

THE EDITOR & PUBLISHER

UNIVERSITY

FEB 19 1918

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

\$3.00 a Year

NEW YORK, SATURDAY, FEBRUARY 16, 1918

10 Cents a Copy

The All-Round Influence of The Chicago Daily News

By BERT MOSES

IT is difficult to edit a paper that appeals alike to the various elements of a community.

To please the banker, the lawyer, the business man, the broker, the clerk, the engineer, the carpenter, the housewife, the society devotee, the rich, the middle classes and those who must carefully count the pennies—this is close to the edge of the impossible.

To print a paper so broad in its influence that bonds and bread, pianos and potatoes, books and baseballs, silks and sausages, talking machines and thread, Packards and Fords can be profitably advertised in its columns—here is a task that tries a publisher's soul.

In this great undertaking, I think, The Chicago Daily News has more nearly touched the high point than any other publication in the United States.

This much is sure:

The analytical advertiser—no matter whether his product is for the many or for the few—will put The Chicago Daily News first on his list of Chicago mediums in an overwhelming percentage of cases.

And this also is sure:

Nine times in ten—perhaps nineteen times in twenty—when the plan is to use one paper only in a city, The Daily News is chosen in Chicago.

This was not always so.

There was a time when the advertising of stocks, bonds and books did not register high in The Daily News, but that was because the advertisers of those things did not know what they know today.

It is now generally known that the readers of The Daily News have always been readers of books; that they are interested in finance, stocks and bonds; that they buy these things and have the money with which to do the buying.

And so today The Chicago Daily News is carrying just about all the advertising there is going for those things—and incidentally for just about everything else.

All of which goes to show that The Daily News is edited for everybody, and not for any particular part of the people.

To go into the Chicago market and not use The Chicago Daily News is the same thing as going to San Francisco by freight when you can go in a Pullman.

(This is the second of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The third will appear in an early issue.)

“OHIO FIRST”

The slogan,
 “OHIO FIRST,” came about in a
 natural, sequential way, and it has, like all
 good slogans pregnant with pertinent meaning,
 “stuck” since its origination.

National advertisers who have tested the State of Ohio by
 try-out campaigns have determined that RESULTS have been
 quick and sure.

Therefore, the fundament of this slogan: “OHIO FIRST,” is substantial.

It is solid from the ground floor up

“OHIO FIRST,” should be written FIRST in every advertising contract, in
 which the FIRST thought is PROFITABLE RETURNS.

“OHIO FIRST,” should be the slogan of every National Advertiser and Manu-
 facturer who would discard “seconds” and play a winning hand.

The experience of others is your best guide

	Circulation.	2,500 lines.	10,000 lines.
Akron Beacon-Journal ... (E)	31,335	.04	.04
Akron Times	(E) 20,794	.03	.025
Cincinnati Com.-Tribune.. (M)	60,723	.12	.10
Cincinnati Com.-Tribune. (S)	26,339	.15	.13
Cincinnati Enquirer, 5c. (M&S)	55,314	.14	.12
Cleveland News	(E) 130,986	.18	.18
Cleveland Leader	(S) 146,968	.19	.19
Cleveland Plain Dealer.. (M)	165,524	.23	.23
Cleveland Plain Dealer . (S)	214,879	.25	.25
Columbus Dispatch	(E) 75,402	.11	.10
Columbus Dispatch	(S) 71,119	.11	.10
Columbus (O.) State Jour.. (M)	55,656	.09	.08
Columbus (O.) State Jour.. (S)	28,459	.09	.08
Dayton News	(E) 35,241	.055	.055
Dayton News	(S) 23,935	.035	.035
Marion Daily Star	(E) 8,094	.0129	.0129
Newark American-Tribune (E)	6,287	.0108	.0108
Piqua Daily Call	(E) 4,017	.0086	.0086
Portsmouth Daily Times . (E)	10,327	.02	.02
Sandusky Register	(MS) 4,263	.0093	.0093
(No Monday Issue.)			
Springfield News	(E&S) 13,118	.025	.025
Steubenville Gazette	(E) 3,620	.0143	.0071
Toledo Blade	(E) 55,133	.12	.10
Youngstown Telegram ... (E)	*20,420	.035	.035
Youngstown Vindicator ... (E)	*21,577	.04	.04
Youngstown Vindicator ... (S)	*16,794	.04	.04
Zanesville Signal	(E) 10,837	.02	.02

*A. B. C. Statement

Other ratings Government statement October 1, 1917.



The New York Evening Post

announces

the appointment of

JOHN F. BARRY

*formerly Eastern Representative
of the A. B. C.*

as Assistant Advertising Manager

EMIL M. SCHOLZ, Publisher

"The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day"

Philadelphia

*The Third Largest Market in the United States
Faces a Period of Unprecedented Prosperity*

DOMINATE Philadelphia, create maximum impression on both dealers and customers at one cost by concentrating in the Dominant Newspaper, the

PHILADELPHIA BULLETIN

Philadelphia "The World's Workshop" is enjoying the greatest activity in its history; manufacturing plants are running to capacity and enlarging their facilities. There has been a big influx of skilled workers and their families, to meet the demand of the forges, the shops, the mills, the shipyards, the locomotive plants, the munition and powder works and the looms. Edward James Cattell, Chief Statistician of the City of Philadelphia, reports there are approximately 380,000 homes in Philadelphia.

"In Philadelphia Nearly Everybody Reads

The BULLETIN"

Practically 100% of the entire potential market

Net paid average two-cent circulation for January

375,486 Copies
a Day

NEW YORK OFFICE
Dan A. Carroll
Tribune Building

CHICAGO OFFICE
J. E. Verree
Steger Building

DETROIT OFFICE
C. L. Weaver
11 Lafayette Boulevard

THE EDITOR & PUBLISHER

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

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NEW YORK, SATURDAY, FEBRUARY 16, 1918

No. 36

FREDERICK PALMER EXPLAINS "MYSTERIES" OF THE AMERICAN CENSORSHIP IN FRANCE

Task of Safeguarding Military Information That Is Sought by Enemies and of Giving the News to the Folk at Home at the Same Time Is One to Baffle a Superman—
Few Restrictions on Our War Correspondents, for "the Army Belongs to the Public."

(In his address before the National Press Club in Washington last week Frederick Palmer, on leave from his duties as director of press relations, for the American Expeditionary Forces in France, told the story of the censorship of war news from every angle. In the publication of the text of this address THE EDITOR AND PUBLISHER is impressed with the vital appeal which it carries to the patriotism and patience of American editors.—[EDITOR.]

THE afternoon before I left Paris an army officer, who was an old friend, barely answered my greeting in the street, I knew that he held me responsible for the publication of news about the army which he thought that I ought to have suppressed. A few moments later another old friend, a well-known newspaper man, rounded on me, with something of the indignation of Trotzky toward the Imperialists, for not having granted him certain privileges that were not in my power to grant. A complaint from correspondent A—that I had been favoring correspondent B—and from B—that I had favored C—, was only another incident to complete the harmony of my last day's work before returning home. By this you will understand that for my sins I have been in charge of press relations in France—which is not the kind of work I like.

As some of the newspapers stated the other day that I was chief intelligence Officer of the A. E. F. may I mention that I am a subordinate to the capable man who holds that position. The Intelligence Section of the Staff has charge of the gathering of all information for the army and the giving out of information and of censorship. Such was the situation of our staff, short of personnel, and such the situation of our little army which had been rushed to Europe last June, that the call to service became a command. I realized that the people would say when I was appointed, "That is a good stroke; they appoint a man censor who has been fighting censors," as a matter of fact, I never had fought censors. It had been my rule to go with armies whose cause I favored, to avoid giving information which might aid the enemy of the soldiers whose guest and comrade I was, and not to be made a tool for the publication of anything which I considered untrue.

From my friends I had no congratulations on my appointment, which was proof that they were real friends, but



FREDERICK PALMER.

my enemies were delighted. I was going to the gallows of my own volition, but in good if diverse company, that of the army and the press. I made up my mind that I would try to last six months before I was sent to the woods with a burden of unpopularity. Indeed, I told Gen. Pershing I should resign at the end of six months when I accepted the position. No army ought to expect a man to be a censor for longer, unless that army means to practice Prussian

frightfulness on an individual; and by this I mean a visible censor, one whom the correspondents can always reach with their complaints. I don't mean the invisible censor, who slashes manuscript behind closed doors—the simplest and easiest kind of censorship, in which the executioner never hears the cries of the victims. Of course I had to give up writing. My satisfaction is that I know that I have done real service.

Now what they call the evolution of

human experience is a great thing. In Europe, they handle the press by organizing two bureaus which are supposed to employ two types of men as different as the one who sells goods and the one who collects bills. One is a smiling, cheery type, who gives out information and poses as a noble knight, fighting the correspondents' battles against that second secret, sinister bureau which does the censoring. However, the two are frequently connected by telephone.

AMERICAN CENSORSHIP MOST LIBERAL.

The press division of the A. E. F. dared an innovation. It placed under a common and sympathetic direction the promotion of publicity and the judgment as to what information might be published. The A. E. F. have had the most baffling press problems of any army in Europe. We have given correspondents more facilities than any other army, and ours has been the most liberal censorship, if we accept the opinion of other censorships. Meanwhile, in all our work we have had to consider the precedents established by the other armies and our relations with them, as our own army must cooperate with other armies to the end of military unity.

Let us consider as the result of three years of European experience the press arrangements of the British army, which are basically the same as those of the French. The British War Office arbitrarily allowed the British press five accredited correspondents and left the system of their choice to the British newspaper Proprietors' Association. These five correspondents live in a house with their press-officers who are also their censors. The five may not go anywhere; without the consent of a press-officer; they may not go anywhere without being accompanied by a press-officer; or speak with any troops, or enter any headquarters without a press-officer is present. Thus the application of censorship begins with the news sources.

Only the accredited correspondents, five of them for the whole British press, accredited to this enormous army, ever see a battle. They enjoy exceptional privileges and exceptional position compared with visiting correspondents. During the past summer, when the hell of the British offensive raged behind the veil of secrecy in Flanders, the visiting correspondents were taken to the southern part of the line to see the battlefields of the Somme, the transport and quiet

trenches, and all the statics of the rear of the great army which had been gathering its might for three years.

With all respect for the British and French systems, it seemed to me that for an American army and the American press we might make more liberal arrangements. Nineteen correspondents were accredited permanently to the A. E. F. At the same ratio to numbers of troops the British army would have had three thousand accredited correspondents. In order to become accredited to the A. E. F. the correspondent must produce a bond for three thousand dollars, and deposit a fund of one thousand dollars with the Adjutant-General in Washington to be drawn against for his expenses in the field. If he lives at the correspondents' camp he must pay sixty dollars a week for an automobile, which is 50 per cent. less than the actual cost to the Quartermaster's Department, and the same as the British correspondents pay for theirs. At the outset we had no automobiles for our correspondents, except some second hand ones which we bought in France; but these were all right when they ran. This difficulty has been overcome, and now our correspondents go and come, with the freedom of the idle rich, in their limousines. They are established in a hotel in the heart of the training region. No press officer lives with them; no press officer accompanies them on their trips. They go where they please and talk with whom they please. They have the same freedom of movement in the American war zone as a local reporter has in New York city.

