

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

OCT 30 1916

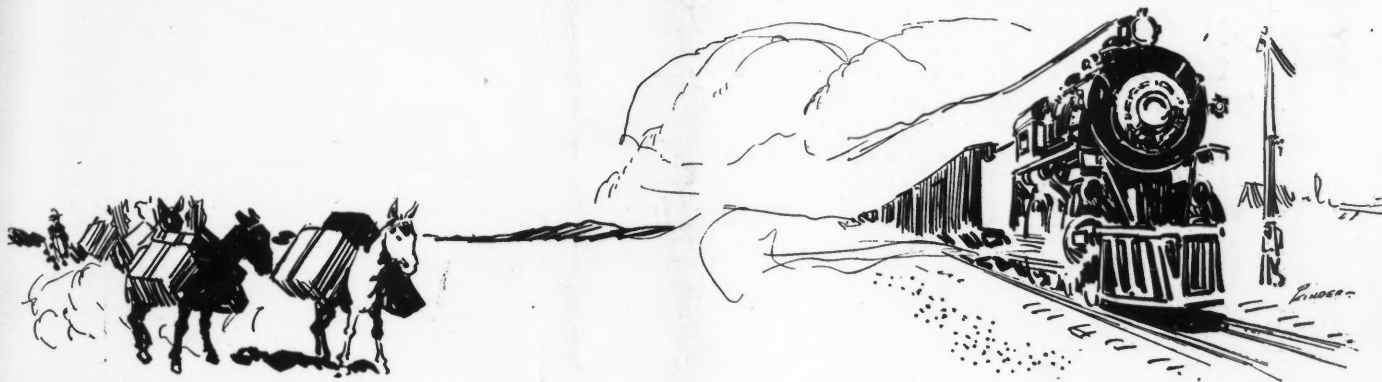
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Established 1884—The Oldest Publishers' and Advertisers' Journal in America.

\$2.00 a Year

NEW YORK, SATURDAY, OCTOBER 28, 1916

10 Cents a Copy



Freight Train vs. Pack Mule

One hundred years or so ago a horse and wagon or a pack mule was as good a way as any to deliver goods to what is now Chicago.

Today the modern manufacturer uses 100 car freight trains. A few manufacturers however still cling to inefficient methods when they come to sell the goods efficiently delivered to Chicago. If they applied the same lines of reasoning to their transportation problems as they do to their selling problems they would use the little pack mule instead of the big freight train.

Strange as it may seem, manufacturers seeking the Chicago market occasionally overlook these facts about it:

There are approximately 450,000 families in Chicago. The Chicago Daily

News has a circulation of over 425,000, of which more than 92% is concentrated in Chicago and suburbs. So you can readily see that disregarding the non-English speaking, The Daily News is read by *very nearly every worth-while* family in Chicago.

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

The wise manufacturer uses the big freight train to *bring* his goods to Chicago and The Daily News to *sell* them.

"OHIO FIRST"

IF YOU are seeking a market for your products in the middle West, these OHIO NEWSPAPERS will act as FIRST AIDS.

If you want to MAKE SURE that the market in OHIO is ready for your products, write the OHIO NEWSPAPERS here listed and get their views.

You will get an unbiased statement of conditions as they actually exist.

If you want to KNOW whether OHIO people will buy such merchandise as YOU are manufacturing, any ONE of this list of OHIO NEWSPAPERS will inform you.

OHIO NEWSPAPERS *know* the true trend of trade in their own state.

They make it their BUSINESS TO KNOW.

They don't guess—they get figures and facts, and their figures substantiate the facts regardless of the effect they have on their advertising columns.

If you want to know anything about the towns in which THESE NEWSPAPERS circulate, you can get un glossed information at any time for the mere asking.

OHIO NEWSPAPERS never knowingly misrepresent.

OHIO NEWSPAPERS are doing this useful work every day for others and they will gladly do similar work for YOU, and WITHOUT tying you to any obligation.

**Ohio's Annual Wage
Distribution Is
\$245,000,000**

**Ohio Has Close To
5,000,000 People**

AN EFFICIENT LIST OF OHIO NEWSPAPERS.

| | Net Paid Circulation | 2,500-10,000 Lines | |
|--|-------------------------|-----------------------|---------------|
| Akron Beacon-Journal (E) | 26,541 | .035 | .035 |
| Canton News (E & S) | 12,316 | .0214 | .0214 |
| Chillicothe Scioto Gazette (E) | 2,436 | .0057 | .0057 |
| Chillicothe News Advertiser (E) | 2,451 | .0085 | .0072 |
| Cincinnati Commercial Tribune (M) | 60,723 | .11 | .09 |
| Cincinnati Commercial Tribune (S) | 26,339 | .14 | .12 |
| Cincinnati Morning Enquirer 5c (M & S) | 56,583 | .14 | .12 |
| Cleveland Leader (S) | 117,432 | .17 | .15 |
| Cleveland News (E) | 112,513 | .18 | .16 |
| Combination L & N | 229,945 | .30 | .26 |
| Cleveland Leader (M) | 90,191 | .15 | .13 |
| Cleveland News (E) | 112,513 | .18 | .16 |
| Combination L & N Cleveland Plain Dealer (M) | 202,704 | .27 | .23 |
| Cleveland Plain Dealer (S) | 143,103 | .18 | .16 |
| Columbus Dispatch (E) | 181,825 | .21 | .19 |
| Columbus Dispatch (S) | 72,120 | .10 | .09 |
| Dayton Herald ** (E) | 67,528 | .10 | .09 |
| Dayton Journal ** (M & S) | 22,114 | .05 | .035 |
| **Combination (M & E) 6c per line | 22,430 | .05 | .035 |
| Dayton Journal (S) | 22,000 | .07 | .045 |
| Dayton News (E) | 33,958 | .045 | .045 |
| Dayton News (S) | 20,388 | .03 | .03 |
| East Liverpool Tribune (M) | 4,932 | .0115 | .01 |
| Findlay Republican (M) | 5,950 | .0093 | .0093 |
| Lima News (E) | 9,322 | .02 | .0157 |
| Mansfield News (E) | 7,631 | .019 | .019 |
| Marion Daily Star (E) | 7,167 | .0129 | .0129 |
| Newark American- Tribune (E) | 5,318 | .0085 | .0085 |
| Piqua Daily Call (E) | 4,012 | .0072 | .0072 |
| Portsmouth Daily Times (E) | 9,075 | .015 | .015 |
| Sandusky Register (M) | 4,660 | .0093 | .0093 |
| Springfield News (E&S) | 12,453 | .02 | .02 |
| Steubenville Gazette (E) | 3,620 | .0143 | .0071 |
| Toledo Blade (E) | 50,508 | .11 | .09 |
| Youngstown Telegram (E) | 16,199 | .03 | .03 |
| Youngstown Vindicator (E) | 18,658 | .03 | .03 |
| Youngstown Vindicator (S) | 16,716 | .03 | .03 |
| Zanesville Signal (E) | 10,000 | .02 | .02 |
| Zanesville Times- Recorder (M) | 16,711 | .025 | .025 |
| Totals | 1,762,181 | 2.9376 | 2.5683 |

*April 1916, Gov. statement.
**Publishers' statement.
Other ratings, Oct. 1, 1916.

**Ohio Has 1,024,800
Homes**

**Ohio People Buy the
BEST Products and
Pay "Spot" Cash
for Them**

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

The Plain Truth

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THE EVENING POST has ample space available for advertisers. Its ability to perform its service to advertisers is caused by a constant adherence to a policy of discouraging "over-advertising." It believes in a judicious use of space for both advertising and news. On the basis of a wise use of space, the advertiser secures a reasonable return and does not overburden the newspaper or the reader with wasted effort. Inordinate space used by an advertiser does not necessarily imply correspondingly great returns. The key to successful newspaper advertising is intensive use of moderate space—quality rather than quantity.

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The New York Evening Post

More Than a Newspaper—A National Institution.

Getting the Most Out of Monotypes

Mr. Jason Rogers, publisher of
The Globe, writes as follows. —

“*The Globe* showed its appreciation of the Monotype as an efficiency agent by its *repeat* orders. We started with one keyboard and one caster. Our next order was a duplication of the first. Then we put in two more keyboards and three casters, making our Monotype equipment four keyboards and five casters. The fifth caster we use entirely for casting display type and leads, rules and borders.

With this record of two additions to our original experimental purchase, it is scarcely necessary to say that we have found the Monotype advantageous and economical in our ad work.

Through its use we have installed the Non-Distribution System, which gives us full cases of new type every day and almost entirely eliminates the cost for distribution. Full cases of type mean cheaper composition than the old expensive system of either *picking sorts* or constantly buying high-priced foundry type and then paying constantly for its distribution.

Our composing room force has

taken every advantage of the machine's adaptability. Our machine men were taken from our regular force of printers, and they have discovered and worked out many time-saving schemes for the Monotype.

The Globe issues regularly, besides its newspapers, the magazines *Suburban New York*, *City Homes*, *Business Homes* and *Paris Fashions*. The text for these is all done on our Monotypes, and the display type is all *home-made* Monotype. These magazines are printed direct from the type—and we use only one grade of type metal for all our machines. We carry out our Non-Distribution System to such an extent that this type is returned from the outside press-room in a barrel and then put in the metal pot. No false or wasted motions there!

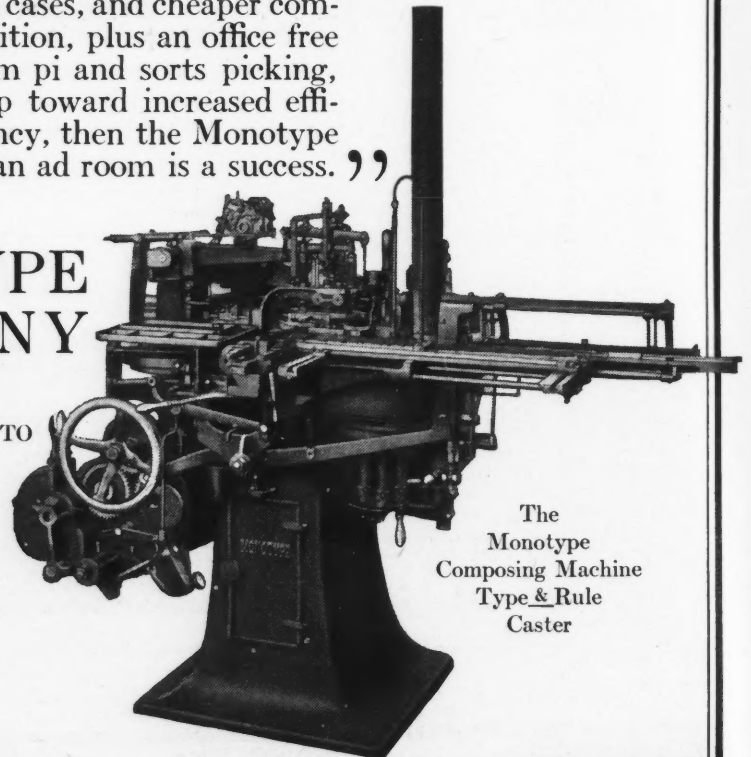
If economical ad composition, full cases, and cheaper composition, plus an office free from pi and sorts picking, help toward increased efficiency, then the Monotype in an ad room is a success.”

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Creators of
NON-DISTRIBUTION
Equipment



The
Monotype
Composing Machine
Type & Rule
Caster

THE EDITOR & PUBLISHER

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

Vol. 49

NEW YORK, SATURDAY, OCTOBER 28, 1916

No. 20

INLAND PUBLISHERS TO RAISE AD RATES

Substantial Increases in Subscription and Advertising Revenues Declared to be Imperative—Only Remedy for Growing Overhead Costs—To Establish Central Bureau of Information.

(Special to THE EDITOR AND PUBLISHER.)
CHICAGO, October 27.—Shortage of print paper and increased overhead expenses make it imperative to boost advertising and subscription prices accordingly. This was practically the unanimous decision of the Inland Daily Press Association, at a special meeting held here this week. Will V. Tufford, of Clinton, Iowa, secretary of the Association, said: "Although we have already made substantial increases in the price of advertising and subscriptions, there is no alternative but to still further advance these prices. This is the only remedy for the print paper crisis, not to speak of the increasing overhead burden."

Coöperation among members of the Association, in order to get some of the advantages of larger purchasers of print paper, was discussed, and plans were formulated for the establishment of a central bureau of information in Chicago.

The membership of the Association comprises editors of daily newspapers in the principal towns (aside from the very largest cities), of the Middle West. President A. L. Miller, of the Battle Creek (Mich.) Enquirer and News, presided, and about one hundred newspaper editors and publishers were present.

NEW YORK HERALD OPTIMISTIC

James Gordon Bennett Sees No Reason for Gloom Over News Print Situation.

The New York Herald has been consistently optimistic about the news print situation. James Gordon Bennett has faith in the ability of the manufacturers to meet the demands of the consumers, and does not foresee any actual disaster to the publishing business through the threatened inflation of prices to prohibitive levels.

In its issue of yesterday the Herald reviews the prospect of Japanese competition in the news print market, and calls for tariff legislation to forestall it. The danger of "destruction of the splendid paper industry of this country" is cited. The editorial pays a high tribute to the "splendidly managed corporation, the International Paper Company, and attributes the great rise in the market values of the corporation's stocks to public confidence that "its volume of business will continue and that there is no serious shortage of material in sight."

The Herald concludes: "In the light of these conditions, what reason can there be for the continuing talk of an increase of price for the product?"

Success in life is not so much a matter of talent or opportunity as of concentration and perseverance.



J. E. A. DUBUC,

ONE OF THE LEADING MANUFACTURERS OF NEWS PRINT IN CANADA.

NEW WRINKLE IN LIBEL SUITS

Dubuque (Ia.) Telegraph-Herald Brings Novel Action Against Former Editor.

A new idea in libel suits is on trial this week in Dubuque, Ia., wherein the writer of articles, claimed to be libellous, is being sued by the newspaper which had been mulcted in damages because of the articles. R. Louis Murphy, now Internal Revenue Collector for Iowa, and formerly editor of the Telegraph Herald, is being sued by that newspaper to recover \$6,070.37, with interest from October 1, 1915. It is claimed that while editor of the newspaper, Mr. Murphy wrote a number of articles in March, 1910, relative to the candidacy of Joseph J. Ott for Mayor of the city. Mr. Ott sued for libel, naming the paper, Mr. Murphy, and P. J. Quigley as defendants. He recovered judgment for \$2,500. It is now claimed by the paper that Murphy wrote and published the articles without authority or approval of the management or other officers, and that, therefore, he is personally liable for the judgment, together with the court costs and interest.

ADVERTISING BROUGHT \$140,000,000

Beecham, Who Died Recently, Amassed Millions Through Newspaper Publicity.

Sir Joseph Beecham died in England recently at the age of sixty-nine. His fortune is estimated at \$140,000,000. The foundation for this colossal wealth was laid by his father, Thomas Beecham, who began life as the manufacturer of pills, which he advertised extensively. Sir Joseph, who was knighted because of his philanthropies, developed the business left to him, extending his advertising propaganda throughout the civilized world. Sir Joseph was created a knight in 1911, and was elevated to the baronetage in 1914. Sir Joseph's eldest son and heir, Sir Thomas Beecham, is an operatic impresario and conductor, whose wife is Utica C. Welles, daughter of Dr. Stuart Welles, of New York, a descendant of Governor Welles, who was one of the Puritan fathers.

It isn't necessary to tell the boss why you failed. The fact that you missed the mark explains it to him.

CANADA COULD SUPPLY ALL WORLD WITH PULP

President Dubuc, of North American, St. Lawrence and Chicoutimi Companies Says Their Mills Could Easily Double Production—Vast Areas of Timber Lands Yet Untouched.

One of the most prominent and able personalities in industrial Canada is J. E. A. Dubuc, president of the North American Pulp & Paper Companies, managing director of the Chicoutimi Pulp Company, and president of the St. Lawrence Pulp & Lumber Company. It was the privilege of the correspondent of THE EDITOR AND PUBLISHER to visit the Chicoutimi mills recently and also glean some of Mr. Dubuc's opinions concerning the future of the paper and pulp industry.

Mr. Dubuc, when only twenty-six years old, recognized that Canada was the region and pulp and paper the industry that had a great future. He had the vision; in America he got most of the capital which made possible the claim of his plant at Chicoutimi to be "the largest producer of mechanical pulp in the world." Such men as the Hon. George T. Oliver, of Pittsburgh; Parmely W. Herrick, of New York; George W. Robertson, Philadelphia, and others equally well known in financial and newspaper circles believing in the vision of Mr. Dubuc, associated themselves with this great figure in industrial Canada.

Mr. Dubuc, who is undoubtedly the greatest authority as a wood pulp manufacturer in Canada, says that "within a comparatively short time, providing the capital were available, Canada could unquestionably produce enough wood pulp for the paper-making requirements of the world."

COULD DOUBLE PRESENT OUTPUT.

"Speaking with regard to chemical pulp, what do you consider are the possibilities as to increasing the production for export?"

Mr. Dubuc replied, without any hesitation: "If the money could be put up to-morrow, I would guarantee that our production of 35,000 tons on the St. Lawrence and with the proposed production of our new Ha-Ha Bay mill, another 35,000 tons, could, if necessary, easily be doubled."

Asked what time it would take to achieve this, he replied:

"Well, I would undertake to furnish round about 200,000 tons of sulphate wood pulp per annum in two years from now. If the necessary capital were forthcoming, mills could be built on sites at present in my mind's eye, and the capabilities of these mills would if necessary, be not less than half a million tons per annum.

"This quantity could be drawn from just two sections of Canada, leaving out of consideration the enormous resources, which include illimitable timber reserves, stretching even beyond the pale of civilization," he added, when the fact was mentioned that certain paper-makers had expressed a fear that the supplies from present sources might possibly be interfered

with by embargo or from other considerations after the war.

ENOUGH FOR ALL THE WORLD.

Mr. Dubuc's replies indicated, without any qualification, that, within a comparatively short time, providing the capital were available, Canada could unquestionably produce enough wood pulp for the paper-making requirements of the world.

The Chicoutimi mills use only 170 feet of the 436-foot fall of the waterfalls, producing 350 tons dry mechanical pulp daily, whereas if the full power were utilized, 1,000 tons dry daily could be produced. Figuring 300 working days, 300,000 tons dry mechanical pulp can be produced, and the Chicoutimi company figures this could be achieved in eighteen months, and it would mean more pulp than the world uses in the open market.

J. H. Lynch, Mr. Dubuc's right-hand man, very frankly stated that the paper industry had come into its own. "Canada has the wood, the men to cut the wood, and the men who know what kind of wood to put into the various kinds of paper. Furthermore, we have no labor troubles among the woodsmen of Canada.

"I do not think the paper prices will be cheaper than they are, for paper has found many uses; manufacture of paper boxes and bags, Beaver board, soldiers' equipments, etc., etc. Sulphite pulp has advanced from \$30 a ton to \$110, and at times as high as \$130.

"There are many books waiting to be published after the war, many new books to be printed for schools, many commercial contracts to fill, so I do not think the price of paper will get lower than it is at present. It is about time that publishers realize economy should be exercised in the use of paper," he commented, on the paper-saving campaign now in progress.

Mr. Lynch, continuing his talk, spoke of the wonderful waterfalls of Canada for utilization in the pulp and paper industry, and the enormous area of trees already owned by the company at Chicoutimi. This comprises some 550 square miles of spruce wood. The company also owns its own electric tramway, about half a mile in length, to its own wharf on the Saguenay River. The writer gathered from his conversation that it was the intention of the North American Pulp Company to establish branches in many waters fronting American cities, shipping direct by water, thereby reducing transportation costs to a minimum.

VAST FIELD OF OPERATIONS.

Within the last few years the Chicoutimi Pulp Co. has further strengthened its position by acquiring the control of the pulp wood supply on the freehold lands of the Chicoutimi Freehold Estates, Ltd., which was formed to acquire approximately 400,000 acres of land, together with the water areas, situated in one continuous block on the Pégibonka and Manouan Rivers. This is considered the best and largest block of freehold pulp lands in Canada. Not only does it contain a huge amount of spruce and other woods adapted to the manufacture of wood pulp, but it presents natural facilities for water transport and other natural advantages of great value.

This enormous stretch of territory has been leased for the Chicoutimi Pulp Co., for twenty years at a rental of \$125,000 a year, and constitutes one of the most substantial guarantees for its future success.

The North American Pulp and Paper Companies, of which Mr. Dubuc is president, controls through joint ownership

WHEN YOU LIVE TO-DAY—

THERE is such a thing, you know, as paying too much for your money. What good is a million dollars to you when your friends peek at you through a glass and murmur, "Doesn't he look natural!" Many a man struggles all his life to arrive, and then finds that there's nowhere else to go, and the place he's arrived at isn't one-two-three with some of the places he passed by when the "Go Slow" signs meant nothing to him. If you've got the fifty cents, you'd better go to the circus to-day. The elephant will never look so big nor the giraffe so tall. Live to-day. Sleep is the finest of indoor sports. It is better than fine gold and precious stones. You get it when you live one day at a time, play square with yourself, be at least ordinarily neighborly, laugh a bit now and then, and live so that the man who works with you all the year around thinks you are a good fellow. If you do these things you'll have mighty few worries and, you'll know what long life and happiness really is.

—Thos. Dreier

the following operating companies:

Chicoutimi Pulp Company (90,000 tons of ground wood pulp annually); St. Lawrence Pulp and Lumber Corporation (36,000 tons of sulphite pulp annually). The Tidewater Paper Mills Company, Brooklyn, N. Y., manufacturing news print paper (27,000 tons annually).

The North American Pulp and Paper Companies owns and controls a total of 1,360,000 acres of pulp wood lands. The pulp wood contents of these are conservatively estimated at 22,000,000 cords.

In 1915 the estimated value of the total assets of the company was \$30,016,066. It is a paper and pulp manufacturing and a paper distributing proposition combined, this North American Pulp and Paper Companies.

"Le Progress Du Saguenay," of which Mr. L. Brousseau is editor and Mr. Dubuc the owner, is a sheet which speaks well for the territory surrounding Chicoutimi. The plant is of the modern type, and although within sight of the great mechanical pulp mills, the paper saving programme now being put in force by publishers has long prevailed at the "Du Saguenay" printing plant.

INDUSTRY MAKES FINE TOWN.

The town of Chicoutimi is a marvel as an industrial centre. It is clean, the homes are modern, sanitation excellent, store facilities the best. It boasts of a \$250,000 cathedral, excellent parochial schools, business college, normal school, all under the supervision of the Roman Church. A magnificent hospital is also maintained, with fine hotels for the traveller. Mr. Dubuc is a liberal contributor to every project for the good of the town in which he resides with his wife and family. He has had conferred upon him by his Holiness the Pope the Order of a Chevalier of St. Gregory, and the visitor to Chicoutimi can not help being convinced of the truth of the words of the foreman at the mill that "the reason Canada was naturally the supply house of the world for pulp and paper was because she has workmen who knew woods—the best kind of wood to make the best kinds of pulp for any kind or grade of paper. She had workmen who were contented and happy and good healthy working conditions and good healthy towns in which they could live. She had the Roman church as the social, educational, and religious life of these workmen."

The town is ably served by the Can-

CRITICIZES DODGE'S STATEMENT

Courier-Journal Comments on 3-Cent News Print as Forecasted.

The Louisville Courier-Journal, commenting on the statement of P. T. Dodge, president of the International Paper Co., that the price of news print would not be less than three cents at the mill during 1917, says that this means tremendous increases in advertising rates and subscriptions, or suspensions on the part of many publishers. The Courier-Journal then refers to the advance in the stock of the International Co., within the past few months, noted in a New York newspaper, as follows:

"The International Paper Company has advanced the price of news print to be delivered in 1917 \$20 per ton, the greatest and most spectacular advance in news print ever recorded. This price advance means about \$12,000,000 additional gross income, by far the larger portion of which should be represented in net."

The common stock of the International Paper Co., the Courier-Journal states, was quoted at about \$10 to \$12 a share in the early part of 1916, while now it is between \$40 and \$50 a share.

Churchmen Urge Publicity

A larger publicity for church propaganda is being urged by delegates to the General Convention of the Protestant Episcopal Church, in session at St. Louis. The Rev. James Wise, of St. Louis, Suffragan Bishop-Elect of Kansas, has drafted a resolution calling for a permanent Church Publicity Commission. "In our churches we can reach many, but it is through the newspapers that we can best reach the man outside," he said. "We are coming to the point where we must realize that the Church, like all other large organizations interested in moulding public sentiment, can best do it through organized publicity."

adian Northern Railroad, and the Canada Steamship Lines, Ltd., brings thousands of tourists down the wonderful Saguenay River, many of whom visit the pulp mill and revel in the charm of the contented, peaceful environments of the wonderful industrial metropolis.

Nine thousand men strong are often no match for one man intelligent—conception counts.

McINTYRE PLEADS FOR DRASTIC CURTAILMENT

Says That if It Is Practiced a Normal Supply of News Print Within Two Years Will be Assured—Wants Mill Capacity Extended and Will Study Conditions in Canada.

The solution of the news print problem lies in coöperation between publishers and manufacturers, in the opinion of A. Gordon McIntyre, the paper expert of the American Newspaper Publishers' Association.

"It will be the aim of the paper committee," said Mr. McIntyre, "to encourage present manufacturers to build or extend their mills, in order that 1,000 additional tons capacity may be in operation by 1918. If this is not possible, then the idea will be to assist in financing sufficient new mills to provide the tonnage. We hope to have enough news print produced by the end of 1918 to meet normal requirements.

"The paper committee, I might say, is already in touch with two developments, which give promise of being carried through to successful completion. Meanwhile, the present abnormal conditions must be met by drastic curtailment of consumption, such as now prevails in England and other countries.

"Our policy will be to make the paper manufacturing industry both in the United States and Canada as attractive as possible to the paper-makers, and to coöperate in every way to meet the present crisis.

"Further production will only be encouraged up to a safe amount. We concede that the manufacturer should have a reasonable profit in all times, good and bad. We will only carry our plans to the point where the supply will be adequate for publishers' needs.

INVESTIGATIONS IN CANADA.

"I propose to make some investigations in Canada relative to the problems of export, possible war taxes on the industry and the prospect of new tonnage.

"It will be my aim during the next six months to undertake a thorough survey of the news print manufacturing industry of the United States and Canada. I hope to inspect all the mills supplying white paper to the American market, so that I may be in a position to size up the situation accurately. In this I expect to have the coöperation of the paper manufacturers."

Mr. McIntyre took up his work with the A. N. P. Monday, occupying the offices from which the late John Norris conducted the original campaign of that organization. He took up the work at the point where Lincoln B. Palmer has carried it, going about it methodically and with characteristic energy.

Ad Censor Returns Checks

The Central Censor Committee, recently organized by business men in Dallas, Tex., has begun its work, and this week checks aggregating \$178 were returned to business men who had given them in patronizing an advertising scheme that fell under the ban of the central committee. The money collected by the solicitors was returned to the business men and the solicitors were stopped from further plying their trade in this city. All advertising promoters are required to have their projects passed on by this committee before their solicitors are put to work.

Wishing for a thing will not bring it to you. Working for it will.

SUPPLY SUFFICIENT IF PUBLISHERS ECONOMIZE

Secretary Steele, of News Print Manufacturers' Association, Discusses Next Year's Prices for Paper—Avalanche of Letters As Result of Recent Interview in These Columns.

"I think there will be enough news print for 1917 to go around," said G. F. Steele, secretary of the News Print Manufacturers' Association to a representative of THE EDITOR AND PUBLISHER. "There is no reason to assume that there will be many or any suspensions from shortage, if publishers will continue during 1917 the economies they are practicing now. If they reduce consumption to the lowest possible amount, they will contribute toward safe conditions. It is simply a matter of publishers keeping the size of their newspapers down so that they will come within the capacity of the mills. They must continue all through next year the same policy of conservation they are now following.

"Will it be possible to contract a supply for 1917 at 2 1/4 or 2 1/2 cents a pound, Mr. Steele?"

"I think prices for next year will not be less than 3 cents a pound, at the mill. Mr. Dodge, of the International Paper Co., which makes 25 per cent. of the news print of the United States, says he will charge not less than that amount. It is possible that smaller companies will have to charge more. The manager of one of the smaller mills told me that his costs of manufacture at the present time are \$57 a ton. It is plain that he cannot sell at \$60 a ton. This high cost is caused by the increase in the prices of supplies that enter into the making of news print.

PULP WOOD SUPPLY UNCERTAIN.

