fred Wagner, for a long time the leading editor and advertising man in the automobile section of the Times, has gone to the Express and Tribune, of Los Angeles.

Fred Boalt, of the Scripps-McRae forces, in the Northwest, has gone to the Express and Tribune of Los Angeles. Boalt became an object of regard by Congress at the time the United States Forces occupied Vera Cruz. He wrote a story about a naval officer which reflected on the good name of our men.

Charles Eugene Banks, dramatic critic of the Seattle Post-Intelligencer, and Professor W. P. Gorsuch, of the University of Washington, collaborated on a comedy drama, called "An Honest Thief," which was recently produced by the Wilkes Stock Company.

J. Willis Sayre, dramatic critic of the Times, is also to have a play produced the coming season by the Wilkes Company.

**PORTLAND, Ore.**—Marguerite A. Salomon, manager of the Outlook's travel bureau, spent several days here recently gathering first-hand information.

Edward Hungerford, advertising manager of Wells-Fargo & Co. Express, and a magazine writer of note, was a recent Portland visitor.

Horace E. Thomas, city editor of the Oregonian, has returned from a hunting and camping trip. Fred E. Bell, night editor of the Journal, is at the seashore. Willard Shaver and Lair Gregory, political writer of the Oregonian, will journey to the wilds of Oregon next month with the State Game Warden.

Ford Tarpley, a former London newspaper man, now of Portland, has produced a photo-drama called "Veda the Vampire," in which the leaders of Portland's most exclusive society make up the cast. The film is being shown for the benefit of a local charity.

**SAN FRANCISCO.**—Helen Dare, feature writer of the San Francisco Chronicle, has returned from a vacation trip spent in the Yosemite valley and on her Mendocino County ranch. Miss Dare wrote for her Chronicle column a thrilling account of visiting a family of bears in the Yosemite on a moonlight automobile trip.

William H. Levings, city editor of the San Francisco Chronicle, has returned from a vacation trip through Mendocino County, accompanied by his wife and child.

E. H. Hamilton, special writer on the staff of the San Francisco Examiner, and Redfern Mason, the dramatic critic, have returned to their desks, after having attended the annual High Jinks of the Bohemian Club of San Francisco at Bohemian Grove.

E. D. Coblentz, assistant managing editor of the San Francisco Examiner, is visiting his family at Santa Maria, Cal., after a vacation trip to Seattle.

Dent H. Robert, for a number of years with the Examiner, has removed to Coronado, where he is building a southern California home.

Andrew M. Lawrence, formerly manager of the Chicago Examiner, arrived here on Monday to join Mrs. Lawrence and Miss Lawrence, who have been in the city for two weeks. They are on a pleasure trip.

John S. McGroarty, the Los Angeles newspaper man and magazine contributor who wrote the California Mission Play, has been spending a few days in San Francisco, accompanied by Mrs. McGroarty.

Ex-Congressman Joseph R. Knowland, managing editor and part owner of the Oakland Tribune, presided at the Charles E. Hughes meeting in the Oakland Municipal Auditorium last Saturday afternoon.

**CANADA.**—John Ross Robertson, proprietor of the Toronto Telegram, is at present paying a visit to the Maritime Provinces, a part of Canada which the veteran newspaperman admires considerably.

## FAVORS PRESS ADVERTISING

### Woman Tells Fraternal Congress that Newspapers Should Be Used.

Newspaper advertising is now being advocated by women in different parts of the country. In an address before the National Fraternal Congress held in Cleveland this week, Miss Bina M. West, supreme commander of the Woman's Benefit Association of the Macca-bees, emphasized the value of daily newspaper advertising for all fraternal organizations.

"Such advertising," said Miss West, "goes directly into the homes of persons whom fraternal societies wish to reach. You can centralize your publicity and cover valuable fields to good advantage."

"Most people read their favorite newspapers daily. Many times their opinions and beliefs are formed from the opinions and beliefs expressed in their daily newspapers. Our people are busy people, and the newspaper is their recreation. The newspaper brings to the home each day the fresh, new thought of the day. It expresses opinions which its readers have not considered before, and which sometimes become their opinions."

"For these and many other reasons it is the opinion of the members of your committee that no better medium for carrying educational information relating to these institutions and what they are undertaking to do for the homes of the land can be secured than the public press."

"I therefore recommend, both as a general medium of publicity if concerted action can be secured and to the individual society desiring good publicity at a minimum of cost, the use of the newspapers for this purpose."

### VISITORS TO NEW YORK

G. P. Browne, publisher of the Anderson (S. C.) Daily Mail.

Joseph P. Barry, circulation manager, Providence (R. I.) Journal.

E. T. Carrington, business manager, New Haven Journal-Courier.

J. E. Trower, advertising manager, Pittsburgh Post and Sun.

Stewart Lyon, managing editor of the Toronto Globe, is "somewhere on the New England coast," his exact whereabouts having not been divulged to the staff. During his absence Dr. J. A. MacDonald, former managing editor, is once again in charge.

M. J. Hutchinson, business manager of the Edmonton Bulletin, is at present in the East and will visit both New York and Toronto. He reports steady improvement in publishing conditions in Western Canada, evidence of which is to be found in his reported intention of buying a press.

M. E. Adamson, business manager of the Winnipeg Tribune, is expected by his Toronto representative to pay a visit to Eastern Canada shortly.

Ernest B. Roberts, formerly of the staff of the St. John (N. B.) Globe, has joined the reportorial staff of the Toronto Globe.

Lieut. A. H. C. Andrews, who was, prior to the war, a Toronto Star reporter, left last Saturday with a draft of officers for England on just one hour's notice. He was at the station saying good by to friends, when word came that one of the officers could not go. He immediately volunteered, rushed home, packed and was back inside an hour.

TIMES MEN CELEBRATE MR. OCHS'S ANNIVERSARY

The 1,200 Members of the Staff Present the Publisher a Silver Service, an Album, and a Loving Cup Upon the Completion of His Twentieth year of Ownership and Administration.

Adolph S. Ochs, on Friday, August 18, rounded out the twentieth year of his control and management of the New York Times. In celebration of the event members of the staff, numbering 1,200 persons, were received by Mr. Ochs in his office, in the Times Annex, on Friday afternoon, from four to six o'clock. These, with some of Mr. Ochs's friends and associates, extended to the publisher their hearty congratulations. Every person in the employ of the Times, from Charles R. Miller to the janitors' helpers received a greeting from Mr. Ochs, who was assisted at the reception by Mr. Miller, George McAneny, Louis Wiley, and Charles H. Grasty.

Later the members of the staff gathered in the assembly hall, where Mr. Ochs was presented by them with a large album. The editorial and business departments presented to him a silver service, and the mechanical departments a silver loving cup.

A SOUVENIR FROM 1,200.

The album, in full leather binding, with silver tipped corners, was prepared by the Gorham Company. It contained a hundred heavy cardboard illuminated pages, with hand-embossed margins of black, olive green, and gold. On the outside cover of the album was a silver plate, inscribed:

1896-1916.

Adolph S. Ochs.

THE NEW YORK TIMES.

On the first page was inscribed this greeting:

To Adolph S. Ochs:

On this twentieth anniversary of the day when you became the directing mind of The Times, those who, early and late, have been associated with you in the labors that have made The New York Times a great newspaper, join in the assurance of their loyal good-will, their esteem, and their affection. Your guiding and inspiring example, the ideas of public duty and private conduct to which you have been faithful, your genius for the newspaper calling, your clear sense of right and justice, have commanded their confidence and their admiration.

They rejoice in the triumphs that have crowned your work and they bespeak for you long years of health and happiness and the distinction of yet greater achievements in assuring for The Times a position of unconquerable supremacy.

August 18, 1916.

In addition to the autographs of the 1,200 employees of the New York Times, arranged by departments and showing the length of service, the album contained among other things, three photographs of Mr. Ochs. One was taken at the time he entered the metropolitan newspaper field, the second was taken some ten years later, and the third was a recent likeness. A cartoon also of Mr. Ochs was included, which showed him sitting beside a birthday cake, with twenty candles, while the spirit of THE Times, represented as a cherub, stood one side of the central figure and offered good wishes and congratulations.

WHAT ALBUM CONTAINS.

Letters from Mr. Ochs's associates and other messages of felicitation, including those from the European correspondents of the Times, were inserted in the album. It also contained pictures of the buildings occupied by the New York Times, facsimile reproductions of the issue of the paper on

the day Mr. Ochs acquired control of it, and the issue of Friday, and similar facsimiles of all the publications of The New York Times, together with advertising and circulation records.

The album also contained an engrossed copy of resolutions adopted by the Times Chapel extending to Mr. Ochs the sincere and hearty congratulations of the members upon his achievement in raising the New York Times to its present preeminence, and expressing their appreciation of his sympathy with union principles and the cordial cooperation which has continued uninterruptedly through all these years.

The silver service presented to Mr. Ochs by the members of the editorial and business departments was made by Tiffany & Co., and included a large tray and seven pieces, on each of which was Mr. Ochs's monogram. In the centre of the tray was this inscription:

Presented

to

Adolph S. Ochs

by

His Associates

of

The New York Times,  
1896—August 18—1916.

The loving cup, designed by the Gorham Company and presented to Mr. Ochs by the mechanical departments, on one side bore this inscription:

To

Adolph S. Ochs

from

The Mechanical Departments  
of  
The New York Times.

On the reverse side was inscribed a list of these departments, including the composing, stereotyping, press, and mail rooms, the rotogravure, pictorial, building and electrical departments, and the machinists. Below this list were the dates 1896—August 18—1916.

The board of directors of the Associated Press, of which he is a member sent Mr. Ochs this message:

"As your fellow-members of the Board of Directors of the Associated Press, we offer you our felicitations on the twentieth anniversary of your accession to control of the New York Times. You have done a very notable thing. With a keen sense of the responsibilities attaching to the editorial office, you fixed high standards and have worthily won great success. We wish you continued and increasing prosperity."

The message was signed by Frank B. Noyes, Washington Star; Victor F. Lawson, Chicago Daily News; W. L. McLean, Philadelphia Bulletin; Clark Howell, Atlanta Constitution; W. C. Weiss, Duluth Herald; V. S. McClatchy; Sacramento Bee; Charles Hopkins Clark, Hartford Courant; Charles A. Rook, Pittsburgh Dispatch; W. H. Cowles, Spokane Spokesman-Review; R. M. Johnston, Houston Post; W. Y. Morgan, Hutchinson News; D. E. Town, Louisville Herald; Elbert H. Baker, Cleveland Plain Dealer.

Pullman Company to Advertise

The Pullman Company is to become a large user of newspaper advertising space. The campaign, which will start in September, will be modelled upon that of the American Telephone & Telegraph Company, and is designed to win good will. The public is to be educated as to the meaning of Pullman service.

Why don't more people lose their temper instead of keeping it and using it.

NEWSPAPER MAKING

A study of practical matters of interest to editors, publishers and newspaper workers in all departments of the business.

By JASON ROGERS  
Publisher of The New York Globe

FOREWORD

In attempting to set down on paper practical material for the use of newspaper makers generally it is my purpose to make available to them ideas and experiences which I have picked up during the course of thirty-seven years in the business. This information will be presented in such shape that it can be easily applied to meet the various conditions found in different widely scattered communities no two of which are exactly alike or call for the same treatment.

Having visited practically every important city in the United States during the past six years studying newspaper practices and advertising conditions, incident to my efforts in arousing the interest and securing the co-operation of newspaper publishers in the various movements which I have helped organize, I feel qualified to talk regarding many newspaper matters in a broad way. In exchanging experiences with numerous publishers, editors, and business managers in their own offices I have picked up bits which I know are valuable.

Feeling that in a comparatively few years those of us familiar with the wonderful developments of daily journalism during the past twenty-five or thirty years—the most important in the history of the business—will be dead and perhaps forgotten, I will strive to make a sort of a written record of the "how" of past notable successes, to reflect present day efficiency ideas, and to set forth ideas of value to those able to apply them.

It is therefore to provide compass and chart, so to speak, for those who will follow us on the sea of journalism, unable to draw on past experiences by personal contact as we can, that I have agreed to assemble in easily get-at-able form, facts, figures, forms, theories, and practices, much of the material that will enable those who follow us to accomplish greater success than we have done without the costly wastefulness involved by experimentation.

To be shown briefly and pointedly how the Chicago Daily News, Kansas City Star, the New York World, the New York Times, etc., scored their big successes is more essential than any routine information. To present an array of underlying fact and fundamentals, and useful information, is to stimulate and inspire those who are mounting the ladder of success.

In these articles will be arrayed a fund of helpful data, full of suggestiveness to those ambitious individuals who are aspiring to a large success in our chosen profession.

These ideas will not be of a half-baked variety—on the contrary they will be those ideas which have been proven successes, and will be largely fool-proof, as the mechanical experts put it.

I want to go on record in advance in stating that my ideas may seem to be in striking contrast with the usual so-called journalistic traditions in many details. I look upon a newspaper as a manufactured product, made for the purpose of furnishing the news to the public, for the sane, independent, and sympathetic discussion of leading topics in its editorial columns, and as a medium for carrying the news of business in its advertising columns.

Notwithstanding this strictly commercial view of the matter of newspaper production, I sincerely believe that only the most ably and most skillfully edited newspaper can attain enduring success. No unsuccessful newspaper in a financial way can ever secure and hold the influence of one that can be operated free from the pressing necessities and handicaps of continuous impecunty.

In the newspaper business as in any other line of business or almost any of the great professions, success means ultimate financial success. No newspaper can succeed which does not faithfully serve its public. No matter how limited the possibilities of any field, my contention is that a readable and attractive newspaper must be produced to secure maximum results and influence.

The modern daily newspaper is too much of a public institution for public service to the community in which it is published for it to be conducted to serve selfish interests, political factions, or to be edited in accordance with the narrow personal views of any small-bore editor, wedded to the mistaken notion that he leads, creates, and molds public opinion on all topics. It must reflect conditions, be rational, yet courageous, and boost all that is good, to become truly great.

The Editor & Publisher

1117 World Building

New York

Name.....

Address..... City.....

Pin a dollar bill to this subscription blank and we will enter your name for a trial six months' subscription. The first article in the Series will appear Saturday, September ninth.

## Cut Your Circulation Expense and Increase Your Earnings

In view of the present white paper situation, circulation revenues must be increased.

To do this requires more than mere blind courage. Effective results must be based upon a knowledge which comes only from experience.

I. C. M. A. Members have been reducing costs and increasing receipts for years. They know how to reduce the expense of a circulation organization without reducing its efficiency.

Mr. Publisher, if your problem needs immediate attention

Wire

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General Welfare Committee  
Care The Times  
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## R. J. BIDWELL CO.