NO SECOND CENSORSHIP.

They have better facilities so far as I know than they have had at our training camps in the States. Dispatches are brought to the press division office two blocks from the hotel, and then taken by the correspondent in person to the telegraph office two blocks farther on. These dispatches go straight through to New York without further censorship at any point. Any report to the effect that there is a second censorship is false.

At headquarters we have an expert newspaper man who went through a training camp at home, and puts in all of his time in trying to get information or clues for information for the correspondents. Naturally each "feature" writer thinks that he should have the results of this officer's work while the press association men think that if the "specials" were true patriots they would go home and leave the field entirely to the press association men. As for the magazine men and book writers and artists, they see no reason why the army should ever give out any news.

AMERICAN CENSORS FOR AMERICAN NEWS.

In Paris at the French Censorship Bureau, we have four men who work in shifts from 8 A. M. to 5 A. M. We put them in there with the approval of the correspondents in Paris, in order that all matter about the American army which was filed in Paris should be submitted to American rather than French censors. The French have a strict censorship law, and as France is their country and theirs is the great army that defends France, and theirs the long military experience and the direct responsibility, they have the legal right to censor any dispatch which leaves France—which they have waved in matter concerning our army. You will understand that our problem would be simpler if ours were the only army in France. Our branch of the Paris censorship is an accommodation to all American correspondents. It was es-

SON HAS EDITED NEWSPAPER FOR 34 YEARS, WHICH HIS FATHER FOUNDED IN 1857



CHARLES KENNY McCLATCHY.

CHARLES KENNY McCLATCHY has been editor and half-owner of the Sacramento Bee since 1884.

His father, James McClatchy, who founded the Bee in 1857, was one of the pioneers of Pacific Coast journalism—an editor who was a State-maker as well as a newspaper maker. Under his strong guidance the Sacramento Bee attained and always held a dominant position in California. It holds to-day the same leadership which it had won in the lifetime of James McClatchy.

Charles K. McClatchy was born in Sacramento—when the Bee was one year old. He was educated in the public schools and at Santa Clara College. Succeeding to the editorship upon the death of his father, he has kept the Bee steadfast to the McClatchy ideals and policies, and there are few newspapers in the country so firmly entrenched in the confidence and favor of their communities.

established with that idea in view. Any accredited correspondent who is on leave in Paris, or a visiting correspondent who writes an article when he returns to Paris does not have to send his matter back to headquarters, as he does when he returns from the British army to London.

There is no secret censorship with the American army either in Paris or at the camp. The correspondents may sit down beside the censor, see the elisions that are made, and hear the reason for these elisions. From the first I insisted that the press officer and correspondent should work in cooperation.

At the camp we have on file a duplicate of every mail article and every dispatch sent from there with the portions elided in brackets, and the initials of the officer who made the elision on the margin. As duplicate cable dispatches are not submitted in Paris every elision from a cable dispatch made by the American censor in Paris is entered in a book. Thus the record is complete from the day that the press division was established and responsibility is direct. When an American censor in Paris has to elide even one word of the dispatch he gets the correspondent on the tele-

phone and tells him about it, if possible; and in any event sends him a report by mail.

The press division also has a Paris office where visitors to Paris go for passes, where questions are answered, and information given out about the American army to all who apply, including the representatives of the press in Allied and neutral countries. Here also arrangements are made for correspondents who are not accredited and other visitors to the army, including Allied and neutral.

Another innovation in facilities is that we allow correspondents interested in gathering articles by mail to live with the regiments. This has never been permitted with the British or French armies. Of course, the correspondent must have an invitation from the regimental commander, which is countersigned by the chief of the press division.

Shortly before I left France we took on two new assistants, both practical newspaper men. It was their opinion that the press division has been principally engaged in repression, and that it should do more creative work. I told them it was with a view to creative work that I had taken them on; also I

said that I had no directions to give them except, that in order to learn the wicked inside of our dreadful system, they should go to Paris and spend a night with the censorship there, then through all the files in the Paris office and through the files at camp. When they had finished both were of the opinion that a half dozen newspaper men in France either ought to be put out of France or lined up and shot. This point of view I had anticipated, and, of course, I told them that we were here to help all correspondents, and to fight for every bit of publicity that would win the war.

When I asked them to tell me what more could be done under the circumstances to get news, I was disappointed to find that they had no suggestions to make which we had not already tried. Yet naturally they had thought that once they were in the press division the headlines would begin to hum at home. But while the press division of the army would like to have provided an offensive which would have taken us across the Rhine and made a lot of copy, General Pershing said that there were obstacles in the way which would prevent this advance until he had a trained army.

What can the correspondent see when there is a battle—what are his limitations? When you take four automobiles filled with correspondents up to division headquarters, along a road that is observed by airplanes and by the enemy artillery observers, you may draw fire, which makes you hardly welcome at brigade headquarters. A dozen correspondents trying to crowd into a six by four dug-out with the battalion commander and one or two other officers, in case there is an outburst of shell fire, are not as welcome as they may appear to be. A dozen correspondents moving along the front line trench very likely may start a machine-gun fusillade, or a trench-mortar bombardment. Correspondents going to an artillery observing station, which has been carefully screened, may give away the location of that station to the enemy.

Thus I have given you the system which was established soon after our arrival in France; and I have given it to you as explicitly as possible. All my ingenuity and all my strength and those of my assistants have been given to the one end that we should have honest publicity about the AEF.

In reading the papers the last few days, you might gather the impression that our men had been continuously in the trenches for the last three months, and we had been making a secret of the fact until recently. The battalion of the first contingent went in to the line in groups during the month of November for the purpose of training. As succeeding battalions of the other divisions were sufficiently prepared, they were to go through the same course. We had no troops whatever in the trenches in the month of December, and none so far as I know in January until we put in more battalions a week or more ago.

The sector which our men occupy is one of the quietest on the French front. Over long stretches of it probably the French have not had a casualty a day to half a mile. There has been almost a truce along this particular front, and it has not served the purpose either of the French or Germany army to increase its activities. Some people predicted that as soon as we went into the line the Germans would immediately take us in force, but that was against sound opinion of German methods. For one reason, the Germans do not want to stir us up unnecessarily when their

(Continued on page 27)

KERNEY TO FRANCE AS PUBLICITY HEAD

Trenton Editor Chosen by President to Represent Committee on Public Information Abroad—Will Keep Allies and Soldiers Informed.

James Kerney, editor of the Trenton (N. J.) Times, has been commissioned to establish in France a division of the Committee on Public Information. He was selected for this important work after a conference at the White House between President Wilson and George Creel. There is at present no regulated method of keeping the troops at the front informed of what the United States is doing in war preparations, nor of keeping the people of France, England, and Italy in touch with the war policies of America. To purvey this information promptly and accurately will be Mr. Kerney's task.

All the various activities in this country of the Committee on Public Information, publicity and advertising, will be duplicated so far as feasible in France by the bureau that Mr. Kerney will establish, but the details of operation will not be worked out until he has had an opportunity to survey the field at close range. Associated with him in this important work will be Major Frederick Palmer, the distinguished war correspondent, who is chief censor with Gen. Pershing's expeditionary forces. Mr. Kerney serves without compensation.

Since the United States entered the war Mr. Kerney has been very active in support of the Government. For thirteen years he has been vice-president and editor-in-chief of the Trenton Evening Times and the Sunday Times-Advertiser. Before that he was Washington correspondent for several New York and Philadelphia papers, and at one time was associated with Gov. Edge in his Atlantic City publications. He has been active in civic affairs, and under his leadership the Rotary Club had the greatest activity of its career. He directed the Baby Campaign in Trenton, which resulted in establishing the Trenton Day Nursery. He directed the Red Cross Christmas Membership Drive for ten New Jersey counties, and they exceeded their membership quotas by nearly 50 per cent.

Mr. Kerney was born in Trenton forty-five years ago. He began work when fifteen years old in a grocery store, studied stenography, became a reporter, and thence climbed steadily to his present position. He has a wife and six children, the eldest of whom, Mary, will accompany him to Paris.

New Editor for St. Louis Republic

Sam Hellman, of the editorial staff of the St. Louis Post-Dispatch, has been appointed managing editor of the St. Louis Republic, effective February 23, by M. P. Linn, general manager. Mr. Hellman succeeds Charles E. Heberhart, who has resigned. Mr. Hellman began with the Republic as a reporter, later was made city editor, and then went to the Post-Dispatch.

Ford Libel Suit to Be Tried

GRAND RAPIDS, Mich., February 12.—Judge Willis B. Perkins in the Circuit Court to-day denied a motion of the Chicago Tribune to dismiss the \$1,000,000 libel action begun against the newspaper by Henry Ford, of Detroit. Judge Perkins held that the action was instituted properly in Grand Rapids. Mr. Ford sued after the Tribune published an article discussing his peace motives.

AUBREY HARWELL OFFERS WISE COUNSEL TO PUBLISHERS ABOUT NEW TAX LAWS



AUBREY HARWELL.

BY AUBREY HARWELL,
of Harwell & Cannon, New York.

RECENT clarification of the new tax laws reveals to newspaper owners of the United States the very vital bearing of the "Invested Capital" clause upon their tax reports. I venture to say that publishers have a perfectly sound and logical exemption from a substantial part of this tax that can be established by very few, if any, other lines of commercial industry, and a point of view that is likely to be overlooked by both the Government and the owners of newspapers in making their returns. This error is liable to slip through, in my judgment, on account of the fallacious classifications, in nearly every quarter, of circulation as "good will." My contact with newspaper owners and buyers convinces me beyond question that this erroneous impression is almost universal, and I am frank to confess that it never occurred to my mind as a fallacy until I had gone deep into the analysis of newspaper property values in important appraisement work. However, I did offer the idea long before the Income Tax law was ever suggested.

It is now evident that the Government does not permit exemptions on invested capital listed as "good will," even though it can be shown that such good will was created through the actual expenditure of large sums of money put out for that specific purpose, but does permit deduction for tangible or physical property at cost, less proper depreciation. It possibly would have been almost out of the question to have handled this tremendous undertaking upon any other interpretation of the law, on account of the natural inclination of most property owners to overestimate their good-will value, and especially human it would become when the immediate result of an under-estimate would mean a draft on their bank accounts.

Since no loyal American can believe it is the purpose of this Government to be unfair in these strenuous circumstances to any group or class of

industries, and certainly not to a group that has and is rendering the indispensable service of the press in this time of need, I feel that it is only right and proper that it be emphasized that the circulation of newspapers and periodicals cannot by any correct process of reasoning be placed under the caption of "goodwill," but on the other hand constitute actual tangible property. Furthermore, in all well regulated offices where modern systems of accounting are in vogue the actual, or at least approximate cost of this tangible property called circulation can be proven, if need be. On the other hand actual or approximate value of a given circulation can be established by appraisement under recognized formulae, where essential conditions are known to the appraiser. It is the most vital and valuable asset in any publishing property and has, as I say, a readily determinable value. Therefore, it is not ephemeral or an indeterminate quantity or quality. It is just as truly a producer for its owner and as necessary a part of his equipment as the press upon which it is printed—and has cost him in most cases many fold the cost of his presses and other equipment. Every copy of a daily newspaper that is sold in the United States is sold at a price under the actual cost of production, whether it is sold for 1 cent or for five cents per copy. All that any daily newspaper publisher hopes to get back from his circulation is the cost, or, at most, a slight profit on the cost of his raw material (not other manufacturing costs) and further to create "goodwill" and value to his advertisers, the only source of profitable revenue to his business. Therefore, I contend that if circulation is secured and maintained at a constant cost for the purpose of creating goodwill it cannot itself be goodwill. It cannot be the thing it is endeavoring to create. Then if it is not goodwill, what is it?