"I do not think that any of the larger concerns will begin to make contracts for a month to come, on account of the uncertainty of the pulp wood supply, which is a very serious matter. Mr. Bacchus, of the Minnesota & Ontario Paper Company tells me that it is difficult to get wood crews. Formerly he paid \$18 to \$20 a month, but wages have advanced to \$55 monthly, with new crews not cutting 80 per cent. as much wood as the experienced men it was formerly possible to get.

"Some mills are fortunate in having a good supply of pulp wood in their yards. Among the Western mills this is not the case. There are some that have practically no wood at all. I know of one case where the demand has been so great that it is not possible to wait until the regular drives, and where logs will have to be hauled in on sleighs. This, of course, increases the expense."

"Will news print tonnage for 1917 be on the basis of 1916 contracts?"

"The mills will not contract in excess of their capacity. They will contract for a definite amount, shipments to be made one-twelfth each month. The mills want to sell their products on the same plan the steel manufacturers do, and which obtains in other lines."

"In the new form of contract, in which the publisher is required to pay the freight, will the mills reserve the right to route shipments? If so, why?"

THE QUESTION OF SHIPPING.

"This reservation is made in the interest of the newspapers. It stands to reason that a concern that routes thousands of cars yearly is in a better position to insist on prompt service and timely delivery, than in the case of a

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WHEN THE "CUB" REPORTER WAS ASSIGNED TO GET AN INTERVIEW WITH THE BIG "GANG BOSS" AND WAS SENT BACK TO THE OFFICE IN AN AMBULANCE.

shipper who only routes three or four cars a month. The mill will ship over routes where the best service is rendered to the papers."

"It has been reported that some newspapers are hoarding newsprint? Do you know of any such cases?"

"I have heard of some cases which I know to be false.

"The circulation of THE EDITOR AND PUBLISHER," said Mr. Steele, reflectively, in conclusion, "must be enormous. Since the publication of my interview with your paper in October 7, I have been avalanched with letters from publishers in all parts of the country. They come from as distant points as the Pacific Coast. It is amazing. I have received newspaper clippings showing that the interview has been republished generally. Certainly newspaper men read THE EDITOR AND PUBLISHER carefully. I am convinced of it, by the number of letters I have received."

GROUND WOOD FOR BOOK PAPER

Increase in Price of Sulphite Decreases Pulp Wood Supply for News Print.

The demand for magazine and book paper has grown to such an extent, according to a man well posted on the situation, that ground wood pulp is being used, both in the United States and Canada, in place of sulphite fibre. This, of course, tends to decrease the supply of mechanical wood pulp for the making of news print. The substitution of ground wood for chemical fibre has been made necessary because of the increasing cost of sulphite so necessary in the manufacture of the white stock on which the newspapers of the country are printed.

PENNSYLVANIANS WILL CO-OPERATE IN BUYING

Publishers Hold Profitable Meeting at Reading and Authorize Negotiations Looking Toward Combined Purchases of News Print—Scheme Will be Put into Effect Soon.

Expressing a sentiment that manufacturers and consumers of news print should each concede something to the other in a common effort to solve present problems of high costs, publishers of Pennsylvania closed an interesting and profitable meeting at Reading last week.

The spirit of concillation, however, disclosed no weakness of policy as to previously considered steps to eliminate the speculator and the speculative jobber as a contributing cause of open-market skyrocketing of prices. These same Pennsylvania publishers were responsible in large measure for the recent Federal Trade Commission inquest into the news print situation and, at request of the Commission, one of their number was commissioned a representative to furnish such additional facts and figures as the Commission desired.

But the consideration of commonsense method of elimination of waste and other plans of news print conservation led these publishers to a conclusion that unnecessary strife between manufacturer and consumer tended to further complicate an unparalleled situation rather than alleviate it. Hence a resolution followed to approach the manufacturer on a "square deal" basis provided harmony and mutual understanding between the forces of supply and demand were desired by the latter.

CO-OPERATIVE BUYING APPROVED.

Publishers of twenty-five inland cities of Pennsylvania were represented and negotiations were authorized looking towards cooperative buying of news print for themselves and such other publishers of the commonwealth who might join them. A unit of 15,000 tons was underwritten at the meeting and other units of similar tonnage pledged provided negotiations succeeded on a cooperative basis in the initial experiment. Details of credit, shipments, and sizes are now being worked out and by the first of November these publishers will be ready to sound manufacturers upon the practicability of the scheme.

Ernest G. Smith, publisher of the Wilkes-Barre Times-Leader was named chairman of the cooperative purchasing committee and district chairmen were named assistants in various parts of the State to help in the collection of necessary data looking towards putting the experiment into active operation. Other committee members are: J. H. Zerbey, Pottsville, Pa.; Robt. P. Habgood, Bradford, Pa.; C. N. Andrews, Easton, Pa.; W. C. Dershuck, Hazleton, Pa.

PUBLISHERS ARE INTERESTED.

Publishers elsewhere will be interested in learning how the Pennsylvania experiment progresses. It is one that has been talked of for a number of years in the East, but never developed to a point of actual accomplishment. Under the initiative of Mr. Smith, who has for years been an exponent of practical business discussions, rather than mere pink tea persiflage at publishers' gatherings, there is every prospect of success following this effort.

If I've wasn't so blind, druggists wouldn't sell so much rouge.

UNCLE SAM SAVES PAPER

Public Health Service Cuts Mailing List and Postmasters Must Economize.

The United States Public Health Service announces that it will curtail its mailing list for the Health News, published by the Service. Surgeon-General Rupert Blue has notified all persons receiving the publication that, unless he receives word from them that they desire to have it continued, they will be stricken from the mailing list. This action is to aid conservation of paper supply.

An order recently issued by the Post Office Department to postmasters all over the country warns postmasters that in making requisitions for stamps and insurance and C. O. D. tags to be used during the Christmas holiday season, owing to the limited supply brought about by the general shortage in paper, care should be exercised not to ask for more than may reasonably be expected to be used during that period.

German Paper Shortage Ends

German newspapers are no longer threatened with a paper famine. The curtailment of consumption in the Empire has been drastic, and has relieved the situation at the mills. The demand for cellulose from wood fibre for ammunition, which was enormous, has been lightened by the construction of fourteen sulphite alcohol mills, to begin operation in December. The result is that manufacturers of paper are again encouraging consumption.

"Happiness doesn't depend so much upon our surroundings as it does upon our interiors," as the boy said who had been stealing jam.

PUBLISHERS SHOULD PAY FREIGHT ON NEWS PRINT

So Declares One Man, from the Book of His Own Experience — System Gives Chance to Deal with Differential Roads and Get Better Prices—Also Permits Own Routing.

"Publishers can handle their own news print shipments to better advantage than the manufacturers. They should welcome the chance to purchase paper at the mills, and pay their own freight. Publishers have a better idea of the way freight should be routed, and the competition for business among the roads makes it possible to get one line to use greater efforts to bring paper through on time than others, in order to get the business." This is the opinion of a publisher who has always paid his own freight and who has routed his own shipments.

This man, reading from the book of his own experience, justifies the action of the manufacturers in selling f. o. b. mill, in the general increase in freight rates, which they have had to absorb. Where the freight advances have been 5 per cent., they have had to slash into their paper price and profits to meet it. In many cases, where freight goes off transcontinental lines, to local roads, or into commonwealths where the railroads are all State-controlled, advances are in many cases much greater—in some cases as much as ten per cent. This frequently makes 15 cents for every hundred pounds, which manufacturers have had to stand.

DELIVERIES ARE DIFFICULT.

There is another factor which enters into the matter, and that is responsibility for delivery. During the past year it has been a serious matter. There have been embargoes at many points, in most ports, and, therefore, great congestion. This has been complicated by car-shortage. Conditions—over which the manufacturers have no control—arise that cause delay in delivery, and this the mills desire to avoid in the future.

Some idea of the difficulties that confront shippers may be found in the experience of one man in the moving of his paper. He found it impossible to get cars, so he made shipments to New York city in canal boats, and carted it to train tracks for transshipment by rail to destination. Then the question of avoiding the embargo points, while it existed, arose. At the present time, his problem is to so make his shipments of white paper that he will avoid the great railroad centres, and the congested yards of the large railroad systems.

DIFFERENTIAL ROADS PREFERRED.

By giving business to the differential roads, which have less freight to handle, and, therefore, better service to offer, his shipments are faster, and an extra effort is made to please him, in order to keep in the future a business they have never before enjoyed.

All of the lines maintaining freight agents in the city of publication, clamor for his business, and the matter of gaining the influence of the agent of the less favored roads, makes it possible for them to use their influence to keep his cars moving from mill to destination. Thought on these points, he declares, will lessen difficulties. Publishers will not realize, he declares, the difficulties that the mills have contended with in the matter, and if they have not given the matter of routing consideration, it is high time, he says, that they should detail some man to study the question.

WHY DR. CHRISTIAN F. REISNER UTILIZES NEWSPAPERS TO ADVERTISE CHURCH WORK

New York Clergyman Who Declared Jesus Christ to Be the Greatest Advertiser Follows the System of a City Editor in Directing a Force of Twenty Busy Assistants—Has Firm Faith in Publicity.

THE study of the Rev. Dr. Christian F. Reisner, the advertising minister, looks like a city editor's office. He conducts the affairs of his church, and dispatches his daily duties, with the thoroughness of the trained newspaper man directing his staff, or the advertising manager planning an aggressive campaign. Every movement he makes suggests the training he received twenty-three years ago, when, as a city editor, he controlled the news policy of the Daily Champion, in Atchison, Kan. His study in Grace Methodist Episcopal Church, in West 104th Street, New York city, is lined with book-cases. There is an extension 'phone on his desk, which lacks nothing of the appearance of the busy editor dealing with the affairs of the world. There is a desk calendar—his assignment book—on which he keeps track of coming events, hooks and weights and memoranda scattered over its surface. He directs his force of twenty assistants just as the day city editor of a metropolitan newspaper plans for the next day's issue.



DR. CHRISTIAN F. REISNER.

Like the city editor, Dr. Reisner reads all the daily newspapers, checks them up carefully, making a note from time to time. He reads not only the news columns, but goes carefully over the advertising, for he is a student who keeps up with the times. He advertises to attract the public.

The newspaper training he received before he entered a theological seminary back in 1893 stands him in hand today, enabling him to write "copy" with a "pencil"—the kind that grips the reader and attracts him to the church. That's the reason 175,000 people heard his sermons last year. Nearly a quarter of a century ago he was taught the value of advertising. He saw the effect on the business of the men who purchased space to advertise their stores, and he realized then, as he does now, that it is the vehicle to carry the word to the masses, and to bring them to church. He absorbed then a knowledge of writing "copy." He learned the knowledge of "position." From his daily meeting with men in all walks of life, he knows how to get in attune with different classes, to get them in attune with the Word he preaches. He learned in Atchison that the advertising man reduced copy writing to a science, and when he came to the pulpit, he relied upon his early experience to add to the number of his congregation.

That is the reason he took an advertisement on the sporting page of the New York Tribune recently—he wanted to reach the men who read the baseball news, and he knew that that was one of the places where they would see it. Grace Church was filled to overflowing because of that ad. Another time, when the services of a famous singer were engaged, Dr. Reisner bought space on the amusement page—where his announcement would be seep, and again Grace Church was crowded to the doors. He does not give an "r. o. p." order to get the lowest rate. He specifies "position"—and pays the price. These are just a few samples of the thorough-going manner in which he goes about his work. When Dr. Reisner has a news item for the paper it is *real* news. It is not an account of a tea given by the Ladies' Aid Society, in which they alone are interested. He furnishes first-hand information, written in the style of the newspaper to which he takes it, of the same length the city editor would order, and phrased in clear, crisp newspaper language. He uses short sentences to advantage, eliminates the superlative—goes direct to the point. He says what he has to say in the fewest possible number of words. If Dr. Reisner were not one of the most prominent clergymen in the United States, he could be one of the best-known and highest-salaried editorial or feature writers in America. He has the "nose for news," for he keeps up with the times.

SAYS JESUS CHRIST WAS THE GREATEST ADVERTISER.

"You once stated that Christ was an advertiser, doctor. In what respect did He advertise, how did His methods differ from those of to-day, and what have been the comparative results?"

"Jesus was the greatest advertiser. Few people could read when He was on earth. He adopted the only means open to Him. He went out on the highways and preached. Five thousand people followed Him. He advertised in the face of a storm of criticism, and His message brought results. He was the first to advertise the Truth. Although His advertising was done during a storm of hostility, not once was His Immaculate character questioned. His advertisement was the greatest message ever given to the world. It was of such force, it had such power, that the effect of it is felt to-day, centuries after He spoke. No other message in all human history has carried so far, for it has been communicated over such a wide range of time, has vibrated through the world with such force, that millions have followed Him. His was the first true advertisement. There can be no comparison with the results obtained in any day since then. We compare one time with another, using the methods in vogue in each. Jesus sought to reach the masses in every walk of life. He did. How many advertisements to-day will ring through the succeeding years?"

"Why do you believe in newspaper advertising?"

(Continued on page 20)

PUBLISHER SEES NO CAUSE FOR EXCITEMENT

Big Buyer of News Print Predicts that 1917 Price Will Approximate \$45 a Ton at Mill—Says Prohibitive Prices Would Ruin Business of Manufacturers.

"Newsprint for 1917 should not cost more than 2½ cents a pound, at the mills, to publishers who have been buying tonnage regularly, and whose credit is good. Higher prices will necessarily be paid by those who purchase in the open market, and who bid against each other." These statements were made to a representative of THE EDITOR AND PUBLISHER by a well-known Western publisher who is in New York.

"The cost of paper—and freight—in some cases may equal 3 cents a pound, where there is a long railroad haul. The shortage is temporary. The mill men are panic-stricken—more so than the publishers. Orders have piled in on them. They have been swamped for the first time in their history, and prices of excess tonnage have gone skyward. It's only natural. But there is no reason for excitement. It is all nonsense to talk of raising prices to 3 and 3½ cents a pound at the mills. That would mean an increase, where the publishers pay the freight, of as much as \$200,000 to \$300,000 in many cases. The newspapers that make that much money are mighty few. The price would be prohibitive. It would put the papers out of business, and also the mills. Of course, it is unnecessary to state that the mills are *not* going to put themselves out of business. These prices that have been quoted, and have been made in the flurry of excitement on the part of scrambling publishers who want white paper in excess of their tonnage. Such paper lots are usually in the hands of speculators. There has been an increase in the cost of manufacturing news print—but nothing like the prices asked.

DANGER POINT FOR MILLS.

"I haven't heard any increase of more than 50 per cent. discussed. Everybody has heard that. Take New York, where present quotations are for \$2.15, pressroom delivery. It costs 28 cents a ton to ship the paper, cart it to the warehouse, pay the insurance, cart it to the newspaper office, and put it in the basement. Deduct this from the price, and you have \$1.87 at the mills. Increase this price by 50 per cent., and the price of paper would be \$2.81 cents a hundred pounds. I don't think there will be any such increase. The papers cannot stand it—and the manufacturers cannot afford to charge a price that they cannot stand.

"I think that the price for large tonnage during the coming year will not be far from \$2.25 per hundred pounds—it may be slightly, but not a great deal. Economies that are being practiced should ease the situation.

"Publishers located at great distances from the mills, where they must pay \$1 per hundred pounds or more freight, may be compelled to pay a rate close to 3 cents a pound, and in some cases more. That is a matter of railroad tariff, which must be paid in any event, and in such cases I think the only increase such a publisher may expect to pay would be in the price of the paper f. o. b. mill, and this should be so well within the 3-cent mark as to remove any reason for panic."

Of-times his wife calls by a harsher name the "hail-fellow-well-met."

ELECTION MAY BE WON BY ADVERTISING

Ford Ads for Wilson—A Challenge to Republican Campaign Managers—Big Space to be Used by Both Sides in Closing Days of Contest—Keen Interest Shown in Political Circles.

Full-page advertisements in the leading newspapers of the country to impress on workingmen and farmers reasons why they should vote for Woodrow Wilson for President, was the announcement made by Henry Ford, the automobile manufacturer, on Tuesday last.

As if in answer to this challenge, there appeared in all of the New York morning papers on Wednesday morning a full page ad for Candidate Hughes. This followed a conference on Tuesday afternoon between Chairman Willcox of the Republican National Committee and Committeemen R. H. Hynicka, of Ohio, and Charles B. Warren, of Michigan, together with several others. These two committeemen reported that the Ford campaign was already under way in their States, and that Indiana and Illinois would be reached in a day or two. What happened at the conference is not known, but the results, in the full page ads the next morning, spoke for themselves. These ads are being handled from headquarters. The Ford campaign is to be handled in Detroit. In addition to the full page ads to be used by Mr. Ford it is stated that he intends to use a number of Thomas A. Edison's epigrams, and that they will be published broadcast over Mr. Edison's own name.

Mr. Ford called on the President on Tuesday at the summer capitol, Shadow Lawn, and took with him sample ads, which he submitted for approval. He will assume entire charge of this particular campaign, and will pay all of the expenses of the same.

After the call on the President, Mr. Ford called at Democratic Headquarters in New York and had a conference with Chairman McCormick. When asked by the Chairman how much he expected to spend in this campaign, Mr. Ford is reported to have whispered a sum in the ear of Mr. McCormick that made that gentleman sit up and blink. Asked the amount later, neither of the men would say what it was, but the astonishment shown by Mr. McCormick betrayed the fact that it must be a good round sum.

It is the general belief that the campaign is to wind up in the newspapers and that large amounts of newspaper space will be used by both parties in their efforts to elect their candidates.

Ads for Girls to Recruit

After stating that during the summer he had secured one hundred recruits by advertising in the New York World, Major Monson Morris, of the Twelfth Regiment, N. G., N. Y., said Wednesday he had decided to advertise in the World for twelve young girls to help to obtain recruits for National Guard regiments on the border, because he had read that the regular army had adopted that method in San Francisco.

Mellett Joins I. N. S.

John Mellett, formerly of the Evening Mail, has left the city staff of the New York American to join the administrative forces of the International News Service. Mr. Mellett will have general supervision over the pony business of the I. N. S., and will also look after the service department.

AND NOW WE HAVE THE COMPAROGRAPH

By FRANK W. ROTH, Manager of National Advertising, Joplin (Mo.) Globe.

COMPARISON, the mother of standardization, is as necessary in a newspaper office as it is in any other place of business.

How much advertising did you carry last month?

You hem and haw a few times, search through every drawer of your desk, and draw out finally a volume with neither index nor other outward record, paw over twenty-two or three pages before you come to the figures, only they haven't yet been totalled. You fidget around while the office boy runs them up on the adding machine and you have the result, but—

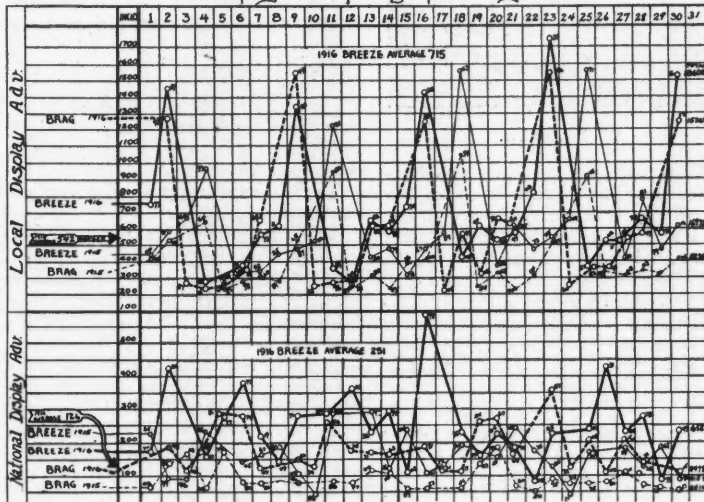
Does it tell at a glance how much each day was greater or smaller than that of the preceding year? How much it leads your competing paper? How much they have increased by day and month? What your average was last year as compared with this?

All these are mighty convenient items to have at your finger ends. They have as many uses perhaps as Aladdin's lamp. They may even have to serve as your backbone in getting rid of a non-productive member of your staff, but their best office lies in the fact that you always know what you are doing.

A GRAPH WITH A PURPOSE.

It all hinges on how you keep the dope whether you derive the fullest benefit from such information. I've never seen a method to surpass the following for keeping this information on tap all the time. Engineers—electrical, mechanical, and efficiency—are great users of charts or graphs. Their work is largely one of comparison. So why not use a graph for our own comparisons, and just so it will not conflict in our minds with the phonograph or the proctograph or the dozen or two other graphs, let us call it the

Display Comparograph, July, '15-'16.



In order not to leave the editor open to criticism, fictitious names are used, but as it makes it easier to comprehend a proposition that deals with cases, we'll consider the Blendville Breeze as our paper hereafter, and the Blendville Brag as "the other."

Across the top are strung the thirty-one days of the month, then down the column at the left appear the inches in divisions of one hundred in the case of the local, and divisions of fifty in the foreign classifications, the latter for the reason that there is not so wide a range of fluctuation, and this makes the variations more noticeable.

Having last year's record before us, it is a pretty simple matter to draw the light solid line through its proper gradations, thus forming a graphic picture of what we did during the month last year. Our record of our competitor's accomplishment during the same period is then mapped out. We do it here by drawing a light line with red ink for last year and a heavy line of the same color for this year's record, which makes the chart much easier to comprehend, but for reproductive purposes it was necessary to show these in dotted black lines in the above comparograph. The chart at this stage tells us just what each Blendville paper did during the month last year, and the lead of one paper over the other is easily ascertained for any number of days of the month.

A RECORD DAY BY DAY.

This year's record of both papers is platted day by day, and gives a progressive picture of just what is taking place. The heavy black solid line represents the advertising the Breeze carried, while that of the Brag is shown by the heavy dotted line.

In this way we tell as we go along just what we are accomplishing, what the other paper is doing, and how we compare. It gives an incentive for a showing at all times, for a beat looms up like a house afire. It enables the setting of a standard minimum for the month, below which it is unsafe for the solicitors to let the business drop. A reasonable minimum may be attained by taking the total business done by both papers in the month last year, dividing this by two, and then by the number of publication days in that month. If this minimum is constantly borne in mind and worked up to, there will be a pretty nice increase at the end of the month, and of course that will lay the foundation for a higher limit next year.

If these charts are prepared on transparent paper, several years' sheets of a given month may be imposed one above the other, so that the days of the week match, and then a comparison by days will show the average weak spots of the month. These weak days are the ones on which to come in strong with special or scheme pages, for it is pretty certain that otherwise they would again appear shy this year. These pages will help bring up the average, and it is needless to say the receipts will be gratefully appreciated by any of us.

MORE INCREASES IN SCALES

Printers Get Higher Pay in Several Newspaper Offices.

Among the recent increases of pay in newspaper offices of the country, the following are reported:

Bellaire, O.: Foremen (day), \$19; handmen, \$16; operators, 40 cents per hour. Night—Foremen, \$21; handmen, \$19; operators, 42 cents an hour. Increase, foremen and handmen, \$1; operators, 2 cents per hour. Contract covers one year from July 31, 1916.

Boulder, Col.: Day—Foremen, \$24; handmen, \$20; operators, \$24. Night—Foremen, \$25; handmen, \$22; operators, \$25. The contract covers a period of two years, September 2, 1916 to September 2, 1918. Increase, day—May 15, 1916, foremen, handmen, and operators, \$2. Night—Foremen, operators, \$1; handmen, \$2. Day and night—November 15, 1916, 50 cents; May 15, 1917, 50 cents.

Brownwood, Tex.: Foremen, \$18; handmen, \$16; operators, \$16. The contract covers a period of three years, July 31, 1916, to July 15, 1919. Increase—December 15, 1916, foremen, handmen, and operators, 50 cents, and 50 cents each six months thereafter during the life of the contract, the last increase being effective December 16, 1918. Total amount of increase, \$2.50.

Charleston, S. C.: Handmen, \$18; operators, \$22. The contract covers a period of four years, June 5, 1916, to June 5, 1920. Increase (1916)—Handmen and operators, \$2; 1917, operators, \$1; 1918, \$1; 1919, \$1.

Dunkirk, N. Y.: Foremen, \$18; handmen, \$15; operators, \$16. Night—Foremen, \$20; handmen, \$18; operators, \$20. Book and job—Foremen, \$16.50; handmen, \$15; operators, \$16. The contract covers a period of two years, August 1, 1916, to August 1, 1918. Increase, newspaper (day)—Handmen and operators, \$1. Book and job—Handmen and operators, \$1.

No Papers Free to Employees

The management of the New York Tribune has issued an order cutting off all free copies of the paper to employees. Heretofore it has been the custom of the Tribune, as of other newspapers, to deliver a certain number of copies of the paper, as soon as it had gone to press, to the different departments for the use of the employees. The order of the Tribune management cuts off all of these free copies and now not a member of the staff can secure a copy without purchasing it.

Parisian Papers Want a Mill

A Parisian newspaper syndicate is reported as seeking to purchase for \$1,000,000 the plant of the Donnacona Paper Co. The mill is located at the junction of the St. Lawrence and the Jacques Cartier Rivers. The same interests recently endeavored to buy the Remington Paper & Power Co's mills, but was outbid. The Donnacona is a new mill, with a capacity of 100 tons daily.

Editors Escape German Torpedoes

Hugh G. Graham, editor of the Dobbs Ferry Register, and James L. Taylor, former editor of the same paper, who were aboard the Stephano when that steamship was torpedoed by the German submarine U-53 off Nantucket, have arrived at their homes. Mr. Taylor was in bad shape for a time and was under the care of a physician. He has now fully recovered.

COMBINATION BENEFITS U. P. AND FRENCH PAPERS

Much Interest Aroused by Reciprocal Arrangement of Big News Gathering Association with Le Matin and Le Journal of Paris—Improved Service is Certain.

The announcement of the United Press Associations, made in last week's EDITOR AND PUBLISHER, of the completion of an arrangement with Le Matin and Le Journal of Paris, by which those two newspapers will receive the United Press service and that their resources will be at the disposal of the United Press has attracted considerable favorable comment.

An official of the United Press, in discussing the combination with a representative of THE EDITOR AND PUBLISHER, expressed great pleasure over the consummation of the deal. "Le Matin and Le Journal are the two largest newspapers in the world, and are among the most powerful. The big thing about this combination is that here are the two foremost French newspapers getting word from the French front through an American correspondent and an American news agency. Henry Wood's dispatches will appear just the same in the two French papers as they appear in the American papers. It is quite a compliment to Americans and American correspondents, for despite the fact that they have French correspondents at the front they are going to get their news from Americans and American sources also. Another thing is that the United Press will have access to the powerful and tremendous news-gathering plant of Le Matin and Le Journal, and this news will be sent out to their clients the same as other news. Altogether, it is a powerful combination, and one that will work for great good in the newspaper field."

LEAKS ARE IMPOSSIBLE.

The system in force in Le Matin of not permitting any employee to leave the building while the paper is going to press, will absolutely prevent any possibility of a leak of any of the United Press stories until the papers are on the street. In an interview in last week's EDITOR AND PUBLISHER, Stephane Lauzanne, the editor of Le Matin, said:

"No employee of Le Matin is permitted to leave the building during the time that the paper is being printed. Every man must be at his post just as on an ocean liner. I do not claim the originality of this system, for it has been used for a number of years by the London Times, a publication for which I worked before becoming editor of Le Matin. This method prevents many undesirable abuses. Formerly people tried often to obtain copies of Le Matin before the paper was actually out. They accomplished this through their friendship with some employees of the newspaper. Moreover, people attempted to steal the proof sheets of featured articles in order to sell them to other newspapers. The restrictions we place on our employees are merely precautions to make impossible such occurrences."

Contempt Proceedings Dismissed

Contempt proceedings, which were instituted in the Suffolk County (Mass.) Superior Court against Mayor Curley and two Boston newspapers, by counsel representing three of the ninety-two persons under indictments charged with complicity in the burning of buildings in Boston, have been dismissed.

AGNEW JOINS CHALMERS FORCE

Will Be Directors of Advertising for Big Motor Concern.

Following his policy of strengthening the sales and advertising organization of the Chalmers Motor Company, E. C. Morse, vice-president of the selling division, has announced the appointment



W. L. AGNEW.

of W. L. Agnew as director of advertising. For the past four years Mr. Agnew has been advertising manager for the Hudson Motor Car Company. Before joining the Hudson Company he was a prominent member of the copy staff of Lord & Thomas, Chicago advertising agents.

Mr. Agnew's comprehensive merchandising experience includes several years as advertising manager of the Great Northern Railway at the time when the late James J. Hill was lending his enormous energy toward building up a great trans-continental system. He is a firm believer in plain, straight-from-the-shoulder advertising copy that carries a real selling message and will build the coming Chalmers campaign on quality, performance, and price features.