Pacific Coast Representative of

## DAILY NEWSPAPERS

SAN FRANCISCO OFFICE  
of the

**Editor and Publisher**

742 Market Street  
SAN FRANCISCO

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## EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

Members of all departments of the newspapers of La Salle County, Ill., have formed an organization to be known as the La Salle County Press Club. The Club was inaugurated with much enthusiasm at an outing on August 12, at Starver Rock State Park, on the Illinois River a few miles west of Ottawa, the county seat. Practically every newspaper in the county was represented, and pink ribbons bearing the name of the new Club were worn by 350 men and women, all of whom were connected with newspapers or were members of newspaper workers' families. Dinner was served on the green, a brass band played, and there was a programme of sports. The following officers were elected: President, George Hasselman, La Salle Tribune; first vice-president, William Hart, Ottawa Free Trader; second vice-president, Harold C. Corwin, Peru News-Herald; third vice-president, Chester LeRoy, Streater Independent-Times; secretary, Edward J. Kelly, Ottawa Republican-Times; treasurer, J. Ray Bffel, Ottawa Republican-Times; chairman of executive committee, James J. Farrell, Ottawa Journal.

"A Trip to Bohemia" was enjoyed last Saturday afternoon and night by the members of the Baltimore Press Club and their ladies to the number of nearly one thousand. The party left Baltimore on the good ship Annapolis at 2:30 o'clock, and after a cruise down the Chesapeake, returned about midnight. St. Mary's Industrial School Band and a dance orchestra were on board, and divers sorts of pleasing entertainment besides music and dancing were enjoyed. The vessel was well stocked with good things to eat and drink. Supper was served on the boat.

The Portland (Ore.) Press Club held its annual picnic at Bonneville on the Columbia River and the celebrated Columbia River highway, Sunday, August 13. A special train carried the Club members and their friends to and from the resort. Officers of the Club were the guests of William McMurray, general passenger agent of the Oregon-Washington Railroad & Navigation Company, in his car.

Members of the Newspaper Club, of Dallas, Tex., were guests at an informal smoker, at the Club, on the evening of August 16. A professional troupe furnished entertainment, and about three hundred members were present. The affair was arranged by President Hoskins and Talbot O. Bateman, chairman of the entertainment committee.

It is expected that a record-breaking crowd of members of the Boston Press Club will greet the members of the famous Boston Symphony Orchestra, who are to appear at the Club for the first time in the history of that organization, Friday evening. The programme will begin at ten o'clock. Judd Dewey, chairman of the house committee at the Club, has just returned from an extended trip through the West. The Press Club golf tournament is attracting a great share of attention at the present time. It is evident that that is looked forward to by the golfers of the Club with extreme interest.

Press Day, at Toronto Exhibition, will be observed on Friday, September 1, and as usual, members of the Canadian Press Association and their wives will be guests of the directors. There will be a press luncheon at noon, at which President J. G. Elliott, of the Kingston Whig, will be the chief speaker, and in the evening members of the Association and their wives will be entertained at supper. All the attractions of the exhibition will be thrown open to the press folk.

### County Publishers Conferred

Representative newspaper men of Marin County, California, met in San Rafael on Monday to discuss matters pertaining to the craft. The price of paper has become a serious matter with them, and something will be done to prevent the expenses connected with publishing from eating up all of the profits of the newspapers. A concerted effort will be made to make a uniform price for printing and advertising. No advance is contemplated except where stock has advanced beyond reason. The meeting accepted an invitation of the editors of the counties of Sonoma, Napa, Lake, and Mendocino to form a district association.

### Editor Horina is Popular

John F. Horina, who recently succeeded Charles Neumeyer as editor of the Louisville (Ky.) Anzeiger, leading German daily in Louisville, Ky., already has made himself popular with his readers by adopting a vigorous and aggressive editorial policy. Mr. Horina formerly was editor of the Glaubensbote and the Louisville Argus. He is an Austrian by birth, and in his native land was successful both as a writer and artist. He is a naturalized American citizen. His first newspaper connection in this country was with the Chicago Tribune.

### Baltimore American's Birthday

The Baltimore American celebrated its one hundred and forty-third birthday Sunday, August 20. It was founded in 1773.

### A Slip of the Pen

In the issue of THE EDITOR AND PUBLISHER of August 19, in a little tribute to the political foresight of Gatty Pallen, of St. Louis, Mr. Pallen was referred to as political writer for the St. Louis Star. Of course, it should have been St. Louis Republic. All the rest goes.

### Offers Prizes in Cooking Contest

The Baltimore Evening Sun will give \$80 in prizes to unmarried young women between the ages of fifteen and thirty in a cooking contest to be held during the Made-in-Baltimore Exposition, which opens in the Fifth Regiment Armory on September 6. Twenty dollars will go to the young woman making the highest number of points. There will be six tests of cooking—biscuits, chocolate cake, spoon bread, pie, corn fritters, and French fried potatoes. The contestants may have one trial at one or all of these dishes.

## ALONG THE ROW

CUB COPY.

An unknown man while cleaning windows on the twentieth story of the skyscraper building this morning lost his balance and fell to the street. He was about 5 feet 6 in height, sandy complexion, and weighed about 160 pounds before he struck.

### CAUSE OF THE KICK.

"What's the boss howling for?"  
"Because the circulation manager reported an increase of 120 copies yesterday."

"And he's howling over that?"  
"Sure thing. He says the price of paper will bankrupt him if he's not careful."

### FROM THE SKINNERSVILLE SIGNAL.

"We have been asked to give half a page of advertising space, free, to the Society to Furnish Rubber Pacifiers to the Babies of Germany, and we have declined. We are not hard-hearted, but if we granted all requests of this kind, we would have no room for news or ads. We have been called upon to give free space for Perishing Poles, Suffering Serbs, Tortured Turks, Battered Bulgarians, Agonized Austrians, and other war victims. Had we granted all these requests the Signal would have resembled the annual report of the Department of Charities.

"We have no right to question the sincerity of any one connected with the noble work of raising a relief fund, but we have noticed that since Peter Onderdonk became connected with the fund to purchase condensed milk for neutral infants, he has greatly changed his mode of living, and now comes into town in an auto instead of an oxcart. No, we cannot give free space to aid war victims. The price of paper is too high, and we have been touched so often of late for personal loans that we are more than ever convinced that charity should begin at home, and we will publish a one-column half-tone picture of the man who begins it."

### SURE INDICATION.

"Guess there must have been another shake-up on some of the New York papers," remarked the editor of the Rural Daily News to his assistant.

"Why do you think so?" asked the assistant.

"Well," replied the editor, "in this morning's mail I received circulars from six new syndicates asking me to try their service."

### SWEET PERFUME.

Two cents off the price of the New York Herald smells like success.

### TOLD ON THE ROW.

"Want to hear a story?" said a typo to us the other afternoon on the Row.

"Shoot," we answered.

"Well it's like this," he went on. "There was a fellow courting a girl once, and, after burning a lot of her pa's gas, the old man said to him one night when he met him: 'Do you know, young man, that your visits to my daughter remind me of the career of a successful newspaper?'"

"How so?" asked the young man.

"Well," said the father, "first they weekly, then semi-weekly, then tri-weekly, and now they have become daily, with a Sunday edition."

"That's all right, pa," put in the girl, "we're going to be married in the fall."

"And then you'll issue an extra, I suppose," said the old man, and then I came away."

TOM W. JACKSON.

**SUBURBAN PUBLISHERS  
DESIRE CO-OPERATION**

**W. B. Bryant, of Paterson, Declares the New York Publishers Must Adopt Non-Returnable Rule in Near-by Cities if They Want Them to Help Reduce News Print Consumption.**

The New York Newspaper Publishers' Association, at a meeting held on Tuesday, listened to William B. Bryant, publisher of the Paterson (N. J.) Press-Guardian, who had been invited to be present and give his views upon the news print situation in New Jersey.

Mr. Bryant pointed out some of the difficulties encountered in the effort he and his associates were making to reduce their consumption of paper. He said, among other things, that it was practically impossible to bring about any great saving until all the New York afternoon newspapers went upon a non-returnable basis in selling their papers in the near-by suburban towns. The New Jersey publishers were anxious to adopt the non-returnable rule, but how could they do it, Mr. Bryant asked, as long as the New York papers continued to take back all unsold copies? The local newsdealers were simply human, and are anxious to make all the money they can in handling papers. If the New York papers are returnable and the local newspapers are not, the newsdealers will naturally push the New York papers.

Some of the New Jersey publishers are desirous of increasing their retail rates from one to two cents a copy, but they cannot and will not do so as long as the New York papers are sold in near-by cities for one cent.

Mr. Bryant urged the New York publishers to place their papers on a non-returnable basis throughout the near-by suburban territory.

It is reported that the association has sent a letter to publishers in Connecticut, New Jersey, and suburban New York asking them if they will abolish returns if the New York publishers will agree to do the same thing in their several cities.

The Globe, the Telegram, and the Evening Mail are at present sold both on a returnable and a limited returnable basis, in the suburban territory.

The American Newspaper Publishers' Association Bulletin for August 19 contains important news concerning the campaign it is now carrying on to reduce the consumption of news print among its members. In order to provide money for the prosecution of its work in this direction, a telegram was last week sent to all members who have not subscribed to the paper fund asking them to do so to the amount of five cents per ton on print paper used by them for a period of three years. The response to this telegram is said to have been prompt and general.

The new paper tonnage in sight is listed as follows:

	Anticipated Increase.
Northwest Paper Co., Cloquet, Minn. (late Fall, 1916)	35 tons
Donnacona Paper Co., Donnacona, Que. (October, 1916)	50 "
St. Maurice Paper Co. (Union Bag & Paper Co.), Three Rivers, Que. (Jan., 1917)	100 "
Ontario Paper Co., Ltd., Thorold, Ont. (November, 1916)	50 "
Price Bros. & Co., Kenogami, Que. (Feb. 1, 1917)	50 "
Price Bros. & Co., Kenogami, Que. (early, 1918)	80 "
Laurentide Co., Ltd., Grand Mere, Que. (March, 1918)	200 "
Abitibi Power & Paper Co., Iroquois Falls, Ont. (late, 1917)	160 "

International Paper Co., Three Rivers, Que. (1918)	200 "
International Paper Co., Otis Falls, Me. (Nov., 1916)	50 "
Pacific Mills, Ltd., Ocean Falls, B. C. (March, 1917)	50 "
Hawley Pulp & Paper Co., Oregon City, Ore. (Jan., 1917)	50 "

(part news)  
Great Northern Paper Co., Mill-nockett, Me.—prospect of increasing—(late, 1917) 50 "

It is reported that a new mill of 100 tons capacity will be built in the near future at Port Angeles, Wash. Efforts have been made to induce the Union of Paper Mills' Employees to consent to allow the men to work Sundays until the present crisis is past. The matter has been voted upon by the employees in seventeen out of eighteen mills with the result that the proposition was turned down.

Two principle reasons were given by the men for this action. First, they declared that the removal of the tariff on wood pulp had stopped all further construction of paper mills in the United States and that when the mills awhile ago were working only three and four days a week, the American newspapers imported from Germany and laid down here a large supply of paper at two cents.

The second reason given was that the constitution of their union prohibited work on Sundays.

"In this connection," says the A. N. P. A. Bulletin, "it may be interesting to note that imports from Germany have been as follows:

1909	928 tons
1910	736 "
1911	16 "
1912	40 "
1913	12 "
1914	352 "

Letters telling what individual publishers are doing in different parts of the country to cut down print paper waste are being received in large numbers by L. B. Palmer, secretary of the A. N. P. A. at the New York office. These indicate that a general effort is being made by all of them to reduce consumption to a minimum. Abstracts from these letters will be printed in the next Bulletin of the Association.

In a letter sent to the members of the News Print Manufacturers' Association last week, G. F. Steele, the Secretary says:

"Shipments for the month of July, 1916, are equivalent to 93.6 per cent. of maximum productive capacity, and is well understood by our members, we figure that 93 per cent. of maximum capacity is about what the mills can produce month in and month out and is the normal productive capacity of the mills rated at 93 per cent. of maximum productive capacity."

**Paper Famine Hits Hotels**

A move to economize in the use of white paper has been started by the Hotel Vanderbilt, of New York, and it is expected that other hotels and business houses will adopt the same course. The hotel management announces that because of the scarcity and the high cost of paper it would, beginning on September 1, cut down the size of menu cards in the Far East Garden, the Della Robbia Room, and the Palm Gardens.

Less stationery will be distributed by the hotel in the future. White paper is a big item in the annual expenses of the house, and hereafter stationery receptacles will be kept filled only in the rooms. Those who wish to write letters in the writing rooms will have to apply at the desk for paper and envelopes.

**SMALL STOCK OF PAPER  
IN SPAIN AND BRAZIL**

**Situation in Rio de Janeiro as to News Print Supply Is a Serious Matter—Governmental Co-operation in Spain—Chance for Americans to Do Business in Malaga and Other Places.**

United States Consul-General Alfred L. M. Gottschalk, at Rio de Janeiro, Brazil, reports that the scarcity of paper, and particularly of news print paper, in Rio de Janeiro is still a serious matter. While stocks have been replenished, there are signs that another crisis is approaching. The Jornal do Commercio, the leading daily paper of the city, in editorial, seriously proposed that, unless the Brazilian Congress saw fit to reduce the import duties on news print paper for a time, all the newspapers of the country should begin to eliminate news that was superfluous and print smaller daily editions, so as to save paper.

The matter has attracted widespread attention, perhaps on account of the impression that importers usually profit by a scarcity on the local market to make exorbitant demands for what stocks they may have on hand. Although the serious situation now confronting the country has been looming up threateningly for a long time past, no effort seems to have been made to save paper or to collect waste paper.

**SPAIN SEEKING REMEDY.**

According to Consul-General Carl Bailey Hurst, at Barcelona, Spain, the scarcity of paper in that country has caused some anxiety, and representatives of Spanish publishers, printers, and manufacturers of paper and cardboard have informed the Government of their willingness to postpone filling export orders until after the domestic demand for their products has been fully met. They also expressed a desire that the Government fix prices and conditions to control the export of raw materials used in paper manufacture.

**MARKET IN MALAGA, SPAIN.**

Consul Percival Gassett, at Malaga, Spain, reports:

"Users of news print paper in Malaga are accustomed to getting their supplies from two Spanish papers companies, La Papelera Española at Bilbao, or La Salvadora at Tolosa, having special contracts by which they agree not to import foreign paper, and in return for which they are granted especially low prices, which are not to be divulged. The price now being paid, I am reliably informed, is 65 pesetas per 100 kilos, placed in Malaga free of all cost. At the present rate of exchange (about 5 pesetas to the dollar) this is equivalent to \$13 for 220 pounds. There is a market, although not a very large one, for news print paper here, if this price can be met.

**CHICAGO DAILIES CUT  
NEWS PRINT WASTE**

(Concluded from page 5)

space, but I can't state how much. Neither am I free to say that each of the Chicago Sunday papers will cut the number of its pages, nor specify which ones will make a reduction. Obviously, no paper cares to advertise such a thing for the benefits of its contemporaries.