I understand the meaning of "physical" to be that which can be touched, and the meaning of "tangible" to be

WILL SELL BOSTON EVENING RECORD

One-Cent Paper, Published Without Interruption Since 1884, Will Be Placed on Sale in the Open Market Within a Few Days.

Boston, February 12.—The Boston Evening Record, which has been published as a one-cent paper without interruption since September 3, 1884, will be placed on sale in the open market within a few days. For the last eight years the paper has been conducted under the ownership of Charles Sumner Bird, Progressive and twice candidate for Governor. It is understood he will devote all his attention to his paper mill.

Mr. Bird, formerly interested in the Journal, bought the Morning Advertiser and Evening Record at the same time. The Advertiser was purchased by W. R. Hearst last fall. The Evening Record was founded by the Advertiser Corporation, and always has been issued from the same plant, at 248 Washington Street.

Francis W. Bird, when seen by a representative of THE EDITOR AND PUBLISHER, Thursday, denied that the Boston Record would be sold at public sale and asked that such denial might be given publicity. Mr. Bird said it was a fact, however, that negotiations were pending that might lead to his transferring the property to other hands.

that which can be touched or sensed.

If the lexicographers are correct in this definition, can there be any question that the circulation of a newspaper is at least tangible property? It was so readily seized by the shrewd business men of this country last year that it extracted \$90,000,000 from their bank accounts for advertising. Now it might be argued that the \$90,000,000 spent by merchants and others is also "invested capital" and should be so computed for taxation purposes. There is a wide difference here, but the fallacy so cleverly obtrudes itself that it is liable to cost the publishers of the United States hundreds of thousands of dollars every week unless they are equally clever in eradicating it. Money which I believe Uncle Sam would not want and would not require if the case is properly presented. These manufacturers and others spent \$90,000,000 for the purpose of marketing various products at a profit. The expenditure was not for a necessary part of their equipment or organization but a desirable expansion to be sure. They could have brought about this expansion through other methods of expenditure. Doubtless at greater cost, but nevertheless it could have been brought about. Whereas, the newspaper could not exist a single day without circulation. It is just as essential to its very existence as type-setting machines and presses are: it is maintained at a constant expense and constitutes the largest item of tangible value in every newspaper plant.

The goodwill of a newspaper consists of its character, establishment, organization and net earning power, but not of the property which creates those conditions. The reverse view brings to mind the reasoning of the amateur philosopher who made the remarkable discovery that Providence was so wise in causing the great rivers of the world to flow in proximity to the great cities.

SPHINX CLUB STAGES STUNNING SHOW

Oldest Advertising Organization Makes Ladies' Night Memorable by Programme of Surprise Stunts—Delightful Souvenirs Presented.

The Sphinx Club outdid all past performances at its ladies' night dinner on the evening of Lincoln's Birthday.

The dinner was served, as usual, in the grand ballroom of the Waldorf-Astoria Hotel.

There was no speechmaking. The decorations and cabaret were particularly elaborate.

The room was almost dark as the guests entered, the only illumination being the table lights. Hardly had they been seated when spot-lights from four corners of the room, upon five young women who sat on swings hung in huge outlined hearts and moving gracefully with the rhythm of the music, sang "Hello! Hello, I've Been Waiting for you."

Following the first course, Maurice, the "marvellous" prestidigitator extraordinary, put Kellar, Herman, and Thurston to shame by doing "stunts."

Then the large valentine between two gobelins came to life, and a beautiful girl appeared in the centre and played "I Love You," from "Loveland," on a violin. For an encore the heads of four girl singers burst through heart-shaped windows in the castle, and the chorus was repeated.

Following the fish some one took liberties with some of the more prominent and dignified members of the club, and with animated pen pictures exposed parts of their private lives to the gaze of the diners. It was embarrassing and cruel. President Preston P. Lynn was depicted in ordinary business dress in the clubrooms of the Business Men's League refusing the nomination for the office of Mayor of New York; R. F. R. Huntsman, was shown shooting at wild turkeys and ducks in Virginia, and F. James Gibson, "Daddy" of the club, was caught building the Sphinx out of immense blocks of stone (no it was not ivory).

Others who were caricatured were E. D. Gibbs, Louis Wiley, Collin Armstrong, Joseph P. Day, and Phillip Conne.

An Egyptian princess, brought into the room by four slaves, did a spot-light dance, which was later improved upon by one of the club members.

After coffee a Scottish hand played and marched around the room twice without suffering any casualties. They marched well.

As a finale the diners arose while the orchestra played "The Star-Spangled Banner." The crowd adjourned to the reception-rooms, the banquet hall was cleared, and the dance was on.

The ladies were given sterling silver bar pins as souvenirs.

Those at the dinner included Mr. and Mrs. John T. Ballou, Jr., Mr. and Mrs. Emory R. Buckner, Mr. and Mrs. Theodore Boshard, Lieut.-Col. Frank Denn, Mr. and Mrs. Stanley E. Gunnison, Mr. and Mrs. E. D. Gibbs, Mr. and Mrs. R. F. R. Huntsman, the Misses Leontine and Florence Huntsman, Mr. and Mrs. J. A. Halton, Mrs. Walter B. Hotchkiss, Mr. and Mrs. R. H. Ingersoll, Mr. and Mrs. C. H. Ingersoll, Mrs. Mary M. Kennedy, Mr. and Mrs. Albert S. Koenig, Preston P. Lynn, Harry P. Lynn, Mr. and Mrs. George T. Musson, Mr. and Mrs. Corbett McCarthy, Mr. and Mrs. Ludwig Nissen, Mr. and Mrs. Roger J. O'Donnell, Mr. and Mrs. James O'Flaherty, Miss Florence Perry, Mr. and Mrs. T. H. Boulston, Mr. and Mrs. William F. Reynolds, Capt. and Mrs. Charles M. Reid, Col. and Mrs. Clarence W. Smith, Mr. and Mrs. Robert J. Smythe, Dr. and Mrs. C. R. Thiers, Mr. and Mrs. Oscar

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



NOW LOOK WHO'S HERE: NO OTHER THAN OUR GOOD FRIEND CLARE VICTOR DWIGGINS

CLARE VICTOR DWIGGINS is having a joke on himself as well as on us in the above cartoon. He would have us think that a check for \$100 looks as big to him as to us—which is impossible!!!!

Years and years ago, in fact, only a few years after that early period in the history of America when "Dwig" was born in Wilmington, O., he started work on the St. Louis Post-Dispatch. You can guess how far back that was when we tell you that "Ollie" Bovard, now managing editor of the St. Louis Post-Dispatch, was then a reporter on the same paper, writing "Roger" stories.

"Dwig" made a long-distance jump from St. Louis to New York, and began producing "Them Was the Happy Days" for the New York Evening World.

After his fame was thoroughly established the McClure Newspaper Syndicate turned its spotlight on him, thereby converting him from a local to a national celebrity. They put out his "Home Wanted by a Baby" daily and Sunday for so many years that "Dwig" had to spend a few hours each week in an Old Ladies' Home to rest his mind from the perpetual vision of infants.

Then there was "Ophelia's Slate," which has run for ever and is still going strong. "School Days," too, bids fair to last as long as there is anybody left in the world who once played "hookey."

But "Dwig's" ambition and the McClure Newspaper Syndicate's daring know no bounds. He and they are picturing and offering to the newspapers for 1918 the immortal and inimitable "Tom Sawyer and Huckleberry Finn." A four-color Sunday page and a daily panel—by special permission, if you please, of the Mark Twain estate. Somehow we believe that dear old Mark Twain would have liked this means of bringing wholesome laughter and joy into the homes of the children he loved so well.

As for "Dwig" himself, apart from his work, he is a likable enough fellow; in fact, we're fond of him. Confidentially, he is one of the seven comic artists in the world who has not merely made money but has GOT money. He didn't tell us this, but we know a man from whom he ordered a dollar's worth of goods on the cent-a-week or three-cents-a-month plan. Naturally he got a credit report on him before accepting the order. The report came back—"A camp in the Adirondacks, a camp in Florida, an Evinrude, a Ford, an Ingersoll, one wife, one son, one daughter."



CLARE VICTOR DWIGGINS.

Tschirky Louis Wiley, Miss K. Wiley, First Lieut.-Adjt. H. D. White, Jr., Mr. and Mrs. Albert F. Strasburger, H. V. Strawn.

School of Journalism at Washington

The department of journalism of the University of Washington has been raised to a School of Journalism. This action is in accord with that of other States, the University of Oregon, and the University of Montana having both raised their journalism departments to the rank of schools.

Dr. Van Loon Back from War Theatre

Dr. Hendrick Willem van Loon, who has been abroad studying the operations in the war, returned to this country recently aboard the Nieuw Amsterdam from Rotterdam. While in Antwerp some time ago Dr. van Loon acted as special correspondent of the Associated Press. Dr. van Loon is a professor in Cornell University, and it is expected that he will deliver a number of lectures on his experiences before the student body.

WASHINGTON PAPERS GO TO TWO CENTS

Star and Times Follow Trend of Day and Increase Price — Higher Cost of Paper Principal Cause for Abandoning Old Penny Price.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 13.—Beginning to-day, Washington's two evening newspapers, the Star and the Times, will increase their price from one to two cents.

The Star announces that "subscribers served by regular carriers will continue at the present rate until March 1, after which date the rate will be sixty cents per month for the daily and Sunday Star, or forty cents per month for the daily only.

"The Star takes this step reluctantly and only because conditions make it necessary.

"The great increase in cost of production has forced the same change in the newspapers of practically all cities of considerable size throughout the country, and a few remaining one-cent papers will, like the Star, doubtless find an increase in price inevitable."

"The price of the Sunday Times will remain unchanged for the present, at two cents," announces the Times. "Beginning March 1, the price of the Daily Times, delivered in the home, will be forty cents a month and of the daily and Sunday Times together at forty-five cents a month. This increase in the price of the daily Times has been long delayed."

Explaining the causes for the increased price the Times says that "the single item of white paper—a big item, to be sure—has cost in the seven months of the present ownership of the Times \$79,000 more than in the same period a year ago. The cost of the white paper alone in a twenty-four page issue of the Times is twice as much as the wholesale price at which the newspaper is supplied."