ARMOUR ADVERTISING FOR SOUTH

Company to Launch Big Campaign Through Southern Newspapers.

R. A. Willett, superintendent of Armour & Company, is authority for the statement that the company will shortly launch throughout the South one of the most extensive newspaper advertising campaigns ever conducted by that corporation. The announcement was made to a group of newspaper men at Atlanta, Ga., during a conference between newspaper men and advertising agents. Following the conference the party was the guest of the Atlanta Rotary Club at luncheon. Those present were:

R. L. McKinney, of the Macon News, Macon; Brame Hood, of the Montgomery Journal, Montgomery, Ala.; Charles D. Atkinson, of the Atlanta Journal; Boykin Paschal, of the Savannah Morning News, Savannah; J. B. Keough, of John M. Branham Company; J. R. Holiday, of the Atlanta Constitution; James C. Harrison, of the Augusta Herald, Augusta; W. T. Anderson, of the Macon Telegraph, Macon; J. C. McAuliffe, of the Augusta Chronicle, Augusta; B. C. Mason, of the Savannah Press, Savannah; Victor H. Hansen, of the Birmingham News, Birmingham, Ala.

The milk you spilt would have soured anyway, so let it go at that.

BROOKLYN EAGLE HOLDS BIRTHDAY CELEBRATION

Rounds Out Seventy-five Years of Distinguished Public Service by Holding a Pageant in Seven Episodes Representing Events in the History of the Paper—Honors for Old-Timers.

The Brooklyn Daily Eagle celebrated on Thursday seventy-five years of existence, and was helped in making the affair memorable by all of the Eagle family, past and present, by practically all of the officials of Brooklyn, both civic and judicial, and by pretty nearly all of the inhabitants of the borough.

The big Eagle Building in Brooklyn was appropriately decorated for the occasion, with flags and bunting and large electrical signs of 75. In commemoration of the event a special edition of the paper was issued consisting of a twenty-four-page historical section, a twenty-four-page feature section, and two news sections of thirty-two pages. In addition, there was a magazine section, "A Pictorial History of Brooklyn," consisting of one hundred pages, making a total of one hundred and eighty pages in all.

BIG HISTORICAL PAGEANT.

In the evening the celebration proper took place. The Academy of Music was taken over by the Eagle and was crowded to the doors with the Eagle staff, old members of the Eagle family, and their families, together with prominent people and officials of Brooklyn. There a pageant was given consisting of seven episodes, five representing important events in the history of the Eagle, one the recent past, and one "a futurist impression." The first episode showed the founding of the Eagle in 1841, the second, publishing the Eagle in Walt Whitman's time as editor (1846), the third William Hester joins the Eagle (1851), the fourth a war-time scene in the Eagle office (1861), the fifth the episode of Henry Ward Beecher (1872). In each case there was spoken dialogue and a prologue or introduction.

MEDALS FOR HESTER AND SUTTON.

At the conclusion of the pageant the Eagle veterans were presented and given a greeting. Col. William Hester, the president of the concern, with sixty-four years of service, and William H. Sutton, of the news department, with seventy-two years of service, were presented first. Col. Hester presented to Mr. Sutton a solid gold medal commemorative of the event and pinned it on the veteran's breast amidst the cheers of the throng. Then Hon. Edgar M. Cullen, Chief Justice of the Court of Appeals of the State of New York, stepped forward and, with the cheers still ringing, pinned a similar medal on the breast of Col. Hester. Then seventy-two employees of the Eagle, who have been with the paper from twenty-five to forty-nine years, were presented, and each received a silver medal. In this latter crowd was William V. Hester, son of Col. Hester, who has been with the paper thirty-five years, and J. S. Boyce, an engineer, who has served for forty-nine years. As the veterans were gathered on the stage, the audience, led by the orchestra, sang "Auld Lang Syne."

"The wise man never ceases to wonder how a tiny speck of seed, apparently dead and buried, can produce a beautiful flower. He never lifts a telephone receiver or switches on an electric light without a certain feeling of awe."

—[Bruce Barton.

GARVIN COMES TO NEW YORK

Cleveland Ad Club's Secretary Joins Staff of the Tribune.

Thomas W. Garvin, for four years secretary of the Cleveland Advertising Club, has resigned to accept a position in executive capacity with the New York Tribune. The announcement of



THOMAS W. GARVIN.

this decision by Mr. Garvin, at a meeting of the board of directors of the Cleveland Advertising Club, Monday, came as a surprise to the local club.

During the period in which Mr. Garvin has been virtually the manager of the club it has been developed into one of the strongest in the country. Mr. Garvin is particularly gifted in this class of management. Prior to becoming secretary of the Cleveland Advertising Club, he was educational director of the Y. M. C. A. He is a graduate of Western Reserve University. For three years he held an executive position with the Hiram House Settlement.

While Mr. Garvin has been secretary of the club its membership has been doubled from 350 members. He has been closely identified with all big civic movements.

BIG SPACE-USERS COMING

William R. Warner & Company Will Leave Philadelphia for New York.

Announcement of the purchase by William R. Warner & Company, of Philadelphia, of the old Altman store, on Sixth Avenue in New York, was made on Thursday by C. C. Green, advertising manager for the company. Mr. Green stated that the company intends to make this their new home, after sixty years of existence in Philadelphia. There are 300,000 square feet in the new purchase, and the tax valuation on the same has been \$1,100,000. The purchase price was reported to be "approximately this figure." The sale was for cash.

The Warner Company is known as one of the largest users of newspaper space in their particular line of business. At the present time it is reported that more than 5,000 newspapers are handling its advertising. A new campaign, it is understood, will be inaugurated as a result of this purchase and will be handled by Mr. Green. This gentleman is perhaps better known among newspaper men as "Ben Franklin" of the Poor Richard Club of Philadelphia.

The Warner Company will move its entire plant to New York and take with it about 500 employees.

© TRADE **LINOTYPE** MARK ©

Real Non-Distribution on the Lynn Item

AFTER several years of experimentation with other so-called non-distribution methods, the Lynn (Mass.) Item has solved this problem by the introduction of the "All-Slug" System. During this time, newspapers in all parts of the country have watched the efforts of this progressive New England daily with keen interest.

Today the answer is complete and final in the action of the Lynn Item. Four MODEL 14 LINOTYPES and two LUDLOW TYPOGRAPHS have been added to its composing room, and the management has expressed full confidence in its new all-slug system of non-distribution by paying cash for the entire equipment.

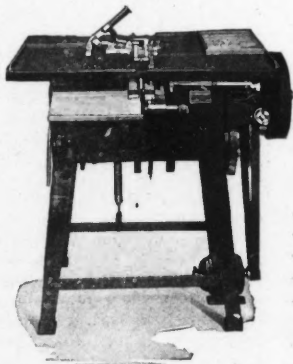
Facts and figures are stubborn things, and no newspaper publisher can afford to overlook the experience of a well-known newspaper like the Lynn Evening Item. *You* can profit today by what others have learned from experience—that every slug line is a line of distribution saved; that *profitable* non-distribution begins and ends with Linotype and Ludlow slugs.

Write Today for All the Facts

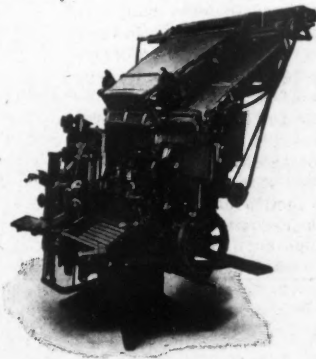
MERGENTHALER LINOTYPE CO.

Tribune Building
NEW YORK

CHICAGO - - - 1100 So. Wabash Avenue
SAN FRANCISCO - - 646 Sacramento Street
NEW ORLEANS - - 549 Baronne Street
TORONTO - - Canadian Linotype, Limited



LUDLOW
TYPOGRAPH
Type on Slugs
From 12 to 48 Pt.
Price \$975



MODEL 14
LINOTYPE
Three Magazines
With Auxiliary
Price \$3700

COUPON COMPANIES TO FIGHT ADVERSE LAWS

Will Redouble Their Efforts in State Legislatures to Prevent Passing of Measures Directed Against the Giving of Premiums—Manager Hamilton Denies Change of Policy.

According to Edward F. Spitz, of New York, who is counsel for several coupon concerns, coupon companies have determined to devote less effort to fighting anti-premium legislation in the courts as a result of the decision of the United States Supreme Court in March, and will make their strongest attempts to prevent such laws from being enacted in the various State Legislatures.

In an interview printed in the New York Journal of Commerce, Mr. Spitz pointed out that the Supreme Court decision, holding that laws prohibiting the use of coupons, or taxing them so heavily as practically to prohibit them, are not in violation of the Federal Constitution, will undoubtedly be followed by minor Federal Courts. While this does not affect the supremacy of the State Courts over the State Constitutions, he feared that little relief could be obtained from the courts in the future against anti-coupon acts. In this case, he said, the chief defence of the companies against agitation must be conducted in the Legislatures, informing the public of the merits of the coupon plan and persuading the legislators from passing the measures.

HAMILTON DENIES REPORT.

Reports current in the retail trade recently have been that in consequence of the Supreme Court decision the Sperry & Hutchinson Company, probably the largest trading-stamp concern in the country, had determined to give up its merchandise stamps and issue only gold stamps, redeemable in cash or in merchandise at the store of the issuing company. This report was based on the paragraph in the decision intimating that while State Laws prohibiting merchandise stamps were not in violation of the Constitution, such laws as applied to the gold premium slips might be so held.

W. G. Hamilton, vice-president of the Sperry & Hutchinson Company, denied the report of a change of policy. He said that while the company has recently issued more gold stamps than usual, this has been a result of repeated requests by retail dealers and customers, and not because of the Supreme Court decision. Another factor causing a greater willingness to do this lies in the enormous advance in the cost of premiums in the last year, said Mr. Hamilton. He stated that the company will continue to push its premium coupons as before, except in such States as Washington, where their use has been prohibited. The fact that the Sperry & Hutchinson Company has about 600 premium stores in all parts of the country, which would be discontinued if the premium plan were abandoned, probably gave rise to the great interest of retail dealers in the report.

Mr. Spitz said that in several States, Louisiana, Washington, and in a number of Federal courts, the laws prohibiting coupons have been held constitutional. Suits are now pending in Maryland and Colorado.

A NEW WESTERN SCHEME.

A method employed by the Eagle Stamp Company, one of the largest Western concerns, in retaliating against States which have passed laws oppos-

ing coupons, was outlined. The assumption of the stamp company is that the acts have been adopted at the instance of certain retailers. Accordingly, in these States the company is using its surplus funds to establish five and ten-cent stores, which naturally compete with local dealers.

In the opinion of Mr. Spitz, the position of the premium companies is stronger now than a year ago. He said one result of the agitation against premium companies has been to drive them to adopt such stamps as the cash redeemable slips, which are equally as profitable, and which he claims cannot be assailed by antagonistic legislation. He stated that the coupon companies are confident of success in their fight in the Legislatures, and that a great campaign of publicity upon which they are embarking will solidify their position. Numerous petitions are being prepared in various States for presentation at the meeting of the Assemblies, was the assertion.

TRADE PRESS PUBLISHERS MET

Annual Gathering Held in Office of the Dry Goods Economist.

The annual meeting of the New York Business Publishers' Association, composed of publishers of trade papers in New York city, was held on Monday afternoon last in the office of the Dry Goods Economist, 239 West 39th Street.

The principal business before the meeting was the election of officers, which resulted in the choice of the following: President, H. E. Cleland, of the Electrical World; vice-president, Henry Lee, of the Simmons-Boardman Publishing Company; secretary, George H. Griffiths, of the Hardware Age; treasurer, S. T. Henry, of the McGraw Publishing Company. These gentlemen, together with the following, compose the Board of Directors: C. W. Dibble, of the Hill Publishing Company; A. C. Pearson, of the Dry Goods Economist, and W. H. Ukers, of the Tea and Coffee Journal.

There were twenty-six present at the meeting. The report of the secretary showed an increase of five publications in the membership, there now being sixty-five members. The average attendance at meetings during the past year has been ninety-three.

The annual convention of the Associated Business Papers of the United States, which was scheduled for later in the week, was a subject of discussion, as was also the photo-engraving situation. The report of the treasurer showed the Association to be in a very healthy financial condition.

Cuban Editor Was Mixed

Chicago got a good laugh out of the reproduction in local newspapers of an account of the recent activities of State's Attorney Hoyne and his attacks on the Sportsmen's Club and the City Hall, as published in La Lucha, a newspaper of Havana, Cuba. Under the headline "El Alcaldé de Chicago Hace Un Raid En Un Club Americano," La Lucha says (the following being a translation): "The Mayor of Chicago, William Hale Thompson, assisted by several lieutenants, made a raid on the Sportsmen's Club, in which occurred certain doings that contravene American laws, as robberies, etc., of the people." As a matter of fact, the raid was made by State's Attorney Hoyne in an effort to "get something" on Mayor Thompson.

DON C. SEITZ TALKED AT STATE UNIVERSITY

"The Written Word in the Daily Press" Was Subject of Notable Address by Business Manager of New York World—Was Introduced by Regent Lord, Formerly of the Sun.

The daily press had a prominent place in the programme of the fifty-second annual convocation of the University of the State of New York in Albany. Don C. Seitz, business manager of the New York World, was one of the principal speakers at the first of three meetings arranged as a trilogy on the American language. "The Written Word," "The Pictured Word," and "The Spoken Word" were considered during this trilogy, and Mr. Seitz discussed "The Written Word in the Daily Press" at the first of these general meetings.

In introducing Mr. Seitz, Chester S. Lord, Regent of the University, said:

"There are printed in New York city 1,500,000 newspapers every morning, 2,000,000 every afternoon, and these newspapers are read by nearly 10,000,000 persons. Can you imagine a greater responsibility or a greater peril to the written language?"

"The newspaper is, of course, a fleeting, transient thing," said Mr. Seitz. "It is necessarily so because each day kills its predecessor. Not only do events happen so frequently in the news chronicle, but the sphere of news gathering has widened so much in the last quarter-century that the old difficulty of getting enough to print that has caused some editors to carry advertising at unreasonably low rates has passed away, and the trouble now is to get the stuff into the paper.

HIGH TRIBUTE TO REGENT LORD.

"Talent was the thing in the old days—in the old days of the Sun under Mr. Dana's masterful guidance and Mr. Lord's extraordinary management as managing editor, for I think I can say now that to no man in New York did the newspaper men of the old generation—or perhaps near-old generation—owe so much as to his kindly interest and training and to his great ability in picking out talent. We have got over that, alas. Energy has taken the place of talent, and the sudden fact has taken the place of news. Mr. Dana used to believe in printing anything interesting. The modern editor only believes in printing what is going on and as little of that as possible.

"He has been misled somewhat into using a great deal of large display type to handle the few words he uses, and at first, after a long training in the other field and a reading of Mr. Lord's paper, I had acquired the thought that this was wrong, but I have somehow changed my mind. It is necessary to arouse interest. The vast number of your readers are rudimentary in their thought. They don't easily take to a dull, solid column, no matter how interesting it may be.

BIG TYPE OFFENDED PULITZER.

"In trying, therefore, to catch the largest number of readers, the editor conceived the idea of putting in larger type. The inventor of the large type was the late Oscar Coates, a most intelligent and capable newspaper manager. I know that Mr. Pulitzer was greatly offended by it when this outburst of large headlines came into the Evening World, and as soon as he could catch his breath he ordered me to gather all the large type in the office, place it in the furnace, and this I faithfully did, but it would not stay

in the furnace. It had shown what people wanted, and that they must have some quick way of learning what was going on, and, mind you, we have shortened our reading time a great deal, which is another fact.

"The newspaper, of course, must be in coming times the refuge of the historian. That he will have more or less difficulty in getting at the facts will be conceded. And yet I am inclined to think that the difficulties of research in the future will be far less difficult than they were in the past, because many newspapers are printed, many eyes read the events, and a little skill and judgment will enable the writer to size those things up rather than relying on some one who wrote a chronicle to justify himself or others. This much can be said for the written word in its modern and rapid printed form: that there is no room for romance. The light beating upon the page is too fierce to permit of any form of exaggeration or falsification.

"Then you must remember another thing—that we cannot see events in their just proportions as they appear before us. To commit a little 'bull,' I might remark that many events fail to be important until long after they have happened. You question at times the accurate judgment of your newspaper editor, but you cannot critically, because he is doing his best. He cannot always judge, because there is not time, and yet he tries to be accurate. He doesn't print very many things for the sake of finding out whether or not they are true.

"Sometimes, though, it is necessary to do this. Very frequently matters of very great import are revealed by printing something erroneous.

PARTISANSHIP HAS PASSED.

"You who educate live in an atmosphere quite different from ours. Fortunately the day of conflict between newspapers has, I think, disappeared, and they have come to regard themselves as a common force in the community and devoted to the public interests. The day has gone, I think, when airy persiflage used to pass across the alley between the World office and the Sun office, when the distinguished editor of the Sun was always alluded to as Ananias, and the great proprietor of the World as Judas. We have got past what you might call partisanship in printing the written word. There is some of it, but very little. The people want an independent newspaper. They do not want to be bothered with theory peculiar to some one man. The newspaper that ties itself to the fortunes of an individual is pretty sure to lose its own.

"And after all there is a vast amount of disinterestedness in the craft. Many men in a newspaper office work with a single-mindedness that I have never seen in any other profession, and I sometimes think that when Cervantes in his cell laughed knight errantry from the world, he brought on something that took its place."

Newspaper Changes in Austin

Chester T. Crowell, managing editor of the Austin (Tex.) Statesman, has resigned to become managing editor of the Texas Review, a new weekly magazine which is soon to be published in Austin. Associated with Mr. Crowell in the new venture will be Henry B. Terrell, State Controller, who is now publishing four newspapers in various parts of Texas. Edmund Travis, of Austin, has become managing editor of the Statesman.

The Plain Dealer

Is a Home Necessity In Cleveland

ADVERTISING

SEPTEMBER GAINS

During September the Plain Dealer published 932,092 lines of paid advertising—a gain of 115,372 lines over September one year ago.

Exceeding Cleveland's second newspaper (evening) by 79,338 lines.

Exceeding Cleveland's third newspaper (evening) by 420,700 lines.

Exceeding Cleveland's fourth newspaper (morning and Sunday) by 433,272 lines.

CIRCULATION

Net-Paid-In-Advance

Daily: - 145,000

Sunday: - 185,000

There are five necessities in every English-speaking Cleveland home: water, gas, electricity, the telephone and THE PLAIN DEALER, and the newspaper outranks them all.

Seventy-five years ago, when *all* communication was wireless, when Cleveland was reading by candle-light and pumping water to boil on its wood-fire, THE PLAIN DEALER was a valued visitor in every home. Successive generations have simply intrenched and increased this home-influence.

"Keeping house" without the PLAIN DEALER is now no more of a possibility to Cleveland's 600,000 people than it was to her 6,000 pioneers in 1841.

And one copy of a newspaper which is actually *within* the home through a length of years, carries more advertising-influence than a dozen copies of the newspaper which is merely knocking at the door.

THE CLEVELAND PLAIN DEALER is grateful for this exceptional home-influence, which accounts for the exceptional circulation and advertising records here printed.

Western Advertising Representative:

JOHN GLASS

Peoples Gas Building, CHICAGO

Eastern Advertising Representative:

JOHN B. WOODWARD

Times Building, NEW YORK

NEWSPAPER MAKING

Greater Economies May Be Effectuated in Producing a Newspaper under Factory Conditions, with Centrally Located Distribution Stations, than on the Retail Store Plan.

By JASON ROGERS,

Publisher, The New York Globe.

OBSERVATION of newspaper conditions in several hundred different cities and towns which I have visited in my travels about the country in the service of coöperative effort among daily newspapers, convinces me that we publishers are paying too high a price for imaginary prestige produced through centrally located plants, and impossible figures for many most ordinary items.

Years ago I made up my mind that a newspaper plant was nothing more or less than a newspaper factory. In 1911 we applied the factory idea to the *Globe* and moved our plant from a piece of property on Broadway, worth more than \$1,000,000, to a place worth about one-tenth of this amount. It has cost us a trifle more in delivery to get the papers to certain points, but, on the whole, it has been economical.

The people who read a newspaper don't stop to think where it is made. I am firmly of the opinion that centrally located offices, with elaborate bulletin-boards, reduce sales rather than increase them. Numbers of people will dash up

to a bulletin board and get all the information they want, who would not have the courage to take up a newspaper from a newsboy merely to glance at the head lines.

No other factories I know of, except newspaper factories, seek out the most expensive corners in our towns and cities. The element of proving one's success by putting up an expensive and sumptuous building at the heart of things, like the cheap sport flashing his diamonds, is going out. Advertisers are seriously considering that advertising rates that justify such profligacy are too high.

I have gone over this matter with newspaper owners of many of our largest cities, and reached an agreement in most cases that the ideal and most effective basis would be to have the plant located where property is cheap, where a two or three-story building can spread out and permit of proper correlation of certain departments, often lost where stair-climbing and elevator service intervenes.

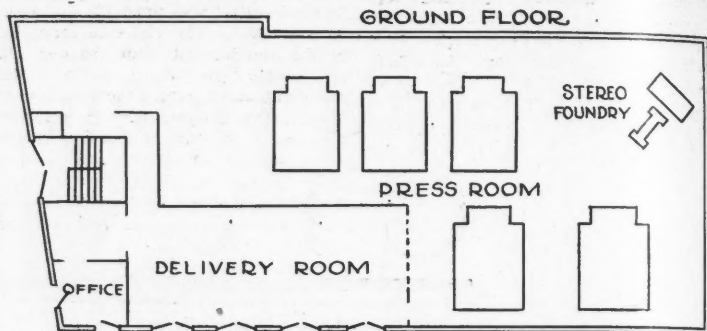
Such a plant, in pneumatic tube and

telephonic communication with a small, centrally located counting-room, at the very centre of the city's activity, would save many dollars to many newspapers every year. Additional branch offices may be located in as many points as desired, and in all probability far below the present cost of doing business.

We had these thoughts in mind when

back, it proceeds in a straight line, with a single gravity drop.

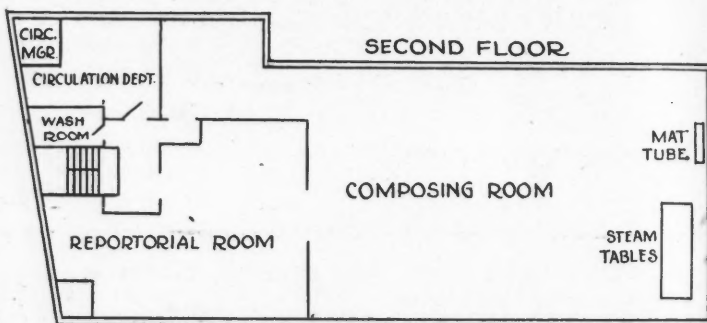
Very similar, but on a much larger scale, the plant of the *Kansas City Star* stands almost in a class by itself. The late Colonel Nelson, who for years had occupied a crowded building in the heart of the town, bought a site far removed from the center of the city and



we located the present *Globe* plant in a three-story building that had been used as a freight depot for a local street-car service. The high ceiling in the first floor proves an ideal pressroom, stereotype foundry, and delivery-room, while its great floor space permits us to get our various departments well correlated.

erected a building which for years will stand as a monument to his courage and foresight.

The building from the outside looks like a municipal structure, beautiful in its simplicity and the substantial elegance of its architecture. The departments are arranged quite similar to

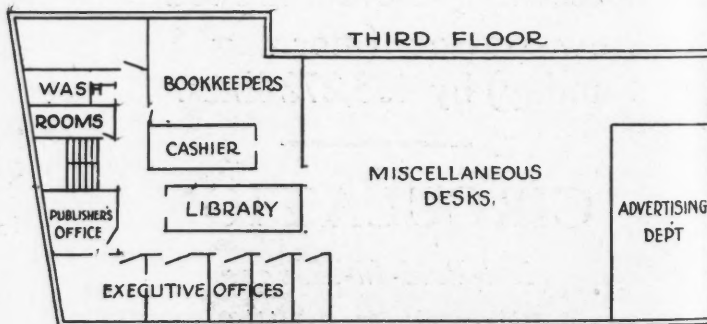


For the purpose of visualizing the idea, I present rough sketches.

We have 15,000 feet of space on each floor or 45,000 altogether, and so as to avoid all possible lost motion in operation. Starting with the reportorial room, the copy goes only a few feet to the composing room. The mat is made

those in the *Globe* office, but with 30,000 square feet of space in each of its three floors, it is twice as large as ours.

The seven presses used by the *Kansas City Star*, when I last visited it only filled in a small corner of the press room. Without exaggeration I would guess that there is room for a dozen



alongside the bank and drops by gravity to the foundry. The plates are made and delivered mechanically to the centre of the press room.

The presses are located so that the papers from all except one can be literally tossed from the folder to a counter opening directly into the delivery department, where they are rushed to the waiting automobiles and wagons.

If you will go over the diagrams and the descriptions you will find that at no time does the matter or detail of production ever to go forward and then

more, printing machines. The Colonel said that he had built "large enough to grow in."

No newspaper man can visit the counting room of the *Kansas City Star*, on the first floor without coming away feeling the same as I did, and with the confidence that he had seen the biggest, most livable, and most effective business office his mind could picture.

(In next week's article Mr. Rogers will express further views regarding newspaper plants and touch on elements of equipment.—Editor.)

**Average Net of the
Brooklyn Standard
Union, Six months
to October 1st, 1916**

**Sunday - 76,955
Daily - - 63,001**

**The only A. B. C.
newspaper in
Brooklyn.**

O. HENRY INSPIRED IN PRISON

Facts About His Life in Penitentiary Have Been Made Public.

Six years after his death the fact that O. Henry, the famous short-story writer, served time in a penitentiary becomes known. It also develops that he started his writing of short stories while an inmate of the penitentiary and there adopted the pen name of O. Henry. Some of his best-known stories were written there, among them "An Afternoon Miracle," "Money Maze," "No Story," "A Black Jack Bargainer," "The Enchanted Kiss," and others. He also discovered there the original of his "Alias Jimmy Valentine," in one "Jimmy" Connors, the day drug clerk and a notorious bank burglar.

O. Henry, or William Sydney Porter, was formerly a bank clerk and was charged with embezzlement. He first jumped his bail and travelled for a long time through South America with Al Jennings, the famous outlaw who was then a fugitive from justice. Returning to the States he heard of the serious illness of his wife and decided to return to his home in Austin, Tex., and take his medicine. He did so, and after the death of his wife he was tried and convicted. His term was reduced from five years to three years three months on account of good behavior.

The justice of Porter's conviction has often been questioned. The bank was very carelessly managed. It appears that patrons who were well known would enter, go behind the counter, and take what money they needed, leaving a memorandum of the amount. Some times they forgot and would refer to it later. It has been claimed that he was the victim of one of these forgetful customers.

More Fines for Fake Ads

Fines for fraudulent and false advertising are being imposed by the courts wherever convictions are obtained. Since the Southwick conviction in Washington, D. C., where the Court imposed a fine of \$300, two more have been noted. In Omaha a concern that advertised a staple brand of underwear at a cut price, and handed out a cheap article made for "special sales," was fined \$25 and costs, on conviction. The vigilance committee of the Omaha Ad Club backed this prosecution. In Calgary, B. C., a shoe merchant was fined \$50 for a false statement in his advertising. In this case the magistrate said that he "had long wondered that fraudulent advertising was permitted as freely as it existed," and he expressed great pleasure that the advertising clubs were "getting busy."

In Better Editorial Rooms

The Tacoma (Wash.) Ledger and News are to have new editorial offices. There will be removed to the second floor of the Perkins Building, adjoining the composing-room, where large, light, and airy quarters are being prepared. The change will more than double their space, and will add materially to the efficiency of the establishment. The composing-room has been completely rearranged by Superintendent Richard Milne and General Manager Elliott Kelly, with excellent results.

McIntyre on Visit to Nova Scotia

A. Gordon McIntyre, paper expert of the American Newspaper Publishers' Association, left Thursday night for Nova Scotia, to join his family. He will return to the city in about a week.

Praised for Rejecting Ads

The Detroit News and Sunday News Tribune have declined to publish classified advertising for skilled labor emanating from manufacturing concerns outside of Michigan. General Manager H. S. Scott states that this course has been taken in recognition of the dilemma Detroit manufacturers were in, through being not only unable to obtain sufficient skilled labor, but finding that the help they already had was being weaned away in many instances as a result of advertisements of outside factories printed in the local papers. Instead of creating ill-feeling on the part of those concerns whose advertisements have been rejected, the News is in receipt of many letters of commendation from such firms, stating that they only wished that the publishers in their own cities would show a similar civic patriotism in being willing to sacrifice revenue rather than increase the labor difficulties of their local factories.