"In brief, the idea is mainly that each paper is going to do all that it can to cut down consumption."

Chicago papers have been on a non-returnable basis for several years, and, therefore, no action was needed in that score.

**IN PHILADELPHIA  
THE EVENING TELEGRAPH  
Gained More Than  
A MILLION LINES  
of paid advertising  
in first six months of 1916**

—a greater gain, six days a week, than that of any other Philadelphia newspaper, six or seven days a week.

**THE EVENING TELEGRAPH**

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

**Topeka  
Daily Capital**

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

**32,551**

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

*Arthur Capper*  
Publisher,  
TOPEKA, KANS.

**News Print**

prices will compel many publishers to increase their subscription and advertising rates or be satisfied to show a loss in their business.

OUR NEW  
**Combination Magazine and Color Comic Supplement Service**

used on your Saturday or Sunday paper will enable you to make a change in your subscription and advertising rates without suffering any loss.

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

**472,640**

lines gained by all Detroit newspapers in July.

**257,222**

Lines or 54.4% of the total was The Free Press gain alone.

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

VERREE & CONKLIN Foreign Representatives New York Chicago

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

## Leader In General Advertising

In July, the Sunday edition of The New York Times published 355,761 agate lines of advertisements, a gain of 134,173 lines compared with July, 1915, and, deducting help and situation wanted advertisements, a greater volume and a greater gain than any other New York Sunday newspaper.

Average net paid circulation, daily and Sunday, 334,744 copies.

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

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

## Buffalo News

EDWARD H. BUTLER  
Editor and Publisher

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

MEMBER A. B. C.

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

## 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

## Trolley men

Through their national body, subscribed \$2,000 to the new \$50,000 Bond issue of

## The New York Call

(Daily and Sunday)

Appreciation? Yes, and Good Will, in both of which The Call is strong with its readers—who are followers and supporters.

Advertising Rates for Now, 10c. a line.

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

**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., Malters Bld., Chicago,  
Ill., Chemical Bldg., St. Louis, Mo.

## WHAT LIVE ADVERTISING CLUBS ARE DOING

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

"The Psychology of Newspaper Advertising" was the title of an address made by George H. Eberhard, president of the George F. Eberhard Company, at the San Francisco Ad Club's weekly luncheon.

Advertising should be written so as to persuade the strong individuals and the others will follow, he said. Isidor Jacobs, president of the California Canners Company, discussed conditions that may exist after the war.

The September dinner of the Pilgrim Publicity Association, of Boston, will be held during the last week in September at the Harvard Club. Elaborate plans have been made for a "big time."

G. D. Ellyson believes that churches should advertise liberally, and cited the increased attendance at moving-picture theatres during the summer to prove his theory in his talk before the Advertising Club of Des Moines Tuesday. "Whoever read an advertisement to the effect that a particular church was cooler than other churches?" he asked. "Motion-picture theatres have so advertised, and the attendance during the hot months has doubled."

The purpose of the vigilance committee as organized by the Dubuque (Ia.) Commercial Club in distributing enamel signs reading, "This firm has agreed not to buy advertising or make contributions unless approved by the vigilance committee, Dubuque Commercial Club," is to eliminate such advertising and solicitations as have no merit. A solicitor calling on a merchant is referred to the vigilance committee, who thoroughly investigates the proposition offered and ascertains the distribution of the funds of the solicitation. If it is found that the solicitation is a worthy cause or has business merit, the vigilance committee so reports, and it then becomes optional with the merchants and business men to subscribe.

The Kansas City Advertising Club's protective bureau reports that, since the bureau has employed a paid secretary (April 10), the campaign of the Club for pure advertising has been progressing most satisfactorily.

In the time of this report 89 cases were investigated in 36 lines of business. Of this number 56 needed correction and 33 were found to be not at fault. Forty-two of the cases were promptly corrected, and in most of these the proprietors of the stores or managers of the business are now cooperating with the bureau and are in hearty accord with its plans. In no case was it necessary to resort to prosecution, although in several instances the prosecutor's office had to be called in. Of the remaining cases under investigation six of the advertisements were excluded from the newspapers, all of which are working in harmony with the bureau, six of the firms complained against left the city hastily, and two cases are pending.

At its last meeting the Dallas (Tex.) Advertising League was addressed by R. V. Holland, who was chairman of the "On-to-Philadelphia" committee. This Club plans to make a great showing at the St. Louis convention next year.

At the annual election of the Bir-

mingham (Ala.) Ad Club, C. P. Loranz, business manager of the Southern Medical Journal, was elected president.

The Fort Smith (Ark.) Ad Club has undertaken an advertising campaign for the annual Trades Day celebration, which will be held there. Display ads have been sent to all newspapers in that section, to be run simultaneously. At the last meeting of the Club the chief address was made by C. C. Collins, of Van Buren, Ark., who declared "Newspapers reach the greatest number of persons at the least expense and give the best results." He said that his experience covered a number of years, during which he had tried out every form of advertising known to modern business methods.

R. V. Holland, editor and publisher of Holland's Magazine and Texas Farm and Ranch, was the principal speaker before the Dallas (Tex.) Ad League. Mr. Holland discussed the two publications which he publishes, and told how he put them across. He answered the criticism that advertising increases the cost of goods to the consumer by saying that the cost of advertising was more than absorbed in the vast increase in volume of business which good and well-placed advertising will bring.

William H. Campbell, secretary and advertising director of the Duffy-Powers Company, of Rochester, had been selected as chairman of the programme and speaker committee for the retail division of the next convention of the Associated Advertising Clubs of the World, which is to be held in St. Louis next June.

The suggested changing of the plan of work for the Dallas Advertising League, by dividing it up into departments for the study of specific kinds of advertising, will probably be adopted in the near future, according to J. H. Payne, secretary of the League. He has received a letter from P. S. Florea, secretary-treasurer of the Associated Advertising Clubs of the World, strongly endorsing the proposition, and congratulating the Dallas Ad League on its spirit of progressiveness.

The big picnic of the Cleveland Advertising Club takes place to-day, August 26, at the country home of Victor Sincere, general manager of the Bailey Company, on Lake Shore Boulevard. Virtually the full roster of the Club is expected to attend. A feature of the festivities will be an automobile parade, starting from the Club's headquarters, Hotel Statler, through the downtown district, and out into the country.

Preliminary work on the plans for the affiliation convention of advertising clubs was outlined at a meeting of directors of the advertising affiliation held at the Cleveland Advertising Club on August 21. Canton, Rochester, and Buffalo clubs were represented. Charles B. Sala, of Canton, was elected treasurer of the affiliation. The Cleveland organization will be the host at the convention to perhaps 300 delegates from the other three cities. The convention will be held January 27, 1917.

The Seattle Ad Club has decided to offer \$30 in prizes for the best full-page newspaper advertisement copy submitted during the ad show and pa-

## AD CLUBS TO CO-OPERATE

Plan to Concentrate Advertising Efforts in Southern California.

Plans for the formation of a co-operative advertising and promotion association of southern California, worked out by a special committee of the Los Angeles Ad Club, have been approved by the directors of the Ad Club. Officers of the Chambers of Commerce of southern California territory have approved of the idea of co-operation. The plan contemplates bringing every organization in southern California together, on a co-operative basis, pooling appropriations, and concentrating all efforts to an advertising character that may benefit the section at the least expense.

The proposition was presented to the secretaries, at a recent meeting, by A. S. Dudley, assistant secretary of the Los Angeles Chamber, in the form of a communication from the Ad Club. It was enthusiastically received, and while no definite action was taken the delegates promised to present the plan and speak favorably upon it to their respective chambers.

gent which opens in the Arena September 5. This is to be on "Seattle," its advantages from all standpoints and its future prosperity. The contest to be open only to Seattle people.

The advertising department of the high schools will at once start the contest. Prizes will be awarded at the show the opening night. Experts will judge the copy by number only.

The Seattle Press Club has also taken an active interest in the big ad show and pageant. It has decided to send six delegates to join with the other leading civic and commercial organizations in assisting in the opening night ceremonies.

"The Psychology of Newspaper Advertising" was the subject of an address delivered by George H. Eberhard, president of the George F. Eberhard Company, at the San Francisco Ad Club's weekly luncheon last Monday. Advertising should be written so as to persuade the strong individuals and the others will follow, he said. Isidor Jacobs, president of the California Canners Company, discussed conditions that may exist after the war. Next Monday the speakers will be Walter W. Cribbins, formerly of the Oakland Chamber of Commerce, and now president of the Pacific Coast Association of Ad Clubs, and H. C. Capwell.

The annual outing of the Pen and Pencil Club of Philadelphia will be held Sunday, August 27. Members are planning an innovation for this year's celebration in the form of a motor sociability run. A four-hour run is scheduled and a number of unusual features will mark the event.

The run will start at the clubhouse, 1026 Walnut Street, and its objective will be the property of the Philadelphia Motor Speedway Association at Warminster, Pa. Nearly a hundred motor cars will carry the members to the scene of the outing and back to the clubhouse.

Newspaper men from all parts of the East, accompanying the party of Charles E. Hughes, were guests of the Portland (Ore.) Press Club at an informal dinner, after the return from the Columbia River Highway trip.

The forty-seventh annual meeting of the Northern Indiana Editorial Association was held this year at Rochester. An interesting entertainment was provided.

## OFFENSIVE & DEFENSIVE ALLIANCE OF UNIONS

Five Great Unions of the Printing Trades Find Mutually Satisfactory Co-operative Basis—Petition Federal Trade Commission for a Hearing on News Print.

BALTIMORE, Md., August 22.—The sixty-third annual convention of the International Typographical Union, in session in Baltimore this week, authorized its executive council to get in communication with the Federal Trade Commission and arrange for a hearing before that body at the earliest opportunity with the purpose to use every honorable means to aid publishers in readjusting the news print market and safeguard the interests of members of the International Typographical Union.

This action was taken largely upon the recommendation of President Scott, concurred in by the committee on laws, as follows:

During the past year our scale negotiations have been materially influenced by the rapid advance in the cost of practically every article used in printing of all descriptions. Because of the increased cost of paper the volume of printing has been reduced. It is a fact that many newspaper publishers are unable to obtain paper sufficient to meet immediate requirements. Publishers having contracts are supplied with a minimum quantity from day to day, and orders accepted months ago are undelivered, while more recent orders at higher prices are being filled.

We should not underestimate the possibilities of this situation. The grip of the Paper Trust is choking the life out of some of the weaker publications. Narrow margins of profit have been turned into serious deficits. Many publishers have been forced to reduce the number of pages printed, and unless some relief is afforded the printing industry may soon be in a completely demoralized condition and thousands of our members thrown out of work.

The interests of the International Typographical Union demand that we use every active and honorable means to aid publishers in readjusting the news print market. We recommend that the executive council be authorized to get in communication with the Federal Trade Commission and arrange for a hearing before that body at the earliest opportunity, and that it be instructed to use every honorable means at its command to safeguard the interests of members of the International Typographical Union.

Delegate Thomson (Cleveland), of the committee on resolutions, spoke as follows on the paper situation, in support of the recommendation:

"Mr. President:

"This convention could remain in session during the entire year, pass and define laws on working conditions on proper apprentice training, on plans for more equitable distribution of work among our members and the manner in which situations should be given out—and still be unable to reach the milk in the coconut.

"The laws regulating shop work and contracts with employers will fall of their own weight when the volume of printed matter is radically curtailed and the labor supply is in excess of the demand. For that reason we should concern ourselves with legislation that will free the printing industry from the machinations of the news print jobbers and manufacturers.

"It is not the view of an alarmist

when we say to the membership that unless the greed of the print paper manufacturers and the jobbers is curbed the very vitals of the printing industry will be destroyed by a cancerous growth whose roots have already paralyzed commercial printing and are now reducing the number of printed pages of the daily press. Let me quote you some figures I obtained from managers of newspaper institutions. Within the last month a contract was signed by one publisher that is \$220,000 in excess of last year for the same number of tons specified in his previous contract. And this publisher told me that he had made a splendid bargain in face of the news print agitation. Another publisher said his contract was fairly good for a minimum daily supply, but everlasting woe would be his when he was forced to enter the open market for anything above the minimum. He could be held up for any old price—\$60 to \$75 a ton—and being gagged and handcuffed could make no resistance.

"The increased cost in white paper to a Southwestern publisher is set down at \$196,000 for the next twelve months.

"A Northwestern publisher pays \$60 to \$65 a ton for paper bought in the open market. In Chicago we have it that a publisher has bought 150 tons at \$70 per ton. Two New York publishers have paid and are now paying \$60 a ton for extra paper to meet their needs.

"Take a pencil and paper and classify in your mind this prohibitive price of news print and what it means. It amounts to hundreds of thousands of dollars confiscated from newspaper earnings. To many struggling newspaper institutions it means a barren cash register and a padlock on the counting-room door.

"The year 1916 has been an exceptional one in the newspaper business. The increased volume of advertising and circulation created extraordinary demands on the mills for increased delivery. Up to date there is no appreciable lessening of demand for paper, the mills are running full capacity, and there seems to be no probability that mills will be able to supply the anticipated increased fall and winter demand. Let me quote a letter to President Scott from one of the leading publishers of the United States, and it will show you what can happen if the news print manufacturers continue their skyrocketing of prices:

"The news print situation is becoming very desperate. The newspapers are not able to get all the paper they need to publish normal size papers at this time. What in the name of heaven will happen when we have to increase the size of our papers in the fall nobody can tell. The only salvation in this situation is to increase the supply of paper. Apparently the only way to increase the supply of paper is to have the mills operate on Sunday. None of us believe in Sunday work when Sunday work can be avoided, but in a desperate emergency like this Sunday work is as necessary for the safety of the newspapers and all the men employed upon them as Sunday work is necessary on newspapers themselves.

"If we have to cut down the size of the papers any further—and we shall have to cut them down if the supply of paper is not increased—tens of thousands of newspaper workers in the mechanical departments and the editorial departments will have to lose their jobs."

President James J. Freel, of the International Stereotypers and Electrotypers' Union, in his address to the National

Convention of the International Typographical Union here this week, in referring to the news print situation, said:

"... Then your President goes on to propose a remedy for that condition. Now I would like to say that that condition not only confronts the members of the International Typographical Union, but other trades-unionists. Your President says in the beginning that scale negotiations have been materially influenced by the rapid advance in the cost of practically every article used in printing of all descriptions. That same condition we find in our negotiations. It is a serious proposition—the increased cost of paper—whether the increased cost has been brought about through a combination that cannot be justified, I don't know, but it is a serious proposition. I was talking a couple of weeks ago to a publisher of a newspaper in a very large city. This newspaper is a successful newspaper. It employs quite a large number of all the members of the international printing trades unions, with the exception of the bookbinders. Of course, they have not any members working there. And that publisher told me that it was absolutely impossible for him to make a contract or to get a contract that would provide him with paper to print his newspaper; that he was only receiving deliveries from day to day, and he told me this: that unless that condition can be immediately improved it will mean, 'as far as I am concerned, the suspension of this newspaper.' Now, that is a big proposition. We are suffering as your members are from the curtailment of forces caused by the reduction of the size of the newspaper. We are all suffering from that. I want to impress upon you the seriousness of this proposition. I want to say that as far as our international organization is concerned, that we will gladly join hands with the International Typographical Union in endeavoring to remedy this condition."