Heroes Needed Says Correspondent

WASHINGTON, February 12.—"One real American hero will do the war cause more good in the United States than anything else I can think of," said Daniel Dillon, newspaper correspondent recently returned from France. The people of this country are so constituted that they want a head to hang a wreath on, or a head to heave a brick at, and if they can't have the former, sometimes they will heave bricks promiscuously. The American people have been enthusiastic over the heroes of our Allies, but they will go wild over one of our own men who does something notably heroic while fighting under our own flag. Just recall Dewey and Hobson and Funston, and others of the Spanish-American War, and you will get my point. By way of contrast here we have been at war ten months and have not developed a single hero. No wonder people talk about inefficiency and red tape, and so forth, in this or that department. They haven't anything else to talk about."

Newspaper Burned Out

The building occupied by the Spencer (W. Va.) Times-Record, a two-story brick, was entirely destroyed by fire February 3. The entire newspaper plant, including the files, mailing lists and other equipment was a total loss. A new press recently purchased by the company was in another building and was not damaged.

NEWSPAPER WORK IN AUSTRALIA

The Land Where Newspaper Men Are Unknown, Where Journalists Work on Newspapers, Where Journalists Are Organized Into Unions, Where the Morning Newspaper Dominates

By CHARLES G. ROSS, Professor of Journalism, University of Missouri

[THE EDITOR AND PUBLISHER this week presents the second part of an article on "Newspaper Work in Australia," by Charles G. Ross, professor of journalism at the University of Missouri. Professor Ross spent a year—July, 1916 to July, 1917—in Australia as sub-editor on the Melbourne Herald, while on leave of absence from the University of Missouri.—EDITOR.]

NOW, in our survey of the Sydney Morning Herald, we come to page 10, which, in this issue, is the principal page. No, not a news page; not primarily. The leader page!

The main ingredient in this type of journalism is not the news but the leaders, or, as we say in America, the editorials. Your representative Australian of the more conservative classes turns in his morning paper first of all to the leaders. He expects to find there, and does find, a comprehensive, scholarly interpretation of current events. He finds considerable special pleading, too, if the matter is one involving domestic politics; for the Australian morning papers are intensely partisan. The leaders are long—much longer than the American editorial. The average length is probably well over half a column, while articles that run a column and a half are not uncommon. The style of writing (I am speaking now in averages) is like the general appearance of the paper and the mental attitude of its readers—it is "solid." Paragraphs, to the American eye, are unconsciously long; so also are many of the sentences. It is a scrupulously correct style of writing, but it lacks the snap and sparkle that we look for in the best-edited American papers. To the American, it seems that the Australian editor makes a virtue of impressive length in his leaders. A little leader—which means one about a quarter of a column long—is a leaderette. There is nothing to correspond to the American editorial paragraph.

LEADERS FREQUENTLY HEAVY.

The average political leader is apt to be a ponderous affair, abounding in qualifications and circumlocutions. Some leader writers appear to be constitutionally unable to make a definite, straight-from-the-shoulder assertion. Their writing is filled with such expressions as "in respect of," "in connection with" and "it may be stated that." For instance:

The teachers, it is now stated, are of opinion that the preparation of some thousands of school children for the home-coming celebration would in this time of great stress, entail a good deal of expense on parents in the purchase of new dresses and other requisites necessary in connection with the proceedings.

I submitted, in a little controversy regarding Australian and American methods that enlivened the Australasian Journalist, a newspaper man's magazine, that this sentence might just as well read:

The teachers are not in favor of burdening parents in this time of great stress, with the cost of getting the school children ready for the home-coming celebration.



CHARLES G. ROSS.

This and some other remarks brought from my opponent the rejoinder that "Australia is not America," with some good-humored references to a certain tint that is supposed, by most Australians, to color the entire American press.

Not all Australian leader writing, however, is of the turgid variety of the sample I have quoted. Nearly all of it is thorough and closely reasoned; some of it is brilliant. Part of it is done by staff writers, and part by outside contributors—specialists in various fields.

It is the significance attaching to the leaders that makes the morning-paper journalism of Australia so closely akin to the journalism of the old London Times. As Sir Edward Cook points out, the Times of Delane was built up around the chief editorial pronouncement of the day—the leading article. Often an important news event (as the prospective repeal of the Corn Laws) was announced only in the leading article, so that one had to read this, as well as the news columns, to keep abreast of current happenings. Though the leaders (meaning editorials in general) do not dominate to quite this extent in Australia, they are nevertheless, like their prototype, the keystone in the arch of the newspaper.

THE PAGE ANALYZED.

In the issue of the Sydney Morning Herald that we have been examining, the leaders begin near the bottom of the second column on page 10; preceding them on the same page are the births, deaths, etc., and a couple of ads that are given this preferred position. The three or four columns not taken up by advertisements and leaders are devoted to the most important domestic news of the day. Opposite the leader page is the cable news, carefully classified. All the war news, which forms, of course, the great bulk of the cable matter now being received, is kept together. This page (page 11) is without advertising. Page 12

is also a clear news page, and the advertising begins again about the middle of page 13 and runs thence without a break through the rest of the paper—pages 14 to 18.

The form of make-up here outlined—advertisements at the beginning of the paper, leaders, and the cream of the news on pages facing each other in the centre, and advertisements at the end—is almost universally followed by the morning press of Australia. In this respect, as in many others, Australian journalism has been standardized. That is one reason why the Australian Journalists' Association, the newspaper men's union, can operate successfully. It is possible for the Commonwealth Court of Conciliation and Arbitration, which hears interstate wage disputes, to deal with wages and working conditions in an "award" that will be applicable in all the metropolitan newspaper offices. The problem would be far different in America.

What of the news in the Australian papers? Referring again to our issue of the Sydney Morning Herald, we find that 39 of the 144 columns are given to news. A great deal of news can be told in this space when the columns are as wide and as deep as they are in the Australian morning paper and when very little space is given to headlines and cuts ("blocks," they are called in Australia). In the issue under examination there is only one cut—a two-column photograph of an Australian military officer. Roughly, I should say that thirty-nine Sydney Morning Herald columns contain as much actual news matter as at least forty-five columns of the average American paper.

AUSTRALIAN PAPERS FOR MEN.

The Australian paper covers thoroughly what it conceives to be the news field. This is a much more restricted field than that of the American paper. One fundamental difference is that the Australian paper is made primarily for men, whereas the American paper is made quite as much, or even more, for the women and children. From the American point of view, the Australian paper is "heavy"; from the Australian point of view, the American paper is frivolous.

There is very little "human interest" material in the average Australian paper. Mainly it contains good, solid pabulum, with the news of politics always predominating. In the stress laid upon politics, the Australian papers reflect the intense popular interest in the theme; for all Australians, both men and women (the suffrage is universal), are deeply and continuously absorbed in politics. They play the game day in and day out; not, as in America, with breathing spaces between elections. The newspapers both reflect this interest and foster it. Long political speeches are printed in full—speeches that in America would be summed up in a stick of type if given at all. Parliamentary proceedings, Federal and State, are reported verbatim. The people read and discuss such news

far more than in America; one can get proof of that by observing the crowds that pour into Melbourne each morning by the suburban trains or into Sydney by the ferryboats. If a man has not his head buried in the blanket-sheet of his favorite morning journal, he is probably talking politics with his neighbor.

SPORTING NEWS POPULAR.

Politics—or sport. The Australian people, like all Britishers, are ardent sportsmen. Horse-racing flourishes in Australia as nowhere else in the world. Boxing (a clean game there), cricket, football, yachting, bowls, tennis, trap-shooting, and other sports, all have their followers. They are not vicarious sportsmen, these Australians, with their fine outdoor climate; it would be hard to find an able-bodied man or boy who did not himself take part in some one of the many organized sports. The splendid gallantry of the Australian troops in the present war has its roots in the national devotion to outdoor games.

In covering news of sports, the Australian papers fully measure up the standards of an exacting public. Some of the best writing in Australia is that relating to sport. Extreme care is taken—as indeed is the case in all branches of reporting—to insure accuracy. Giving incorrectly the weight carried by a cup-winner would be equivalent to an American sporting editor's misstating the batting average of Ty Cobb. Just as the American papers speculate for days in advance on the outcome of the world's series, so do the Australian papers devote columns of space to news and gossip pertaining to the great cup races. Other sports are thoroughly covered; even croquet (which is pronounced with the accent on the first syllable) has its separate department, written by an "expert." The speed with which late sporting events are handled by the evening papers leaves little to be desired. The Melbourne Herald has its own telephones at the principal suburban tracks, and the story comes straight through to a special telephone room, in which half a dozen boys on a busy Saturday afternoon do nothing but take down sporting results. These telephone workers are "cadets," in training to become reporters. Every angle of a big race meeting (the Melbourne cup annually attracts more than 100,000 spectators) is covered. The Herald even sends out a corps of women, headed by the "lady editor," who write descriptions of gowns in the grandstand.

SPORT NEWS HANDLED SERIOUSLY.

Sport it is, and not comics or "collymums" or any other similar device of the American paper, that contributes "lightness" to the average Australian paper—and even sport, to an American way of thinking, is seriously handled. Your Australian believes in strict classification of the whole business of living. When he rides on a railway he must choose between first and second-class; he buys beef in one shop, fish in another, and ham or bacon in a third; he visits a drug store to buy drugs and not

(Continued on page 36)

TO RESUME NEWS PRINT HEARING IN WASHINGTON NEXT MONDAY

Federal Trade Commission Will Call Its Own Experts On Cost of Production in Effort to Speed Up Presentation of Evidence.

EVIDENTLY appreciating that to wait until March 4, the date to which the hearing in the news print matter was postponed for the convenience of the manufacturers, would seriously interfere with fixing a price for news print by April 1, the Federal Trade Commission has decided to utilize the interim between now and then to speed up the collection of evidence upon which to base its ultimate finding.

Notice has been served on Henry A. Wise, attorney for the news print manufacturers, and upon the Paper Committee of the A. N. P. A., that the Commission will itself begin the presentation of its own evidence next Monday.

Commissions Appraisal Experts to Testify

It is understood that this evidence concerns the whole question of the cost of production of news print. The Commission has had a corps of experts engaged in this work for months, and they have been called to Washington next Monday to present their findings before the Commission. Mr. Wise, immediately upon receiving notice of the Commission's decision to go ahead, sent a protest, saying that for him to attend the hearing next Monday would materially interfere with the preparations he is making to present the manufacturers' side of the question. The Commission has not heeded his protest, however, and the hearing will proceed on Monday.

WANTED IT IN LAST.

The manufacturers have contended that arriving at the cost was a process long and involved, and that appraisal of their properties was a fundamental factor. This part of their presentation they have all along wished to leave until the very latest moment, arguing that even if they could put a force of expert appraisers on each plant at once they could not finish their work by the first part of March. Appraisements that have been made, they say, have been for insurance purposes only and would not stand inspection before the Commission, not having as their foundation the element of cost of production.

William Scott, manager of the Northcliffe, Newfoundland, mills, is to appear before the Commission on Monday. Thomas Harding, who is an expert on the costs of paper mills, has been summoned and will be a witness for the Government some time during the week.

If the action of the Commission shall force the manufacturers to take up and dispose of the cost of production question at once, it will clear the way for the next largest bone of contention—form of contract. The publishers have submitted a form which they believe to be fair between them and the manufacturers and on which they purpose to stand throughout the argument. The main objections made by the manufacturers to this form is that paper cannot be sold by specification, as is required in the proposed contract. They say that for them to attempt to do so would lead to complications and bickerings without end, and that neither they nor the publishers would be properly served thereby.