Fighting Fake Medicine Ads

The Retail Merchants' Association, of Washington, D. C., has appealed to all daily newspapers in that city to refuse to print false medical advertisements, and through a special committee reports that the newspapers have made good progress in cleaning up their columns of objectionable medical ads. Dr. Lyman F. Kebler, of the Department of Agriculture, is chairman of the committee in charge of this matter.

Now on A. N. P. A. List

The Ottawa (Kan.) Herald has been elected to active membership in the American Newspaper Publishers' Association.



BREVITY

Everywhere, newspapers are boiling themselves down.

Concentration and compactness are the two big words in the newspaper world today.

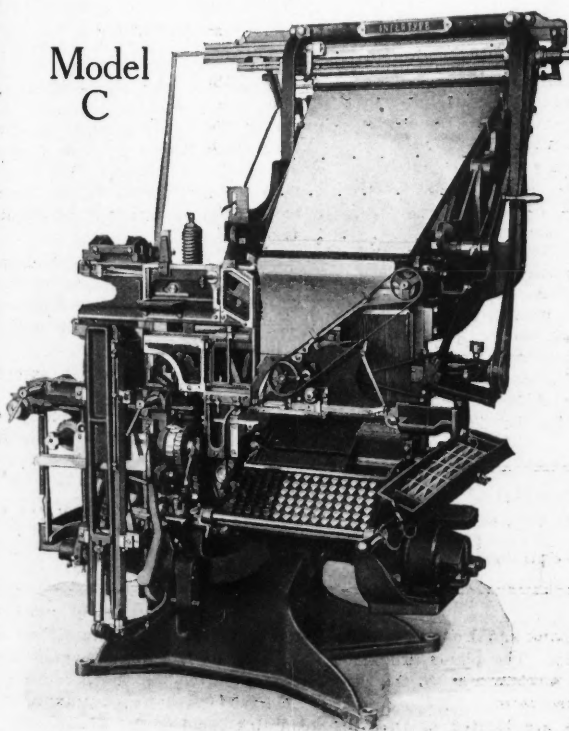
Dozens of papers, these days, are substituting little Adams features for big space-eating features.

Adams features are all *small*. They sparkle but do not spread. Mr. Adams gets writers and artists who are not only bright—but *brief*.

Write for our plan of "complete featurization" of your paper. We will install a complete feature service in your paper, under a new and original system, at a reasonable price.

THE
GEORGE MATTHEW ADAMS
SERVICE

8 W. 40th ST., NEW YORK



Model
C

The Western Wedge

Recent Intertype Installations—

Des Moines, Ia., Capital—five Model B's (repeat order, supplementing four Model C's).

St. Paul, Minn., News—one Model C.

Council Bluffs, Ia., Nonpareil—one Model B (repeat order).

Gary, Ind., Tribune—one Model C.

Sault Ste. Marie, Mich.; News—one Model C.

Lawrence, Kans., Journal-World—one Model B (repeat order).

SIXTY Machines Sold in September

INTERTYPE

CORPORATION

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

Canadian Agents: MILLER & RICHARD, Toronto and Winnipeg

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

THE EDITOR & PUBLISHER

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

New York, October 28, 1916.

Diogenes struck the father when the son swore.—Burton.

WALTER WILLIAMS, dean of the Missouri School of Journalism, says that "no one should write as a journalist what he would not say as a gentleman." As a matter of fact, the writer is under greater obligation to practice sober restraint than the talker—for the written word lives long, and goes far; while the spoken word often has but a small circulation, and thus less power for good or evil.

THE Federal Trade Commission urges publishers to reduce the sizes of Sunday newspapers, in order to conserve the supply of news print—partly in the interest of the smaller publishers. The New York Herald calls the proposal "socialism." Any form of coöperation is a phase of socialism. Franklin told the signers of the Declaration that "unless we hang together we shall hang separately." That was socialism—but it was good sense, too.

THAT DELAYED REPORT

NATURAL impatience exists among publishers over the delay of the Federal Trade Commission in filing the report of its long investigation of the news print situation. October 1 was set as a date for the release of the findings of the investigators, but the promise has not been kept, and no intimation is to be had from members of the commission as to just when the report is to be given out.

Chairman Hurley's letter to the publishers of Sunday newspapers, asking them to cut down the sizes of their issues in the interest of conservation of the paper supply, affords about the only ray of light to be found as to what the forthcoming recommendations are to be. It is quite likely that much of the material in the report has already been discounted, so far as it shall cover statistics of rising costs of manufacturing; for this phase of the situation has been thoroughly threshed out in the news columns of THE EDITOR AND PUBLISHER.

The intimation that the report is being withheld, until after Congress shall meet in December, for political reasons seems hardly plausible. This is an industrial problem—not a political one. IT IS SAFE TO ASSERT THAT, IF THE REPORT OF THE COMMISSION SHOULD POINT OUT ANY MEASURES OF IMMEDIATE RELIEF FOR PUBLISHERS, THE FINDINGS WOULD BE FILED AT ONCE.

Perhaps we may hope for more substantial results from the work of the new paper expert of the A. N. P. A., who takes the helm this week, than from the Federal investigation. Mr. McIntyre cannot accomplish industrial miracles—nor can he adjust a critical industrial problem overnight. But he enters upon his work with confidence and trained intelligence, and will be the man of the hour in the paper situation for some time to come.

IN THE CAMP OF THE CO-OPERATOR

SOME publishers have been inclined to criticize THE EDITOR AND PUBLISHER for printing so fully the "manufacturers' side" of the news print controversy. Yet it is obvious that any other course on the part of this newspaper would have failed to fulfil its mission of SERVICE to the publishing industry, for which it is spokesman.

In this instance it has not been a policy of telling publishers what is going on "in the camp of the enemy"—but of throwing the fullest possible light on what conditions prevail in the camp of the coöperators. We have pictured, without bias, the actual conditions facing makers of news print—the economic factors which have increased the costs of manufacture—the prospects for an output measuring up to a reasonable consumer-demand.

It is more profitable to UNDERSTAND than merely to abuse. THE EDITOR AND PUBLISHER takes the view that the makers of news print are, and must continue to be, coöperators with publishers in the production of American newspapers. This does not apply, of course, to the wild-cat operators in the industry. They are squeezing consumers who are not protected by contracts with reputable manufacturers—extorting prices which are ruinous to these publishers.

The big manufacturers, or most of them, have chosen to sacrifice possible swollen profits, to be made on paper in their hands which is not contracted for, in order that their reserve stocks may not be totally exhausted, and that they may protect their customers. Some of these manufacturers, however, have turned machines over to the making of kraft paper, in which the profit is far greater than on news print, even at present high prices for the latter. *If this had not been done it is probably true that the big mills could now be producing news print in adequate quantities to meet the abnormal demand.*

May publishers justly demand of these manufacturers that they discontinue the making of kraft papers, and that the great profits to be made from this branch of the industry shall be sacrificed to the end that newspapers may have an adequate supply of news print at a fair price? It is a business problem. If confronted with it, as applied to the publishing business, how would publishers meet it?

If, for example, a publisher should find that great profit could be made through turning part of his plant over to job printing—profits far greater than were to be obtained from confining himself strictly to publishing a newspaper—would he resist the temptation? Perhaps, under conceivable conditions, he might have to decline a large volume of advertising, offered at increased rates, the publication of which might entail the sacrifice of his more profitable job-printing revenue. Would he decide to protect his advertisers at all costs? If so, then he may rightly argue that the news print manufacturers should decide to protect the publishers at all costs.

What may publishers offer to the manufacturers as compensation for such a sacrifice of immediate profits? Would long-term contracts, at prevailing high prices, be either acceptable to manufacturers or advisable for publishers? While news print will probably never again sell so cheaply as in the past, it is certain that the artificial conditions now prevailing will pass, and that a normal price, based upon fair manufacturing profits, will again prevail. And this price will be much lower than the sixty dollars a ton now demanded. Hence the inadvisability of long-period contracts.

The manufacturers face the alternative, if they refuse to sacrifice some of the alluring profits now being made on kraft papers, of driving the publishers into their field in self-protection. The end of such a movement would be the control of the whole industry by the men who utilize its output. The news-print makers may forestall this movement. But to do so they must make concessions of a material kind. They must act with vision, realizing that the future of their investments depends upon the policies now pursued. **THEY MUST DEMONSTRATE THAT THEY ARE CO-OPERATORS WITH THE NEWSPAPER PUBLISHERS—NOT MERELY TRADERS WITH THEM.**

If, in this time of stress, manufacturers do not rise to the occasion, and show to publishers that they are able to protect the publishing industry—to speed up the supply of news print, even at the sacrifice of some of their transient kraft paper profits—then the publishers will be forced to protect themselves in the future. And they will do so through becoming manufacturers themselves, the big publishers acquiring or constructing individual mills capable of meeting their needs, and the smaller publishers organizing into groups for the same purpose. Whether such a course shall be forced upon the newspapers is to be decided, and decided quickly, by the dominant men "in the camp of the coöperators."

ONE of America's greatest writers, Elia W. Peattie, once an editor on the staff of the Omaha World-Herald, wrote a notable novel, "The Be-leaguered Forest," in which she pictured the passing of our wooded areas with a note of pathos. In describing the cutting down of a great pine she gave a bit of descriptive writing hardly surpassed in literature, closing with these lines: "It would call to the morning no longer. No longer watch the wheeling of slow constellations. No longer gather to itself the first perfumes of spring as they floated up from the ardent South. No longer entangle in its aspiring top the streamers of the Northern lights." There are some people who would rather have written this obituary of the tall pine than to own an armful of Steel common.

FRANK STOCKDALE, lecturer for the A. A. C. W., says that "a satisfied customer is the best advertising medium." He might elucidate by saying that you must get your customer before you can satisfy him—and that newspaper advertising affords the best way of accomplishing this.

IT is amazing that the membership of the Associated Press should be twice as large as that of the A. N. P. A. Is there a single member of the Associated press who can AFFORD to stay out of the American Newspaper Publishers' Association? If the latter Association is to accomplish big things in righting the news print situation, every considerable user of news print should become a member, and lend his full coöperation.

TURNING A LOSS INTO A GAIN

SOME publishers hold to the notion that advertising rates cannot be raised—or that, at best, the process would require a period of from six months to a year to bring about a general readjustment.

All are familiar with the difficulties attendant upon putting into effect a higher rate for all classes of advertising. Unexpired contracts, through which one big advertiser may reap advantages over another, serve to influence many publishers to defer any general change of rate to a time when the contracts now in force shall have all expired.

Meantime, increased costs of publishing are a right-now factor. These additional burdens have been placed on the revenues of newspapers without any long intervals of forewarning, such as would have enabled publishers to readjust advertising and subscription rates. The increased cost of news print, and of other things used in newspaper-making, must be met through increased revenues—and the issue is one to be met at once.

A Western publisher finds that his expense for news print in the coming year will be about \$60,000 more than in the year just past. He has succeeded in readjusting his advertising rates to a basis where the advertising revenues for the coming year should be increased to the amount of \$120,000, or double the added cost of news print. This leaves him a safe margin for covering other increased costs; and his advertisers will be paying a wholly reasonable rate for their space. Adding to this additional revenue the savings made through economies put into effect, this publisher solves his problem and assures added net profits for his newspaper.

JOURNALIST AND JOURNALISM STUDENT

IN last week's issue of THE EDITOR AND PUBLISHER there appeared a notable interview with the foremost journalist of France, Stephane Lauzanne, now visiting America. The interview was secured and written by Milton Gropper, lately a student in the Pulitzer School of Journalism, and of Columbia University.

It may have been the one thousandth interview granted by the famous French journalist. It was the first assignment covered in actual newspaper work, by Mr. Gropper.

The copy was not altered, except to add headlines. Considering that the writer was making his first plunge into news writing, the effort is remarkable. The late James Creelman would hardly have been reluctant to admit the authorship of such a piece of copy.

Are we, because of the advent of our schools of journalism, to have a new type of "cub reporter?" We hear good reports of the work of these journalism students from many daily newspaper offices. Mr. Gropper's interview with Mr. Lauzanne is interesting of itself—but more interesting still because it pictures to us what we may expect journalistic schooling to accomplish for young men and women who plan newspaper careers.

THERE is a stirring of interest everywhere in church advertising. The outlook is that, within a few years, we shall see as much church advertising in the newspapers as amusement advertising.

PERSONALS

"The great high-road to human welfare lies along the old highway of steadfast well-doing."—Samuel Smiles.

NEW YORK.—Charles S. Patten, of New York, the newspaper efficiency expert, visited friends in Lyons, N. Y., recently.

Mrs. Mary William Chambers, widely known in New York as "Kate Carew," and Mrs. Helen Green Van Campen, writers, are visiting in San Francisco. Mrs. Chambers, who is with the London Tattler, formerly lived in San Francisco. Mrs. Van Campen is a newspaper woman of New York and Alaska.

E. W. Julian, formerly manager of the Oklahoma City branch of the Western Newspaper Union, has been transferred as office manager at the New York office.

William P. Sarver sails to-day for London, England, where he will act as correspondent for the Albany (N. Y.) Times-Union. Mr. Sarver was recently sporting editor of the New York Sun. He was formerly make-up editor of the Evening Telegram and was for a time on the Paris edition of the New York Herald.

OTHER CITIES.—Oscar A. Shepard, for sixteen years on the staff of the Bangor (Me.) Daily News, has accepted a position as city editor of the Lewiston Journal, succeeding Sam E. Connor, who has been appointed secretary to Senator-elect Bert M. Fernald, and will take up his residence in Washington shortly.

R. Morris, for several years managing editor of the Willows (Cal.) Journal has resigned to accept a similar position with the Valley Times.

Leonard G. Diehl, general manager of the Butte (Mon.) Miner, arrived in New York last Monday, leaving for Boston Wednesday afternoon.

Jack Newman, until recently with the St. Paul Dispatch and Pioneer Press, has joined the reportorial staff of the St. Paul Daily News.

L. A. Sirard, who has been connected with the Auburn (Cal.) Journal from the time of its establishment, more than two years ago, as advertising manager and city editor, recently severed his connection with the paper. C. L. Fagan, formerly of Stuttgart, Ark., has succeeded him as advertising manager.

Stewart Lyon, editor of the Toronto Globe addressed a large meeting of the Montreal Reform Club on Saturday night last, on the subject of "Railway Problems in Canada."

J. Thomas Lyons has left the Baltimore News to accept the position of service manager with the Baltimore Sun.

Lieut. J. K. Matheson, sporting editor of the Calgary (Alta.) Albertan, now a member of the eighty-second battalion "somewhere in France," has been wounded.

Howard S. Williams, city editor of the Jackson (Miss.) Daily News, was elected president of the National Association of Young Men's Business Clubs of America, at the recent convention in New Orleans.

BOSTON.—Neal O'Hara, Harvard correspondent for Boston and New York papers, is in excellent health, despite the story sent out a few days ago that he had infantile paralysis.

George Burnham has resigned from the

night desk staff of the Post and is conducting a publicity campaign that is expected to raise a \$360,000 Y. M. C. A. fund at Worcester, Mass. Mr. Burnham, associated with Earl Gates, made a great success of the campaign for the preparedness parade in Boston.

Theodore Hedlund, of the Post, who recently returned from a four months' sojourn in Texas, is much reduced in weight.

Among the Boston reporters who started campaigning with Gov. McCall last week were Harold Wheeler, Post; Albert E. Kerrigan, Record and Advertiser; Forest Hull, Transcript; and Jack Taylor, of the Journal. The newspaper men had a special car and were well entertained.

E. H. Crosby, dramatic editor of the Post, was the guest of Sir Herbert Tree at a dinner given by Sir Herbert to Lord and Lady Aberdeen and other notables, Sunday night, at the Copley Plaza.

George S. Decker, one of the most capable reporters in the city, has joined the city staff of the Boston American. He is doing general assignments.

Howard Russell Bangs, formerly literary editor of the Post, is now on the Boston Herald's night copy desk.

PROVIDENCE, R. I.—Anthony Arnoux, military editor of a Boston newspaper, will deliver a lecture here Sunday afternoon on war conditions. He was for years connected with Paris newspapers.

Miss Dorothy Smith, of the Providence Journal, is spending a two weeks' vacation in Plymouth, Mass.

Ralph E. Bailey has been mustered out of regular army service after duty on the border, and has returned to the Evening Tribune.

James C. Garrison, an editorial writer on the Providence Journal, is very ill with appendicitis.

CLEVELAND.—Chas. Edward Russell, who has been covering Europe for the Newspaper Enterprise Association's war news, has joined the staff of that organization. He will make his headquarters in Washington, handling national questions.

Miss Paula Page, of the Press, has completed a special article: "Why the bride blushes and the bridegroom is nervous when obtaining the marriage license." She spent a day at the marriage license clerk's office to get the "atmosphere."

"Ed" Bang, sporting editor of the News, was among the passengers on the City of Buffalo, delayed by the first storm that swept the Great Lakes and which ended with the sinking of four vessels.

Fred H. Caley, president of the Cleveland Automobile Club, delivered an illustrated lecture on Cleveland's badly paved streets before the Cleveland Advertising Club, in connection with the movement for the passage of the \$3,000,000 issue for new paving.

Brown Landone, author of business books, gave a talk on salesmanship before the Cleveland Advertising Club at its midweek meeting.

Herbert Quick, editor of Farm and Fireside, discussed the Federal Farm Loan act as a developer of business before the Cleveland Credit Men's Association this week.

CHICAGO.—William A. Feeny, Federal Building reporter for the Chicago Journal, has returned from San Antonio, Tex., where he was covering the mobilization of the National Guard.

Thurber Cushing, assistant city editor of the Chicago Evening Post, will leave that paper on November 1 to engage in the automobile business.

Mrs. N. E. Reber has again resumed the position of society editor of the Chicago Tribune after an interval of several months. Miss Fanny Butcher, who has been doing society in the meantime, will now confine herself exclusively to book reviews for the Tribune.

Francis D. Hanna, former City Morals' Inspector in the Chicago Police Department and now a reporter on the Chicago Herald, was one of the principal witnesses in the charges brought by State's Attorney Hoyne against Chief of Police Healey. Mr. Hanna testified he made reports of vice conditions which were never acted on by the chief.

PITTSBURGH.—E. E. Cromwell, news editor of the San Francisco Chronicle, and his wife, were visitors in Pittsburgh during the past week.

J. H. Reed, formerly with the Butler (Pa.) Citizen, is now assistant city editor of the Pittsburgh Dispatch.

Robert Webster Jones, editorial writer of the Chronicle-Telegraph and winner of the Philadelphia Public Ledger's first prize for a political editorial, has been on a short trip to Syracuse, N. Y. The editorial family at the Chronicle was eager to congratulate him on his good fortune as he was out of the city when his victory was announced. The Gazette-Times carried a very effective cartoon side by side with the announcement of Mr. Jones's success.

ST. LOUIS.—Frank W. Taylor, jr., managing editor of the St. Louis Star, was one of the judges recently at the fashion-automobile show at the St. Louis Agricultural Fair. The other judges were the foreign Consuls in St. Louis.

TACOMA, Wash.—"Biddy" Bishop, for several years sporting editor of the Tacoma Daily News, has taken a six-months' leave of absence to train and manage some boxers who, he be-

lieves, are likely to become world-beaters. His place on the News was taken by Keith Goodman.

S. E. Curtis, marine writer of the Tacoma Daily News, is on a month's vacation, and is visiting several eastern ports, New York among them.

Ralph Mulvaine, for several years on the reportorial staff of the Tacoma Ledger, is "sitting in" at the city desk. Recent additions to the Ledger staff are A. P. St. John and Russell Nelson.

Oscar Thompson, night editor of the Tacoma Ledger, and one of the most persistent collectors of fine phonographic records in America, has been writing a series of articles for musical journals on his experiences in obtaining records here and in Europe. He owns a remarkable collection.

Will Grattan, city editor of the Tacoma Daily News, is on his vacation. Frank Roberts, his assistant, is on the desk. Ralph Winsor and Chet Healy recently have been added to the reportorial staff. Miss Frances Stone, who has been covering the Puyallup Valley, has been brought into the office and is doing notable feature work.

Everts John, of the Tacoma Daily News, and Elliott Metcalf, of the Tacoma Ledger, are on the border, as members of Troop B, Tacoma's cavalry organization, and they have been turning in excellent copy.

Herbert Hunt, editor of the Tacoma News, has just completed a three-volume history of Tacoma, and is now at work on a history of western Washington.

VISITORS TO NEW YORK

J. W. Campsie, business manager, Milwaukee Evening Wisconsin.

A. F. Sanford, publisher of the Knoxville (Tenn.) Journal-Tribune.

W. W. Jermane, Washington correspondent of the Seattle Times.

Frank R. Hussey, advertising manager of the Chicago Post.

Thomas Carlyle says of his father: "He was one of those few men that could believe and know as well as inquire and be of opinion." It is by such men that the progress of the world has been secured, not by your hesitating tremblers, afraid to say they know because there may be some hidden particle of error in their belief.—[W. Garrett Horder.



Those who read
the Haskin Letter
are always well
informed.

PERSONALS

(Continued.)

SAN FRANCISCO.—William Kilcline, formerly on the editorial staff of the San Francisco Call, has gone to Honolulu, where he will have a desk position on the Commercial Advertiser under City Editor Irwin, who recently went from here to the Hawaiian city.

M. Morris, who was formerly on the copy desk of the San Francisco Examiner, has assumed a similar position on the Denver News.

Among the newspaper men who are visitors in San Francisco are the following: Charles K. McClatchy, of the Sacramento Bee; F. J. Dewey, of the Hanford Journal; V. S. McClatchy, of the Sacramento Bee.

Mrs. Eula Harris, press agent for the Hughes Special, made a distinct hit in San Francisco. She arrived here a day ahead of the special and got busy. She is a Western woman, and her personality and enthusiasm enabled her to secure more local newspaper publicity than any person connected with political publicity staffs here.

J. W. Partridge is now manager of the Pacific News Service, with headquarters in this city, in place of Fred J. Wilson, who recently went to New York to become manager of the International News Service. Wilson founded the Pacific News Service, several years ago, and was so successful that F. W. Kellogg, publisher of the Call, acquired control of the business and enlarged its scope. Minot Saunders has gone from the editorial staff of the Call to the Pacific News Service.

Howard Morton, city editor of the Los Angeles Examiner, has arrived here from Southern California to spend

his vacation in San Francisco and vicinity.

Stuart G. Masters, a popular San Francisco newspaper man, is now head publicity man for the Republican State Central Committee and also for the Progressive State Central Committee.

Harry Freeman, formerly in charge of the International News Service in San Francisco, is now doing publicity work for the "wets" in the State of California, in connection with the campaign on the prohibition amendment which is to be voted upon in November. Paul Smith has replaced Freeman with the I. N. S. here.

Among the newspaper men who are visitors in San Francisco are Harry Hammond, editor of the Byron Times, and Louis Newfield, editor of the Monterey Cypress.

Charles S. Stanton, managing editor of the Chicago Examiner, recently returned to Chicago, after a vacation tour of California.

F. W. Kellogg, publisher of the San Francisco Call, has returned from an extended Eastern trip.

Phil Bates, secretary of the Oregon Press Association, is a visitor in San Francisco. He recently organized the Oregon dailies into the Oregon Daily Newspaper Association.

Mr. and Mrs. William Jacobs, of Santa Cruz, recently arrived here on their honeymoon trip. Mr. Jacobs is the publicity expert for the beach city and its chamber of commerce and a former newspaper man of San Francisco.

Women Take Journalism Course

Thirty women have enrolled for the journalism course at the University of Texas, at Austin.

PRIZES WORTH SEEKING OFFERED TO WRITERS

Columbia Will Make Awards of \$16,500, According to Terms of the Joseph Pulitzer Will—Five to Be Given for Journalistic Work—Five Travelling Scholarships.

Nine prizes amounting to \$9,000 and five travelling scholarships valued at \$1,500 each will be awarded under the will of Joseph Pulitzer for the first time at the Columbia University commencement next spring.

Five of the prizes will be awarded in journalism, as follows: A prize of \$1,000 for the best and most suggestive paper on the future development and improvement of the Pulitzer School of Journalism; a gold medal costing \$500 for the most disinterested and meritorious service rendered by any American newspaper during the year; \$1,000 for the best history of the services rendered to the public by the American press during the year; \$500 for the best editorial article written during the year, the test of excellence being clearness of style, moral purpose, sound reasoning, and power to influence public opinion in the right direction, and \$1,000 for the best example of a reporter's work during the year, the test being accuracy, terseness, and the accomplishment of some public good commanding public attention and respect.

FOUR PRIZES IN LETTERS.

Four prizes in letters will be awarded as follows: One thousand dollars for the American novel published during the year which shall best present the wholesome atmosphere of American life and the highest standards of American manners and manhood; \$1,000 for the original American play, performed in New York, which shall best represent the educational value and power of the stage in raising the standard of good morals, good taste, and good manners; \$2,000 for the best book of the year on the history of the United States, and \$1,000 for the best American biography teaching patriotic and unselfish services to the people, excluding as too obvious the names of George Washington and Abraham Lincoln.

Three of the travelling scholarships will go to graduates of the Columbia School of Journalism to enable them to spend a year studying in Europe. The fourth will go to the student of music in America who may be deemed the most talented and deserving, to continue his studies in Europe, and the fifth to the art student in America who shall be certified as the most deserving and promising by the National Academy of Design.

The prizes are open to men and women, and the qualifications of those nominated will be passed upon by suitable juries. The secretary of Columbia University will furnish details regarding the procedure to be followed in making nominations, which must be made by February 1.

News Print Crisis Discussed

The Western New York Newspaper Publishers' Association held its quarterly meeting in Rochester on Saturday last. The news print situation was one of the principal topics of conversation among those in attendance. The question of raising the price of all weeklies now being published at a less price, up to a standard price of \$1.50 was also discussed, and the subject was referred to a committee for a report.

TRIBUNE EXCLUDES GIMBEL ADS

One of New York's Leading Stores Under Ban of "Ad-Visor."

In a full page article, signed by Samuel Hopkins Adams, the New York Tribune on Sunday announced that the advertising of Gimbel Brothers, one of the largest department stores in New York, had been excluded from the columns of the Tribune. It was announced in the article that the exclusion came because, as Mr. Adams claimed, "the store has been employing advertising, not for its proper purpose of pointing the way to sound values and desirable goods at desirable prices, but to trick the public with false claims of value into buying merchandise above normal price." The article then goes on, to the extent of a full page, to cite instances in support of the charges against the store.

Arthur Freeman, advertising manager of the Gimbel store was seen by a representative of THE EDITOR AND PUBLISHER on Tuesday and was asked for a statement in reference to the case, but he declined to say a word for publication. He stated that it was not the policy of the store and was strictly against his own ideas to discuss the matter in any way. He preferred to just let it rest and let the public judge for itself.

GRAVES OUT FOR WILSON

Well-Known Atlanta Editor Takes Stump for the President.

Col. John Temple Graves, a pioneer newspaper man of Atlanta, Ga., and editorial representative of the Hearst publications, was back home for a few days recently. He left Atlanta to begin a series of campaign addresses for the Democratic National Committee. He said he expected to speak in many States before election day.

Col. Graves accepted an invitation by telegram from Chairman Vance McCormick and Homer Cummings, of the Democratic National Committee, to join McCormick at Bridgeport, Conn., and speak for the Wilson candidacy. During the tour they will speak in New York, Pennsylvania, Ohio, and several days will be spent in the Middle West.

Club Officers Nominated

The nominating committee of the Newspaper Men's Club of San Francisco has named the following ticket for officers and directors for the ensuing year, to be voted upon at the annual election, on October 28: President, Kenneth C. Adams, Examiner; vice-president, Fred Goodcell, Bulletin; secretary, Francis I. Franccour, Bulletin; treasurer, Arthur Johnson, Call. Directors: Edward Parker, Chronicle; Fred Bowie, Chronicle; William H. Jordan, Chronicle; Frank Havenner, Bulletin; John P. Doran, Bulletin; R. J. Kirk, Call; Hale Shields, News.

Alaskan Daily Suspends

The Fairbanks (Alaska) Daily Times, for ten years the only morning paper in that city, has suspended publication. Louis Klopsch, manager of the paper, is a son of Mrs. Louis Klopsch, of New York, owner of the Christian Herald.

There are four fundamental requirements which no builder of a business organization can afford to disregard: Health or physical soundness, intelligence or mental soundness, honesty or moral soundness, and industry or soundness in action.