One of the important results of the convention was the adoption of the recommendations of President Berry, of the International Printing, Pressmen, and Assistants Union looking to the organization of an offensive and defensive alliance of the five international unions of the printing trades.

The following resolution embodying Pres. Berry's ideas was unanimously adopted:

Whereas, It is recognized that the interest of the printing trades' artisans can best be conserved by cooperation and federation for offensive and defensive purposes, and

Whereas, The subject of closer affiliation has been under consideration for several years, and it is believed that the early consummation of the plan is for the general good, and

Whereas, It is intended that the plan for joint offensive and defensive action is to be founded upon the principles of mediation, conciliation, and arbitration with a view of advancing the best interest of the industry in which we are engaged, and

Whereas, It is recognized that the organization of a federation or a system of closer affiliation can best be maintained wherein equal rights and privileges are guaranteed to the respective international unions and their membership therein, and that as such the burden of maintenance should be equally shared by the individual members of the several international unions, disregarding the question as to which of the international unions embrace the greater or lesser number of individuals, simply proposing to allot to the individual, regardless of the union in which he is affiliated, equal responsibility, and

Whereas, It is conceded that the interest of any member of the five international printing trades unions very properly has to do with the interest of the whole, and as such any federation or system of closer affiliation should apply in protecting or advancing the interest of any member or members of any of the five international printing trades unions, regardless of their location and position of employment, the simple precaution being required that no industrial con-

## NEW JERSEY'S PRESS AGENT

Man with No Newspaper Experience Chosen for Unique Post.

It has been announced at Trenton, N. J., that, from this time forward, the State of New Jersey will have a press agent in the person of Edward C. Stover, jr., of Trenton, who has just been appointed publicity agent for the Department of Conservation and Development, the appointment being made by Alfred Gaskill, Director of the Department. The salary is \$1,800 a year.

Stover passed third in the examination recently held by the Civil Service Commission for the place. Director Gaskill in making his selection, therefore, passed over the heads of the first and second men on the list of eligibles. They are Frank A. Reddan and John L. M. Kelly, both of Trenton, and newspaper men.

Stover has had no practical newspaper experience.

Conflict can be precipitated except after every honorable effort has been put forth to adjust the existing differences amicably and equitably, and

Whereas, The importance of a system of federation or closer affiliation is essential and imperative, and believing that no action upon the part of any one or more of the five international trades unions should be taken that would in the slightest manner abridge or minimize the possibility of an early consummation of the plan of federation or closer affiliation herein annunciated, and

Whereas, The evolution of the industry indicates the importance of federation or joint action not only as regards the interest of employees of the industry, but it is likewise important to the welfare of the employer, it being conceded that the best and most practical results can be attained wherein some uniform and definite cost price in the labor of industry is determined. Any action of contractual relationship that would delay or prevent the establishment of blanket contractual relationship with the employers is in direct conflict with the principles upon which the plan of joint offensive and defensive action for the welfare of the units of the industry has been conceived, and

Whereas, The plan of federation or closer affiliation has not been accepted by all of the five international unions, it being desirous than an early ratification of the principle be had by all, it is agreed by the representatives of the five international unions assembled that they shall exert their fullest influences to the end of having the principle herein enunciated approved by their organization, and

Whereas, It is recognized that some system of organization is essential to the successful consummation of the plan herein proposed, not only as it has to do with securing the confirmation of all of the unions of the printing industry, but likewise as it has to do with the preparation of a definite plan embodying the principle herein in contractual form; therefore be it

Resolved, That the representatives of the five international printing trades unions, to wit, the International Typographical Union, the International Printing Pressmen and Assistants Union, the International Brotherhood of Bookbinders, the International Stereotypers, the International Photo-Engravers Union, assemble themselves into a committee to be properly recognized and maintained for the purpose aforesaid, and that all parties hereto bind themselves to continuous effort so that an early consummation of a permanent, stable, and responsible institution for offensive and defensive purposes will have been perfected.

It will be remembered that several years ago the executive council of the International Typographical Union was authorized to enter into negotiations with the officers of the various unions connected with the printing trades for the purpose of trying to formulate an agreement for closer affiliation. At that time it was decided by the representatives of the various international unions connected with the printing trades that if an effective organization was formed it would be necessary to establish a defence fund of considerable proportions, and it was agreed that it would require an increase in the per capita tax of 10 cents per month per member to finance a proposition of this kind, this meaning about \$70,000 per year that must be contributed by the membership of the International Typographical Union.

The International officers made a report to the Providence Convention of 1914, but the body refused to order a referendum vote.

**TIPS FOR THE AD MANAGER**

The McKibbin hat and McKibbin furs will be advertised this year in a somewhat larger than usual list of Northwestern dailies and weeklies. Some 84-line hat copy and 168-line fur copy has already appeared. The business is being placed by the Corning Agency, St. Paul.

The Hotel Publicity Corporation, 23 West 31st Street, New York, is making trade deals for the Capitol Park Hotel, Washington, D. C.

Wilson & Co., Meat Packers, formerly Sulzberger & Sons Co., Chicago, are placing their advertising through the Mahin Advertising Company, 104 South Michigan Avenue, Chicago.

Carlton & Hovey Co., Father John's Medicine, Lowell, Mass., are again placing contracts with newspapers in selected sections.

H. K. McCann Company, 61 Broadway, New York city, who is handling the advertising of the Republican National Committee, has begun to place orders with newspapers in Pittsburgh, Newark, Philadelphia, and Baltimore. Other cities may be taken up later.

Dorland Advertising Agency, Atlantic City, N. J., and 366 Fifth Avenue, New York city, is placing 150-line 4-col. copy "To Britons Overseas" for the Bank of England, with a few large city newspapers.

Lord & Thomas, Mellers Building, Chicago, Ill., are making 10,000-line contracts with Middle West newspapers for the Woods Motor Vehicle Company, Chicago, and Harvey, Ill.

The Hughes campaign advertising for New York State is being placed by Churchill-Hall, 50 Union Square, New York city.

**Advertising Agents**

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

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

**ARKENBERG SPECIAL AGENCY,**  
702A World Bldg., New York  
406A Madison Ave., Toledo, O.

**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. Beekman 3636

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

Witt K. Cochrane Advertising Agency, Boyce Building, Chicago, is placing orders with New York city newspapers for the American Tobacco Company, "Lord Salisbury Cigarettes," 111 Fifth Avenue, New York city.

Darlow Advertising Company, World-Herald Building, Omaha, Neb., is again placing 1-inch 1-time a week orders for a year with some Western newspapers for the Skinner Manufacturing Company, Omaha, Neb.

J. H. Cross Company, 214 South 12th Street, Philadelphia, Pa., is contracting for space in some Pennsylvania newspapers for the Penn Tobacco Company.

Hanff-Metzger, 95 Madison Avenue, New York city, are placing orders for the National Democratic Committee in cities where Mr. Hughes speaks.

Hawley Advertising Company, 347 5th Avenue, New York city, is placing orders for the Cosmopolitan Magazine Company, September issue, 119 West 40th Street, New York city.

Russell Law, 52 Broadway, New York city, is placing one-time orders with some large city newspapers for Canfield & Guiss, Bonds of Consolidated Petroleum Corporation, 1 Wall Street, New York city.

The Fuller Agency, Chicago, Ill., is sending out 38-line copy, six times, in a few newspapers for M. H. Jackson.

The Massengale Agency, Atlanta, Ga., is using 5,000-line space for one year in a few papers, for the Anderson Motor Car Company, Rock Hill, S. C.

G. L. Dyer Company, New York city, is placing 16-inch 5-time orders in a few papers for the Remington U. M. C.

Sherman & Bryan are sending copy to the Pacific Coast newspapers on A. S. Haight, Lackawanna Underwear.

Kendal Company, New York, is using 92-line space 4-times, in a few Southern papers for Du Bonnet advertising.

The P. F. O'Keefe Agency, Boston, is making contracts with newspapers and farm papers throughout the country, but especially in the West, for Winchester Repeating Arms Company publicity. The same agency is also placing the advertising of the J. L. Whiting & Adams Company, manufacturers of brushes of all kinds.

The C. I. Hood Company, Lowell, is making renewal contracts with newspapers generally.

The James T. Wetherald Agency is making two-year contracts with newspapers throughout the West for Lydia E. Pinkham.

M. Steinart & Sons, piano manufacturers, Boston, are making contracts with New England newspapers wherever stores sell their product.

The L. S. Starrett Company of Athol, Mass., manufacturers of fine tools, have a new agent in the person of Walter E. Snow.

R. Wallace & Sons, jewelry manufacturers, report most excellent results from a merchandising campaign conducted by the Greenleaf Co., Boston. This company is placing a large amount of advertising for the Foster Rubber Heel Co., manufacturers of Cat's Paw heels.

The Holstein-Friesian Association of Brattleboro, Vt., is advertising in a selected list of farm papers and magazines. The A. W. Ellis Agency, of Boston, places the copy.

Husband & Thomas, Chicago, will handle the extensive newspaper advertising campaign of the Pullman Co., planned to start in September. The campaign will be similar in character to that of the American Telephone and Telegraph Co.

Henri, Hurst & McDonald, of Chicago, are now handling the advertising of the following accounts: J. I. Case Plow Works, Racine; Wallis Tractor Company, Racine; Richardson & Boynton Furnace Co., New York; Hayes Pump & Planter Co., Galva, Ill., and the Walton School of Commerce, Chicago.

The Vacuo-Statia Company, manufacturer of carbon papers and typewriter ribbons at Rochester, N. Y., has placed its advertising account with Carney & Kerr, Inc., New York. This agency has also secured the account of the National Military Tactics Company, Louisville, Ky., which makes a new military game.

The Triangle Advertising Company, 39 West 32d Street, New York city, is placing orders with a select list of newspapers for John H. Powers & Co., stock of Bour-Davis Motor Car Co., Chicago.

George Batten Company, Fourth Avenue Building, New York city, will shortly place orders with a number of Middle West newspapers for the Merrill-Soule Company, "None-Such Powdered Milk," North Franklin Street, Syracuse, N. Y.

The J. Walter Thompson Company, 44 East 23d Street, New York city, which represents the Silk Association of America, Spool Silk, 354 Fourth Avenue, New York city, will, it is reported, in the near future, start a newspaper campaign in New York city, Philadelphia, Chicago, Cleveland, and Baltimore. It is also reported that the Root Newspaper Association will handle part of the business.

The Bloomingdale-Weiler Advertising Agency, 1420 Chestnut Street, Philadelphia, Pa., is placing orders with some Pennsylvania newspapers on account of the Allentown, Pa., State Fair.

The Taylor-Critchfield-Clague Company, Brooks Building, Chicago, is making 5,000-line contracts with Middle West papers for the Dawson Springs Company.

George Batten Company, Fourth Avenue, New York city, is placing orders for the U. S. Cartridge Company, 111 Broadway, New York city, with a few newspapers in cities where the company makes arrangements with dealers.

Frank Seaman, 116 West 32d Street, New York city, is making contracts for 5,000-line space with Middle West newspapers for the Studebaker Corporation—Studebaker automobile.

**Small Dividend for Stamp Collectors**  
LOUISVILLE, Ky., August 24.—The affairs of the Home Merchants Trading Stamp Company have been wound up here, so far as the bookholders are concerned. Checks were sent for a first and final dividend of 5 per cent. on all claims that were filed with George A. Brent, referee in bankruptcy. Hundreds of holders of trading stamp books who presented claims amounting to several thousands of dollars were hit by the company's failure.

**AD FIELD PERSONALS**

The advertising department of Davidson Bros. Company, of Sioux City, Iowa, is now under the management of A. W. Shafer. Mr. Shafer has had experience in New York and Chicago, and before going to Sioux City was assistant sales manager of "Schuster's," operating three large stores in Milwaukee.

C. C. Winningham, sales manager and director of advertising of the Hudson Motor Car Company, of New York, has now taken full charge of the advertising department since W. L. Agnew, who was advertising manager, resigned. Owing to the growing importance of the advertising department, Mr. Winningham will devote considerably more time to it than heretofore.

Bennet Friedman, of the Jesse M. Joseph Advertising Agency, of Cincinnati, has returned home from a three weeks' trip, combining business and pleasure. His itinerary included New York, Philadelphia, Baltimore, Washington, Ocean View, Va., and Atlantic City.

George Batten, of the Batten Advertising Agency, is a noted breeder of Jersey cattle, and will enter an exhibit at the Kentucky State Fair, in September.

Charles Kuehn, for six years assistant advertising manager of the Packard Motor Car Company, at Macon, Ga., has resigned to accept a position with the Cheltenham Advertising Agency, of New York, and will take up his new duties immediately. Mr. Kuehn is regarded as an authority on printing and engraving. He is a native of Detroit, and has scores of friends in the advertising and publishing business throughout the country.

Miss S. Anna Eales, for several years prominently identified with newspaper life in Bridgeport, Conn., is now filling a responsible position with Meigs & Co. in their advertising department. Miss Eales gained her first newspaper knowledge with the Bridgeport Standard, and later joined the staff of the Bridgeport Telegram as assistant to the editor of the woman's page. Shortly afterwards she was made editor of the page, which position she filled capably until resigning, a couple of weeks ago, to enter the advertising field. Miss Eales is particularly fitted to her new work.

Jacob G. Moses, of the Moses Advertising Service, Baltimore, believes in intensive advertising. In an address before the Baltimore Ad. Club recently, Mr. Moses suggested that if the newspapers increased their advertising rates materially it would lead to a more intelligent and profitable use of that space by advertisers.

H. J. Kenner, of the Vigilance Committee of the A. A. C. W., talked last week to the members of the Baltimore Ad Club of the work he is doing in hunting down fake advertisers.

A. J. Meister has been engaged as advertising manager by Henry Siegel, for the latter's new retail store, the Emporium, located on Broadway corner of Thirty-fifth Street.

Howard Nickerson, who has been in the New England field several years, will be given a banquet on August 30, before he leaves for a new position in New York with the George Batten Company.

Frank F. Farnham, for several years with the Walter B. Snow Agency, of Boston, has severed connection with that firm and is now with the Electric Railway Journal, New York.



AD FIELD PERSONALS

Mayor Curley appeared in the limelight as an advertising writer Tuesday when all the Boston papers carried large space on what he had to say about the big show given by the Rexall people Wednesday night for the benefit of the soldiers' families. There was a punch in every line.

J. J. Findlay, formerly of the advertising department of Hibbard, Spencer & Bartlett, wholesale hardware, has been placed in charge of the service department of Stavrum, Thomson & Bennett, Chicago.