FIGHT FOR F. O. B. FACTORY.

They object, also, to the requirement that delivery shall be made f. o. b. cars at purchaser's city, urging that it is not the custom in trade generally and would subject them to loss of interest on investment during transit, and to other losses that might occur in consequence of delay on the part of the carrier to deliver promptly.

Another point of objection is terms of payment. Waiting for thirty days, or until the twentieth of each month, for payment, they argue, would make them bankers for the publishers, without remuneration for their advances in the shape of goods delivered.

On their side, the publishers contend that no item in the proposed form of contract will result in hardship to the manufacturers. The form, as laid before the Commission, follows:

PROPOSED CONTRACT.

AGREEMENT made this first day of January, 1917, between Standard Paper Company of the City of New York, a corporation duly organized and existing under the laws of State of New York, hereinafter called the "seller," party of the first part, and the News Publishing Company of the City of New York, State of New York, hereinafter called the "purchaser," party of the second part, witnesseth:

That for and in consideration of the mutual covenants and agreements hereinafter contained, and of the sum of one dollar, each to the other in hand paid, receipt whereof is hereby acknowledged, and other good and valuable considerations, the parties hereto do hereby covenant and agree to and with each other in the manner and form as follows, that is to say:

(1.) The seller agrees to sell, and hereby does sell, and the purchaser agrees to purchase and hereby does purchase and take from the seller six hundred tons of white news print paper as specified hereinafter, subject to the limitations hereunder mentioned during the period from January 1, 1918, to December 31, 1918, at price and on terms hereinafter particularly stated.

(2.) Delivery to be made by the seller to the purchaser free on board cars at (purchaser's city).

This agreement is assignable by either party only with the consent of the other.

(3.) Specifications—The paper supplied under this contract shall be of the following specifications:

(1.) Weight—Basis of weight to be as follows: 24x36 inches, thirty-two pounds to 500 sheets, with a maximum variation of 3 per cent. Any excess weight over the thirty-two pounds basis to be credited to purchaser. Any excess over 3 per cent. will not constitute good delivery.

(2.) Width—Width of rolls to be 72½, 64½, and 36½ inches.

(3.) Strength—Not less than ten pounds on Muller Tester; not more than 80 per cent. ground wood pulp; not less than 20 per cent. sulphite wood pulp, or such furnish as will give specified strength.

(4.) Sizing—One-eight of 1 per cent. free rosin.

(5.) Color—Natural.

(6.) Filler and loading—None.

(7.) Moisture—Moisture shall not exceed 7 per cent. at 100 degrees Centigrade for paper at a relative humidity of 60 per cent.

(8.) Cores shall be charged at the rate of one cent per inch, free on board delivery point, and may be returned to the mill, freight collect. On receipt thereof, they will be credited to purchaser at this price, less freight paid thereon by the seller. No allowance shall be made for waste, damage, or paper left on cores for consequential damage. Weight of cores shall not be included in the weight of paper paid for by the purchaser.

(9.) Shipment specifications—Purchaser shall furnish to the seller on the tenth day of each month complete specifications for shipments to

be made during succeeding month. If no specifications are received by that date, the seller may ship under previous month's specifications.

(6.) Wrappers and heads—Rolls shall be wrapped and headed in a satisfactory manner to provide proper protection in shipment. Such wrappers and heads to be included in the weight of paper to be paid for by purchaser.

(7.) Sampling and tests—Sample from three random rolls in each car shall be attached to the invoice and the test of same certified by tester, who shall be agreed upon by parties to this contract.

(8.) Price— per hundred pounds plus actual freight rate in New York funds.

(9.) Terms of payment—Net cash thirty days from date of invoice or not later than the 20th day of the month for all paper shipped from the mill during the previous month, payments to be made in New York exchange or by local check from bank of purchaser.

(10.) Contingency—In case the seller shall be unable and fall at any time to supply or ship, or the purchaser shall be unable and fail to take and use said paper, in consequence of strikes, fires, explosion, war, the acts of God, or the public, or the country's enemy, or any cause beyond the control of either party, the seller shall not be liable to the purchaser for such failure to supply such paper, nor shall the purchaser be liable to the seller for such failure to take such paper during the period of disability.

Signed, sealed, and delivered on date first mentioned above, at the city of New York.

ITALY REGULATES NEWSPAPERS

Italian Decree Determines Both Size and Price of All Periodicals.

Consul-General David F. Wilber, writing from Genoa, reports that "a new Italian decree regulates the price of newspapers and other periodicals, and their size. Beginning January 1, 1918, the daily newspapers and other periodicals can not be sold to the public at a price of less than 10 centesimi each. The subscription price for daily newspapers must be increased in proportion to the length of the subscription by at least 12 lire a year over that established for 1917. Subscriptions are not to last less than three months. Prizes and other advantages can not be conceded to subscribers, except collective subscription with other periodicals which, already shall have been made in 1917, provided the price is increased in the measure already indicated.

"Daily newspapers can not be published in a number of pages exceeding four. Ten times a month, moreover, they must be published in two pages, with the exception of newspapers having dimensions not exceeding 19 square decimeters of printed matter on each page, for which such obligation is limited to four times a month. Other periodicals which appear one or more times a week must publish in each month a number of pages at least one-quarter less than those published in the second semester of 1917. This regulation does not apply to weeklies which are published in not more than four pages."

Paper Makers Demand Pay Raise

The International Brotherhood of Paper Makers and the International Brotherhood of Pulp and Sulphite Workers have made a joint demand upon the paper manufacturers for an increase in wages amounting to about 40 per cent. The proposed schedule was presented to a number of manufacturers on February 7 in New York. The manufacturers promised to give the demands consideration and to make reply in March. So far there has been no talk of a strike and no indication of friction.

Nebraska Editors to Meet

The Nebraska Press Association will meet in Lincoln Thursday, Friday, and Saturday of next week.

CANADIAN NEWS PRINT HEARING POSTPONED

Inquiry Which Was to Have Opened in Ottawa Feb. 12, Delayed Indefinitely—Cabinet in Meantime Considering Interim Report.

(Special to THE EDITOR AND PUBLISHER.)

OTTAWA, February 12.—The inquiry into the news print situation, which was to have been continued here to-day by R. A. Pringle, News Print Commissioner, has been postponed to an indefinite date. Arrangement is being made to hear a number of expert witnesses, who will give evidence as to the cost of manufacture and operation of paper mills. These witnesses are not yet available.

In the meantime the Cabinet is considering the interim report of Mr. Pringle recommending that for three months the price of news print be placed at \$2.85 per hundred. The publishers met the Cabinet and protested, asking that the present rate of \$2.50 be continued until the hearing was finally completed. Action will likely be taken by the Government within the next week either confirming Mr. Pringle's report or else fixing the old price until the inquiry is ended.

Pittsburgh Feels Paper Shortage

The Pittsburgh Chronicle-Telegraph on numerous occasions during the last four weeks was compelled to limit the size of their newspapers on account of the shortage of white paper caused by the congestion of the railroads. Many times during this period it was not known until a short time before going to the press whether sufficient paper was enroute from the depot to fill the needs of the day.

Need Not Distribute Surplus

Supreme Court Justice Gavegan has decided that the International Paper Company cannot be compelled to distribute its surplus. The decision was rendered on a demurrer to the complaint filed by Ernest F. Tarnbloom and Delavan A. Holmes, who also sought the removal of the present directors. The suit will now go to the higher courts.

More Stock for Paper Company

The Great Northern Paper Company has called a special meeting of stockholders for February 21 to vote on a proposal to increase the stock from \$6,000,000 to \$8,000,000. If the measure is approved the \$2,000,000 additional shares will be offered to stockholders for subscription at par, \$100 a share.

Buys Oklahoma Paper

George W. Held, formerly of Dallas, Tex., but recently of Wichita, Kan., has purchased a controlling interest in the McAlester (Okla.) News-Capital and will take over the interests formerly held by P. B. Stone, for the last eleven years business manager of that paper.

Buys Kentucky Newspaper

J. C. Alcock, editor and owner of the Jeffersonton (Ky.) Jeffersonian, has purchased the Danville (Ky.) Messenger from Hubert McGoodwin and will move to Danville and take charge at once. Mr. Alcock has sold a half interest in the Jeffersonian.

How many of the decisions on which you act are made for you by somebody else? A correct count for one day might startle you.

NEW MEASURE FOR CONTROL OF NEWS PRINT IS INTRODUCED

Representative Barnhart's Bill Gives Federal Trade Commission Power to Regulate Production and Distribution and Fix Price.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 13.—The failure of the Smith Joint Resolution in the Senate, which was to place the news print industry under the control of the Federal Trade Commission, has prompted Representative Barnhart, chairman of the House Committee on Printing, to introduce a similar measure in the House. The failure of the Smith resolution by a vote of 36 to 32 precluded the possibility of the matter coming up again in the Senate unless it was first passed by the House.

It is expected that early action will be taken on the Barnhart proposition, and strenuous efforts will be made to have it passed. Mr. Barnhart's measure reads as follows:

Sec. 1. Resolved,

Declares for Fair Price for News Print

"That the Federal Trade Commission is hereby authorized and employed to supervise and regulate the production and distribution of print paper and mechanical and chemical pulp in the United States, and that all mills producing and all agencies distributing such paper and mechanical and chemical pulp in the United States shall equitably distribute the same at a price based upon cost of production and distribution plus a fair profit per ton, as determined by the Federal Trade Commission: *Provided*, That if the compensation so determined be not satisfactory to the person, company, or corporation entitled to receive the same such person, company, or corporation shall be paid seventy-five per centum of the amount so determined by the Federal Trade Commission and shall be entitled to sue the United States to recover such further sum as added to said seventy-five per centum, will make up such amount as will be just compensation for such paper, and jurisdiction is hereby conferred on the United States district courts to hear and determine all such controversies: *Provided further*, That the provisions of this Act shall not apply to any valid contracts which may be in force and effect at the time of the approval of this Act.

"Sec. 2. That the President is authorized and empowered to take all proper steps to secure the cooperation of the Government of the Dominion of Canada in the creation of a similar agency as herein provided, with like functions; and the Federal Trade Commission is authorized and empowered to act in conjunction with such Canadian agency, when appointed to the end of fully effectuating the objects of this Act.

POWER OVER IMPORTS.

"Sec. 3. That the President, during the present war emergency, shall have power by proclamation to declare that such imports of news print and book paper and mechanical and chemical pulp as he shall deem necessary in order to fully effectuate the objects of this Act shall be sold and distributed under the supervision and regulation of the Federal Trade Commission as provided for in section one of this Act.

"Sec. 4. That compliance with all orders and regulations of the Federal Trade Commission made in accordance with this Act shall be obligatory on any individual, firm, association, company, corporation, or organized manufacturing industry, or the responsible head or heads thereof, and shall take precedence over all other orders and contracts heretofore placed with such

individual, firm, company, association, corporation, or organized manufacturing industry; and any individual, firm, company, association, corporation, or organized manufacturing industry, or the responsible head or heads thereof, failing to comply with the provisions of this Act shall be deemed guilty of a felony and upon conviction shall be punished by imprisonment for not more than three years or by a fine of not exceeding \$50,000, or both."