\$500,000,000 Cotton Crop

In Texas

THE HOUSTON CHRONICLE

covers the heart of the Cotton District

40,926 Daily Average for six months ending September 30th**NINE P. O. DEPT. REPORTS SHOW GAIN OF 44%**

| | | |
|----------------------------------|--------------|--------|
| I Report (average for 6 mos.) | Oct. 1, 1912 | 28,475 |
| II Report (average for 6 mos.) | Apr. 1, 1913 | 31,130 |
| III Report (average for 6 mos.) | Oct. 1, 1913 | 32,836 |
| IV Report (average for 6 mos.) | Apr. 1, 1914 | 34,568 |
| V Report (average for 6 mos.) | Oct. 1, 1914 | 36,665 |
| VI Report (average for 6 mos.) | Apr. 1, 1915 | 35,790 |
| VII Report (average for 6 mos.) | Oct. 1, 1915 | 37,872 |
| VIII Report (average for 6 mos.) | Apr. 1, 1916 | 38,961 |
| IX Report (average for 6 mos.) | Oct. 1, 1916 | 40,926 |

Postoffice statements made October 1, 1916, shows Chronicle 10,000 more circulation than nearest competitor

THE HOUSTON CHRONICLE
HOUSTON, TEXAS

Representatives: Lacoste & Maxwell, New York; John M. Branham Co., Chicago

COMMISSION INQUIRY CONDEMNED IN LETTER

Philadelphia North American Writes to Chairman Hurley Saying That Publishers Have Not Received Information They Had a Right to Expect from Costly Federal Body.

The Philadelphia North American published on October 21 a letter written and sent by that paper to Chairman Hurley of the Federal Trade Commission, answering his suggestion that publishers cut down the size of Sunday newspapers to conserve the white paper supply. The letter takes exception to the suggestion, and expresses disappointment.

"What the publishers justly expected from your Commission," the letter continues, "was an array of facts bearing on the causes of the present shortage of paper showing how far it might be due to increased consumption by newspapers, because of increased circulation and advertising patronage; to insignificant production, due to manufacturers' lack of foresight in not enlarging their plants to meet a growing demand, or to deliberate curtailment of output through the shutting down of mills or their conversion from news print to specialty production. . . .

ENLIGHTENMENT WAS EXPECTED.

They expected the Commission to enlighten them as to increased costs of production, the reason therefor and their relation to prices demanded; as to whether prices are uniform and as to whether there is, or has been for a year real competition in the sale of paper. . . . The authority given to your Commission and the duty imposed upon it required it to determine the precise influence of each of the factors specified, and particularly to those indicating unnatural or unjust conditions in production and distribution. In a word, publishers expected from you an authoritative presentation of facts concerning the industry. They have no desire to charge responsibility unjustly, but they expected, and have a right to expect, that your expensive machinery of inquiry would supply them with the information upon which they might act intelligently, protect their own interests and do justice to the manufacturers. But instead, they receive a letter which excludes the publishers' side of the controversy from consideration and puts the authority of your Commission behind an ex parte finding for the manufacturers. . . . You have taken it upon yourselves to designate the Sunday newspapers as the main cause of the shortage. What especial qualification has your Commission for thus judging the proper and economical size of the Sunday paper?

"If publishers of important Sunday papers have advised you that those publications are responsible for the paper crisis, their names and their reasons should be communicated. . . . What we particularly condemn in your official communication is the baseless and malicious inference that the difficulties of small publishers are due chiefly to the size of Sunday newspapers; you seek to unload responsibility for conditions upon one feature of the publishing business. We regard this device as a clumsy attempt to cover inexcusable inefficiency on the part of your Commission."

When your competitor begins to knock, then it is "you have arrived."

REDUCING PAPER MARGINS

How Owners of Duplex Presses May Economize in News Print.

An article in a recent number of THE EDITOR AND PUBLISHER by Oscar Roese, of the R. Hoe Company, on the standardization of paper rolls and the changing over of Hoe presses from seven to eight-column papers, has attracted considerable attention of press users and has brought out an inquiry from a user of the Duplex press as to how he can go about it to save paper by changing from a seven column thirteen-em paper to an eight-column twelve-em paper. The New York representative of the Duplex press furnishes the following information on the subject:

"A substantial saving in the reduction of paper margins may be made at a comparatively small cost. Rolls of paper 70 inches wide, used in printing 8-page newspapers of 7 columns to the page, with 6-point column rules, can be substituted by rolls 66 $\frac{1}{2}$ inches in width, thus saving 4.64 per cent. in paper bills, without reducing the size of printed matter. This is done by adopting so-called galley chases, patented and introduced by the Duplex Printing Press Company. In the use of these galley chases, side margins are reduced from 15-16th of an inch to 17-32d of an inch. Certain changes in the press are necessary to bring this about, the cost of which will range from \$300 to \$450, according to the design of press and local machine-shop conditions. This investment, however, will be returned many times over in the savings made.

"Publishers using Duplex flat-bed presses may also be interested to know that, through the use of galley chases of a special size, they can change the size of pages to 8 columns 12 ems, with 5-point column rules. The width of the paper rolls in this case would be the same as now used, 70 inches, when printing 8 pages. Publishers would thereby gain 8 columns when printing an 8-page paper, or about 160 inches of space. Duplex presses, when changed to run these special sizes, would also deliver four or six pages as well."

TIMBER PLENTY IN CANADA

And Pulp Labor Costs No More Says Director of Forestry.

The high price of paper was discussed on Wednesday by the Dominion Royal Trade Commission in session at Ottawa, Canada.

R. H. Campbell, the Dominion Director of Forestry, reported that there has been no material decrease in the supply of timber and that the cost of labor in pulp manufacturing has not gone up.

Regarding the condition of general trade, Deputy Minister of Commerce O'Hara said:

"British manufacturers are not as keen as Americans in seeking Canadian markets. It is necessary at times to order British products from New York in order to insure speedy shipments.

"The United States leaves nothing undone to get Canadian trade. There are some hundreds of United States Consuls here, and thousands—I might say millions—of advertising circulars are sent into this country every year. There are also innumerable trade and other magazines which carry advertisements of American goods, which all swell the trade."

It may rain on the just and the unjust alike, but the latter somehow seem to get hold of the umbrellas.

5TH AVE. A GOTHAM TRADE MARK

Newspaper Men Discuss Preservation of Avenue's Distinctive Character.

Managing editors and representatives of New York and Brooklyn newspapers were the guests of honor at the first monthly luncheon of the season of the Fifth Avenue Association of New York, held Thursday afternoon at Delmonico's. George McAneny, of the Times, Don C. Seitz, of the World, and R. H. Waldo, of the Tribune, delivered addresses. The consensus of opinion was that Fifth Avenue was a most valuable trademark to New York.

Among the newspaper men present were the following: H. A. Ahern, of the Evening Post; R. H. Graves, of the Times; H. J. Wright, of the Globe; Bradford Merrill, of the American; E. M. Scholz, of the Evening Post; F. P. Stockbridge, of the Evening Mail; Ogden Reid, of the Tribune; Frederick B. Stevenson, of the Brooklyn Eagle; Ervin Wardman, of the Sun; Victor Rieder, of the Staats-Zeitung; J. W. Emmert, of the German Herald; E. S. Edmondson, of the Philadelphia North American; J. E. Hardenbergh, of the New York City News Association.

WOULD NOT BE STAMPEDED

World Wanted to Examine Titles of Paper Mills Before Buying.

Because the management of the New York World would not be rushed into sales involving in both cases over a million and a half of dollars, two separate attempts to sell to the World mills for the manufacture of news print have fallen through. The first attempt was that of the Remington mills, and the second that of the St. Regis mills during the past week. An official of the World company is authority for the statement made to a representative of THE EDITOR AND PUBLISHER Thursday that no other deals are in prospect at the present time.

In the matter of the sale of the Remington mills in northern New York, the deal was practically complete, with the money involved, a trifle over \$1,500,000, ready at hand in cash. Attorneys for the World were making a search of the title to the property involved in the deal. While this was being done, the announcement was suddenly made that the mills had been sold over night to a syndicate headed by Dan R. Hanna, of Cleveland, owner of the Cleveland Leader and News. Mr. Hanna announced that the mills had not been sold to his syndicate for the use of his newspaper, but merely as an investment in which he was going to place his two sons, Mark and Carl Hanna, that they might learn the business. It is further intimated that after January 1 these mills will cease to make news print, and will confine their efforts to specialty papers, thus withdrawing about 130 tons of news print a day from the market.

In the matter of the St. Regis mills, the World people failed to buy because they would not be rushed. The preliminary investigation of the plant showed a satisfactory investment, and a meeting was held by representatives of the World and of the owners of the plant. The World representatives are reported to have asked for thirty-six hours in which to look over the title and a few other matters, and were told, it is reported, that they could not have thirty-six minutes. The answer was that it must be now or never, and it was never.

Old Sun Man's New Job

Joseph Clapham, who served for seventeen years in the organization of the New York Sun, has gone to Philadelphia to become mechanical superintendent of the Public Ledger. Mr. Clapham began his experience in Albany, N. Y., with the old Van Benthuysen Printing House. Later he was with the Weed Parsons Company. His New York city experience began in February, 1892, with the Brooklyn Daily Eagle, under William H. Sutton. Two years later he went with the Evening Post, where he worked three years under Morris Van Vliet. In August, 1899, he joined the staff of the Sun. Mr. Clapham's most important piece of work was moving the Sun from its old quarters at 170 Nassau Street to the new building at 150 Nassau Street. The entire job was planned by him and carried through without a hitch or loss of time on any of the various editions.

Dinner for Popular Editor

BANGOR, Me., October 26. — Maine newspaper friends of Sam E. Conner, city editor of the Lewiston Journal, who has been appointed secretary to Senator-Elect Bert M. Fernald, and leaves shortly for Washington, are planning to give him a farewell supper at the Bangor House Saturday evening, at 6:30 o'clock. The occasion will also be a farewell on the part of the Bangor newspaper men for their friend Oscar A. Shepard, for sixteen years on the Daily News staff, who will succeed Mr. Shepard as city editor of the Lewiston Journal.

Foley Co. Opens N. Y. Office

The Richard A. Foley Advertising Agency, of Philadelphia, has opened a New York office at 303 Fifth Avenue, in charge of Charles H. Eyles, secretary of the agency. He will be assisted by a number of specialty men. The Foley Agency is one of the prominent agencies in the advertising field and handles a number of large accounts.

Journalist, Athlete, and Soldier

Carter Glass, jr., son of Congressman Glass, of Virginia, is correspondent at Brownsville, Tex., for the Lynchburg (Va.) News, owned by his father. Glass is a member of Company L, First Virginia Regiment, and is an athlete with a record of which any college man might feel proud. In a field day contest conducted among the militiamen he romped off with the principal honors.

Julian S. Patterson III

Julian S. Patterson, manager and road observer of the Hupmobile United American tour, is ill at Pendleton, Ore., as the result of strain on the long trip. Mr. Patterson is a well-known newspaper writer, having been connected at different times with the Tribune, Herald, and Post, of Chicago, and with the Times, Globe, and Sun of New York. His illness will entail nothing more serious than a long and complete rest.

Benson Met Old Fellow Workers

Allan L. Benson, Socialist candidate for President, and former San Francisco newspaper man, was the guest of the San Francisco Newspaper Men's Club, a few nights ago. Benson met several of the news gatherers with whom he worked many years ago, and gave a short talk on his varied experiences since then. Benson left the San Francisco Chronicle staff about twenty-five years ago and went East.

WHY DR. CHRISTIAN F. REISNER UTILIZES NEWSPAPERS TO ADVERTISE CHURCH WORK

(Concluded from page 8)

"Because it is the most direct way of reaching the people. Times have changed. The methods of communication are different. Everybody reads the newspapers, and why shouldn't we advertise the church, where the message of the Son of God is preached? The idea is to reach all of the people. That is what He did. That is what we must do.

"I believe in making the church attractive, in talking to people in the language they understand. Jesus did that. He spoke in parables which they comprehended. I use the advertising columns of the newspapers to reach the masses, and when the people come, I deliver to them the Word. I have no hesitancy in calling on any one, and never yet have I been denied admittance, for I am the ambassador of the Lord of Hosts."

Dr. Reisner does not confine his advertising to newspapers. He adopts the direct method. Every time he sends out a letter, it carries an enclosure, telling of some church activity.

While the representative of THE EDITOR AND PUBLISHER was present, Dr. Reisner was interrupted every few minutes, either by one of his assistants or by the ringing of the telephone. He would reply to questions, dictate letters or an advertisement, make a correction in copy, give advice, get some man a position, and through it all there was the same orderly system, the same clarity of purpose that the city editor follows, and on which he concentrates to keep his mind on the main point. To one man he said:

"Yes, an electric sign is good. It attracts attention. You should have a flasher, though. It is better. It carries a message one remembers. And, by the way, study your neighborhood, and the points of advantage. Use signs on the public highways. The roads where you are are used constantly by automobiling parties. You should be able to bring them into the church."

After each interruption, he would return to the subject on which THE EDITOR AND PUBLISHER representative was discussing—missing not a single point.

WELL TRAINED IN NEWSPAPER WORK.

"Doctor, you handle your affairs just the same as a trained city editor does."

"You think so?" he smiled. "You compliment me. You know I am a newspaper man. I study newspaper style, and try as nearly as possible to deliver my sermons in the same simple language the newspapers employ."

Dr. Reisner, when he was graduated from Midland College, in Atchison, Kan., was employed on the Daily Champion, which was owned by Lieut.-Gov. A. J. Felt. He started in at \$5 a week, as a reporter. When he received his envelope Saturday night it contained \$10. He had made good, for his salary had been doubled. He was a reporter of "scoop" fame. He was the most active man employed in Kansas. He saw the value of features, the first of which was a news story on the vital statistics of the city that was copied all over that section of the country, and which convinced every newspaper man that there was a live one on the Champion. His reputation reached Kansas City, for which newspapers he wrote and corresponded. Before the year was out, he was city editor, drawing \$30 weekly—a

princely salary in that town, in those days, and the attestation that he had made good. But his eyes were on the pulpit. He had worked on a newspaper to get his start in a theological seminary, to which he went rich in the knowledge he had gained in the school of experience, and in a business that brought him into constant contact with the people. He saw men and women from the angle of the man in the street, and to-day his church is getting the benefit of his newspaper observations.

Dr. Reisner's first church, after he was ordained, was in London Heights, Kansas City, Kan. It only had fifty-eight members. It was located in the packing-house district. At the end of three years, he left it self-supporting, with a congregation of 500. Then he took the pulpit of Grace Church in Denver, where he followed the same advertising methods that brought success in Kansas. He bought space in the daily newspapers. It was something new. It was so new, in fact, that the newspapers ran feature stories about it. The special correspondents telegraphed the fact from one end of the land to the other, and from that time to this, the idea, which originated with him, has become national, and there is a department of church advertising connected with the Associated Advertising Clubs of the World, with Dr. Reisner at the head of it. Grace Church in Denver increased its membership wonderfully. Then Dr. Reisner was called to New York, to take charge of Grace Methodist Episcopal Church here. The result has been the same as in the two cases cited. The average weekly attendance for the past year has been more than 3,300, for 175,000 have heard him preach. They go to hear his sermons, and the increases in his congregation have been made up of people who have been attracted to his church through his effective advertising methods.

New Men for Mahin Company

The Mahin Advertising Company, of Chicago, has made some additions to its staff recently. James Edward Byrnes has resigned his position as secretary-treasurer of the National Dealer-Service Association to become assistant to Wilbur D. Nesbit, vice-president of the Mahin Advertising Company. In this position Mr. Byrnes will assist Mr. Nesbit in the supervision of the copy department and other divisions of the agency's work. The copy staff of the Mahin Advertising Company has been enlarged by the addition of Messrs. Robert E. Rinehart, Paul J. Volgan, Howard E. Brown, and Lyman Weld.

Suggests an Advertising Test

In his address before the Milwaukee Advertisers' Club, recently, C. A. Brownell, advertising manager of the Ford Motor Co., Detroit, said that at the time that the rumor spread that Henry Ford would give a motor car to every one who sent four dimes with the mint marks, FORD, over 50,000 letters, asking for information were received and answered.

"If you don't believe that people read advertisements," Mr. Brownell said, "place a two-line ad in diamond type—the smallest type—offering to pay ten cents for every paper left at your door, and you will be convinced."

CHANGES IN COLLEGE AD AGENCY COMRIE AND CUSHING PARTNERS

Complete Reorganization of Publishers' Representative Company Is Announced.

The Publishers' Representative Company, Inc., of 13 Park Row, New York, which has developed the Combination of College Comic Publications, is undergoing complete reorganization. H. S. Moeller has resigned from active management, but will retain his stock interests in the Publishers' Representative Company and act in an advisory capacity to the new management.

A. H. Moore has succeeded Mr. Moeller as general manager. Mr. Moore has had wide advertising experience, having been connected with the Seaman Agency and the Cheltenham Agency, doing soliciting and research work. He will continue the development work which the Publishers' Representative Company has undertaken, especially in the field of College Comics. The Publishers' Representative Company has exclusive rights to twenty-one college publications.

H. A. Smith has resigned as secretary of the Publishers' Representative Company to organize and act as manager of the College Advertisers' Service. His association with college publications and his work in the Publishers' Representative Company have given him a thorough knowledge of the college field and the problems of merchants using that field.

The College Advertisers' Service plans to specialize in doing service work for merchants, marketing commodities used by college students. This company has been appointed college agent for several large national advertisers. For the present offices have been opened at 19 Park Row, New York.

OPEN NEW SPECIAL AGENCY

Lorenzen, Green & Kohn Out for Business in New York and Chicago.

Lorenzen, Green & Kohn, publishers' representatives, have opened a special agency with offices in the Brunswick Building, New York, and the Advertising Building, Chicago. The organization has strong financial backing, and plans high-class representation of mediums of recognized standing in their respective fields. According to the announcement of the firm, the agency will be run "with a purpose" and has a fine list of clients.

The members of the new organization are: Alex B. Kohn, Loftus G. Lorenzen, and Leon M. Green. Mr. Kohn has been with the Charleston (S. C.) Post since June, 1908. He advanced from the position of advertising solicitor to that of business and advertising manager. He was a charter member of the Charleston Ad Club and was elected vice-president of that club as a "parting honor" last week. He was on the paper committee of the S. N. P. A. and made a thorough study of the paper situation.

Mr. Lorenzen is the son of A. F. Lorenzen, of Cone, Lorenzen & Woodman. He started his advertising career with the Chicago office of Ewing & Miles agency, of New York, and left that concern to take a position in the advertising department of the Pittsburgh Post. He resigned from the Post to return to his home in Chicago to become associated with the special agency of which he is now a member.

Mr. Green has been connected with newspapers and magazines in both advertising and editorial capacities, and has specialized in handling advertising campaigns for a number of years.

Well-known Western Ad Men Taken Into Chicago Firm.

Frank M. Comrie and Ralph N. Cushing have recently become partners in the advertising firm of Vanderhoof, Condit & Comrie, Chicago. Mr. Comrie has for many years been connected with the J. Walter Thompson Company, and for three years was manager of its



FRANK M. COMRIE.

Cleveland office. Mr. Cushing was for ten years with Lord & Thomas.

Mr. Comrie is widely known as an experienced man in the advertising agency business and has conducted many national campaigns. He has originated many well-known trade-marks and numbers among his clients some of the most successful advertisers in the country. For three years he was the editor and advertising critic of one of the leading advertising publications. His editorial work has covered a wide range of subjects of the greatest interest to advertisers, advertising men and salesmen, such as "The Organization and Work of an Advertising Agency," "Do Advertising Agencies Represent the Advertiser or the Publisher?," "The Relation of the Sales Department to the Advertising Department," "Trade Paper Copy," "An Analysis of Why Advertisers Succeed," etc.

Mr. Cushing has been associated with some of the most successful advertising campaigns, in both the service and space-buying departments, and is an experienced man in the advertising business. He realized that the best-written copy was valueless unless placed in the proper media and in a position to reach the right kind of reader, and he specialized in this field. He has had wide experience with a diversified line of advertisers, including railroads, food products, automobiles, moving pictures, and mail-order houses.

Chesman Agency Changes

W. H. Henderson, formerly with the Curtis Publishing Company, has been appointed manager of the New York Office of Nelson Chesman & Co., succeeding Herbert Durand, who is now manager of the service department of the agency, with headquarters at St. Louis. H. E. Pritchard is chief of the copy department at St. Louis.

The man who has nerve enough to shave himself, let his wife cut his hair, and then asks the barber to remove an ingrowing hair, is getting to be nobody some day.

DOMINION PAPERS WANT NATIONAL LEASED WIRE

Canadian Publishers Seek Government's Aid to Maintain Continuous News Service from Halifax, N. S., to Victoria, B. C., — Would Change Proportion of American Despatches.

WINNIPEG, October 24.—Publishers of daily papers in the cities of Western Canada want the Dominion Government to assist in the establishment of a national leased wire from Halifax, N. S., to Victoria, B. C., over which a continuous news service can be maintained by a nationally organized press association. A memorial pointing out the desirability of such a service was prepared before the war, but it was never formally presented to the Government. It has, however, been placed recently in the hands of Sir Thom as White, Minister of Finance, and of Hon. Robert Rogers, Minister of Public Works, while on Monday last it was presented to the Dominion Royal Commission, which is investigating the national resources of the British Empire, and of which Sir George Foster, Minister of Trade and Commerce, is a member. Appearing before the Commission, J. W. Dafeo, managing editor of the Manitoba Free Press, gave a brief explanation of the situation.

The West, Mr. Dafeo pointed out, is handicapped by the heavy cost of transmitting news from the East. So heavy is the cost that to lease a day wire is impossible, while the night wire at present operated is maintained only with the greatest difficulty. It was 1,400 miles from Ottawa to Winnipeg, and the wire that traversed it produced no revenue for that stretch. Similarly, there was a costly gap between Calgary and Vancouver of 700 miles. The result was that during the daytime, Western papers had to fall back on Minneapolis and Seattle for their continuous service. Mr. Dafeo expressed no hostility to the American Associated Press, which he maintained was doing a great work, but he pointed out that the news handled by that organization, while probably not consciously biased in the least, was prepared for American consumption. The same news written by a Canadian reporter for the Canadian people would be differently handled.

WOULD NOT CUT OUT A P.

"Would the establishment of such a Government-assisted service, as is advocated by Western newspapers, mean the discontinuance of the Associated Press service?" was a question put by THE EDITOR AND PUBLISHER to a prominent Western publisher.

"Not at all," was the reply. "We would still have to draw on them for a lot of our material. It would simply mean that the proportion of news coming to us through American and Canadian channels would be altered. Where we now have fifty per cent. American service, we might possibly have only twenty-five per cent., with a corresponding increase in Canadian service."

G. O. P. Editors Dined

At Manchester, N. H., a few days ago, more than half a hundred Republican newspaper editors from every section of New Hampshire were dinner guests at the Derryfield Club, of Frank Knox, editor and publisher of the Manchester Union and Leader. The speakers were James T. Williams, jr., of the Boston Transcript, and Philip Faulkner, of Keene, chairman of the Republican State Committee.

PITTSBURGH FOR CLEANER ADS

Better Business Bureau Formed to Correct Some Abuses.

H. J. Kenner, of Indianapolis, secretary of the vigilance committee of the Associated Advertising Clubs of America, was the guest of the Pittsburgh Ad Club last week, at a dinner at which the "Better Business Bureau" was inaugurated. Charles A. Holmes, secretary of the Pittsburgh Ad Club, was also active in the establishment of this movement, which has as its aim the censoring of advertising copy and to bring about necessary reform in advertising by moral suasion. Prosecution under the law will be resorted to when necessary, Mr. Holmes states.

The method of operation of the bureau provides for the employment of a paid secretary and investigators, who will "check up" advertising as it appears in newspapers. If the statements in various newspapers are untrue or unclear, a representative of the bureau will call upon the merchants who insert them and call attention to existing defects. The advertisers will be advised that more care must be employed in preparing copy, and it will be suggested that they correct inaccuracies or indecencies referred to. If they fail to improve their copy and persist in inserting unclear and unbelievable advertisements, they will be prosecuted according to law.

Andrew Connolly, advertising manager of Joseph Horne's, a leading department store, says he sees no harm in the formation of such a bureau, and perhaps some good. "It is in keeping with the times, and certainly cannot hurt the honest advertiser." Mr. Connolly, however, does not think Pittsburgh advertisers are any worse than those in other cities in misrepresenting merchandise or in writing copy.

At two other leading department stores the advertising managers asserted that 75 per cent. of the ads in Pittsburgh papers were misrepresentations.

WANT PRINT PAPER INQUIRY

Milwaukee Master Printers Issue Call for Federal Investigation.

Three Milwaukee associations of printers, through Congressmen Cary and Stafford, will urge a Federal investigation of the price for print paper.

"An investigation made by a committee from the North Side Master Printers' Association into the conditions of the paper manufacturing industry in Wisconsin, revealed that the prevailing prices were entirely out of proportion of the cost of production," said F. R. Waike, vice-president, "and conditions warrant a thorough investigation."

At a meeting of master printers, a committee was appointed to confer with the Congressmen relative to relieving the situation.

The Milwaukee Typothete will hold a special meeting to take similar action.

Good Use for Old Papers

The Hospital Book and Newspaper Society, 105 East 22d Street, New York, is in great need of reading matter to carry on its work for the winter, and asks for old books, magazines, and illustrated papers in any language. The Society supplies reading matter to hospitals, lighthouses, and prisons, and also sends to many schools in the South and West. About 200,000 papers are distributed from the Society's boxes annually, and about 80,000 papers, books, and magazines from the office.

Clean Advertising in St. Paul

There will be hard sledding in St. Paul, Minn., in the future for those who attempt fraudulent advertising. The decision that clean advertising or none must be used will result in the establishment of a bureau to devote its time to investigating questionable advertising. Members of the Association of Commerce, the most powerful commercial body that ever existed in St. Paul, are collecting funds to finance the bureau, which will comprise a secretary and office force, with expert chemists, merchandise men, and others to aid the bureau head. An attorney will be retained. The Town Criers, the city association of advertising men, expect to be able to go ahead in a week with the organization of the Bureau and employment of a secretary and his aids.

Cleveland's Printing Industry

Seventy-five years ago Cleveland had four newspaper plants and one job office, that of Sanford & Lott. To-day Cleveland, which claims to be the sixth city in the United States, rates printing as the sixth product of the city in value. There are said to be at the present time 306 separate printing houses, doing a business claimed to total \$13,000,000, and 16 firms engaged in lithographic work.

Crittenden Starts a Service

F. T. Crittenden, said to be the first man who used the truth emblem in advertising, has organized the Crittenden Advertising Service, of Fort Worth, Tex. He plans to have associated with him a number of experts in various lines of advertising. Mr. Crittenden will serve as director of the service and as advertising counsellor. His long experience as an advertising manager, and his work in the Texas Associated Ad Clubs and the Associated Ad Clubs of America well fit him for his work. Mr. Crittenden first organized the ad men of Texas into an association. He was first president of the Fort Worth Advertising Men's Association, president of the Southwestern Division of the Associated Ad Clubs of America and first president of the Associated Ad Clubs of Texas.

Wants a City Ad Bureau

In Philadelphia, a few night ago, the plan to have the city make an appropriation for a municipal advertising bureau was revived at a meeting of the Quaker City Ad Club, at which E. J. Berlet was the principal speaker. He renewed his advocacy of city advertising, and pointed out that the bureau, if established, should look to the future and make every effort to attract conventions, sporting events, and other big features to Philadelphia. In this work, he declared, the bureau should have the cooperation of the railroads and the hotels.

Newspaper Ads Drew Crowd

John Tait, president of the Winter Garden Company, which recently opened in San Francisco one of the largest and finest ice rinks in the United States, says in the San Francisco Chronicle: "Before the Winter Garden was opened I decided to devote all of our publicity to the papers, using no billboard, dead walls or window advertising of any description. It affords me pleasure to state that advertising the opening of the new ice rink but three times in the daily papers, without any outside publicity whatever, was sufficient to fill the capacious Winter Garden, on Tuesday night, to its limit."

PRIZES FOR TECHNICAL PAPERS

Chance for Writers Who Know Much About Pulp Products.

The Technical Association of the Pulp and Paper Industry has instituted a prize competition for papers on the following technical problems: (1) The various causes for the deterioration of the Fourdrinier wires, and steps to be taken in the prolongation of the life of the wires; (2) how can the pitch in sulphite pulp be eliminated? (3) the effect of the order and time of adding alum, rosin, and color on the retention of color; (4) the retention of the various mineral fillers used in papermaking and their effect on the life of the machine clothing and quality of the paper.