A. W. Thompson, who has represented N. W. Ayer & Son in Ohio and Michigan for several years, on September 1 will become secretary and sales manager of The Washtik Company, of Toledo, Ohio, which is to market a mattress of new construction.

B. A. Meador, formerly manager of the retail department of the Phillips & Buttorff Manufacturing Company, of Nashville, Tenn., has been made manager of the advertising department which has just been created.

Herbert Durand, has been placed at the head of the service department of the Nelson Chesman & Company Advertising Agency, with headquarters at St. Louis. He has been associated with this agency for twelve years, having been manager of the New York office for the last six years.

Norman E. Boyesen, for several years advertising manager of the Farmers' and Drovers' Journal, and since 1914 connected with the National Railways Advertising Company, resigned last week to join the Burnet-Kuhn Advertising Agency.

H. L. Kanter, who has been associated with F. S. Kelly, publishers' representative in Chicago has been elected secretary of James A. Young & Co., also publishers' representatives in Chicago.

Clarence J. Collins has been placed in charge of the mail order business of the Ernest J. Goulston Advertising Agency, Boston.

A. F. Nagle, Jr., has been made vice-president of the W. F. Long Company, Inc., publishers' representative, with offices in New York and Chicago. This company has appointed C. D. How, Western manager with headquarters in Chicago.

The Wilson H. Lee Company, New Haven, Conn., has appointed Lee H. Hills as a representative of the company. He has been associated with Hoyt's Service, Inc., New York, for over five years.

The Western Agency has been established in Racine, Wis., in connection with the business of the Western Printing & Lithographing Company.

Alfred W. Breuninger has been appointed manager of the production department of the Atlas Advertising Agency, New York. For over five years he was with N. W. Ayer & Son.

Following the resignation of H. J.

Winsten as advertising manager of the Chicago-Kenosha Hosiery Co., his work will be divided between R. N. Kimball, general manager, and E. J. Hansen, second vice-president. The company has no intention of relaxing its advertising work.

John L. Meyer, former well-known Milwaukee newspaper man, who has occupied executive capacities in the Kellogg Toasted Corn Flake Company, Battle Creek, Mich., for the last four and a half years, has resigned, to return to Milwaukee to become active head of the Meyer News Service Company, which he and his brother, Leonard E. Meyer, organized something more than eleven years ago.

R. H. Evans is the new advertising manager of the American Gas Machine Company, Albert Lea, Minn. Mr. Evans has been advertising manager for the Northwestern Steel & Iron Works of Eau Claire, Wis., for the past five years.

The Noble T. Praigg service agency has moved to Indianapolis from Portland, Indiana, where it was established five years ago. G. R. Graham, E. S. Shepherd, and K. B. Praigg will continue their connection with the agency.

BOSTON AD FIELD PERSONALS

J. M. Sturgis, of the George Batten Company, is to leave the Boston office of that concern to fill a similar position to the one he now holds in the New York office.

George B. Terrien, of the Butterick Trio, has joined the staff of the New York office. He has been the New England representative of the Ladies' World for some time.

William J. Colby, formerly with the Bennett Publishing Company, is now connected with the McGrath-Shevell Press.

Walter Anderton and Donald McArthur, two well-known Pilgrims, are at Sebago Lake for an outing.

Albert W. Finlay, president of the George A. Ellis Company, has been elected to the National Commission from the Graphic Arts Company.

Albert C. Walte, advertising manager of the Wright Wire Company, has returned from a month spent at Plattsburgh.

F. M. Barbour and Edward F. Cullen have their business address at 42 Broad Street.

Through the courtesy of J. J. Lannu, of the Braves, the annual "day" of the P. P. A. will be held August 31, the last day of the St. Louis series.

CIRCULATION MAN ARRESTED

McClure, of Plain Dealer, Charged with Conspiracy in Automobile Theft.

CLEVELAND, O., August 23.—Fred M. McClure, circulation manager of the Cleveland Plain Dealer; Earl Bracker, another Plain Dealer employee, and two other men, were arrested Tuesday night, August 22, by city detectives, charged with complicity in the theft of two automobiles. Recovery of the automobiles by the detectives led to the arrests. It is charged one of the cars was taken from in front of Hotel Statler, this city, and the other from a street in Toledo. The cars had been missing for two months.

The alleged complicity of the Plain Dealer men in the deal is a surprise and regret to the management of the newspaper, as both were held in high esteem. Mr. McClure has been with the Plain Dealer for twelve years, and for the last seven years in charge of the circulation department

The Following Newspapers are Members of THE AUDIT BUREAU OF CIRCULATIONS

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

<b>ALABAMA.</b>	<b>NEW JERSEY.</b>
NEWS ..... Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039, Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	JOURNAL ..... Elizabeth
	PRESS-CHRONICLE ..... Paterson
	COURIER-NEWS ..... Plainfield

<b>CALIFORNIA.</b>	<b>NEW YORK.</b>
EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER & ENQUIRER ..... Buffalo
MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A.B.C.	IL PROGRESSO ITALO-AMERICAN ..... New York
THE PROGRESS ..... Pomona	DAY ..... New York The National Jewish Daily that no general advertiser should overlook.

<b>GEORGIA.</b>	<b>NEBRASKA.</b>
JOURNAL (Cir. 57,531) ..... Atlanta	TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
CHRONICLE ..... Augusta	

<b>ILLINOIS.</b>	<b>OHIO.</b>
HERALD-NEWS (Circulation 15,190) ..... Joliet	VINDICATOR ..... Youngstown
STAR (Circulation 21,589) ..... Peoria	

<b>IOWA.</b>	<b>PENNSYLVANIA.</b>
REGISTER & LEADER ..... Des Moines	TIMES ..... Erie
EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity.	DAILY DEMOCRAT ..... Johnstown
SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMES-LEADER ..... Wilkes-Barre

<b>KENTUCKY.</b>	<b>TENNESSEE.</b>
MASONIC HOME JOURNAL ..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	BANNER ..... Nashville

<b>LOUISIANA.</b>	<b>TEXAS.</b>
TIMES-PICAYUNE ..... New Orleans	CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

<b>MICHIGAN.</b>	<b>UTAH.</b>
PATRIOT (No Monday Issue) ..... Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	HERALD-REPUBLICAN ..... Salt Lake City

<b>MINNESOTA.</b>	<b>VIRGINIA.</b>
TRIBUNE, Morning and Evening ..... Minneapolis	DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.

<b>MISSOURI.</b>	<b>WASHINGTON.</b>
POST-DISPATCH ..... St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average ..... 375,428 Daily average ..... 217,228	POST-INTELLIGENCER ..... Seattle

<b>MONTANA.</b>	<b>CANADA.</b>
MINER ..... Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	ONTARIO
	FREE PRESS ..... London

ROLL OF HONOR

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

<b>ILLINOIS.</b>	<b>NEW YORK.</b>
SKANDINAVEN ..... Chicago	BOEILETTINO DELLA SERA ..... New York

**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

# Circulation News, Views, and Observations

**T**HE Audit Bureau of Circulations in its report for Sept. 30, 1915, stated that 88.6 per cent of the Louisville Herald's Sunday circulation in the city of Louisville was delivered by carrier. Its competitor showed 23 per cent of its city, Sunday circulation, delivered by carrier.

"The paper that goes home" in Louisville is

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

**THE PITTSBURG LEADER**

NET PAID CIRCULATION 84,036

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

Now More Than

70,000

**The Sunday Item**

New Orleans, La.

The Edmonton (Alberta) Journal, has discontinued the publication of its weekly edition, and will in future concentrate attention on its daily evening edition.

CAPACITY: A condition where there is always room for one more.

## MADE SUCCESS OF TWO CIRCULATION CONTESTS

Manager Lackey, of Memphis (Tenn.) News-Scimitar Tells How That Paper Got New Subscribers and Gave Workers Substantial Rewards in Cash and Travel—A Striking Record.

Joseph H. Lackey, circulation manager of the Memphis (Tenn.) News-Scimitar, who has conducted two successful circulation contests in the last two years, tells, as follows, how the desired results were obtained:

"In planning our contests we attempted to reap the benefits that undoubtedly accrue, where they are honestly and efficiently conducted, and to eliminate the objectionable features that sometimes bring unfortunate results.

"One of the most objectionable features of the average contest is the failure to provide a reward for the defeated candidates. This feature causes nearly all of the trouble and complaint that usually follows in the wake of a contest, except where there is downright fraud and deception.

"It pays to reward all, even though the consolation prizes are small in comparison with the work done. When a defeated contestant realizes that her efforts have not been entirely in vain, she does not feel the defeat so keenly and does not hold a grudge against the paper.

### MADE FRIENDS OF CONTESTANTS.

"We announced in the beginning that cash prizes equal to 10 per cent. of the amount paid in on new business would be given to those failing to win a trip. The amount thus spent was small, but it was one of the best investments we ever made. Instead of making an enemy of every defeated candidate, they were our friends.

"In addition to the cash reward, every girl polling a certain number of votes (the number that we considered necessary to repay the expense of a trip, figured on a liberal commission basis), was awarded a trip anyway, although she lost out under the original terms of the contest. An extension of time was given within which to make up the required number of votes.

"In our recent contest we divided the city of Memphis and outside territory into sixteen districts. The girl obtaining the highest number of votes in each district was awarded a tour and the one polling the highest number of votes in all of the districts was awarded two trips and was allowed to take as her guest, any lady member of her family or lady friend.

"The contest was conducted along safe and conservative lines, the chief idea being to get as much new business as possible and to prevent dissatisfaction. The monetary returns were satisfactory, though not extra large. We did not care to collect too great an amount in advance from our old subscribers. About 60 per cent. of total collections was from new business, and approximately 4,000 new subscribers were secured in each contest. The ratio of expense to income was just about the same as with other methods of circulation promotion. This method, however, had many advantages that other methods do not have,

notably in the amount of desirable publicity that we got, and the number of new friends acquired for the paper.

### USUAL FRICTION AVOIDED.

"I have never had any personal experience with professional contest experts or syndicates, and hence cannot speak authoritatively as to their work. Possibly they might get much larger cash returns from a contest than when conducted by the paper's own force, but I am perfectly well satisfied that they could not conduct one where the relations between the paper and the participants were more cordial and friendly, even after the close of the contest, than was the case with the two contests that we ran.

"I see no reason why the average circulation force should not successfully conduct its own contests. When thus conducted the usual friction with subscribers and contestants is avoided.

"With the exception of three high-class outside men who took the place of three regular solicitors, no extra help was employed. The additional work made necessary by the contest was divided out among the circulation force, enabling us to economize without putting an undue burden on any one.

"Our first tour was to the Pacific Coast with stops at the Grand Cañon, Los Angeles, San Diego, Salt Lake City, Denver, Colorado Springs, and St. Louis, with a week's stay at San Francisco and the Panama-Pacific Exposition. We chartered a Pullman car for the entire journey.

"This year's tour comprised a day in Richmond, two days in Washington, one day in Norfolk, five days in New York city, and one day each at Niagara Falls, Detroit, and Chicago.

"The journey from Washington to Norfolk, from Norfolk to New York, from New York to Albany, and from Buffalo to Detroit was made by steamer, adding greatly to the comfort and enjoyment of the party.

"It was an ideal trip, and every girl reports a most enjoyable time.

"Considered from every standpoint, both contests were successful, and we do not hesitate to recommend their efficacy as circulation builders when honestly and efficiently conducted."

### Oregonian Circulation Stimulators

The Portland Oregonian is using quite an extensive list of premiums for mail solicitation. The daily and Sunday Oregonian sells at \$8 a year, \$4.25 for six months, \$2.25 for three months, and 75 cents a month. One premium offer is a self-filler fountain pen with a six months' subscription to the Daily Oregonian at \$3.75. Other premium offers are, a two-piece carving set, a Hawkeye Wrench, a Speedy Stitcher, a De Luxe Sewing Set, and a set of six beautifully decorated heavily plated silver teaspoons.

### To Stop Newsboys Yelling at Night

The ordinance committee of the Atlanta (Ga.) Council has approved the city anti-newsboy-yelling ordinance.

The anti-newsboy-yelling ordinance was introduced by Alderman Kelly at the last meeting of Council. It stipulates that no newsboys be allowed to yell out their papers for sale outside the fire limits in the residential districts between the hours of 9 P. M. and 9 A. M.

### WANT RETURN PRIVILEGE

New York City Newsdealers Assert New Policy Means Hardship.

The newsdealers of the city held a mass meeting of protest on Wednesday night against the recent decision of all morning newspapers except the Herald which prevents them from returning unsold copies.

At the meeting, held under the direction of the New York Newsdealers' and Stationers' Protective and Benevolent Association, in Terrace Garden, a resolution was adopted unanimously calling upon all New York publishers to grant a reasonable return privilege.

With the prices of all commodities rising, the merchants who sell the newspapers to the public found the problem of profit more vexing than ever. They were not prepared for the change in business methods which said they must pay for all papers they received whether they sold them or not.

### Circulation Notes

Sixty-one carriers of the St. Paul Dispatch and Pioneer Press, as a reward to winners of the June circulation contest, are enjoying a week's outing at Bungalow Beach, Amery, Wis. The boys were transported on a special railway car, and all expenses are paid by their employers. The party is living in cottages and taking its meals at the hotel. The boys are in charge of R. W. Wohlford, city circulator, assisted by Frank Sanford, district manager No. 2, whose territory showed the largest gain. This is the fifth annual outing of winners in these contests.

The Hartford (Conn.) Post uses display space in its advertising columns to recruit its force of newsboys. The purpose of the campaign is to enlist boys, now on school vacation, in pushing the city sales of the Post.

The Pittsburgh Chronicle-Telegraph is one of many newspapers using the Wheeler Syndicate's novel feature, "The Dot Circus." The appeal is chiefly to young readers. In the uncompleted pictures presented a part of the space is filled with numbers. Tracing with a pencil from No. 1 to the final numeral the reader is able to produce an amusing picture, completing the design of the artist.

The Boston Journal contributed a silver cup as a trophy to be contested for by the members of the Boston Press Club in the golf tournament held this week at Wollaston.

The Albany (N. Y.) Knickerbocker Press boasts a baseball team of real class among semi-professional organizations. On August 27 this team is to meet the Saratoga Baseball Club; and its season schedule does not end until October 1.

The Indianapolis News Newsboys' Bank was the feature of the Johnson County fair, held at Franklin, Ind., entertaining a crowd of 10,000 people. It is the proud boast of Circulation Manager Schmidt that this musical organization beats all creation.

The Wichita (Kan.) "Eagle Family Picnic" brought together, for a recent outing, more than 300 of the employees and friends of that hustling newspaper.

**NEWSPAPER ACTIVITIES IN MANY CITIES**

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

The Shreveport (La.) Times, of which Col. T. B. Goodwin is general manager, recently issued a special auto edition which, it is claimed, sets a mark at which other Louisiana dailies may shoot for a long time to come. The edition was inspired by the national touring week. It carried a large volume of auto advertising.