I. N. S. REQUEST DENIED

Court Refuses Permission to Examine Associated Press Documents.

The motion of the International Service for leave to examine Associated Press documents in connection with the Associated Press injunction restraining it from appropriating Associated Press news came up before Judge Augustus N. Hand of the United States District Court on February 8, but he refused to hear the matter at all, sustaining the contention of counsel for the Associated Press that the whole subject should be adjourned until after the decision of the United States Supreme Court which might dispose of the whole case finally, on the hearing set for April 15.

Prosperity in El Paso

H. H. Fris, circulation manager of the El Paso Herald, celebrated "the greatest month's business" in the history of the circulation department of that newspaper, by giving a dinner party for his staff. In discussing progress of the Herald with his people, Mr. Fris said: "I can't see where anybody ought to croak about poor business these days. The fact that our January business was the biggest in the history of the paper indicates that the people have money. Same condition appears generally to me. I do not hear anybody talking of hard times anywhere in the Southwest. We certainly have no cause to complain."

To Continue Dead Line

The Newspaper Book Company has been incorporated in Illinois to continue the publication of The Dead-Line, a Chicago magazine which six months ago appeared following the death of The Scoop. De Lysie Ferree Cass is editor and general manager.

A. N. P. A. Change

The Sterling (Ill.) Daily Gazette has been transferred from the associate to the active class membership in the American Newspaper Publishers' Association.

No Paper Settlement Reached

TORONTO, February 11.—Since their interview with the special sub-committee of the Cabinet appointed to deal with Commissioner Pringle's recommendations as to the price of news print, publishers here have not heard of any decision. A new order-in-council has been expected almost daily, but up to the time of writing it has not materialized. Meanwhile manufacturers have been billing their customers at the rate recommended by Commissioner Pringle, viz., \$2.85 per hundredweight, claiming that as the old \$2.50 order expired on February 1, the market was open and they were at liberty to raise the price to \$2.85. They admit, of course, that if an order comes out establishing a lower price from February 1, the excess charge will be refunded to the publishers.

EUROPEAN PAPERS LIMITED IN SIZE

Shortage of News Print Abroad Brings Governmental Restrictions on Publishers—Situation Reported to be Acute in Many Countries.

The News Print Service Bureau made public this week a 23 page Digest of foreign market conditions, covering the news print industry for the months of November and December, 1917.

R. T. Houck, the secretary of the new association of news print manufacturers, in a letter to the members of the Bureau, under date of February 7, said:

"You will note a more unsettled state of affairs existing in England and Scandinavia. England has further restricted the importation of paper making materials and has embargoed the importation of all Swedish pulps. The increased demands on Norway has stimulated production and prices in that country and Sweden has turned to the English continent for an outlet.

"The shortage of news print paper and pulps has been becoming more acute in practically all countries and further government regulations have become necessary."

The Paper Maker and British Trade Journal, of November 1, 1917, is quoted with respect to conditions in Japan. The World's Paper Trade Review, London, for December 21, 1917, is quoted relative to conditions in Australia. Information gathered from trade paper and commerce reports is supplied with reference to news print conditions in Germany, Switzerland, Spain, France, Italy, Russia, Finland, Sweden, and Norway.

LIMITING SIZE OF NEWSPAPERS.

Frequent reference is made to regulation of sizes of newspapers. The Press Association of Spain, it is shown, has formulated plans for the regulation of the consumption of newsprint whereby dailies are divided into three classes: First, consisting of papers the size of which does not exceed a total of 1,860 square inches. These periodicals may publish four pages daily or 28 pages weekly, as they are now doing, but on no day can such papers print six pages, not even on Sunday. The second class consists of dailies the size of which exceeds 1,860 square inches, but not over 2,635 square inches. These periodicals may publish 34 pages a week, divided as follows: four days at four and three days at six, but on no day may they publish more than six pages. All other newspapers exceeding the total of 2,635 square inches in size each, may not publish more pages than they have been accustomed to issue in the past.

The new Italian decree, it is shown, regulates the price of newspapers and other periodicals and their size. Newspapers and other periodicals cannot be sold to the public for a less price than \$0.19 each. The subscription price for daily newspapers must be increased in proportion to the length of the subscription by a least \$2.20 a year over that established in 1917. Subscriptions are not to last less than three months. Prices and other advantages cannot be conceded to subscribers. Daily newspapers cannot be published in a number of pages exceeding four. Ten times a month they must be published in two pages, with the exception of newspapers having dimensions not exceeding 18 square decimeters of printed matter on each page, for which such obligation is limited to four times a month.

PAPER DEALERS ASK MORE COMMISSIONS

National Paper Trade Association Wants Federal Trade Commission to Increase Margins of Profit on News Print to Jobbers.

The National Trade Paper Association has asked the Federal Trade Commission to increase the commission margins which were allowed to wholesale paper dealers in the agreement made last March. It also asked that the jobber be recognized by the Commission as an economic necessity in distribution.

George Olmstead, of Chicago, president of the Association, told the Commission that the paper merchants were willing to continue to handle news print at the former margin of 5 per cent., which, on the basis of \$3 a hundred, would make the price \$3.15 for roll paper and \$3.65 for sheets. He asked, however, that the 13-1-3 per cent. margin for less than car-load lots, but more than a ton, be increased to 15 per cent., which would make the price \$3.40 for rolls and \$3.90 for sheets. The Association wants 25 per cent. commission, instead of 20, for less than ton lots, which would make the price \$3.75 and \$4.25, respectively.

George E. Hosmer, of Denver, representing the National Editorial Association, asked why the differential between roll and sheet news print was 50 cents a hundred instead of the general 15 cents.

Offer Prizes to Soldiers

Authors and poets in the American expeditionary forces abroad are offered four prizes by the Paris edition of the New York Herald for the best short stories and poems submitted. Two thousand francs are offered for the best short story, 1,000 francs for the second best short story, 1,000 francs for the best poem, and 500 francs for the second best poem.

To Prosecute Col. Repington

Andrew Bonar Law, Chancellor of the Exchequer, announced Wednesday in the English House of Commons, that action would be taken under the Defence of the Realm Act against Col. Repington, military correspondent of the London Morning Post, for an article which appeared in the Post Monday. The article complained of was submitted to the censor, who refused his permission to publish it. The article afterward was published in a different form without being submitted to the censor.

WAR CORRESPONDENT STIRS PATRIOTS

W. G. Shepherd Amazed at Apparent Apathy of America—Has Been on Every Battle Front Since War Began

W. G. Shepherd, war correspondent for the United Press, is delivering a series of lectures on his experiences at the various battle fronts, under the auspices of a number of U. P. papers in the Middle West.

Few men are better qualified to tell the people of the United States about the war in all its phases. He has been in Europe ever since the outbreak of the war, and has been on every battle



W. G. SHEPHERD.

front, including those of Germany and Austria. On his return to this country Mr. Shepherd was amazed, he said, at the apparent apathy of the people here regarding the seriousness of the conflict, and decided to give all the aid of which he was capable to stirring up the patriotism of his fellow citizens.

When hostilities began Mr. Shepherd was in Mexico, covering the revolution there. On a cable message from New York he immediately took ship and went to London. Thence, in September, 1914, he sent to this country an interview with Winston Churchill, then Minister of War, in which the latter declared that America would find it impossible, sooner or later, to maintain a neutral attitude. He was in Antwerp when the Germans made their first Zeppelin raid. Early in 1915 he went to Italy to report conditions there, and later joined the French army when it was stemming the tide of German invasion.

The combatants were not so stringent then in their regulations concerning correspondents, and so he was able to swing from one side to the other with freedom. He transferred to the German front, and then to the Austrian, and was present at the first invasion of Serbia. Thence he went to the Balkans, and was at the battle of Monastir. His latest work for his association was done in Petrograd. On his way to the Russian capital he was a fellow passenger with Trotsky, with whom he became well acquainted, and concerning whose intentions regarding Russia he was able to send the first intelligence to this country.

Mr. Shepherd has already lectured for the Youngstown (O.) Telegram, the Huntington (W. Va.) Advertiser, the Cambridge (O.) Jeffersonian, the Lima

(O.) News, the Athens (O.) Messenger, the Marietta (O.) Journal, the Fort Wayne (Ind.) News, the Hamilton (Ont.) Canadian Club, the St. Catherine (Ont.) Standard, the Buffalo University Club, and the Lockport (N. Y.) Union and Sun. In the coming week he will deliver lectures for the Harrisburg (Pa.) Standard and the Johnstown (Pa.) Tribune.

He will spend several days in New York next week, after which he will resume his lectures, probably going to some of the Western cities.

ROOSEVELT TO ADDRESS CLUB

Former President to Be Principal Speaker at Correspondents' Dinner.

Col. Roosevelt will be the principal speaker at the annual dinner of the New York State Legislative Correspondents' Association to be held in Albany, March 28.

Miss Elizabeth M. King, of the New York Evening Post; P. B. Scott, Albany bureau, United Press, and Hans Portack, New York Staats-Zeitung, have been elected new members of the Association. Miss King is the first woman to be elected a member.

George R. Cozzens, of the Albany office of the Associated Press, has been elected secretary to succeed John D. Whish, resigned.

Editors Attend College

A short course for editors was opened this week at the University of Minnesota. The work is under the direction of the University department of publications and rural journalism. One of the features of the course is a news-writing contest. More than one hundred country editors are in attendance. Among the principal addresses scheduled are those of H. B. Wakefield, day city editor of the Minneapolis Tribune, on "News Writing"; M. O. Nelson, of the Minneapolis Journal, on "The Country Editor as a Community Leader"; Marion Leroy Burton, president of the University of Minnesota, and W. S. Kerr, of the Regina (Sask.) Leader, on "The War and the Press."

Want Government News Condensed

The New Hampshire Weekly Publishers' Association, which held its mid-winter meeting in Boston last Friday, adopted resolutions calling upon the Government to establish a publicity bureau which shall supply country newspapers with condensed Government publicity matter.

The division of news of the Committee on Public Information in Washington has a separate department which supplies news to country newspapers. This news is condensed to meet the space limitations of country newspapers. The department is in charge of a successful country publisher who knows the country newspaper business thoroughly.—Ed.

Fifty-Seven Men in Service

Fifty-seven employees of the Chicago Daily News are serving in the armed forces of the United States. Of these seven are from the editorial staff. Lieut. Gene Morgan, Newburn A. Browne, and Capt. E. E. Barclay are in the infantry; Leland S. Poole is in the aviation department; Stanley K. Fays is in the ordnance; P. J. J. McCarthy and Richard Thalm are in the navy. A special one-sheet newspaper is sent by the Daily News to its men in the service every week. It is headed: "Letters from Our Boys in the Army and Navy."

GEORGE T. BYE DOING GOOD WORK IN EUROPE

(Special to THE EDITOR AND PUBLISHER.)