Four prizes are to be given of \$100 each for the best paper on each of the foregoing subjects. The contest closes with the secretary of the Association, Thomas J. Keenan, 117 East 24th Street, New York, on December 31, and is only open to residents of the United States and Canada. The papers are to be signed with a nom de plume, the name and address to be placed in a sealed envelope and the nom de plume on the outside.

Libraries Should Advertise

That public libraries should be advertised in the daily papers was the opinion expressed by E. M. Jenison, editor of the Fond du Lac Commonwealth, and member of the Fond du Lac library board, addressing delegates to the annual convention of the Wisconsin Library Association. "The day when the mere publication of the book list that is read by only those who are looking for it has been long past," said Jenison. "In order to bring the value of any institution home to the public, it must be presented in a modern style, and the case of advertising the library is no different. The touch of human interest must be injected into public library advertising."

George M. Adams's New Magazine

The first number of the Adams Feature Magazine has made its appearance. It is, as its publisher, George Matthews Adams, 8 West 40th Street, New York, says, "the first magazine in the world to be published exclusively about features and exclusively to newspapers. It is a step in service." The magazine is well printed and profusely illustrated. A feature of the service, advertised in this first number, is a well appointed and comfortably furnished room, which Mr. Adams calls his "Publishers' Room." It is furnished with stationery, telephone, stenographer, and everything necessary for comfort. He invites all newspaper editors and publishers, when in New York, to make this room "their room," and says he is not happy unless at least one a day drops in.

Billy Sunday in Boston

Billy Sunday will be invited to meet the members of the Boston Press Club. He will arrive in Boston soon and will hold revival meetings in a great auditorium that has been constructed for his use. Paul Waitt, who covered many of the Sunday gatherings in other cities, will be in charge of the staff assigned to the Sunday tabernacle. Mr. Waitt has written a life of Sunday, now running in the Sunday Post.

One of the principles of the life Insurance salesman is to teach the dollars of the prospect to have more cents. It's a good idea for advertising solicitors to follow.

The Boston Evening Record

Independent, optimistic, published in the interest of its 35,000 readers, and growing every week because people believe in it.

Rate, r.o.p. 12 cents a line, flat

Represented in New York by
Bryant, Griffith & Fredricks

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.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

USE UNITED PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

LIVE TOPICS DISCUSSED BY OUR READERS

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

British Censorship Defended

THE TORONTO DAILY STAR,
TORONTO, CAN., Oct. 23, 1916.

THE EDITOR AND PUBLISHER:

As a well wisher of THE EDITOR AND PUBLISHER, I was sorry to read in your last issue your editorial on the "Freedom of the Press," in which, in connection with the International News Service incident, you accuse the British Government of attempting to control and regulate the press of a neutral nation and refer to the issue as something more vital than the Monroe Doctrine.

Aside from any discussion as to the expediency of the British Government's act, let us see what the issue actually amounts to.

The grievance of the British authorities according to their official statement was that the International News Service published as cablegrams originated and filed in London articles which did not so originate. This is a point upon which practice in different newspaper offices may differ, but a defence of the "clothes-line cable" is scarcely an issue which newspaper men would be unanimous in selecting as the one upon which to make a fight in defence of the freedom of the press. It is also alleged that the "cables" were false in substance and thereby injurious to the British cause, but that is beside the point and is apparently a subject of controversy in the United States, if nowhere else, except perhaps in Germany.

Then as to the action of the British Government: This was a denial to the International News Service of the privilege of the official press bureau and other facilities for the transmission of news in England. This would seem to be a matter over which the British authorities so long as British people retain sovereignty in their own country, have exclusive jurisdiction. It is difficult to see how it raises any question of control or regulation or domination of the press of a neutral nation any more than a Canadian subscriber say, could be accused of attempting to dominate THE EDITOR AND PUBLISHER because he exercised his option to discontinue his subscription.

There seems to be in the United States so many misconceptions respecting issues arising out of the present conflict that I am sorry to see another one arise particularly in your columns, and this is my excuse for troubling you about the matter.

JOHN R. BONE,
Managing Editor.

Was Incorrectly Quoted

NEW YORK, October 23, 1916.

THE EDITOR AND PUBLISHER:

The editorial paragraph referring to me in your issue of 21st inst. would be all right if the text were all right. It's all wrong. I never have said "unless the writer of an ad thinks his article the best in the world his copy will not be convincing."

This is apparently a quotation from the Philadelphia Record's report of a recent talk of mine before the Poor Richard Club. The Record reporter limped in trying to jot down some of the points I tried to make. It is very hard indeed for a reporter who is not soaked full of his subject to do justice to a business talk that deals with underlying principles.

What I said was, in effect, that an advertiser who believes in a product and knows why he believes in it can write convincing copy. There was no suggestion that he must think it "the best in the world." I believe in THE EDITOR AND PUBLISHER and I know why I believe in it. I think I can write convincing advertising about it. Yet I do not think it the best publication in the world, nor even the best publication of its general class. But when I see the spirit of breadth and progress its management shows and when I note the alertness and grasp of its treatment of matters that interest business men generally, as well as newspaper makers, I feel that it is well filling a field that has a right to grow much greater—as I believe it will.

M. M. GILLAM.

The Stephens-Ashurst Bill

AMERICAN FAIR TRADE LEAGUE,
NEW YORK, October 23, 1916.

THE EDITOR AND PUBLISHER:

Referring to the communication in your issue of October 14 signed "Fair Play," evidently the

writer is not familiar with the provision in the Stephens-Ashurst bill which prohibits manufacturers from making special concessions to dealers in the form of discounts or other devices.

In Section B it says:
Prices set forth in such schedule and made in any contract pursuant to the provisions of this Act shall be uniform to all dealers in like circumstances, differing only as to grade, quality, or quantity of such articles sold, the point of delivery, and the manner of settlement, all of which differences shall be set forth in such schedule; and there shall be no discrimination in favor of any vendee by the allowance of a discount, rebate, or commission for any cause or by grant of any special concession or by any other device whatsoever.

EDMUND A. WHITTIER, Secretary.

Prentiss Bailey Objects

THE UTICA OBSERVER,
UTICA, N. Y., Oct. 23, 1916.

THE EDITOR AND PUBLISHER:

The recent letter agent the A. B. C. of J. K. Groom, published by you, interested me very much.

The A. B. C. was formed to obtain ratings on circulations, just as any credit organization does on finances, or the A. N. P. A. does on the standing of advertisers and agents. Yet the A. B. C. is unique in that it asks those who are rated to pay for the examination. Mr. Groom shows what the result has been—800 newspapers have "joined" and only about 126 advertisers and agents.

If the newspapers support the A. B. C. why should not advertisers and agents be assessed to support the A. N. P. A.? I know there are many keen newspaper men closely associated with the management of the A. B. C., and there is no objection to examinations, but this is the first time I ever heard of the criminals being asked to pay the expenses of the detectives sent to catch them.

PRENTISS BAILEY.

Five Dailies Raise Ad Rates

Five dailies in Toronto, Canada, have issued a new schedule of rates in connection with certain classes of advertising. Casual, amusement, and Government display advertising is now 25 cents per agate line—an advance from 15 cents. Birth, marriage, and death notices are now \$1—an advance from 50 cents, with 2 cents for each word over 50. Apparently the theatres have balked at the increase, since their advertising has been absent from the dailies announcing the higher rate. The Toronto World refused to make the advance agreed upon by the other dailies.

Moses As an Advertiser

The most powerful agency of legitimate business is honest advertising. Lieutenant-Governor W. P. Hobby, editor of the Beaumont (Tex.) Enterprise, told members of the Dallas Advertising League. Moses was one of the first successful advertisers, Mr. Hobby said, and related how Moses went upon the highest mountain and gave the world the Ten Commandments, amid thunder and lightning. Mr. Hobby added that any merchant who would put thunder and lightning into his advertisements, and base them on the teachings of the Ten Commandments is sure of success.

Editor Gets New Cabinet Post

Col. Hugh Clark, member of the Canadian House of Commons for Brace, Ontario, has been appointed Parliamentary Secretary for External Affairs, a new office created on account of the development of Canadian relations with the British and other Governments, consequent upon the war. Col. Clark is a newspaper man of long experience and has been closely identified with the political life of the Dominion for many years. Heretofore, Canadian foreign relations have been under the charge of the Prime Minister and the Secretary of State.

The Editor and Publisher

AN alert newspaper for alert newspaper and advertising men, covering every week all the vitally interesting news in the publishers' field.

Such news is of prime importance to every man and woman engaged in active newspaper work.

THE EDITOR AND PUBLISHER is the ONLY publication devoted SOLELY to the Newspaper Cause.

\$2.00 per year.

Published Every Saturday

Suite 1117
World Building
New York City

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

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.

Colorado Springs and THE TELEGRAPH

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

MANHATTAN PHOTO-ENGRAVING CO.



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

ASSOCIATED BUSINESS PAPERS IN CONVENTION

Three Days' Conference in New York a Tremendous Success—Eminent Speakers from Many Fields of Newspaper Activities Tell Views and Experiences—Annual Banquet Last Night.

On Thursday, Friday, and to-day, the Associated Business Papers of the United States were in session in New York, the meetings being held at the Waldorf-Astoria.

The session opened on Thursday with an address by President A. A. Gray, of the Electrical Review of Chicago. The address of welcome to the delegates was made by A. C. Pearson, of the Dry Goods Economist of New York. Addresses were given by James H. McGraw, of the McGraw Publishing Company, New York; H. M. Swetland, of the United Publishing Corporation, New York; Allen W. Clark, of the American Paint and Oil Dealer, of St. Louis, and E. A. Simmons, of the Simmons-Boardman Company, of New York. "The insurance value of an advertising education" was also discussed by George B. Hotchkiss, of the New York University.

In the afternoon there was an "Editorial Symposium," at which W. H. Ukers, of the Tea and Coffee Trade Journal, New York, was the chairman. C. W. Price, of New York, spoke of the "Elements of Editorial Greatness in a Technical Journal"; James H. Stone, of the Shoe Retailer of Boston, spoke on "Should a Retailers' Paper Lead or Reflect Trade Opinion?" John Clyde Oswald, of the American Printer, New York, discussed "The Editorial Functions of Types"; Floyd W. Parsons, of the Coal Age, New York, told of "Getting the Human Element into the Editorial Pages," and David Beecroft, of the Class Journal Company, of New York, told of "Getting the News." During the afternoon there was also a "circulation symposium," presided over by M. C. Robbins, of the David Williams Company. The general subject was "Successful Circulation Plans," and addresses were made by H. K. Fisher, of the Hill Publishing Company; W. D. Gregory, of the David Williams Company, New York, and Herbert Hungerford, of Crowley's Magazine, New York.

DOINGS ON ADVERTISING DAY.

Yesterday was advertising day. At the morning session stories of successful advertising campaigns were told by Charles G. Phillips, of the Dry Goods Economist; C. A. Tupper, of the Mining World, Chicago; W. J. McDonough, Dry Goods Reporter, Chicago; Henry Lee, of the Simmons-Boardman Company, New York, and W. H. Taylor, of the David Williams Company, New York. H. E. Cleland, of the McGraw Publishing Company, presided. In the afternoon, advertisers and advertising agents gave short talks on "One of Our Successful Experiences in the Use of Business Papers." O. H. Blackman, of the Blackman-Ross Company, presided.

THE ANNUAL BANQUET.

The big event of the week was the annual banquet which was held last night. "Our Foreign Trade Policy" was the subject of the speeches, the two principal addresses being delivered by E. N. Hurley, chairman of the Federal Trade Commission, and R. H. Patchkin, secretary of the National Foreign Trade Council of New York. H. A. Gray, president of the association, acted as toastmaster.

Texas Editorial Association

The Texas Editorial Association, whose membership is limited to those persons who have seen thirty years' active service in any newspaper capacity, has addressed a communication to all newspaper men in Texas asking their cooperation in bringing into the Association all who are eligible for membership. The communication sent out is as follows:

"Newspaper Men of Texas: The Texas Editorial Association greets you. The Association earnestly desires every eligible newspaper man and woman in the State to come within its fold at once. Thirty years' service in any newspaper capacity makes you automatically a member. There is neither initiation fee nor dues—nothing asked of you but your good will and to send your name, date of entering the newspaper work, the post office address and name of the paper with which you are connected, to Colonel Hamp Cook, recording secretary, care Press Club, Houston, Texas, who will enroll you."

Elect Officers of St. Louis Club

At the annual election of officers of the Press Club of St. Louis in the quarters of the Club Monday, Cecil Morrison Baskett was made president; Sam J. Bennett, Post-Dispatch, vice-president; J. V. Linck, Globe-Democrat, treasurer; C. M. Morrison, Republic, secretary, and James E. Darst, Globe-Democrat, financial secretary. The members of the board of directors are: L. C. Davis, Post-Dispatch; L. D. McCarthy, Times; William Reinert, Westliche-Post, and A. F. Brockland, Amerika. Gaty Palen, Republic; R. J. Boylan, Globe-Democrat, and John B. Earthman, Star, are hold-over members of the board, their terms expiring in October, 1917. President Baskett had been secretary of the club for two terms. He is a freelance newspaper writer and correspondent, and has been active in the club's affairs for some time. For twelve years he owned and edited the Mexico (Mo.) Intelligencer, and until a year ago was for four years on the editorial staff of the St. Louis Globe-Democrat.

Woman's Press Club Entertains

To-day will be "Literature Day" at the Woman's Press Club of New York (Mrs. Haryot Holt Dey, president), at the Waldorf-Astoria. Mrs. Archie D. Fiske is chairman of the day. The principal speaker will be the Rev. William L. Sullivan. Mrs. Hugh J. Grant, Mrs. William Grant Brown, and Miss Florence Wier Gibson will be guests of honor. The reception committee will be Miss Marguerite Linton Glentworth, chairman; Miss Melba B. Wilson, Mrs. Min-ton D. Clark, Miss Edith Totten, Mrs. Madge McIntyre, Miss Eliza Harris, and Mrs. Henry B. Hawkins.

Woman's Press Club Elects

The Woman's Press Club, of Cincinnati, with President Emuna L. Wulff presiding, held its first meeting for this season on October 1. An excellent programme was rendered, as follows: Reports on "The New York Biennial of General Federation," by Mrs. Gullelma Day Orr and Miss Sue Walker Spillman; a talk on "Uncle Sam's Summer Pageant," Mrs. Eleanor Allen Schroll; play, "Up-to-Date Anne," Mrs. Lutie Stearns Keys; "An Episode," Mrs. Mamie L. Hammel; "The Fright of My Life," Mrs. Adeline Tatman; "A Critical Moment," Dr. Mary Linkmeyer; "Writers' Magazines," the Inquiry Committee.

ALONG THE ROW

RETROSPECTION.

How often, oh, how often
As we walk along the Row
We miss the dear old faces
Of the boys we used to know.
Some have, in other callings
Won success and wealth and fame
Some o'er the earth are scattered
But stick to the good old game.
Some are in Halls of Congress
Some, the Judge's robe now wear
And some, alas, have vanished
Vanished to no one knows where.
And there are some old comrades
Who will never be forgot
Who, side by side, are sleeping
In the shady Press Club plot.

YES, INDEED.

There are many authors, no doubt, who would be glad to spend a term in jail, if it would enable them to write stories like O. Henry.

CUB COPY.

"The dispute ended by Govanni biting the end off of one of Michaelo's fingers. He was at once arrested and bound over to keep the peace."

NOT BIASED.

"Do you always reject manuscript that is written on both sides of the paper?" asked the young man, when the City Editor handed him back his first effort.

"Yes," answered the City Editor, "and also a lot that is only written on one side."

TOM W. JACKSON.

Editors' Political Estimates

The result of a canvass of Republican, Independent, and Democratic editors throughout the country made by the Republican National Committee was made public on October 26. Between 1,200 and 1,300 editors were reached, and most of them replied. Of these 661 said they knew some Democrats who planned to vote for Hughes and 342 announced they knew of some Republicans who were going to vote for Wilson. Nine hundred and ninety-three said their counties would give a Republican plurality, while 160 said their counties would be carried by the Democrats. Nine hundred and eighty reported that there were good prospects of their States being carried by the Republicans, while 125 declared the chances in their States were about evenly divided. Forty of the editors replied that the chances of a Republican majority in their States were poor.

To Preach Through the Press

Publication of a weekly periodical "based upon newspaper rather than on magazine lines" will be started by the Protestant Episcopal Church January 1, it was announced at Thursday's session of the church convention in St. Louis. This, it was announced, will be the first step in an attempt to preach the Gospel through the press.

Toronto Press Club

The Toronto (Can.) Press Club has elected the following officers to serve for the balance of the present year: President, G. H. K. Mitford, World; vice-president, J. M. Milligan, Globe; secretary, Hew Trill, World; treasurer William Logan, News; auditors, Al. F. Keemlie, Star; John Pritchard, Globe; W. Wallis, Mail and Empire.

It takes more than a red tie and a nasty disposition to make a sport.

Save White Paper

If your features take up too much room, try us.

We get more substance into less space than any other Service.

We get more big names onto your pages at less cost.

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

EVERYBODY WANTS PERSONALITY

Everybody needs it, for both business and social success. Every business man needs it for the greater influence it gives him. To the salesman particularly personality is an immense asset, enabling him to increase his power, his prestige and his profits. "How to Develop Your Personality" is a complete course in the development of Personality. It presents a subject of universal interest in a most interesting and practical way. A Splendid Premium to Offer Your Women Readers or Your Advertising Staff. Retail value, \$1.00. Attractive discounts on quantities. Sample on receipt of retail price. Money back if you are not satisfied and return book in 5 days. Ask for quantity quotations.



Don't envy a strong personality; develop yours.

S. BLAKE WILSDEN
Distributor
1606 Heyworth Bldg., Chicago.

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

The Shaffer Group:

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

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP
12 S. Market Street Chicago

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

TIPS FOR THE AD MANAGER

Donovan & Armstrong, of Philadelphia, have charge of the advertising of the Washington Civil Service School, Washington, D. C.

The Crosby-Chicago Co., Chicago, handles the advertising of the Indiana Quarries Co., 112 West Adams Street, Chicago, Ill.

The Warfield Advertising Co., of Omaha, Neb., handles the advertising campaign of the Shadel Manufacturing Co., of Red Oak, Ia.

The Crosby-Chicago Co., of Chicago, is in charge of the advertising of the Great Northern Lumber Co., Bogalusa, Ia.

W. B. Finney Advertising Co., of Kansas City, has charge of the advertising of the National Gum Co., 1327 Main Street, Kansas City, Mo. The company also handles the advertising account of the Sweeney Auto School, and the Wollstein Mercantile Co., of the same city.

The Merchandising Service Corporation has been appointed advertising counsel for the Chas. A. Stevens & Bros. store, of Chicago.

Doremus & Morse, of New York, have charge of the financial advertising account of Dirdrichsen & Co., 10 East 32d

Street, New York city, and also the financial advertising of Glidden Lyon & Co., 5 Nassau Street, New York.

Fenton & Gardner, Inc., New York, direct the fur advertising of Kaye & Elstein, Inc., 38 West 32d Street, New York city.

The Dorian Advertising Co., of New York has charge of the advertising of the Prairie Grass Furniture Co., 1134 Broadway, New York city. The agency also handles the account of the Sterling Bronze Co., 18 East 40th Street, New York.

Fenton & Gardner, of New York, handle the advertising of the United Orange Groves Co., 307 West 47th Street, and Weber & Heilbronner, 241 Broadway.

The Donovan & Armstrong Co., of Philadelphia, handles the advertising of Greenbaum Bros. & Co., 22d and Arch Streets, Philadelphia; Henry T. Mason, 5533 Pulaski Street, Philadelphia; Wolf Bros., sanitary cups, 12th and Callowhill Streets, Philadelphia, and the machinery account of the S. B. B. Machine Co., of Reading, Pa.

The Crosby-Chicago Co., of Chicago, handles the lumber and farm lands advertising of the Three States Lumber Co., Memphis, Tenn.

The Merchandising Service Corporation is placing 1,500-line copy in a large list of newspapers for W. M. Sheridan & Co., Financial Agents of the Crow-Elkhart Motor Company, of Elkhart, Ind. It is also placing 5,000-line contracts in Eastern and Southern newspapers for the Essenkay Company of America, tire filler.

The Warfield Advertising Co. of Omaha, Neb., sends out the advertising copy of the Affinity Spark Plug Co., 419 South 12th Street, Omaha, Neb. This company also has the account of the Gre Sol Manufacturing Co., of the same city.

Fenton & Gardner, of New York, handle the advertising of H. Jaeckel & Sons, 16 West 32d Street, New York.

Doremus & Morse, New York, handle the advertising of La Toar Co., 15 Broad Street, New York; the Independent Electric Supply Co., 59 Warren Street, New York, and the Hemphill White & Chamberlain Co., 37 Wall Street, New York; Mellor & Allen, 149 Broadway, New York; Morris & Wilmarth, 32 Broadway, New York; the National City Co., 55 Wall Street, New York; Norton, Lilly & Co., New York; the Puritan Bedding Co., 31 Nassau Street, New York; Wood Gundy & Co., 14 Wall Street, New York; the White Tar Co., 103 John Street, New York.

The Merchandising Service Corporation is placing page copy in metropolitan newspapers for the International India Rubber Corporation, of South Bend, Ind. This is a new tire account.

Doremus & Morse, New York, have the toilet goods advertising of Graf Brothers, 312 Broadway, New York.

The O'Shaughnessy Advertising Co., of Chicago, is sending out 7,000-line contracts, space to be used in one year, for the Associated Manufacturers.

Mallory, Mitchell & Faust, of Chicago, are sending out contracts for 22,500 lines, to be used in one year, for Armour & Co., of Chicago.

The Martin V. Kelley Co., Toledo, O., is making contracts for 10,000 lines for the Peerless Motor Co., the copy to go to Texas papers only.

Proctor & Collier, of Cincinnati, are making contracts for 10,000 lines for the Westcott Motor Car Co.

The Albert Frank Co., of New York, is sending out copy to Pennsylvania papers for S. W. Strauss & Co., of New York

The Morse International Agency, of New York, is sending out 240-inch copy, extra space, to a few papers, for Beccham's Pills.

The E. E. Vreeland Agency, of New York is making contracts for 100 inches, with a few newspapers, for the Crown Corset Co.

N. W. Ayer & Sons, Philadelphia, are sending out 399 lines, one time, to a large list, for Winship, Bolt & Company.

F. W. Armstrong, of Philadelphia, is sending out 100 lines, two times, for S. L. Allen's Flexible Flyer Sleds.

The Martin V. Kelley Company, 171 Madison Avenue, New York, is sending out copy for "Duratex," a substitute for rubber, manufactured by the Duratex Company, of Newark, N. J.

The Federal Advertising Agency is placing orders with a select list of newspapers for the advertising of the Malins silks.

H. K. McCann Agency has just received an appropriation from the S. S. White Dental Company, Philadelphia. This advertising will start in about three weeks.

N. W. Ayer & Son, of Philadelphia, are putting out additional newspaper orders for P. H. Hanes Knitting Co., of Winston-Salem, N. C.

The George Batten Co., Fourth Avenue Building, New York city, is making 3,000-line contracts with Southern newspapers for the Chalmers Knitting Co., of Amsterdam, N. Y.

The Blackman-Ross Co., 95 Madison Avenue, New York, is placing orders with Philadelphia newspapers for Mayo Underwear, of the "Mayo Mills," 346 Broadway, New York.

Nelson Chesman & Co., 1127 Pine Street, St. Louis, Mo., are placing 2-inch orders 26 times with Southern newspapers, for the Jack Frost Baking Powder Co., St. Louis, Mo.

Henry Decker, Ltd., Fuller Building, New York city, is again placing orders for classified in selected sections, for the Wilson Chemical Co., Tyrone, Pa.

The Geo. L. Dyer Co., 42 Broadway, New York, handles the advertising of Penick & Ford Co., "P. & F." and "Velva" molasses, of Shreveport, La.

The Erickson Co., 381 Fourth Avenue, New York, handles the "Spencer Heater" copy of the Spencer Heating Co., Scranton, Pa.

The Federal Advertising Co., 243 West 39th Street, is placing 672-line schedules with newspapers in selected sections for H. R. Mallinson & Co., 255 Fourth Avenue, New York.

The Albert Frank Co., 25 Beaver Street, New York, is placing 28-line double-column copy twice a week t. f. with Canadian newspapers, for the American S. S. Line, 9 Broadway, New York.

The Chas. H. Fuller Co., 628 South Wabash Avenue, Chicago, is placing orders with a number of Pacific Coast newspapers for the Golden Specific Co., Cincinnati, O.

Guenther-Bradford Co., 64 West Randolph Street, Chicago, is placing orders with a number of Western and Pacific Coast newspapers for the Mills Chemical Co., Mills Building, Girard, Kan.

The Gundlach Advertising Co., Peoples Gas Building, Chicago, is placing orders with a number of Pacific Coast newspapers for the "San Selce Cigar," of the Diesel Wemmer Co., of Lima, O.

Hoyt's Service, 120 West 32d Street, New York, is placing "Hartford Bump Absorber" copy for Edward V. Hartford, Inc., Jersey City. The orders are going to New York city newspapers.

The Martin V. Kelley Co., Second National Bank Building, Toledo, O., is making contracts with some Western newspapers for the Milburn Wagon Co., of that city.

Lord & Thomas, Mallery Building, Chicago, are placing orders with Pacific Coast newspapers for "Palmolive" and "Galvanic" Soap, of the B. J. Johnson Soap Co. of Milwaukee, Wis.

Lyddon & Hanford, 200 Fifth Avenue, New York, are placing orders with Pennsylvania papers for the Gingerole Co., of Washington, Pa.

The Miller Advertising Agency of Toledo, O., is placing orders with a number of Western newspapers for the Haywood Tire & Equipment Co., of Indianapolis, Ind.

The Pictorial Review Co., 222 West 39th Street, New York, is again placing orders with newspapers for its November issue.

The Frank Presbrey Co., 456 Fourth Avenue, New York city, is making 8,000-line contracts with a few newspapers in selected sections for the Vitagraph Co., of America, V.L.S.E. Films.

Roberts & MacAvinche, 30 North Dearborn Street, Chicago, is making 5,000-line contracts with a number of Southern newspapers for "Selz Shoes," of the Selz, Schwab Shoe Co., Monroe and Market Streets, Chicago, Ill.

The Scheck Advertising Agency, 9 Clinton Street, Newark, N. J., is making new contracts and placing orders with newspapers generally for the "John Ruskin Cigar," of the I. Lewis Cigar Manufacturing Co., 165 Morris Street, Newark, N. J.

The Sehl Advertising Agency, 139 North Clark Street, Chicago, is placing orders for "Phantom Powder," of the Marinello Co., of Chicago.

The G. S. Standish Agency, Union Trust Building, Providence, R. I., is placing copy for the Screw Machine Products Corporation, of Providence, R. I.

New Orleans States

Member Audit Bureau of Circulations,
Sworn Not 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

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,

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

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

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

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

AD FIELD PERSONALS

Austen Dailey, who for the past six years has been in the printing and mechanical department of the Cheltenham Advertising Agency, has resigned to connect himself with the printing establishment of A. Colish.

E. D. Anderson, Buffalo advertising manager of the New York Telephone Company, is to make an address before the Rochester Ad Club, on "Newspaper Advertising as an Aid to the Telephone Business."

John L. Wlerengo, formerly general sales and advertising manager of the Continental Motors Company, has been appointed general manager of the Detroit Truck Company.

William G. Rose, advertising expert of Cleveland, O., addressed the Toledo Ad Club, October 14.

L. V. Browne has resigned as publicity manager of the Greater Dayton Association, of Dayton, O., to become associated with the Geyer-Dayton Advertising Agency.

R. W. Althisar, of Atlanta, Ga., copy writer of the Swift Specific Company, visited Omaha, Neb., recently.

Hertert S. Houston, president of the Associated Advertising Clubs of the World, was the guest of the Knoxville (Tenn.) Advertising Club, October 25.

Edmund L. Clifford, office representative of the Pottsville (Pa.) Daily Republican, will have his New York city headquarters at the Herald Square Hotel.

Irving J. Benjamin, of the Benjamin and Kentnor firm, of New York and Chicago, advertising agency, is among the prominent visitors in Jacksonville, Fla. He will spend several days in the State on business before returning North.

E. A. Machen, of the Arkenberg-Machen Co., Toledo, O., attended the convention of the Western Advertising Agents' Association, in Chicago.

P. D. Whitaker, who has been conducting a business as advertising counsel in Denver since 1908, has gone to San Francisco as advertising manager of the Overland Auto Co. He has been chosen a member of the board of directors of the company.