The Warrensburg (Mo.) Star conducts a limerick contest on novel lines. Writers of limericks are required to use the names of classified advertisers in their verses. This gives especial local flavor, and focuses interest on the classified pages.

The Paterson (N. J.) Press-Guardian is printing a great volume of classified advertising—specializing on real-estate ads. A standing half-column feature of the classified pages consists of a list of fifty local real-estate dealers who have adopted the slogan, "Do it for Paterson." This forms a sort of honor-roll of regular users of space in the Press Guardian.

The Kearney (Neb.) Morning Times—and many other dailies throughout the country—runs a daily boxed feature under the heading, "Why the Ads Are Important to Women." In each issue a new argument is offered. This is effective in cultivating that priceless asset—reader-responsiveness to advertising.

The Lyons (N. Y.) Republican, edited by Charles H. Betts, issued a very unusual edition in celebration of its ninety-fifth birthday. The issue comprised thirty-six pages, filled with articles by some of the most distinguished politicians and writers in the country. While the size of the edition was worthy of comment, thirty-six large pages, it is not the size that makes the paper remarkable, but the quality of the special articles it contains. Probably no one issue of a weekly journal ever published in the United States contained articles by so many prominent men as this issue of the Republican. Editor Betts is entitled to the compliments of all his brother editors for the excellent work done on this ninety-fifth anniversary edition.

What Cleveland (O.) folk don't know about their own town was played up in a humorous half-page article in the Cleveland Press the other day. Every member of the staff contributed some experience to the article. Each reporter interviewed at least one person on the streets, and the answers were funny in the extreme. The whole made pleasant reading for the hot weather.

Civic uplift is the keynote to the movement being put on by the Cleveland (O.) News in connection with the display of the motion picture, "World Traffic in Young Girls," owned by the Illinois Purity League. The picture tells of the investigations made by the Anti-Vice Commission in Chicago, and the ideas it conveys for good in the community are elaborated upon in the News. F. W. Foster, former newspaper man, is manager of the picture.

To stimulate amateur photography among the residents of Rhode Island, and, at the same time, get good material for its "vacation edition," the Providence Sunday Journal advertises

for "vacation pictures." For its vacation section, the Sunday Journal will buy the best snapshots submitted each week. Prints must be suitable for newspaper reproduction. The subjects may reflect any phase of vacation pastime, but prints will be chosen for their picturesqueness. Pictures of children's activities will be preferred.

The Waco (Tex.) Morning News is fostering a contest in which numerous prizes, consisting of dinner parties, season tickets to theatres, etc., cash prizes, and the like, are offered by the business interests of the city for the best articles and "boosterettes" under the head of "Good Old Waco," which will be published. The subject-matter will be answers to the questions, "Wherein Does Waco Excel?" "What Will Increase the Population, Prosperity, and Popularity of Waco." The articles will be published in the Morning News, making a daily feature which will be continued as long as articles are available.

The Fort Worth (Tex.) Record conducted a "Dollar Day" sale campaign for advertisements from merchants of the city offering special bargains for \$1, which proved a great success from the standpoint of the advertising manager. Merchants also are well pleased with results, and nearly all report increases in their sales ranging from 25 per cent. to 400 per cent. Sales were not confined to the \$1 class, but ranged in amounts up to \$25 or more.

The Waco (Tex.) Morning News is offering as a premium for twelve yearly subscriptions a vacation of one week in Galveston, with all expenses paid. Several persons have already won their vacation, and others are nearing the mark. The offer of the News includes the round-trip fare to Galveston, hotel accommodations at the Galvez for one week, and \$10 in cash as spending money. Many new subscriptions have been brought in since this campaign was inaugurated.

The St. Paul Sunday Pioneer Press offers a prize of \$5 for the best story describing imagined adventures while under the influence of an anesthetic incidental to an operation. One's personal experiences must be narrated.

The Schenectady (N. Y.) Union-Star conducted on August 16 its sixth semi-annual dollar day. It was the most successful yet held, all the advertising merchants doing a big business.

The Cleveland (O.) Press, through its assistant sporting editor, N. E. Brown, is conducting a State-wide amateur baseball contest. Six former big-league baseball players will select thirty-six amateur baseball players, divide them into teams, and watch the games they play in at American League Park, Cleveland. Officials of the Cleveland Baseball Club will pick the two most likely all-around players, and will take them next spring on the Indians' training tour. Even if these youngsters do not get permanent jobs with the Indians or other big-league ball clubs, they will be started on the right road to professional baseball jobs.

It is strange how good clothes and impudence often pass for wealth and education.

**POSSUM PEDDLED PET PAPER**

Presumably Carried it from Fort Worth, Tex., to New Decatur, Ala.

The Montgomery (Ala.) Advertiser is a truthful paper, and its editor, Taylor Kennerly, is a truthful man. Presumably, he employs none but truthful correspondents. Hence, there must be something of veracity in this story of the 'possum as a newspaper circulator, as told by the Fort Worth (Tex.) Record:

"Mr. Kennerly believes that animals are sensible. He would have some cause to believe they are readers of newspapers. He has sent the following news item, wired his newspaper by its correspondent at Decatur, Ala., to the Record:

"DECATUR, Ala., August 16.—A 'possum appeared on the lawn of E. H. Allison in New Decatur last night. Allison, with several neighbors, noticed that Mr. 'Possum carried something white in his mouth. They pursued him. As they caught him the object dropped from his mouth. It was a copy of the Fort Worth Record, published at Fort Worth, Texas. The question that has arisen here is, 'Did Mr. 'Possum carry his Record all the way from Fort Worth?'"

"'Possums have changed since Shakespeare's time, when the great bard wrote: 'His intellect is not replenished; he is only an animal, only sensible in the duller parts.' They have changed since the days of Uncle Remus. Alabama 'possums are intellectual beings. They read the newspapers. They read the Record. So one would think from the Decatur dispatch.

"Mr. 'Possum did not necessarily carry the Record from Fort Worth. It is a long call from the bullrushes of the Trinity to the canebrakes of Alabama. The Record is a South-famed newspaper. It is read far and wide. And if some Alabama farmer missed his Record this item is given for his information.

"Anyway, what did the Decatur citizen do with Bre'r Possum, Bre'r Kennerly?"

The fact that the perambulating 'possum was captured 1,000 miles from Fort Worth makes the animal's feat quite remarkable. Quite!

**Fast Press for Paterson News**

Mechanics from the press-building concern of R. Hoe & Co. have been at work at the Paterson (N. J.) News Office dismantling the reserve press used in printing the News and preparing to remove it from the building. The magnificent new Hoe Lightning Quad machine, ordered some months ago, is now completed, and is being tested at the Hoe shops. This new machine will be installed and running in the News office by September 15, and will give the News as fine a press equipment as any paper in the country in a city the size of Paterson.

**Post-Dispatch Price Stands**

In a list of newspapers which have recently announced increases in price, published in the issue of THE EDITOR AND PUBLISHER for August 19, the St. Louis Post-Dispatch was wrongly included. The Post-Dispatch will remain a one-cent paper, although it is said, on authority, that the increased cost of producing it during the next year will be more than a quarter of a million dollars.

PETTY: The large, the important, the vital. (See ATOM.)

**WHY NOT USE A SUPPLEMENT MEXICAN MAP FOR SUNDAY CIRCULATION BUILDING ? ?**

Can supply you an excellent map in three colors size 11 1/2 x 16 inches, with your imprint on the map and Complete Chronology on the back. Price—5,000 at \$7.25 per thousand—10,000 at \$6.00 per thousand.

CAN MAKE IMMEDIATE DELIVERY!

Write The Pioneer Map Man

**S. BLAKE WILLSDEN**

1606 Heyworth Bldg. Chicago.

**The McClure Method**

Our features are sold on their individual merit.

Any service may be ordered singly. THIS MEANS: The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.

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

A definite reduction from individual prices on budgets.

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

The McClure Newspaper Syndicate

120 West 32nd St. New York

**Keep 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.

**Space Saving**

A number of our features are issued in two sizes. The smaller means a very considerable space saving, and at no loss of service. If space is a present consideration with you, let us explain more fully.

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

**Women's Features**

Ask for samples of the following:

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

The Evening Mail Syndicate 203 Broadway New York

**CIRCULATION HOLDERS**

The following are the contributors to the National Editorial Service this week.

Michael Francis Doyle, American Counselor for the late Roger Casement.

Waldo G. Morse, Counselor in the American Academy of Jurisprudence.

David Lubin, American Delegate to the International Institute of Agriculture; author of "Let There Be Light."

Willis L. Moore, Sc.D., LL.D., Professor Meteorology, George Washington University; formerly Chief U. S. Weather Bureau.

Edward N. Hurley, Chairman of the Federal Trade Commission.

Monsieur Bandrillart, Vice-General of Paris.

Write or wire for rates

NATIONAL EDITORIAL SERVICE Inc

225 Fifth Avenue, New York

**SPECIFY**  
**CLINE-WESTINGHOUSE**  
**Motor and Control**  
**Equipment**  
**FOR WEB PRESSES**  
**SPECIAL MOTOR DRIVES for**  
**STEREOTYPE MACHINES**  
**LINOTYPE MOTOR DRIVES**  
**CLINE ELECTRIC MFG. CO.**  
 Fisher Bldg., Chicago  
**38 Park Row, New York**

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

Many special representatives who know through years of observation recommend

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

**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.

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

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

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

Having the confidence of its readers  
**DETROIT SATURDAY NIGHT**  
 produces sure results.  
**G. LOGAN PAYNE CO.**  
 New York Chicago Boston Detroit

#### ELLIS LEAVES BOSTON HERALD

Will Head Advertising Staff of Record on and After September 1.

William R. Ellis, advertising manager of the Boston Herald, has resigned from that newspaper and on September 1 will take charge of the advertising of the Boston Record and Advertiser.

Mr. Ellis has held, in the course of his service on the Herald, every executive position in the news department of that paper, prior to its merging with the Traveler, including service as managing editor under three different ownerships.

He took charge of the Herald's advertising department when the present ownership came in, six years ago, and since the merging of the Traveler with the Herald, in July, 1912, he has been advertising manager of both papers.

His successor has not been announced.

#### JOURNALISM STUDENTS' RECORD

Editor Morgan, of the Cleveland (O.) Press Pays Then High Tribute.

Victor Morgan, editor of the Cleveland (O.) Press, who has been giving in his office a practical trial to journalism students is so much pleased with the result of his experiment that he predicts that in time most of the big jobs on the newspapers will be held by men who come from these schools.

"This may be a bold statement to make," says Mr. Morgan, "and many editors and managers may not agree with me. So I may stand alone at this time in making such a statement. My contention is proved, however, by what I see these students doing right here, under the acid test.

"Chance brought many of us into the newspaper business. Not so the school boy. He has chosen his work as deliberately as has the doctor or the lawyer. Therefore he brings to the job a definite aim, a definite ambition, a determination to get on.

"Out of the group of young men we have with us this summer we know we are going to get one good editor. We will get one good writer. And we will get something better than either—a good copy reader. On the Press we don't think copy reading is a job for the drudges, though that is what it is in most offices. We believe the men for this work should be chosen with as much care as is employed in hiring the heads of departments. There are copy readers who are not sure of their grammar. They are living in a fog in respect to the fundamentals of every-day information. They cannot write and do not appreciate the work of others. Because of these things they were made copy readers. The copy readers the Press hopes to make out of the school of journalism product will be everything these men are not."

#### E. B. Wilson to Open Office

E. B. Wilson, for seven years advertising manager of the Bankers' Trust Company of New York, has resigned, and will leave the company on September 1 to open an office in the same building under the name of Edwin Bird Wilson, Inc., to carry on a general advertising agency business, specializing in financial advertising. Mr. Wilson has handled all of the advertising of the Bankers' Trust Company, including the national campaigns in the interest of American Bankers' Association travelers' checks. He will continue to direct the advertising of the Bankers' Trust Company and the Liberty National Bank.

#### CHANGES IN INTEREST

**RICHMOND, Cal.**—The directors of the Richmond (Cal.) Daily News voted to accept the proposition made for the purchase of the corporation's plant and newspaper by F. J. Hulaniski, who has since taken possession and is now publisher of the Daily News. Hulaniski has also purchased the job office of Judge Kennon and intends running it in conjunction with the News printing plant.

**ATTICA, Kan.**—After ten years of service as editor and owner of the Attica Independent, L. D. Harding this week sold the paper to E. F. Farner, of Attica. The Independent is the official newspaper of Harper County. Mr. Farner, the new owner, has been for several years Superintendent of Schools in Attica. He has had considerable experience in newspaper work, having served for some time on the staff of the Winfield Free Press as city editor.

**DIGHTON, Kan.**—The News, a weekly paper, changed hands this week, F. H. Lobdell, well known in newspaper circles in western Kansas, taking over the management of the paper.

**COBLESKILL, N. Y.**—Joseph R. Brown, jr., formerly of Schenectady, has purchased the Cobleskill Times. Mr. Brown has taken possession of the Times and will continue it as a Republican paper.

**COHOCTON, N. Y.**—The Steuben County News, a weekly newspaper, has been sold to Vincent L. Tripp, of this village, publisher of the Cohocton Valley Times-Index. William A. Carpenter, of the News, will continue his job work as formerly.

**KALKASKA, Mich.**—J. N. Tinklepaugh, one of the veteran publishers of northern Michigan, has sold the controlling interest of the Leader and Kalkaskan of this place, to his son, B. W. Tinklepaugh, and Capt. Paul T. St. Varain, of Saskatoon, Sask., who have taken possession.

**INDEPENDENCE, Kan.**—H. J. Richmond, publisher of the Free Press, has sold his interests in the Parsons Republican, and will devote his entire time to his newspaper here.

**CLINTON, Ky.**—Robert Torrian and E. B. Wulker, jr., of the Gazette force of this place, have bought the Modern News, of Barlow, Ky., and changed the name to Ballard County Gazette. The paper will be published twice a week at Barlow under the new management.

**ROCKVILLE, Conn.**—Paul V. Lockwood succeeds Charles S. Greer as editor of the Rockville Journal, and entered upon his duties this week. Mr. Lockwood comes from the Waterbury Republican, and has had considerable experience in newspaper work. Mr. Greer resigned from the Journal several weeks ago on account of poor health, and is taking a much-needed rest.

**WELLINGTON, Kan.**—The Wellington Daily Journal announces the purchase of the half interest of Chester Leasure in the paper and business by H. C. Plumb, of this city, present clerk of the District Court and the Republican nominee for State Senator. Plumb will not become actively identified with the paper until after his present term of office expires.

**COUNCIL GROVE, Kan.**—Emmet George, who recently sold the Mankato Monitor to Mr. Hogue, has bought the Republican at Council Grove, and will take possession the first of September.

**COLORADO SPRINGS, Colo.**—Mrs. Lois H. Allen, former Colorado Springs newspaper woman, and until recently owner and editor of the Manitou Journal, has purchased the Fremont County Leader, at Canon City. She will go to Canon City at once and assume charge of the affairs of the publication.