LONDON, February 2.—"Round the Loop," by Bye, was a daily editorial feature column that the Chicago Evening Post used to print from the pen of George T. Bye. The copy was consistently so fresh and bright that readers frequently speculated on the likelihood of the column being a composite contribution representing the witticisms and humorous observations of the various members of the staff.

Bye has been at it again, seeing the war on the western front, this time with fresh eyes for the Reciprocal News



GEORGE T. BYE.

Service. The latter has been supplying his dispatches to its papers across the continent from the Atlantic to the Pacific, most of them in the Middle Western States. Bye not only has a fresh point of view, but a healthy eye for such real humor as is to be found in the trenches. He has just returned from another round of the French, British, and Belgian fronts, as well as to American headquarters.

Bye was a general reporter on the Chicago Tribune staff before joining the Chicago Evening Post. Before that he was on the Kansas City Star. He was born in Kansas City in 1887, and started a magazine, the Trident, there, as a lad, before becoming assistant editor of the Drover's Telegram at the age of seventeen.

While in Chicago, Bye started and edited for the Aero Club of Illinois the Aerial Age, now conducted by the Aero Club of America. He then went to New York to become editor of Motor Print and Motor Life, and remained in that position for three years, until the publication changed hands. He next became a copy reader on the New York Herald, and later with the Thanhouser-Pathé Picture Company's forces. Going to the Chamber of Commerce of the United States in Washington, Bye worked on the Nation's Business, which he now represents in London.

Thus this Kansas City boy has been living up to the high standard set by his predecessors among the number of newspaper men from his city who have attained national and international reputations for the best type of work.

Canada Bars Seattle Call

The Seattle Daily Call, Socialist newspaper, is on the new list of American publications barred from Canada.

PRESS ASSOCIATION ELECTS

Anglo-American Organization of Paris Names Officers for New Year.

Special Correspondence of THE EDITOR AND PUBLISHER.

PARIS, January 9.—The Anglo-American Press Association of Paris, the membership of which includes all the representatives of English and American newspapers having permanent correspondents in Paris, has just elected these officers for 1918: President, Elmer Roberts, Associated Press; vice-president, Laurence Jerrold, Daily Telegraph; treasurer, Gordon Knox, Morning Post; secretary, F. E. Grundy, Associated Press; executive committee, Wilbur Forrest, United Press; Milton Snyder, New York Sun; H. G. Wales, International News Service; A. Ker Bruce, Reuter Agency; A. Glarner, Exchange Telegraph Company; P. A. Goudie, Daily Mail; continental editor and ex-officio, George Adam, the London Times, and W. P. Simms, presidents in 1916, 1917.

May Stop Sunday Newspaper Work

VICTORIA, B. C., February 11. — The province of British Columbia is taking steps to enforce the Lord's Day act, and on Sunday morning last the police visited the office of the Victoria Colonist and took the names of all employees then at work, including the various editors, telegraph operators, reporters, and printers. The Colonist publishes an edition on Sunday morning, but does not publish on Monday morning. The Police Commissioners are to meet next week to consider what class of work should be permitted on Sunday, and the taking of the names of people working on Sunday was largely for purposes of information.

Havana Journalist Here

Señor François G. de Cisneros, a prominent Cuban author and journalist, has arrived in New York as resident correspondent for the two influential Havana newspapers, La Discusión and La Prensa. La Discusión is the leading conservative afternoon daily of Cuba, and its editor is Col. Manuel María Coronado, vice-president of the Cuban Senate and a frequent visitor to New York. Señor de Cisneros will continue his literary work, and likewise will be associated with the Republic of Cuba News Bureau, in the Woolworth Building.

Under New Ownership

The East St. Louis (Ill.) Daily Journal has been sold by James W. Kirk to A. T. Spivey for \$50,000 cash. Spivey is owner of the Spivey Printing Co., and of the East St. Louis Tribune, a weekly, and is president of the Southern Illinois Republic Editors Association. The new owner will be editor and manager of the Journal, taking charge at once. The purchase was made in the name of the U. G. Hinman of Springfield, Ill., and negotiations were conducted and closed by Fred T. White, business manager of the Springfield News-Record.

Annapolis Capital Sold

The Annapolis (Md.) Evening Capital has been sold by Mrs. Emma Abbott Gage, to a syndicate of Annapolis business and professional men.

Winson G. Gott, a lawyer, is president of the company; Eugene W. Iglehart, real estate broker, vice-president, and Philip Morgan, of Clenburnie, is the new business manager. It is understood that Mrs. Gage will continue to be associated with the paper.

What the War Moves Mean



J. W. T. MASON

"I consider the daily Mason war review in the United Press service to be a very valuable feature. It assembles all of the war news in a nut shell. Through his analysis and interpretation of the movements of the contending forces on the front and in the capitals he gives the busy reader a clear appreciation of what is going on and its significance."

—Martin H. Glynn, Former Governor of State of New York, Publisher, The Times-Union, Albany, N.Y.

Mason's great feature is carried daily by the United Press. It is a clear, crisp analysis of the war moves in Europe.

The United Press serves more afternoon papers than any other agency in the world

UNITED PRESS ASSOCIATIONS

GENERAL OFFICES

NEW YORK CITY

MAY APPOINT GLASS TO TRADE BOARD

Editor of Birmingham (Ala.) News Mentioned as Possible Successor to Commissioner Harris, Who Resigned to Make Senatorial Race.

(Special to THE EDITOR AND PUBLISHER.)
WASHINGTON, February 13. — The resignation of William J. Harris, chairman of the Federal Trade Commission, will in no way effect the hearings relating to news print paper now pending or any decision which the Federal Trade Commission will make regarding the price of print paper. Mr. Harris resigns to enter the Senatorial race in Georgia. Commissioner Colver has had complete charge of the print paper matter and the subject is entirely under his control. While no word has come from the White House as to a successor to Mr. Harris, it is not thought that it will be long before one is chosen. Frank P. Glass, of the Birmingham News, and C. P. J. Mooney have been spoken of as possible successors to Mr. Harris. Mr. Glass is one of the most prominent editors of the South, and was appointed by the Governor of Alabama, at the time of Senator Johnston's death, to fill the Senatorial vacancy in 1913-1914, but lacked one vote of being seated by the Senate on the question of the construction of the Senatorial election law. Newspaper men have made particularly good members of the Federal Trade Commission, Commissioners Colver and Murdock are held in the highest esteem by official Washington.

Since the organization of the Federal Trade Commission, in 1914, there have been three changes—George Rublee, appointed as an original member, failed by one vote of being confirmed by the Senate. Will H. Parry, an original member of the Commission, died an April 21 last, and Edward N. Hurley resigned to become chairman of the Shipping Board. The present membership of the Commission is Joseph E. Davies, William B. Colver, John F. Fort, and Victor Murdock.

The vacancy caused by Commissioner Harris will be filled by a Democrat, and most probably from the South.

New Daily for Fort Worth

A new afternoon paper, to be known as the Fort Worth (Tex.) Evening News, is soon to be established at Fort Worth, Tex. The first issue is to appear about March 15. The paper will be issued six days a week. George W. Armstrong, president of the Fort Worth Gas Company, will be president of the new company now being organized, and Garfield Crawford, well-known newspaper man, will be editor of the paper. Mr. Crawford formerly was on the staff of the Dallas Morning News, and resigned that position several years ago to establish a newspaper in Fort Worth, known as The Critic. The new paper will sell for a penny. Mr. Crawford is now organizing his staff.

Leaves for London

Thos H. Blacklock, Ottawa correspondent of the Montreal Gazette, left this week for London, England, where he will act as the English representative of the Gazette. Mr. Blacklock has been in the Parliamentary Press Gallery for the past four years, previous to that time being editor of the Regina (Sask.) Province. He is recognized as one of the best informed political writers in Canada.

JNO. F. D. AUE LEAVES DES MOINES TO RUN HIS OWN PAPER

JNO. F. D. AUE, the new publisher of the Fort Smith (Ark.) Times-Record, began his newspaper career in Alton, Ia., purchasing the Alton Democrat in 1910. He practically doubled that newspaper's business in five years. While editor of the Democrat, Mr. Aue was



JNO. F. D. AUE.

elected secretary of the Iowa Press Association and did remarkable work in organizing the Iowa publishers and in getting the organization on a good working basis. He resigned as secretary in 1915, when he went to the Des Moines Register and Tribune as assistant to Gardner Cowles, publisher. While on the Register and Tribune, Mr. Aue systematized the books of the concern so that Mr. Cowles has a production and cost figure on each of the three newspapers in practically all of their branches. From the Register and Tribune Mr. Aue went to the Fort Smith Times-Record. THE EDITOR AND PUBLISHER wishes for and predicts for him the fullest measure of success in his new field.

School of Journalism in China

The Chinese Y. M. C. A. Journalistic Association has been organized at Shanghai for the purpose of educating young Chinese in the newspaper publication business. This educational work is being conducted in connection with the evening School of Commerce of the Shanghai branch of the Chinese Y. M. C. A. Editors and advertising managers of Chinese newspapers, as well as Chinese advertising assistant connected with foreign industrial enterprises at Shanghai, are contributing their time as instructors to the class undertaking studies of this kind. An American is the chief instructor, says Thomas Sammons, Consul-General in Shanghai, in a report to the Department of Commerce.

Banquet for Employees

One hundred employees of the Detroit Times were recently the guests of the management at a farewell dinner to Mrs. E. H. McCormick, musical and dramatic critic, and R. W. Reading, business manager, both of whom have resigned. Mr. Reading has become associated with R. H. Grindley in the City and Suburban Homes Company, Detroit, and Mrs. McCormick has joined the editorial staff of the Detroit Free Press.

FRANK SIMONDS JOINS McCLURE SYNDICATE

Former Associate Editor of the New York Tribune Will Write War Editorials for McClure Clients—Will Write Five Each Week.

Frank H. Simonds, who resigned from the Tribune editorial staff last month, has joined the forces of the McClure Newspaper Syndicate. He will write exclusively on the war, an editorial for the Sunday papers, and four editorials besides each week, which will be put on the wires for the McClure customers.

Mr. Simonds gained a reputation as an authority on the war soon after the great conflict began, and before the United States entered it. His digests of the situation appeared first in the Evening Sun, after which he joined the Tribune. He has written a number of articles for magazines on the war, and is bringing out a history of it in four volumes.

Beckwith's Nephew Aboard Tuscania

Private William E. Evans, who was aboard the Tuscania when she was sunk by a German submarine, is a nephew of J. T. Beckwith, of the Beckwith Agency, Tribune Building. Evans, whose home is at Richmond, Va., is an actor. He was in Texas when war was declared, and volunteered for the Aviation Corps. "I realized for the first time," said Mr. Beckwith, "during the six days that we waited to hear from my nephew, who was among the survivors, that the war was very real."

Buffalo Club Names Officers

At the annual meeting of the Buffalo Press Club the following officers were elected: President, William G. Hippler; vice-president, Raymond J. McCarthy; treasurer, William Brereton; secretary Miles M. Goldberg; directors for two years, John B. Whiston, Frederick C. Turner; Gerald K. Rudolph, and Harvey W. White.