A. B. Freeman, advertising manager of Gimbel Brothers, addressed the Advertising Club of New York, on October 26 on "Phases of Department Store Advertising."

George Murnane, general manager of the H. K. McCann Co., is to conduct a ten-weeks' course on "Organization and Methods for Advertising Officers" for the Advertising Club of New York, 47 East 25th Street.

Andrew E. Coburn has joined the ranks of the Van Cleve Company, of New York. The change will in no way affect the status of Mr. Coburn with the Maxwell Company, of Detroit, as he will continue in his present capacity, but will give a portion of his time to other clients of the Van Cleve Agency.

G. Franklin Bailey, formerly advertising manager of the New York Globe, and recently connected with the Charles T. Silver automobile agency in New York, has been appointed manager of the Cooks' Patents' Association, which controls the basic patent for truck-making attachments for pleasure cars.

C. F. Messenger, advertising manager of the Chain Belt Company, of Milwaukee, has been appointed manager of the concrete mixer department of that corporation.

R. W. Micken, formerly advertising manager of the Ford Motor Company, of Canada, is now occupying the same position with the Liberty Motor Car Company, of Detroit.

R. W. Smiley, formerly advertising manager of the Knox Motor Association, has been made sales-promotion manager of the Regal Shoe Company, of Boston.

Frank M. Eldridge, general field manager of the Canadian Bell Telephone Company, has become associated with the Wallace C. Hood Service Bureau, of Detroit, as advertising director.

Jules B. Schloss, a well-known advertising man of Atlanta, Ga., will close his Atlanta office on November 1 and move to New York, where he will take a well-earned rest and then reënter the advertising field in the East. Mr. Schloss went to Atlanta seven years ago and has made a brilliant success, handling some of the largest accounts in that city.

Damages Placed at One Farthing

Sir Henry Lunn has been awarded a verdict of one farthing against the London Morning Post in an action just completed for libel. It was claimed that the Post published a dispatch from Berne which erroneously stated that Sir Henry had been arrested at Pontarlier for speaking at a pro-German peace meeting at Berne.

A Publisher can save \$10,000 to \$20,000 per annum employing a really competent circulation manager.

When print paper is worth its weight in gold and going higher, it is necessary to stop all the leaks and needless waste.

A competent circulation manager can be secured thru the International Circulation Manager's Association.

IKE U. SEARS

Welfare Chairman

I. C. M. A.

THE TIMES

Davenport, Ia.

Pottsville Daily Republican
Pottsville, Pa.

Not higher rates, but more foreign business at 36 to 48 cents an inch, is what the REPUBLICAN desires. Daily circulation, 12,000 net, in rich buying country. Books always open for verification. As an advertising medium in its territory the Republican has practically no competition.

POTTSVILLE REPUBLICAN
Pottsville, Pa.

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

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

| | |
|--|--|
| ALABAMA. NEWS Birmingham Average circulation for March, Daily 89,025; Sunday, 41,039, Printed 1,905,330 lines more advertising than its nearest competitor in 1915. | NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield |
| CALIFORNIA. EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery. MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS Pomona | NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN, New York DAY New York The National Jewish Daily that no general advertiser should overlook. |
| GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta | NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press. |
| ILLINOIS. HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,589)..... Peoria | OHIO. VINDICATOR Youngstown |
| IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations. | PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER Wilkes-Barre |
| KENTUCKY. MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly. | TENNESSEE. BANNER Nashville |
| LOUISIANA. TIMES-PICAYUNE New Orleans | TEXAS. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday. |
| MICHIGAN. PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2½ cents line. | UTAH. HERALD-REPUBLICAN Salt Lake City |
| MINNESOTA. TRIBUNE, Morning and Evening... Minneapolis | VIRGINIA. DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States. |
| MISSOURI. POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228 | WASHINGTON. POST-INTELLIGENCER Seattle |
| MONTANA. MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916. | CANADA. ONTARIO FREE PRESS London |

ROLL OF HONOR

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

| | |
|--|---|
| ILLINOIS. SKANDINAVEN Chicago | NEBRASKA. FREIE PRESSE (Cir. 128,384) Lincoln |
| NEW YORK. BOBLETTHING DELLA SERA..... New York | |

Women's Features

Ask for samples of the following:

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

The Evening Mail Syndicate

203 Broadway New York

SPACE

| | | |
|----------------|----------|-----|
| 5 col. Scoops | S | 50% |
| 1 " Fashions | A | 63% |
| Tanner Puzzles | V | 50% |
| Junior Comics | E | 60% |

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
87 WEST 39TH ST., NEW YORK

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

The News FIRST

and all sides of it;
reliably, accurately,
without fear or favor

International News Service

238 William St., New York City

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.

SUBSCRIPTION RATES JUMPED

Four-Fifths of British Columbia Papers Have Raised Price.

Printer and Publisher, published at Toronto, Canada, prints a list of 130 weekly newspapers printed in Canada that have raised the subscription price to \$1.50. It also reports that forty-four out of fifty-nine newspapers published in British Columbia charge \$1.50 or more per year. This is the direct result of a campaign instituted by the Canadian Press Association. Several daily newspapers in Canada have also raised their subscription, a dozen in Ontario alone reporting either an increase at once or in the near future. The high cost of news print has been advanced as the reason for these increases.

The Canadian Press Association has been carrying on a propaganda for more than a year, provincial and district meetings being held and district organizations being perfected. The matter first came up at the 1915 convention and was taken up with vigor. The C. P. A. inaugurated a service of attractive advertisements, written by an expert ad writer, which were supplied to the member weeklies, and which ads explained the reason for the advance from the publishers' viewpoint.

NEWSIE AS GOOD SAMARITAN

Others Passed By, But He Helped Poor Old Mrs. Barry.

That even a newsboy can show a New York crowd how to be charitable was aptly illustrated on Wednesday last in a story in the New York Tribune. According to the report of the affair, Mrs. Eliza Barry, of 511 West 49th Street, "getting old and rather shabby," was returning to her home from her day's work, having just been "laid off," and feeling altogether rather dejected. She accidentally collided with Hyman Cohen, of 13 West 117th Street, and in the collision her glasses were knocked off and smashed. She bewailed her hard luck, with the rent due and her steady job gone, and now even her glasses were broken, so that it would be impossible for her to get work to be done at home, the last resort of New York's very poor.

In her distress she elicited only sympathetic remarks from the crowd until a small newsboy, who had been shooting craps near by, drew up. "Say, you guys make me sick," he announced, as he "planked down a handful of pennies." "There," he announced, "that's for new lamps for the old lady. Come through, you fellows." And the crowd "came through" as only New York crowds can come through when appealed to in the right spirit. The collection showed \$4.25. The old lady announced that the glasses only cost \$5 and that she "could easily save the rest." The newsboy refused to give his name, and disappeared around the corner.

Joe Schneider on the Stage

"Joe" Schneider, the newsboy who commanded the junior newsboys in the big preparedness day parade in Boston last May and who received a personal letter from the President complimenting him and his fellow newsboys on their fine showing, which the President was able to observe through a picture taken of the newsboys by the Boston Post, will appear at Ford Hall next month in one of his recitations, entitled "Tim."

If money talks, some pocketbooks are not far removed from being a deaf and dumb asylum.

OPPOSES CIRCULATION CONTESTS

Kansas Editor Says Promotional Expense Threatens Life of Paper.

The Lawrence (Kan.) World in a recent issue made editorial objections, as follows, to contest methods of securing subscriptions:

"A frank letter from a 'circulation expert,' a man who makes it his business to put on subscription contests for newspapers, states that he will put on a campaign, and the total cost will not exceed 50 per cent. of the receipts. The fact that he states his terms in such plain figures is an indication that such terms are acceptable to many publishers, and also suggests that perhaps other contest managers cost the newspaper more than 50 per cent. of the total receipts.

"But the extra 50 per cent. of the gross subscription receipts payable to the contest manager for prizes and conducting the campaign, does not include the ordinary overhead of the newspaper in running its business. When this overhead is paid, the publisher has left perhaps one-fourth of the gross receipts of his circulation for the year to help meet paper bills and other expenses of publication.

"No legitimate business on earth can stand a promotional expense of 50 per cent. and live. All over the country there are newspapers, which, having at some time forced their circulation to an abnormal height, feel that it is absolutely necessary for them to continue one contest after another in order to keep their lists up to the mark, which they have so widely advertised.

"General advertisers and advertising agencies fight shy of the newspaper which has to resort constantly to contests in order to maintain its circulation.

"We believe that dropping contest features was one of the best things that the Journal-World ever did and we also believe that the sooner newspapers in general cut out the contest manager with his 50 per cent expense account, the better it will be for the business."

Bank Accounts for Carrier Boys

The circulation department of the Cleveland (O.) Press is to start a bank account, with a deposit of one dollar, for every carrier boy, at Christmas. About 3,400 carrier boys will be included in this plan. Boys will be required to secure four new subscribers on or before November 25. In addition to the bank book, with the \$1 deposit credited, steel banks, in which coins may be deposited, will be given. The keys to these little banks will be held by the Cleveland Trust Company. When deposited the savings of the boys will draw 4 per cent. interest. The idea is to help the boys to help themselves, according to circulation manager Jack Lynch.

Movie Girls Are Newsies

Dorothy Morgan and Edna Smali, two Los Angeles "movie" actresses who are working their way to New York selling Scripps papers across the continent, made a big hit with the San Francisco Daily News during the week. They sold hundreds of copies each day in the downtown streets. While working for one of the big companies producing moving-picture films near Los Angeles, they accepted a wager that women could not cross the continent on their own resources.

CIRCULATION NOTES

The Newsdealers and Stationers' Association of New York held a meeting Wednesday night last at which ways and means were discussed to prevent the loss of their licenses December 1. President H. Merican notified the members that it had come to his knowledge that Commissioner of Licenses George H. Bell had stated that he was going to revoke many of the licenses now held by members of the Association and give them instead to blind, crippled, and maimed men, who were, he said, in greater need of the licenses. Preliminary steps were taken to block the plan of the Commissioner, and other meetings will be held to take active measures to protect members.

C. A. Siegfried, a travelling man, is the defendant in criminal slander proceedings at Macon, Mo., because of temper shown by him when purchasing a Sunday newspaper. It is claimed that Leonard Patton, a newsboy, wanted to charge seven cents for a copy of a Sunday newspaper, and that Siegfried got mad. Patton claims that Siegfried then went around and told several people that Patton was a crook and a grafter and several other hard names. Patton thereupon filed a complaint against Siegfried charging criminal slander.

Edward F. Cunningham, formerly with the Tribune and Herald, of New York, is now circulation manager of the North Adams (Mass.) Herald.

Among the California newspapers that are conducting subscription contests with an automobile as the first prize, are the Corning Observer, The Gilroy Gazette, the San Bernardino Sun, the Fort Bragg Chronicle, the Hanford Journal, and the Woodland Democrat.

Newsie's Hit With Governor

The Indianapolis News has the prize hustler among newsboys. His name is John Hennessy. Shortly after the election of Samuel Ralston as Governor of Indiana, young Hennessy wrote congratulating him on his election. The boy suggested that as every one in Indianapolis read the News, that of course he would also, and suggested that as his residence was to be along the route served by Hennessy that he would be glad to serve him. The Governor immediately answered the letter, saying, among other things, "I assure you that any young man who has the business ability you seem to possess can have my order at any time."

Keeps Tabs on Newsdealers

The New York Tribune, which recently cut out all returns from newsdealers and newsboys, intends to keep tabs on such of them as are not keeping a supply of Tribunes on hand. An offer has been made in the columns of the paper of a one month's subscription free to the man or woman who reports a newsdealer "all sold out" of Tribunes before 10 A. M. By reporting twelve newsdealers a year's subscription may be secured. Investigation of the report is made and corroboration secured from the newsdealer before the subscription is entered. The newsdealer is then induced to increase his order to keep up with the demand.

Newsie Buys Hotel Stock

Wagner Hoffman, a newsboy of Harrisburg, Pa., recently subscribed to four shares of stock in a new hotel being promoted by local citizens, paying \$50 each for them.

NEWSPAPER ACTIVITIES IN MANY CITIES ADVERTISING TO-DAY IS BUSINESS INSURANCE

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

In its issue of October 22, the New York Herald published "A Map of Wall Street, U. S. A." It was a novel feature consisting of a statement of the number of State, national, and private banks and loan and trust companies in each State, together with the total resources of each group. The map took in Alaska, Hawaii, Porto Rico, and the Philippines, and had a recapitulation.

Girls maintained their advantage over the boys in the San Francisco Chronicle's crayon or watercolor contest, which closed last week, by taking six of the nine prizes in the tenth week's competition. Six prizes were captured by San Francisco school children, two by Berkeley and one by Oakland. Advertising cuts of goods put out by the paper's advertisers were run in the Chronicle each week and prizes aggregating \$250 were paid to the nine pupils who showed greatest skill in coloring the pictures.

The Tacoma (Wash.) Daily News and the Tacoma Ledger now pay a \$3 bonus each week to the reporter who writes the best story. It brings results.

The Washington (D. C.) Post has started a Christmas Club Contest, offering for the greatest number of subscriptions five automobiles and \$3,150 in merchandise. There is also a \$500 cash prize, which will be given to some society, lodge, club, or other organization. The winners of the prizes will be selected by popular vote, according to the number of credits given to the candidates through paid in advance subscriptions. Winners of the automobiles will be free to choose any car advertised in the Post, according to the cash value of the prize won.

Employees of the Portland (Ore.) Journal and their families, to the number of more than 200, were the guests recently of C. S. Jackson, publisher of the Journal, and Mrs. Jackson at a picnic. The outing was held at Clear Creek Park, a country place belonging to Mr. Jackson, twenty miles from Portland. It was a unique affair in the history of Portland papers.

Seattle Times in New Home

The Seattle Daily and Sunday Times is now housed in the new building, "a realization of the long cherished plans of the late Col. Alden J. Biethen, who several years ago selected the site, made the financial arrangements, and developed the essentials of the building itself." The new home is six stories high, with three basements. It is fire-proof throughout, and has automatic sprinklers on every floor. The Times occupies almost the entire building, only a small space being rented to tenants. The plant has been extensively augmented, large units of new machinery having been added to the equipment formerly used.

Joins the Procession

The Bonham (Tex.) Daily Favorite has announced that, effective November 1, it will raise its subscription price to \$3.50 a year delivered by carrier in the city, or \$2.50 a year delivered by mail.

Seeking Paper Mill Sites

The Detroit (Mich.) News-Tribune, in a dispatch from Winnipeg announces that the Manitoba Government "has been seeking out new sites for paper mills along the Hudson Bay railroad, along which may be found vast forests capable of supplying wood pulp for the world for fifty years." The same report states that "the white paper famine that has so long threatened the newspapers published west of the Lakes assumed serious proportions recently when the mill at Fort Francis was tied up for a short time by striking employees. Twenty-nine Canadian papers are served from that mill and the surplus goes into Michigan and Minnesota."

Issues an English Supplement

The Los Angeles (Cal.) Japanese Daily News is issuing a weekly supplement known as the North American Herald under the editorship of T. G. Nacayama and the management of F. Samura. The object of the new publication is announced as being "to defend Japan from the attacks being made upon her, to introduce Japan and her people and to bring closer relationship between the two nations." The supplement is published in English.

Page Buys Tulsa Democrat

Charles Page, who established the Evening Times at Tulsa and Sand Springs during the summer, has purchased the Tulsa (Okla.) Daily Democrat. It is stated that the Democrat will be combined with the Times and a morning, evening, and Sunday edition will be issued. The Times is installing one of the best plants in the Southwest. Mr. Page is reputed to be a millionaire and is said to be making the newspaper game a hobby. The Eastern representative will continue to be the E. Katz Special Agency, of 15 East 26th Street, New York.

Michigan Dailies Consolidate

The Owosso (Mich.) Press-American has discontinued publication, and has been merged with the Owosso Daily Argus. The consolidation was partly because the abnormal price of paper and other materials entering into publishing forced curtailing of expenses, and because one daily newspaper is considered to be enough to cover the field formerly occupied by two. The Argus management will be in control, George T. Campbell being president and general manager; H. Kirk White, sr., vice-president, and Julia C. Rexford, secretary-treasurer. The new publication will be politically independent.

Wall Papered With "Clips"

At the recent convention of the American Humane Society, held in Cincinnati, Ohio, a feature of the exhibit was a wall paper made up entirely of newspaper clippings from the "be kind" week campaign conducted by the Society last May. Leaders of the Society referred regularly to the clippings and one said, "Countless thousands read and were impressed by those clippings. The human mind cannot come anywhere near estimating what that publicity means. It is wonderful."

Director William A. Thompson So Declares in an Address Before the Advertisers' Club in Philadelphia, on Newspaper Day—Proved by Judgment of Men Who Spend Millions.

"Newspaper advertising to-day is business insurance." This statement was made by William A. Thompson, director of the Advertising Bureau of the A. N. P. A., speaking at a luncheon of the Advertisers' Club in the Hotel Gibson at Philadelphia on newspaper day. Continuing, he said: "The universality of the newspaper is the first thing that attracts a national advertiser. He knows that he can buy newspaper circulation in exact quantities. The advertising he may be doing to-day may not be so much toward making customers buy more of its product as it is to intrench for the future. After conditions reach a normal stage, the advertiser who has used the newspapers widely will feel that he has built up for his product a widespread public demand that cannot be affected by a shrinkage in the size of individual orders."

"The manufacturer is determined to find more outlets. He is using newspaper advertising to create consumer-demand and he is using this sure prospect of increased consumer-demand to add to his list of dealers. It seems to me that if I were a local merchant I should count my progress by the number of new customers that I was creating, rather than by mere volume of increased business. To seek a sale for to-day through advertising is all right for the moment, but the retail store advertisement that fails to convey something of the individuality of the house that publishes it, with a view to building up permanent trade business on confidence is not working 100 per cent.

FIGURES BACK HIM UP.

"In my judgment a dollar spent in advertising the service you render—your reasons for asking for public patronage—anything that will individualize your proposition, goes farther than ten times the amount spent to crowd your establishment with bargain-seekers. The axiom that advertising is business insurance was never truer than it is to-day, because while we are walking in pleasant fields of commercial prosperity there are days ahead of us when business will feel much more comfortable with an accident policy tucked away in the safe.

"And in the judgment of men who are spending close to 350 million dollars in newspaper space this year means anything, advertising is the best insurance."

President Press Club's Guest

President and Mrs. Wilson were guests at a luncheon given by the Chicago Press Club last Friday. H. Percy Millar, president of the club, said that the club had entertained every president of the United States since its organization, but this was the first occasion when the first lady of the land was present. A near-strike of the thirty waiters employed to serve the luncheon made things look dark in the club quarters for fifteen minutes. While the President and Mr. Wilson were on their way to the club, the waiters announced they would not serve an elaborate spread for \$1 apiece, and began to get into their street clothes. Maurice Nelson, the club's steward, was forced to give them more money.

Dr. Nicholas Murray Butler

President of Columbia University, after traveling ten thousand miles through fifteen States and three Canadian Provinces, said:

"WE FOUND THE NEW YORK TIMES ON SALE EVERYWHERE. USUALLY IT WAS THE ONLY NEW YORK PAPER OBTAINABLE AND ALWAYS IT WAS THE MOST POPULAR AND THE MOST INFLUENTIAL."

It's the buying power represented in circulation that counts.

Pittsburg Leader



"From Press to Home Within the Hour"

Its exclusive carrier service enables the Evening and Sunday Star to be delivered on every city block in Washington, D. C., "from press to home within the hour." The enormous exclusive city circulation of the Star makes it the wonderful advertising medium that it is.

The Newspaper Situation in New Orleans

(October P. O. Statements)

- THE NEW ORLEANS ITEM**
Sunday, 68,942; Average, 57,292;
Daily, 53,365
- THE TIMES PICAYUNE**
Sunday, 66,453; Average, 55,219;
Daily, 53,359
- THE DAILY STATES**
Average, 36,660
- THE NEW ORLEANS AMERICAN**
Average, 12,976

In Philadelphia For over half a century

THE EVENING TELEGRAPH

has reached more men and women of education, refinement and BUYING POWER than any other Philadelphia newspaper, and its position is stronger today than ever before in its history.

More than a million and a half lines of paid advertising gained

during first eight months of 1916—a greater gain than that of ANY other Philadelphia newspaper, morning or evening.

PHILADELPHIA

America's Greatest Industrial City.

The PRESS

Philadelphia's Great Industrial Paper.

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

White Paper

Situation is such that some newspapers are limiting the amount of Advertising which they will carry

The New York Call

(Daily and Sunday)

has yet a "little" advertising space to be disposed of, and a loyal, responsive clientele, one-third of whom are either business or professional people.

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

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

Artistry in the creation of

A newspaper must come only with the ripened experience of years. 85 years of newspaperdom has enabled The Free Press to indelibly associate itself with the oldest and best families of Detroit, The Fifth City.

The Detroit Free Press

"Michigan's Greatest Newspaper."

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

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

Keen Publishers Everywhere
Are Buying Electric
Bulletin Machines.

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

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

National Electric Bulletin Corp.
New London, Conn

TRADE MERCHANDISE NEWS SORELY LACKING

Publisher Rolfe Thinks that One Form of Advertising in the National Field Has Been Soresly Neglected by Dealers Who Could Profitably Utilize Papers Like This.

In an interview between J. F. Rolfe, editor and publisher of the Corning (N. Y.) Leader, and a representative of THE EDITOR AND PUBLISHER, a few days ago Mr. Rolfe took occasion to offer some kindly criticism of this paper's business end.

Mr. Rolfe said that THE EDITOR AND PUBLISHER was the best paper published covering the publishing business, but it was overlooking the development of a gold mine. "Why is it," he continued, "that the maker of this tissue for stereotype mats finds it necessary to reach me by a circular letter when he can do it cheaper and more effectively by an advertisement in THE EDITOR AND PUBLISHER which would carry his message to me through a publication which I and other publishers feel in duty bound to support—not only in reading the magazine, but in answering the advertisements?"

"I want trade merchandising news," he continued, "and there is no trade paper that supplies it. When I face a need I am dependent on my restricted knowledge of firms which supply it. THE EDITOR AND PUBLISHER owes it to me and other readers to develop the kind of advertising which will give me this trade news."

A CASE IN POINT.

This was inspired by a letter from the firm which makes a domestic tissue paper for stereotyping purposes. In this letter the firm quotes the article published in THE EDITOR AND PUBLISHER recently and also encloses a page of the Newark Evening News, in which they "wrote up" this tissue. "And don't make any mistake about your publication making good on this class of advertising," summed up Mr. Rolfe.

"The results which the pioneer advertisers will get will force a volume which you will not have to solicit, but you must give it a start. I wanted a quick drying red ink the other day in a hurry, and I was forced to telegraph all over the country before I could locate a firm which could supply it—and then it was purely accident. It is a misconception to presume that the ——— gives me news—I never read it myself."

THE FATE OF SOME ADS.

Leaving his desk he walked to the door leading to the composing-room: "See that cubby-hole over there," he continued, "that is where the ——— and ——— goes, and the workmen who have access to those magazines do not buy the ink or the type or the rules or the cabinets of which those magazines teach the use. The buying is done at my desk, and the particular style of type or rule or ink is designated by me. The printer does not type the job, and the pressman does not choose the ink—it is designed for them and they merely carry out instructions.

"Why should I be forced to read the monthly trade magazines for trade news and THE EDITOR AND PUBLISHER every week for department news? In the first place, a month is too long to wait for newspaper publishers, and in the next place, we ought to be able to get the proper balance in one dose in one trade paper."

NEWSPAPER MEN TO LECTURE

Open Free Course of Eight Talks Arranged in Rochester, N. Y.

"The fundamentals of news writing, the general typographical appearance of newspapers, the different methods of gathering news, the work of business and advertising managers, and the influence of the editorial page upon modern contemporary life," are announced by the Rochester, N. Y., newspapers as a partial list of subjects of lectures to be delivered at the University of Rochester, once a week for eight weeks. The lectures are to be given by practical newspaper men furnished by the five Rochester newspapers. The lectures are to be open to all who wish to attend as well as students at the University.

It was originally intended to have the lectures for the benefit of the staff of the Campus, the college weekly, but when they were announced the demand for general admission was so strong that the arrangements were changed, a larger hall designated, and the entire series thrown open to all who wished to attend. The first lecture will be on "The Newspaper," and will cover the whole field in a broad way. The second will be on "Covering the Local," and will show the methods used in gathering city news. The third will cover "The Foreign News," while "The Editorial" will be the subject of the fourth. The fifth will deal with "The Make-up," the sixth "The Business Office," the seventh "Music and the Drama," and the eighth "Sporting News."

WATCH FOR RETIRING EDITOR

Paul Bellamy Leaves Cleveland (O.) Plain Dealer After Long Service.

One of the most important changes in the Cleveland (O.) Plain Dealer editorial department in several years took effect this week with the resignation of Paul Bellamy, city editor. Mr. Bellamy quits to become secretary to the vice-president of the Bankers' Blue Book Publishing Company, Chicago, after a notable service with the Plain Dealer of more than ten years. During the past six years Mr. Bellamy has been city editor, and under his direction the Plain Dealer has scored some notable news beats.

Few executives in the newspaper business are better liked by the staff than is Mr. Bellamy, and as a mark of the esteem of all members of the editorial department, a solid gold watch and fob, suitably engraved, were presented to him prior to his departure for Chicago. The presentation was made by Managing Editor Erie C. Hoopwood.

With the change Ed N. Moore, special investigator for the Plain Dealer, becomes acting city editor, with V. V. Gray as day city editor. At the same time G. Arthur Gray, who has been photo-play editor of the Plain Dealer, resigns to handle publicity work for the Fox Film Corporation, with headquarters in New York city. Mr. Gray is succeeded by Robert J. Izant, who has been with the Plain Dealer for several years.

A Paragraph Defined

Clever Don Marquis, in the New York Evening Sun, has eased his mind of this: "A certain college instructor asked us to write a little something on the Art of Paragraphing, for his class in journalism. 'A Paragraph,' we came back without a moment's thought—and you must never put too much thought on a Paragraph—a Paragraph is something you print on Saturday to keep two contributions apart."

EDITORS AT STATE FAIR

Texas Newspaper Men Gathered in Force for a Day at Dallas.

Four hundred Texas Editors, with their ladies, were guests of the State Fair management at Dallas on October 16. President R. E. L. Knight, of the Fair Association; Editor E. J. Kiest, of the Times-Herald, and other Dallas newspaper men were hosts. After a short meeting in the auditorium, at which addresses were delivered by President Sam P. Harben, of the Texas Press Association; J. H. Lowry, editor of the Honey Grove Signal; Joe J. Taylor, State press editor of the Dallas-Galveston News, and others, the meeting adjourned to the Convention Hall, where a sumptuous dinner was served to the editors. Covers were laid for 500 and every place was occupied.

The executive committee of the Texas Press Association met and selected June 11, 12, and 13 as the dates for the 1917 convention in Texarkana. The press associations of Texas, Arkansas, and Oklahoma will meet in joint session in that city at that time.

LIBEL SUIT DISMISSED

Girl Alleged Her Picture Was Printed For That of Another.

The suit of Josephine De Pascale against the Rochester (N. Y.) Herald Company for damages for libel was thrown out of court by Justice A. J. Rodenbeck. He granted the motion for a non-suit made by the attorney for the newspaper.

Suit was brought for damages for the alleged publication of plaintiff's picture in connection with an Italian homicide. The plaintiff was not connected with the affair by name in any way, but simply through an innocent mistake her picture was run, along with one of the two men involved, under the heading: "Two sides of the eternal triangle." The name in the story accompanying the photograph, however, was not that of plaintiff, but of another woman. The fatal fight was supposed to have been caused by jealousy over a woman, according to the newspaper story.

Justice Rodenbeck held that inasmuch as plaintiff had not been charged with any evil conduct and as no special damages had been claimed, the article, by itself considered, was not libellous, and that therefore there was nothing to warrant sending the case to the jury. So he dismissed it.

FAIRBANKS AS A REPORTER

Tells Newspaper Men How He Reported Horace Greeley's Speech.

Charles Warren Fairbanks, Republican nominee for the national Vice-Presidency, captivated an audience composed mainly of newspaper men a few nights ago at the Seattle, Wash., Press Club, where he was tendered an informal reception.

Mr. Fairbanks was introduced by Scott C. Bone, a long-time friend of the distinguished visitor. Mr. Fairbanks related some of his early experiences as a correspondent for the Associated Press, telling how he reported a speech by Horace Greeley, when that noted editor was candidate for President of the United States, and how a courtesy extended him by a rival newspaper man at that time had cemented a friendship covering a long period of years.