**WARREN, R. I.**—Horace L. Wilder has sold the Warren Gazette, a weekly newspaper, to Roy L. Sawin and M. E. Cutter, of Marlborough, Mass. The sale has just been carried through, and Mr. Sawin is now in charge. Mr. Wilder is to leave town and is to live in Detroit. He has owned the Gazette for several years.

**LEBANON, Ind.**—E. E. Neal and Charles Neal, publishers of the Noblesville Enterprise, have bought the Lebanon Daily Reporter from Adam H. Felker, and will consolidate with the Morning Herald and Weekly Patriot. The Herald was established more than a year ago by the L. F. Jones Publishing Company. The Reporter was established twenty-three years ago by Harry J. Martin, now publisher of the Martinsville Reporter. The new company, composed of the Neal brothers and L. F. Jones, will issue an evening daily, with a morning mail extra. The company will be incorporated for \$35,000.

#### NEW INCORPORATIONS

**NEW YORK**—The James W. Elliott Corporation, publicists, publishers, printing, motion pictures, vaudeville, \$250,000; F. J. Merriam, G. L. Savage, J. W. Elliott, Grand Central Terminal.

**GERMANTOWN, Pa.**—Germantown Independent Gazette Publishing Company, Inc., Philadelphia; capital, \$5,000; treasurer, W. A. McCann, Philadelphia.

**MINNEAPOLIS**—The Minnesota State Publishing Company; capital, \$10,000; Henry Moberg, St. Paul, president, and D. R. Johnson, Minneapolis, secretary.

**NEW YORK**—La Voce Della Colonia Etopolo Italo-American Publishing and Printing Co. J. M. Huber.

**NEW YORK**—Giegerich & Pray, Inc., general advertising; \$10,000; L. A. Giegerich, C. J. Brown, G. L. Pray, 579 Putnam Avenue.

**NORTHFIELD, Va.**—Northfield Publishing Company, Inc., Northfield; \$10,000; Frank T. Parsons, Montpelier; Erval M. Whitney, Northfield; Edward H. Deavitt, Montpelier.

**PHILADELPHIA**—Digest Co., publishers; capital, \$100,000.

**MILTON, Del.**—Milton Times Publishing Co.; incorporators, W. W. Conwell, Bessie M. Conwell, both of Milton; John M. Richardson, Georgetown.

**PASSAIC, N. J.**—The Roebbling Advertising Corporation, advertising, \$100,000; I. F. Moritz, S. L. and G. W. Roebbling, Passaic, N. J.

#### NEW ENTERPRISES

**BAINBRIDGE, Ga.**—Bainbridge has a new newspaper. The publication will appear under the name of the Bainbridge Democrat, a name made famous in this section when the late Congressman Ben Russell published a famous periodical under that title.

S. Ross Moore and John Mitchell, publisher and editor, respectively, were at one time with the Bainbridge Searchlight until its absorption by the Post under the name of the Post-Searchlight.

#### Cuting for Newspaper Men

On September 2, an outing given under the auspices of the Boston American, will be held at the Grover Club, Warwick, R. I., to which newspaper men from all over the country are invited. Special reduced rates are being procured on railroads. A luncheon and clam bake will be the two big features of the day, and a caharet show and sports are scheduled.

**GLUTTON:** One whose intellect lies under the diaphragm.

FOREIGN-LANGUAGE PAPERS

Greek Newspaper Man Says It Helps Immigrants to Be Americans.

Constantine T. Moustakis, a Greek-American merchant of Salem, Mass., who is also a newspaper writer and who was formerly connected with the Greek Consulate at Manchester, N. H., and later with the official Greek press bureau at Argos, Greece, has discussed with a representative of THE EDITOR AND PUBLISHER the allegation that reading the foreign-language press keeps our immigrants from becoming true Americans. He said:

"I am a strong advocate of the foreign-language newspaper. I can speak, of course, for the Greek newspapers only. The editors of these papers have American ideals and America's welfare at heart always. Editorially they espouse the cause of the United States, as evidenced by the comments of the National Herald, a Greek paper, after President Wilson's memorable speech before the New York Press Club. In that instance, as in all others, this paper showed that it backed up the United States Government.

"The idea that Greeks or any other foreigners will not be prompted to learn the English language and adopt the customs of this country, while they can glean all the world's news from papers printed in their own tongue is a fallacy, I believe. The Greek papers, for instance, are continually enlightening their readers on the meaning of all phases of life in the United States. They devote considerable space to explaining the true meaning of the national holidays. Does that show an ignorance of the need of promoting a love of this country? The Greek papers encourage the study of the English language and customs. That the Greeks take up the study of the language is shown by the number of American daily papers read by them. This number compares favorably with the number of foreign papers read."

New Daily's Short Life

The Peninsula Chronicle, a daily paper which incited a bitter newspaper war in Redwood City, Cal., when it came out a month ago, has ceased publication. As soon as the new paper was announced, E. T. McGettigan, secretary of the Chamber of Commerce, and James V. Hedge converted the weekly Redwood City Democrat into the Daily Star. A spirited struggle for supremacy ensued, which ended August 12, when the Peninsula Chronicle retired from the field in favor of the Star.

New Daily Lives Only Nine Days

The Lafayette (Ind.) Journal, on August 10, started an evening edition of its morning paper, with full International News Service. It was an entirely different paper from its morning issue, except that advertising in the latter paper was used in the evening edition without cost to the advertiser. A subscription price of 7 cents per week was made for the evening and Sunday issue combined, and 15 cents for the morning, evening, and Sunday, but the response was evidently so meagre that the evening edition was dropped on August 19. The Evening Courier maintained its price of 10 cents for six issues, and was not affected by the advent of the Journal's evening edition.

Cartoons Used as Appeal

Newspaper cartoons were employed with good effect in a recent campaign made by the St. Paul Association of Commerce for new members. The cartoons, which were made by the service department of the Corning Agency, were published in the St. Paul daily papers and in supplementary folders and other printed matter. They portrayed the advantages to be gained by united effort for the city and one was drawn which was inspired by the recent decision of the Armour Packing Company to locate a branch in the packing suburb of South St. Paul, heretofore dominated by the Swift interests.

Dailies Will Aid Exhibitors

National Newspaper Window Display Week will be held October 9 to 14, when, it is believed, more manufacturers will use this publicity than ever before. Through C. D. Bertolet, of New York, and Chicago, manager of the general advertising department of the Clover Leaf newspapers, the Omaha (Neb.) Daily News, the St. Paul (Minn.) Daily News, and Minneapolis (Minn.) Daily News, are offering through an efficient service department all possible assistance to prospective participants in displays in the cities named.

Prosperous Nebraskan

One newspaper man in Nebraska is so little in need of money that he holds his State warrants for years before presenting them for payment. This man, who is so different from his brethren, is the editor of the Fairbury Journal. A warrant bearing date of November 17, 1911, has just reached the office of the State Treasurer for payment. The amount was \$22.50.

Play by Newspaper Man

Fred S. Myrtle, a well-known San Francisco newspaper man, wrote the book of this year's Forest play entitled "Gold," which was presented last Saturday night at the Bohemian Grove, on the Russian River, in celebration of the thirty-ninth annual "high jinks" of the Bohemian Club. H. J. Stewart composed the music for the play.

DEED: A more vital thing than creed—that is, if St. Peter is the sort of a fellow we think he is.

BUSINESS OPPORTUNITIES

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

ONE, TWO, OR THREE MEN having experience in the country newspaper field and \$10,000 in cash can purchase a profitable semi-weekly paper and publishing business in good Illinois city of over 2,000. Address K. 3013, care Editor and Publisher.

HELP WANTED

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

EDITOR for a daily newspaper in a city of 100,000. Must be a man capable of writing on political as well as general subjects, and with ability to direct the entire editorial and news departments. All communications will be held in strict confidence. Address Box K 3008, Editor and Publisher.

NEWSPAPER ADVERTISING SALESMAN—Experienced, practical, aggressive, instructive business-getter, copy writer. The Intelligencer, Lancaster, Pa.

MANAGING EDITOR WANTED—Must be a thoroughly experienced executive, capable of taking full charge of the editorial department (editorial writing excepted) of daily that publishes both morning and evening editions with about 75 per cent. of circulation out of town, covering a large agricultural territory of Northwest. Paper is State publication rather than local. Prefer man who can invest \$5,000 or more in stock of the corporation after one year's service if relations are mutually satisfactory, although this is not essential. Address K. 3023, care Editor and Publisher.

SITUATIONS WANTED

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

ADVERTISING AGENCY ASSISTANT—Three years' experience in agency work; stenographer, bookkeeping, placing orders, billing, supervision of checking etc. Capable, accurate and conscientious. Close attention to details. Excellent reference from present employer. Moderate salary. Address K. 3014, care Editor and Publisher.

ASSISTANT MANAGING EDITOR—Now employed, desires berth on metropolitan or semi-metropolitan daily, in any editorial desk capacity. Speciality in lay-out engineering, head-writing, editorial features, and telegraph. Over ten years all departments. Have occupied executive editorial positions on some of the leading dailies of the country. Am 25, married. Positively no booze or tobacco. Exceptional references. Am big man and desire real opportunity. Prefer Middle West or East. Specimens of make-up, heads, and features. Apply K. 3015, care Editor and Publisher.

CARTOONIST and general all-around newspaper artist at liberty. Samples, references, and other information on request. Address K. 3016, care Editor and Publisher.

CARTOONIST—A live, original cartoonist and expert photographer is open to proposition for preparing paper willing to pay modest salary for real pictures. West preferred. Address ARTPORT, care Editor and Publisher.

CASHIER, BOOKKEEPER, experienced in general knowledge inside working of a newspaper office desires position where energy, push, and integrity are appreciated. References. Address A. G., care Editor and Publisher.

CARTOONIST with the punch. Ready for a permanent engagement September 1st. First-class references, clipper, and all other information on request. Political cartoonist with national reputation. Ten years' experience on large Western dailies. High-grade pen portraits and sketch-work a specialty. New special comic series strip worked out ready to start in connection with regular work. Address K. 3018, care Editor and Publisher.

CAPABLE NEWSPAPER MAN wants to connect as circulation manager of large city daily or take charge business end of small city paper. Temperate and reliable satisfactory references. Thorough experience all phases business office. Interview solicited. Address K. 3011, care Editor and Publisher.

CIRCULATION MANAGER. — Circulation Manager at present with Southern paper of 15,000 daily and 20,000 Sunday Circulation wishes to make change. Age 35, married, best of references. Salary no object. Member I. C. M. A. Address K 3009, care Editor and Publisher.

AN EXPERIENCED NEWSPAPER MAN, with a good record for developing business, seeks position in either news or business department of responsible publishing firm. Best of references. I can install sufficient "pep" in your news and ads to greatly increase your circulation and advertising. If you want an aggressive, energetic ad man, reporter, city, telegraph or sporting editor, drop me a line for further particulars. Scott Laird, Dixon, Ill.

CIRCULATION MANAGER—Have had several years' experience on both large and small papers. Can furnish the best of references. A man not afraid of work. Member of I. C. M. A. Address K. 3021, care Editor and Publisher.

YOUNG MAN, twenty years of age, having four years' advertising experience in a large New York agency, desires to secure a position in a growing company where good work is appreciated, is good proof reader, can write copy, order insertions, tabulate results, etc. Address K. 3027, care Editor and Publisher.

NEWSPAPER PRESSMAN—Thoroughly competent, who has made a special study of pressroom conditions, the handling of paper cost and waste, seeks employment. Have executive ability, can assume charge of a plant and produce results. Fifteen years a foreman; especially good on color work. Highest references. Address Pressman, care Editor and Publisher.

CIRCULATION MANAGER and assistant looking for live proposition in town of 100,000 or over. Have made good as organizers and circulation builders. If your proposition is an opportunity write us. C. M. A.—500, care Editor and Publisher.

ADVERTISING MAN—Experienced, alert solicitor with creative ideas, who is a real salesman and an expert copy writer, desires permanent position with progressive daily, smaller cities in New York, Pennsylvania, Connecticut, or Massachusetts preferred. Other locations considered. Record and references. Address A-No. 1, care Editor and Publisher.

ADVERTISING MAN—Young, aggressive; age 34—17 years' experience on classified foreign and local display. Nine years as classified manager for two of New York's leading dailies with a record for results that is exceptional. Highest class references as to ability and character. Would consider proposition in New York or out of town. Address K. 3028, care Editor and Publisher.

FOR SALE

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

A NEWSPAPER SERVICE netting owner \$2,000 a year can be bought for \$2,500 cash; business can be tripled. Inquirers must show bank proof of ability to purchase. Address K. 3012, care Editor and Publisher.

Controlling interest only daily newspaper property in city of 9,000 can be bought for \$10,000. Property on a profitable basis. Equipment includes 2 linotypes. \$6,000 cash required; balance can be deferred. Annual volume of business over \$25,000. Proposition O. B.

CHAS. M. PALMER

Newspaper Properties  
225 Fifth Ave., N. Y. City

Controlling interest in SOUTHERN EVENING DAILY earning net nearly 20% upon the amount required to buy control is offered for \$10,000, part cash; balance easy payments. Buyer to take present owner's place as manager at substantial salary.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.  
Times Bldg., New York

No. 919x

\$20,000 cash, balance of \$15,000 deferred, buys well known evening daily in Illinois, doing approximately \$45,000 annual business and netting owner for time and investment \$7,000 to \$10,000; equipment inventories \$34,000. This is a property of high standing.

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 centres: Boston, Philadelphia, Toronto, 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, 168 on four. Columns are 13 picas wide and twelve inches deep. Advertising Rate in 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE. Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

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

- New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.
- Baltimore—B. K. Edwards, American Building.
- Philadelphia—L. G. Rau, Clark Street; 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—Pownor'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., 60 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

## 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.

## Successful

Men in every walk of life are all familiar with

### Romeike's Press Clippings

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

### Romeike Clippings

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

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

## Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street  
New York

We can increase your business—  
you want it increased.

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

## BURRELLE

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



### 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.

### BILL TO AID FOREIGN TRADE

Would Permit American Exporters to Have Co-operative Selling Agencies.

WASHINGTON, August 22.—A bill to aid and encourage American manufacturers and producers to extend their foreign trade has been reported to the House by Mr. Webb, of North Carolina, Chairman of the House Committee on Judiciary. The bill, which has had the backing of all the trade papers, seeks to aid foreign trade by permitting the organization of co-operative selling agencies or associations among American exporters, in order that they may meet foreign competition on equal terms in international commerce.