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

SITUATIONS WANTED

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

NEW INCORPORATIONS

NEW YORK CITY—Pfeiffer Illustrating Company; capital stock, \$500; designing, illustrating, engraving, and printing; directors, Fannie L. Pfeiffer, Charles H. Roth, and Charlotte P. Roth, all of New York city.

NEW YORK CITY—The Universal Dietary, Inc.; capital stock, \$25,000; publishers, printers, bookbinders; directors, Bernard Weiss, Frank Slater, and Anna Hyman, all of New York city.

NEW YORK CITY—Tower Press, Inc.; capital stock, \$2,000; general business of printing and binding; directors, Leo Spindler of Brooklyn, William Dutka of New York city, and Benjamin I. Brahm of New Rochelle.

NEW YORK CITY—The Theatre of Styles, Inc.; capital stock, \$5,000; printing and advertising business; directors, Herman S. Helfer, John Helfer, and Benjamin Goldberg, all of New York city.

NEW YORK CITY—The Lane Press, Inc.; capital stock, \$1,000; job and book printers, electrotypers; directors, Mabel P. Lane, Mildred B. Boyden, and John P. Simpson, all of Brooklyn.

BUFFALO—The E. R. Voorhees Company, Inc.; capital stock, \$10,000; general advertising business; directors, Elton R. Voorhees, James G. Theakston, and George J. Weiler, all of Buffalo.

NEW YORK CITY—Rotofotos, Inc.; capital stock, \$2,000; newspaper proprietors and general publishers, conduct pleterial supplements; directors, Abraham M. Hurwitz, John W. Hanson, and Bella Traum, all of New York city.

NEW YORK CITY—European Fashion Service, Inc.; capital stock, \$5,000; business of fashion and merchandise reporting service with retail dry-goods trade; directors, Anne E. Tomlinson, Lillian Bocher, and William A. Donahue, all of New York city.

ESOPUS, N. Y.—Jacob J. Zagury Company, Inc.; capital stock, \$10,000; publishers, printers, engravers; directors, Jacob J. Zagury and Helen Zagury, of New York city, and Leon Zagury, of Elizabeth, N. J.

NEW YORK CITY—Ink, Inc.; capital stock, \$5,000; lithographers, ink manufacturers, booksellers; directors, Joseph B. Rethy and Abraham M. Grill, of New York city, and Robert O. Veller, of Bogota, N. J.

NEW YORK CITY—A. L. Russell, Inc.; capital stock, \$10,000; printers, engravers, stationers; directors, Alfred L. Russell, of Westfield, N. J.; Julius J. Strasburger and John McCormick, of New York city.

NEW YORK CITY—Leonard Publishing Company, Inc.; capital stock, \$1,000; publishers, printers, booksellers, stationers; directors, John H. Leonard, of Jersey City, N. J.; John J. Fleming and B. C. Bogardus, of New York city.

NEW YORK CITY—Newcomb Publicity Service, Inc.; advertising; capital, \$12,500; incorporators, W. P. Van Wyck, J. W. Potter, J. F. Newcomb.

AKRON, Ohio—The Akron Times Publishing Company; capital, \$1,000; incorporators, H. E. Andress, M. M. Riple, C. G. Wise, R. I. Moore, G. B. Motz.

MANGUM, Okla.—Greer County Publishing Company; capital, \$5,000; incorporators, G. T. Border, A. Gordon, and Elmer V. Jessie. This company will

take over the publication of two newspapers at Mangum, both of which suffered heavily in a recent fire.

CHANGES OF INTEREST

KEY WEST, Fla.—Egbert P. Ball has sold the Key West Advertiser, established by his father more than twenty-five years ago, to the Key West Daily Citizen, which will continue to publish the Advertiser as a weekly.

CASPER, Wyo.—William Jardine, of the Cheyenne (Wyo.) Tribune, has purchased a half-interest in the Casper Daily Press. He is associated in his new newspaper venture with W. W. Slack, formerly editor of the Cheyenne Leader, who will have charge of the editorial end of the Casper paper, while Mr. Jardine manages its business affairs.

MONTEREY, Cal.—The Cypress, for the past two years the property of Malcolm Calkins, formerly of the Salinas Democrat, has been sold to Wallace Brown, who will take possession on November 1.

IOLA, Wis.—L. A. Drown, formerly editor of the Omro (Wis.) Herald, the New London Republican, and an Edgar paper, has taken over the Iola Herald since the sudden departure of Editor B. L. Bierce. Dr. Drown is a graduate of Lawrence College.

NEW ENTERPRISES

AUSTIN, Tex.—The Texas Review is the name of a new weekly publication which is to be issued by Chester T. Crowell. He will be associated with H. B. Terrell, present State Controller, who is the owner and publisher of a string of small dailies and weeklies in Texas.

CLARKSVILLE, Tenn.—The Daily News, published by Albritton, Perkins & Wyatt, has made its appearance here. Richard Wyatt, the editor, has been for several years connected with the Leaf Chronicle.

FOR SALE

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

HAVE SMALL CASTING BOX and melting pot, suitable for weekly or small daily paper, which can ship with little delay. Brand new. Makes plate uniform in thickness, requiring no tooling. Operation cost one cent per hour. Will make six different plates in twelve minutes. Casters, including cartoon, comic, and news feature picture service, \$1.75 per week. Carries with it to begin immediately 20 inches per week, for year at least, national advertising for which advertisers never have used weekly or small dailies before. Weighs about 65 pounds boxed. Will ship on approval your only risk being freight or express charges. P. E., P. O. Box 63, New York.

LINOTYPE—Model No. 1, Serial No. 2449; 1 magazine, mold, liners, ejector blades, assortment two-letter matrices. Murdoch-Kerr Co., Pittsburgh, Pa.

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

LINOTYPE—Model No. 5, Serial No. 14243, 3 magazines, and motor. Cantwell Printing Co., Madison, Wis.

LINOTYPE—Model No. 5, Serial No. 10412, magazine, matrices, etc. Con. P. Currau Printing Co., St. Louis, Mo.

LINOTYPE—Model No. 1, Serial No. 8016, and Model No. 1, Serial No. 8017, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Model No. 4, Serial No. 11680, magazine, matrices, spacebands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

The Associated Business Papers, Inc., is authority for the information that there are over 80,000 advertisers represented in trade, class, and other business publications in the United States.

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

ADVERTISING MAN—Capable young man with five years' experience, of good address, well educated and arable, seeks position in New York City, either as solicitor, ad writer, or any branch of advertising where his ability and endeavor will be of consequence. Age 25. Box M. 3083, care Editor and Publisher.

ADVERTISING MANAGER, 25 years old, 4 years' experience on good five daily, handling both local and foreign advertising. At present employed as advertising manager, but desires a change. Prefer city about 30,000 population. Address M. 3094, care Editor and Publisher.

BUSINESS MANAGER, at present in charge of leading paper in city of 25,000—24 years old—wants to get into larger field. All around experience of five years—young, ambitious, and capable. Address M. 3088, care Editor and Publisher.

BUSINESS MANAGER—Man of ability, 15 years' experience in every part of newspaper business, now employed, but seeks larger opportunity for employment of ability, in city from 40,000 to 100,000, where he can take full charge and responsibility. Would consider job as advertising manager of first-class newspaper. Address M., 3091, care Editor and Publisher.

CORRESPONDENT—Desires to connect with one or several reliable papers with a view to furnishing them with Washington correspondence. Could furnish a copy Hewitt letter for circulating Uncle Sam's activities, or any special work. Raymond Lercaro, Washington, D. C.

CIRCULATION SALES MANAGER—The getting of new subscribers for your newspaper, whether daily or Sunday, morning or evening, is up to your circulation manager, but your circulation can be permanently built up only through your editorial department. Your Circulation Sales Manager should be a past master in introductory methods, with ability to conserve the business of new subscribers impressed with the activities of that department. I claim for myself that distinction, and would like to get in touch with the B. M. who is not entirely satisfied with his circulation department. Over ten years' experience on one of the greatest newspapers in the country. Able, where necessary, to reconstruct from the ground up. Have no bad habits, best of references. Prefer straight salary, but will work on salary and commission. Address M. 3089, care Editor and Publisher.

COMPOSING-ROOM FOREMAN—Experienced young man, 22½ years' experience, desires position as foreman of daily paper. Will go any place. Address Box M. 3087, care Editor and Publisher.

CIRCULATION MANAGER with over 12 years' successful experience on one of the country's greatest daily and Sunday advertising mediums would like to connect in city of 250,000 or more with business manager. Can and will save for some publisher whose business office has got into a rut, and requires reorganization. Married, no bad habits, can furnish A-1 references. Satisfied with moderate salary until ability has been demonstrated. Address M., 3090, care Editor and Publisher.

EDITORIAL AND NEWS WRITER—Young man with wide experience as news and editorial writer desires new post. Has served on editorial staff of Metropolitan paper and as editor of daily in city of 100,000. Well informed on politics. Past employers as references. Address Box M. 3086, care Editor and Publisher.

EDITORIAL SERVICE—Timely, sane, vigorous. Address M., 3093, care Editor and Publisher.

EDITOR—Newspaper man with energy and ability, experienced in all departments, wants position as editor or managing editor of afternoon paper in town of from 50,000 to 100,000. South preferred. All references, and can show work. Don't answer unless you are prepared to offer a good man a good proposition. Address M., 3095, care Editor and Publisher.

STENOGRAPHER—Thoroughly competent, experienced, educated, desires position. Reliable. Advertising experience. Best references. \$20.00. Address Box M. 3084, care Editor and Publisher.

TRADE REPORTER—"Somewhere in New York" there is a progressive trade paper seeking the services of a live and energetic news reporter and editorial assistant. The young man capable of filling that position is 24 years old, and is more than making good in the editorial department of a prominent Metropolitan trade periodical. Four years' experience has developed him into a clean copy writer and general all-around editorial assistant. If you have that job communicate with Box 3085, care the Editor and Publisher.

HELP WANTED

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

SCRIPTION SOLICITOR for Trade Journal, liberal commission. State all in first letter. Address M. 3096, care Editor and Publisher.

PRIZE WINNERS

Three of the six editorial writers who got the money in the Philadelphia Ledger-Hughes-Wilson contest were Fernald men. Two have already secured high salaried positions through our agency. One is now available. What newspaper wants a prize winner for its editorial page? Ask about No. 1578.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

\$50,000 cash or a smaller sum will be used by one of my buyers on purchase of a dominant evening daily newspaper located north of the Ohio river and east of the Missouri or in the east. Proposition O. K.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

\$8,000 CASH

Balance deferred, will buy Evening Daily in good manufacturing city of a middle Atlantic State. Physical equipment worth almost the total price asked for the property.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties

Times Bldg., New York

SOUTHERN CALIFORNIA

In the center of the garden spot of the world I am offering a desirable, growing newspaper property; city of 15,000 and only one competitor in radius of 25 miles. Property valued at \$35,000, reasonable terms of payment. Proposition 926x.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

PUBLISHERS' NOTICE

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

Branch offices are located as follows: Chicago, Herald Building, 103 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 lines wide and twelve inches deep. Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

Readers are urged to have the prompt mailed to the home address. This will insure proper 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 Sulway; 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, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.
- Boston—Parker House News Stand.
- Pittsburgh—Davis Book Shop, 416 Wood Street.
- Washington, D. C.—Bert E. Trevis, 511 Fourth Street, N. W.; Biggs Bldg., News Stand.
- Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy, City Co., 27 N. Fifth Avenue.
- Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.
- Detroit—Solomon News Co., 69 Larned St., W. 200 Pine St.—R. J. Bidwell Co., 749 W. 2nd

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

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

Send for further information

Walter Scott & Co.
Plainfield, N. J.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and New
foundland 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.

We can increase your business—
you want it increased.

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

BURRELLE

50-62 Warren St., New York City
Established a Quarter of a Century.

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST
OUT OF 24 ENGRAVERS
ON TIME ALL THE TIME ON EARTH
POWERS PHOTO ENGRAVING CO.
24 Nassau Street Tel. 4000-4 Bookman

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

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 person-
ages and the leading Banks, Trust Com-
panies and Corporations.

Romeike Clippings

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

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

OBITUARY NOTES

*Generations come and go, a troop of
shadows moving with the sun.—Long-
fellow.*

*Ticilight and evening star—
And one clear call for me.
And may there be no moaning of the bar
When I put out to sea.—Tennyson.*

Hugo J. Warner Drowned

Hugo J. Warner, an official of Lord & Thomas Advertising Agency, Chicago, was drowned with three other persons Monday night when the car which Mr. Warner was driving plunged through an open draw into the Chicago River. The weather was rainy and the streets were slippery, and it is presumed that Mr. Warner did not notice that the bridge was open until it was too late to stop his machine. Mrs. Warner and another woman, who were also occupants of the automobile, were rescued.

Publisher's Son Is Killed

Major George Southam, son of William Southam, president of the Hamilton (Ont.) Spectator, has been killed in action in France.

CAPT. J. T. RICHARDSON, aged seventy-three, editor of the Quinlan (Tex.) News, died at his home in Quinlan on October 17 from heart failure. He was born in North Carolina and was in newspaper work for many years in that State. He was an honored member of the Texas Press Association and was regarded as one of the leading country editors of the State.

JOHN W. HADDOCK, aged twenty-two, a former newspaper man of Niagara Falls, N. Y., has been killed in action. He was with the Eighty-first Battalion of Canadian troops.

SAMUEL J. HUMPHRIES, well known in newspaper circles as an advertising solicitor in New York, died on October 21 in Bellevue Hospital, Manhattan, as the result of injuries sustained on October 14, when he was run down by an automobile. He was born in Philadelphia forty-seven years ago, and for many years had worked for class and trade papers in Brooklyn and Manhattan.

MRS. JEAN WRIGHT SWOPE, who was proclaimed several years ago as the greatest poet of the South by Col. Henry Watterson, died last Sunday in Hahnemann Hospital, New York city. Until ill health stifled her talents she had won national fame as a writer of verse. When her career in letters had ended she came to New York to live. She was the daughter of Major J. M. Wright, for many years marshal of the United States Supreme Court.

PERCY MACKARNES, aged sixty, formerly auditor of the city department of the New York Herald, died at his home at Great Kills, Staten Island, on October 19.

LEONARD DUNKLY, foreman of the New York World's color-press department, died on October 21, following an operation for gall stones. He had been in the employ of the World for more than twenty years. The funeral was held on Tuesday at his late home in The Bronx.

FRED K. FLOWER, who many years ago was a reporter on Milwaukee newspapers, died at Butte, Mont., a few days ago. He was a brother of Frank A. Flower, of the Wisconsin press, who was the State's first chief of the Bureau of Labor Statistics, and who afterwards while a member of a Government commission died in Liberia and was buried there.

LEVI R. TRUMBULL, of the Paterson

(N. J.) Guardian, died Tuesday, at his home in Bernardsville, N. J., in his eighty-fifth year. His widow, four sons, and four daughters survive, one of the sons being Everett D. Trumbull, vice-president of the Pictorial Review, of New York. Mr. Trumbull was formerly city editor of the Paterson Daily Press and was at one time the owner of the Bernardsville News.

PETER BOYARSKY, for thirteen years editor-in-chief of the Chicago Jewish Daily Courier, better known by his pen name, Ikekellar Mazik, died Friday. Mr. Boyarsky, who was fifty-one years old, was one of the pioneer Jewish journalists in Chicago. He was born in Grodno, Russia, came to New York as a young man, and went later to Chicago, where he founded the Courier.

GEORGE W. JARSE, a veteran printer of Chicago and his wife, Mary, were accidentally killed by gas last Sunday morning. Mr. Jarse, who was seventy-three years old, retired several years ago after thirty-five years' service on the Chicago Tribune.

STEWART MILLER, aged twenty-seven, a reporter for the Detroit (Mich.) Free Press died of appendicitis on October 13, at a hospital in Sault Ste. Marie, Mich.

JAMES H. CASEBEER, aged fifty-eight for thirty years editor of the Blue Springs (Omaha) Sentinel, died at Blue Springs, on October 20.

RAYMOND H. CAMP, connected for the last ten years with the advertising department of the Minneapolis (Minn.) Daily News, was instantly killed on October 16, when the automobile he was driving turned turtle. Six newspaper men were pallbearers at his funeral in Minneapolis.

Boston Editor Engaged

The engagement of Miss Edna Jeffress, daughter of a wealthy family of Edwardsville, Mo., and Herbert D. Ward, one of the editors of the Boston Post, was announced in Edwardsville yesterday. The couple met at Biloxi, Miss., two years ago. Mr. Ward and Miss Jeffress will be married in December.

Kelly's Happy Wedding Day

Vincent B. Kelly, of the New York Evening World, is the very active secretary of the Eastern Bergen County Improvement Association, known as "the Fighting Mayors" of the Northern New Jersey Valley. At a meeting of the Association a few nights ago in the Casino Theatre, Dumont, gifts were presented by the Association to Mr. and Mrs. Kelly, on the twenty-fourth anniversary of their wedding. President White made the presentation, at the instance of Mayor Fleet, of Dumont, and Mr. Kelly responded feelingly.

WEDDING BELLS

E. A. Gerrard, eighty-two years old, and editor of the Monroe (Neb.) Looking Glass, was married to Miss Grace McWilliams, twenty-six, October 18. They have delayed their honeymoon trip to California until after the holidays.

James L. Wright, Washington correspondent of the Cleveland Plain Dealer, and Miss Marie A. Johnson were married in Washington on October 20.

Nixon Sandy Plummer, Washington correspondent for the Charlotte (N. C.) Observer and Asheville Citizen, was married to Miss Marguerite Brooks, on October 18, at Greensboro, N. C.

Watterson Stealey, formerly Washington correspondent for Southern newspapers, was married to Miss Margaret Louise Haas, on October 16, at

Hartford, Conn. Mr. Stealey has been engaged in newspaper work in Washington since 1900. Mr. and Mrs. Stealey have sailed for Havana, Cuba. They will spend most of the winter in Florida and the Gulf coast of Mississippi.

Miss Elsie Larsen, for the last three years society editor on the Denison (Tex.) Daily Herald, was married on October 18 to Everett L. Hopkins, at the home of the bride in Denison. Mr. and Mrs. Hopkins, after a honeymoon spent in Buffalo, N. Y., and Brantford, Canada, will make their home in Denison.

Miss Regina Farrell, daughter of the late John H. Farrell, founder and publisher of the Albany (N. Y.) Times Union, was married on October 21 at Albany to Dr. Henry Smith Haskell, of Yokohama, Japan. The bride's brother, the Rev. Joseph A. Farrell, S. J., celebrated the nuptial mass. Dr. Haskell and his bride will sail on November 2 from Vancouver for Yokohama, where Dr. Haskell is in practice.

Charles Murdock Sullivan, treasurer of the Somerville (Mass.) News, and Miss Lillie B. McLean, of Somerville, were quietly married on October 16 at Somerville.

Nelson B. Redden, assistant telegraph editor of the Columbus (O.) State Journal, and Miss Jeannette Elizabeth Frantz, of Gilboa, O., were married on October 5, at the home of the bride's night.

Baby Type-Setting Machine

Morris French, a telegraph operator of Waco, Texas, has invented and patented a small and compact type-setting machine, about the size and construction of an ordinary typewriter, and somewhat similar in its operation. Mr. Morris says he has had the idea in his head and has been at work on it for more than ten years.

Kept Newport Operators Busy

Following the recent destruction of steamers by a U-boat off Nantucket, the Newport, R. I., telegraph offices broke records for business. Manager Burke, of the Western Union, says his office handled 300,000 words, while Manager Doran, of the Postal, states his office took care of 200,000. Managers and office forces worked many hours overtime, and with increased numbers of telegraph operators coming from out of the city to help out the big rush of news. The telephone office aided the newspaper service, which at times taxed the full capacity of the office day and night.

Million-Dollar Paper Mill

City and parish officials of Bogalusa, La., and the populace generally, participated in the celebration at Bogalusa on October 13, marking the breaking of ground for a \$1,000,000 paper mill that will be built here by Northern and Eastern capital. The mill will utilize the waste from the lumber mills in that section, and will have a capacity of from 75 to 90 tons of paper a day.

Mr. Bennett Wants Taxes Reduced

James Gordon Bennett, owner of the New York Herald, and who is also the owner of large tracts of land in the city of Yonkers, has applied to the Supreme Court for a writ of certiorari, to review and reduce assessments on his property for the 1917 valuations. The assessed valuations for the year 1917 have just been filed, and Mr. Bennett objects to the amount filed against him.

Some men looking for a fit in a shirt, take one when they put it on.

New York State Newspapers Are Master Salesmen

MESSRS, Manufacturers, Distributors and Merchants, have YOU seriously considered what an army of 3,836,259 compelling salesmen, covering New York State EVERY DAY, can do for YOU?

These New York State Newspapers are the salesmen.

They are highly trained and masterly.

They devote their whole time to selling merchandise.

They meet EACH DAY at least 10,000,000 buyers of necessities and luxuries.

They aid each other by massing their forces.

The sale of hundreds of new and staple products depends on their ability AND YOUR PRINTED WORD.

Their ability has been tested and proved.

They are the strongest co-operative selling force that money can buy, and it takes but little to buy them.

The Advertising Managers of these Newspapers will tell you how SMALL advertising expenditures have grown into *hundreds of thousands*.

THEY WILL SHOW YOU THAT THESE EXPENDITURES GREW FROM RESULTS.

And hundreds of advertisers, who began in a small way, will acknowledge that they never could have done what they have done without these Newspapers.

It is conceded that the WHOLE QUESTION OF PROFITABLE ADVERTISING CENTRES ON PUBLICITY AND SALESMANSHIP.

These New York State Newspapers give THE WIDEST PUBLICITY AND THE HIGHEST GRADE SALESMANSHIP THAT CAN BE HAD.

Give them a fair chance to prove it.

A DAILY FORCE OF ALMOST FOUR MILLION

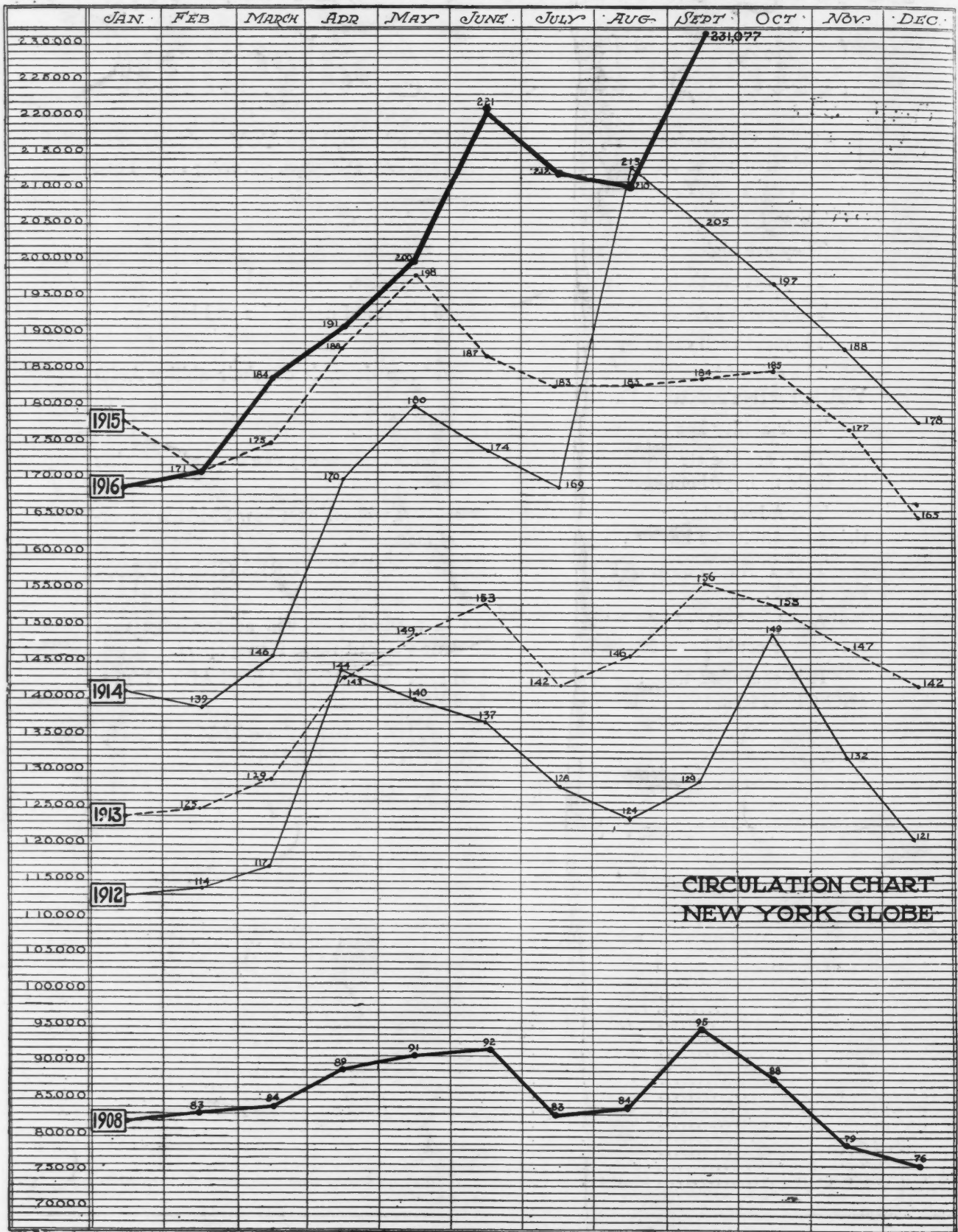
| | Paid Cir. | 2,500 Lines | 10,000 Lines | | Paid Cir. | 2,500 Lines | 10,000 Lines |
|---------------------------------------|--------------|----------------|-----------------|--------------------------------------|--------------|----------------|-----------------|
| Albany Knickerbocker Press (M)..... | 41,090 | .06 | .03 | New York Herald (M)..... | 99,507 | .40 | .40 |
| Albany Knickerbocker Press (S)..... | 35,144 | .06 | .06 | New York Herald (S)..... | | .50 | .50 |
| Brooklyn Eagle 3c (E)..... | 41,332 | .16 | .16 | New York Evening Post (E)..... | 20,714 | .18 | .16 |
| Brooklyn Eagle 3c (S)..... | | | | New York Sun (M)..... | 192,210 | .39 | .36 |
| Binghamton Press Leader (E)..... | 28,761 | .07 | .05 | New York Sun (S)..... | | .39 | .36 |
| Buffalo Courier-Enquirer (M&E)..... | 102,568 | .14 | .12 | New York Sun (E)..... | 171,247 | .31 | .29 |
| Buffalo Courier-Enquirer (S)..... | 101,795 | .14 | .12 | New York Telegram (E)..... | 218,463 | .2925 | .27 |
| Corning Evening Leader (E)..... | 7,832 | .0193 | .015 | New York Telegram (S)..... | | .195 | .18 |
| Elmira Star-Gazette (E)..... | 21,549 | .035 | .03 | New York Times (M)..... | 340,901 | .50 | .45 |
| Gloversville Herald (M)..... | 6,483 | .02 | .015 | New York Times (S)..... | | | |
| Gloversville Leader-Republican (E) .. | 5,714 | .0143 | .0108 | New York World (M)..... | 398,894 | .40 | .40 |
| Ithaca Journal (E)..... | 6,804 | .035 | .015 | New York World (S)..... | | | |
| Jamestown Post (M)..... | 8,751 | .02 | .0157 | New York World (E)..... | 404,858 | .40 | .40 |
| Middletown Times-Press..... | 5,222 | .0178 | .0107 | Rochester Union & Advertiser (E).... | 39,276 | .10 | .06 |
| Mt. Vernon Daily Argus (E)..... | 6,888 | .0214 | .015 | | | | |
| Newburgh Journal (E)..... | 5,076 | .0107 | .0107 | | | | |
| New York American (M)..... | 329,984 | .40 | .38 | | 3,560,404 | 6.1610 | 5.7579 |
| New York American (S)..... | 705,224 | .60 | .57 | | | | |
| New York Globe (E)..... | 210,994 | .28 | .27 | | | | |

Ratings Government Statements, October, 1916.

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 GLOBE'S CIRCULATION GROWTH

A GRAPHIC CHART WHICH CLEARLY INDICATES THE MARVELLOUS GROWTH OF NEW YORK'S GREATEST HOME NEWSPAPER.



CIRCULATION CHART
NEW YORK GLOBE

The Globe is a Member of the Audit Bureau of Circulations and All Its Circulation Records Are Regularly Audited and Verified.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