### To Prevent Unfair Competition

WASHINGTON, August 22.—The Revenue bill, as reported to the Senate, contains the following paragraph on unfair competition:

Your committee recommends an amendment to section 100 of this title, providing that nothing in the section shall be construed to prevent the establishing in this country on the part of a foreign producer of an exclusive agency for the sale in the United States of the product of said foreign producer. Your committee also recommends an amendment to this title so as to provide that when any country prohibits the importation of any products of the soil or industry of the United States, not injurious to health or morals, the President may, in his discretion, prohibit during the period of such prohibition the importation into the United States of similar articles, or in case the United States does not import similar articles from that country, then other articles the products of such country.

### War on Elkhart Newspapers

ELKHART, Ind., August 24.—War has been declared on Elkhart newspapers in Middlebury and Bristol, particularly by the Middlebury Independent, which asserts that such papers are selling in those towns for 6 cents per week, without any mention of a possible raise, while in Elkhart proper, the price has been raised from 10 to 15 cents per week. The Elkhart papers recently made vicious attacks on South Bend papers coming into Elkhart, asserting that it was hurting their business, and the Middlebury Independent came back at them with the advice that they had better sweep their own dooryards first.

### Must Censor, Britain Argues

The British reply to Washington's informal inquiry regarding the censorship of dispatches from American correspondents in Berlin has been transmitted through the Embassy in London to the State Department. While asserting that special consideration has been shown to American correspondents, it indicates no intention to relax the censorship as now applied. It is denied that any attempt is being made to interfere with American opinion, but the note argues the necessity of deleting or stopping messages thought to be harmful to the Allies.

### France Bars "Mutt and Jeff"

After seeing in the Bureau de la Presse, in Paris, a private showing of "Mutt and Jeff" films, the censor refused to permit a public exhibition of the pictures. The reason assigned for refusal was that the creatures of Mr. Fisher's pen, shown as joking with their superiors in the French army, perpetrate acts of levity not in conformity with discipline. "Mutt and Jeff's" actions in the Russian army—where they take the Czar back to New York to see the Willard-Moran prize fight—were also regarded as in bad taste by the French censor.

### Funeral of R. F. Hamilton

The funeral of Richard F. Hamilton, known the world over as "Tody" Hamilton, took place at his late home in Baltimore on Saturday afternoon. The Rev. Dr. Carroll Harding read the impressive service for the dead. Among the beautiful floral tributes was one from the New York Press Club, which was represented at the funeral by Julius Wodiska, W. J. Ellis, and A. Baerman. The pall bearers were Prof. Wilbur F. Smith, of the City College; Y. O. Wilson, Jr., Clarence Boyd, J. P. Reynolds, David Chenoweth, and Charles Wietrzichowski. The burial was at the Western Cemetery.

### A. H. Bradley, of the Sun, Dies

Anon H. Bradley, who for forty-eight years helped to make the New York Sun and was one of its oldest employees in years and length of service, died August 22 at the home of his sister, 1122 East Capitol Street, Washington, D. C. He was seventy-three years old. His health had been poor for six months, but he insisted on working until July 1, when his annual vacation was begun. Mr. Bradley was for many years the Sun's advertising manager and then chief clerk in the advertising department.

### OBITUARY NOTES

CAPT. HENRY ANSON CASTLE, aged seventy-five, former editor and owner of the St. Paul Dispatch, died on August 16 at his home, Silver Lake, North St. Paul. He served throughout the Civil War, attaining the rank of captain in the 137th Illinois Infantry. After practicing law a short time at Quincy he removed to Minnesota and was for several years connected with the Anoka Union. He then went to St. Paul and from 1876 to 1885 controlled the Dispatch. He was in the Legislature, was Adjutant-General of the State, State Oil Inspector, and Postmaster of St. Paul. He was a charter member of the Minnesota Editorial Association.

J. WALLACE DARROW, editor for thirty years of the Courier of Chatham, N. Y., and connected with State and national granges, died August 19 at his home in Chatham, in his sixty-second year.

BENJAMIN F. HAYNES, editor and proprietor of the Wayne County Independent of Honesdale, Pa., died there on August 21.

MRS. JOHN BERNARD WALKER, thirty-six, wife of one of the editors of the Scientific American, was found dead in the kitchen of her home, 28th and State Streets, Flushing, L. I., late Friday night, August 18. She was ill, and in a sanitarium about six months ago.

MRS. ADELE B. WHITE, wife of Howard L. White, society editor of the Tribune, died August 21 in St. Luke's Hospital. Mrs. White was a daughter of William T. and Sara Van Sickle Lloyd, of this city, and a granddaughter of the late Major-Gen. John Lloyd. She lived in Plandome, L. I.

SHERLEY A. FOSSLER, assistant city editor of the Nebraska State Journal and News of Lincoln, Neb., and son of Prof. L. A. Fossler, of the University of Nebraska, died on August 13 after two weeks' illness with tonsillitis and complications resulting from diseased tonsils.

GEORGE LAKEN LORD, aged sixty-nine, long connected with newspapers in the Middle West as business and advertising manager, died suddenly August 17 at his home, 420 West 118th Street, New York, of heart disease. He was an inti-

mate friend of the late George Wilbur Peck, formerly Governor of Wisconsin, and author of "Peck's Bad Boy." When Mr. Peck transferred his newspaper, Peck's Sun, to Milwaukee, in 1878, Mr. Lord went with him as business manager. He was born in Lewiston, Me. His wife, Mrs. Carrie A. Lord, survives.

CHARLES HOLDEN, for many years owner and editor of the Alton Telegraph, formerly City Treasurer and Alderman of Alton and Postmaster from 1878 until 1886, died at Springfield, Ill., on August 16, at the age of seventy-five.

FRANCIS PROCTOR, the oldest newspaper man of Gloucester (Mass.) is dead, after an illness of several years. In 1853 he and his brother, George H. Proctor, started the Able Sheet, an advertising venture for free distribution. It was afterwards continued as the Gloucester Advertiser, later called the Cape Ann Advertiser. June 16, 1888, they started the Gloucester Daily Times, which is today the only daily in the fish city. Mr. Proctor was a past president of the Massachusetts Press Association.

JAMES CROGON, who for many years was a reporter on the Washington Star, and who reported the assassination of President Garfield, died in Washington on Tuesday. Mr. Crogon was in the old Pennsylvania Railroad station at the time Guiteau fired the shot which resulted in President Garfield's death, having been assigned to report the departure of the President. He also reported many battles of the Civil War for the Star. The veteran writer was one of the founders of the order of Jonadabs.

L. A. SALTER, editor of the Carmen (Okla.) Headlight, died at his home last week. Mrs. Susan Salter, his wife, was the first woman Mayor ever elected in the United States, at Argonia, Kan., more than twenty-five years ago. She served her full term, and was reelected.

RALPH WILLIAMS, for many years a Cleveland marine reporter, is dead in his home in Cleveland. He was formerly editor of the Marine Review and was also connected with the Cleveland Plain Dealer.

MICHAEL B. MEDLER, for thirty years a reporter on the floor of the New York Stock Exchange, died Tuesday of a complication of diseases at his home, 927 Foster Avenue, Brooklyn. He was sixty-five years old and leaves his wife, two sons, and one daughter.

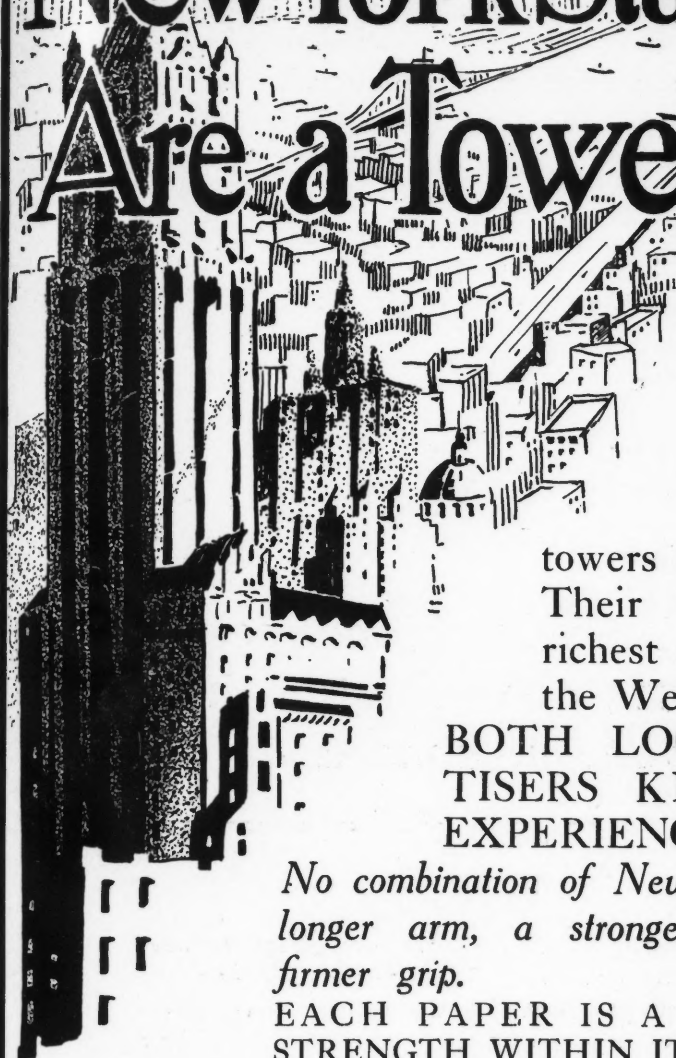
SCOTT N. KELLER, for fifteen years in charge of the engraving department of the Cleveland (O.) Press, died at his home in that city Tuesday night. He had been ill for fourteen months. He made his home with his mother, who survives him; his brother, Harvey Keller, lives in Lakewood. He was forty-four years old.

### Discuss Newspaper and Circular Ads

The relative value of newspaper and direct circular advertising was discussed at the convention of the National Association of Mercantile Agencies, held at the Hotel McAlpin a few days ago. A paper on this subject was read by Claude King, secretary of the Association, in which he told of the excellent results obtained from both kinds of publicity. Harry F. Kennerk, of Fort Wayne, Ind., asserted that newspaper advertising was the chief standby of the mercantile agency.

Someone has truthfully said that nothing but a mint can make money without advertising. It might be added that the mint couldn't do it if it didn't put its competitors in jail.

# New York State Newspapers Are a Tower of Strength



**J**UST as the Empire State towers in strength and influence, so do **THESE NEW YORK STATE NEWSPAPERS.**

Their circulation of 3,825,481 a day, towers above the clouds of doubt. Their 10,000,000 audience is the biggest, richest and the easiest influenced audience on the Western Hemisphere.

**BOTH LOCAL AND NATIONAL ADVERTISERS KNOW THIS FROM ACTUAL EXPERIENCE.**

*No combination of Newspapers has a longer arm, a stronger hand or a firmer grip.*

**EACH PAPER IS A TOWER OF STRENGTH WITHIN ITSELF.**

Each paper has its individual influence and covers its individual territory thoroughly. The combined list covers New York State from end to end and runs over into the outside world.

Wherever you go you see a New York State Newspaper. Therefore, when advertisers seek publicity in New York State; when they make a direct appeal to New York State consumers, they get the greatest possible publicity in the State, and a tremendous overflow which often of itself pays the expense of the campaign. The trade barometer indicates a phenomenal pressure in **FALL BUSINESS.**

**PLAN NOW TO GET YOUR SHARE!**

To get your full quota, instruct your advertising representative to put **FIRST ON YOUR LIST THESE NEW YORK STATE NEWSPAPERS.**

The early fisherman catches the trout.

*A Daily Force of Almost Four Million*

	Paid	2,500	10,000
	Clr.	Lines	Lines
Albany Knickerbocker Press (M) .....	38,514	.06	.06
Albany Knickerbocker Press (S) .....	33,580	.06	.06
Brooklyn Eagle (E) 3c. . . . .	44,776	.16	.16
Bklyn. Standard Union (S) 3c. . . . .	60,841	.15	.15
Bklyn. Standard Union (S) 6c. . . . .	63,666	.15	.15
Buffalo Courier-Enquirer (M & E) .....	105,839	.14	.12
Corning Evening Leader (E) .....	8,923	.0173	.015
Elmira Star-Gazette (E) .....	20,432	.085	.03
Gloversville Leader-Republican (E) .....	5,667	.0143	.0108
Gloversville Herald (M) .....	6,260	.02	.015
Ithaca Journal (E) .....	6,512	.035	.015
Newburg Daily News (E) .....	8,257	.0358	.0214
Mt. Vernon Daily Argus (E) .....	6,304	.0214	.015
New York American (M) .....	276,635	.40	.38
New York American (S) .....	690,499	.60	.57
New York Globe (E) .....	175,267	.28	.27
New York Herald (M) .....	175,267	.40	.40
New York Herald (S) .....	92,853	.50	.50
N. Y. Journal of Commerce (M) .....	18,654	.18	.15
New York Even'g Mail (E) .....	144,381	.32	.29
New York Even'g Post (E) .....	21,151	.18	.16
New York Sun (M) .....	185,000	.39	.36
New York Sun (S) .....	127,000	.39	.36
New York Sun (E) .....	170,464	.31	.29
New York Times (M) .....	334,744	.50	.45
New York Times (S) .....	334,744	.50	.45
New York Tribune (M&S) .....	93,848	.25	.21
New York Telegram (E) .....	207,663	.285	.27
New York Telegram (S) .....	207,663	.20	.18
New York World (M) .....	391,831	.40	.40
New York World (S) .....	391,831	.40	.40
New York World (E) .....	398,727	.40	.40
Oneonta Star (M) .....	6,242	.0136	.0107
Poughkeepsie Star (E) .....	6,318	.0215	.0115
Rochester Union & Advertiser (E) .....	38,452	.10	.06
Schenectady Gazette (M) .....	20,680	.06	.04
Troy Record (M&E) .....	18,401	.035	.025
<b>Total</b> .....	<b>3,825,481</b>	<b>7.1159</b>	<b>6.6194</b>

Ratings Government Statements, April, 1916.  
\*Estimated.  
Rate per line per thousand—one and one-half tenths of a cent.

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

# THE NEW YORK GLOBE

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With over 200,000 net paid circulation is to-day the best buy for the advertiser seeking definite returns from his advertising

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Selling over  
20,000  
a day

## THE NEW YORK GLOBE

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Member  
A.B.C

Offers the general advertiser the fairest, cheapest, and most workable proposition to be found in the country under any reasonable conditions.

### *The Proposition:*

Any advertiser making a contract for a 2500 line trial campaign secures a 25 per cent. discount, making the gross rate 30 cents per line, and can earn any larger discount his use of space entitles him to during the year.

Such a campaign, the total space of which amounts to only a few lines over a page, lends itself to the use of agents having numerous customers who wish to try out different selling plans. The Globe with its 200,000 daily buyers of the money to spend class, offers a wonderful field for such a trial.

## THE NEW YORK GLOBE

Is New York's fastest growing newspaper, leading all quality evening newspapers in growth of both circulation and volume of advertising.

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CHICAGO  
Tribune Bldg.

O'MARA & ORMSBEE, Inc.  
Special Representatives

NEW YORK  
Brunswick Bldg.