JACK LLOYD LEAVES THE NEW YORK GLOBE

J. G. LLOYD, better known as Jack Lloyd, who has been private secretary to Jason Rogers, publisher of the New York Globe, since February, 1911, has gone into business for himself in the stationery, printing, and office supply line. The name of his firm and its address is McDonough & Lloyd, 311 Ful-



JACK LLOYD.

ton Street, Brooklyn, N. Y. The Editor AND PUBLISHER extends every good wish to Mr. Lloyd and trusts he will enjoy every success in his new undertaking.

E. J. Burke in Pittsburgh

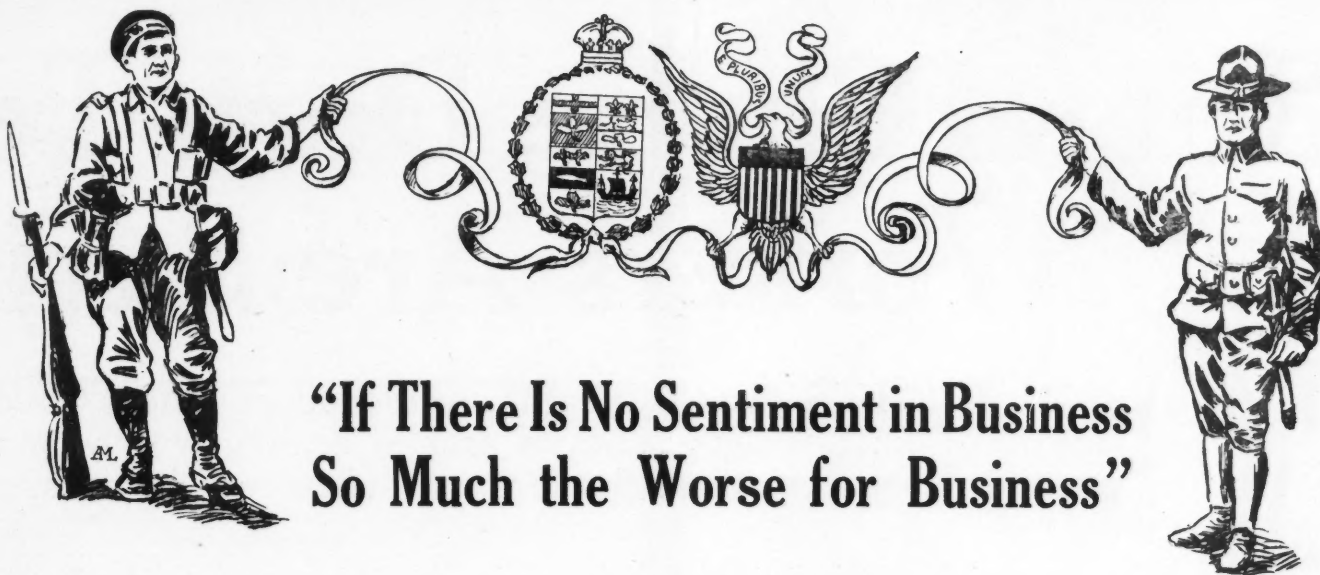
E. J. BURKE, of Knill-Burke, Inc., Western representatives of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph spent a few days in Pittsburgh last week, arranging the details regarding representing these newspapers.

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

- Q Permanent weekly industrial pages among non-regular advertisers.
- Q Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.
- Q High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint. —Entire supervision of news and mechanical ends given when requested.
- Q All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.

JOHN B. GALLAGHER COMPANY

Main Office, Ninth Floor, Dexter Building, Boston, Mass.
Branch Offices.—Room 403, United States Express Building, 2 Rector St., New York;—North American Building, Philadelphia;—Herald and Traveler Building, Boston;—506-8 Equitable Building, Baltimore;—Courier Journal Office Building, Louisville;—Times-Dispatch Building, Richmond;—Constitution Building, Atlanta;—Gazette Building, Worcester, Mass.



**“If There Is No Sentiment in Business
So Much the Worse for Business”**

Following the elections in Canada on Dec. 17th, 1917, which resulted in great victory for conscription and the “Win-the-War” policy of the Union Government, The New York “Globe” said:

“The free democracy of the United States salutes with admiration the free democracy of Canada. Across our border dwell a people at once pacific and heroic. Such a people and the Government they create to execute their will we can trust. We need no forts to guard the frontier. We dwell at peace with a good neighbor whose essential purposes are our own.”

The new solidarity of the North American Continent, the unity of ideals and aspirations of the United States and Canada have already found their reflex in more intimate trade relations.

What the war has begun peace will establish. From the Gulf of Mexico to Hudson’s Bay there will be a homogeneous community and trade will follow its natural course, North and South.

The Manufacturers of the United States should start now to cultivate the acquaintance of those who will inevitably be their friends and customers in the future.

Advertising in Canada’s leading dailies offers the path of least resistance to the “cultivator.”

Ask the Manager of any of the papers listed on this page for information about Canada.

PROVINCE OF ONTARIO			
Population 2,523,271			
	Circulation	Lines	
	Net Paid	2,500	= 10,000
Brantford Courier (E).....	4,892	.015	.008571
Galt Reporter	4,000	.0128	.01
Guelph Mercury	3,471	.0128	.0085
Hamilton Spectator (E)	29,157	.0550	.05
Hamilton Herald (E)	18,479	.04	.0350
Kingston British Whig (E)....	5,633	.0150	.01
London Advertiser (M N & E)...	41,657	.06	.05
Net paid circulation for week ending Feb. 2, 1918.			
London Free Press (M N & E)...	42,861	.05	.01
Peterborough Examiner (E)	4,900	.0131	.01
Sarnia Observer	2,600	.0125	.01
Stratford Herald	3,303	.01	.0071
St. Thomas Times (E).....	6,559	.0125	.01
St. Catharines Standard (E)....	8,000	.025	.015
Toronto Globe (M)	90,145	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	91,270	.1050	.0850
Toronto Star (S)	56,716	.0650	.0550
Toronto World (M)	43,136	.095	.06
Toronto World (S)	90,767	.11	.08
Windsor Record (E)	10,000	.025	.02
PROVINCE OF QUEBEC			
Population 2,002,731—English 397,392			
French 1,605,339			
Montreal Gazette (M) (2c-\$6 yr.)	31,907	.0725	.06
Montreal La Patrie (E).....	35,827	.06	.045
Montreal La Press (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,337	.05	.04
Montreal Star (E)	113,878	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,579	.03	.0250

Rheta Childe Dorr Tells Workers Are Saving

THE EVENING MAIL'S remarkable war correspondent, Rheta Childe Dorr, has just sent over from London a series of articles dealing with woman's part in carrying Great Britain safely through the war. These will be released beginning next week.

With that penetrating insight which distinguished her series describing revolutionary Russia, she tells how England's women workers are helping the government keep the lid on a labor situation which has at times had decidedly menacing aspects.

These new articles by Mrs. Dorr are entirely unlike any that have been sent over by men correspondents. They do not concern themselves with surface politics so much as with the deeper human problems of holding a nation together in war-time.

Always an ardent champion of women, Mrs. Dorr sees in the work of the loyal, valiant, patient, earnest womanhood of England a vindication of all that has been claimed for woman's staunchness and dependability in time of stress.

Some of the high spots in Mrs. Dorr's articles:

1. **England has its own Bolsheviki, more clamorous and conspicuous than dangerous.**
2. **Labor leaders oppose government's man-power bill, designed to augment armies, and strike is threatened to defeat it.**
3. **Women stand behind the government steadfastly and without quibbling for minor advantages, furnishing the labor needed to supply the munitions that will crush the German offensive.**
4. **Labor leaders insist that women must step out when war is over, but will they?**

Mrs. Dorr describes her visit to a munitions factory in Scotland, where even the police and fire fighters are women. She tells of an interview with Lloyd George, and describes an air-raid and the effects of these raids upon the children.

She tells how the little ones are smitten with a form of epilepsy as a result of fear of the German marauders.

She describes the faithfulness of women and girl munition workers, who stick to their posts, even after being injured by explosions and other accidents.

She tells how women have been given war medals for their loyalty to dangerous tasks, and how they have sacrificed their good looks to the ruinous effects of acids and gases, that England's fighting men may not be deprived of war material.

The opening articles will be followed by others from France, where Mrs. Dorr will continue her work. It may be expected that her stories will grow in interest as she gets nearer the actual zone of fighting.

This great series of war articles is available to newspapers in other cities, and orders are now being booked by The Evening Mail Syndicate, to which inquiries should be addressed by wire.

Mrs. Dorr is one of the greatest reporters that the war has produced. Her new series, as it unfolds, will prove as illuminating and graphically interesting as her unexcelled story of New Russia.

THE EVENING MAIL

New York

How Women War England

“Rheta Childe Dorr’s newspaper series, dealing at first hand with conditions in Revolutionary Russia, will stand as one of the remarkable enterprises of the great war, and one of the greatest journalistic accomplishments of all times.”



MAIL SERVICE FOR NEWSPAPERS POORER THAN EVER BEFORE

Millions of Mail Subscribers Hit Hard by Irregular and Un-dependable Deliveries—Conditions About the Same in All Sections of Country.

SCORES of circulation managers, representing every section of the country, have recently written to THE EDITOR AND PUBLISHER citing their experiences with the Post Office Department. In these letters—a further instalment of which are presented herewith—there has been found no note of petty fault-finding, or a disposition to place the interests of newspapers ahead of all other Government concerns.

The circulation managers, however, do feel that the deterioration of the second-class mail service has become a menace, not merely to newspapers, but to the interests of the Government, and that the restoration of the mail service to its usual efficiency may be accomplished without endangering the carrying forward of necessary war tasks.

Daily Newspaper a "Perishable" Commodity

Daily newspapers are almost, if not quite, at the head of the list of "perishable" commodities. To delay their delivery to mail subscribers for several days is to annul their value, and to afford to the subscriber a just claim for a return of his money. A little additional expense for labor, especially in the Railway Mail Division, should go far toward correcting present shortcomings.

Here are some of the conditions which circulation managers encounter:

F. K. Wilson, circulation manager, the Baltimore News:

"We have received more complaints about mail service during the past six months than we have received during the previous six years. Both single-wraps and newsdealers' packages have arrived hours late; sometimes a day late, and sometimes not at all, causing subscribers to get disgusted and cancel their subscriptions.

"We sent a few of the complaints to the Post Office for investigation, but do not give them all, as we have found that service is still poor, even after complaints have been made.

"We realize, of course, that the railroad situation and the labor situation are causing the trouble, but this does not alter the fact that service is bad."

O. O. Scattergood, manager country circulation, Chicago American:

"The Postal Service has been very, very bad for the past month or six weeks. We are now rapidly approaching a point where we are willing to throw up our hands.

"Investigations on the part of the Postal Service have become very perfunctory, and the sum and substance of their conclusions can, as a rule, be very easily arrived at by this office without our going through the preliminary of requesting an investigation, the excuse offered invariably being: 'Short of help on account of the war.'"

J. L. Boeshans, circulation manager, Montgomery Advertiser:

"It is almost impossible to get the papers home on any sort of scheduled time. I have gotten up a form letter which I am sending to subscribers who complain; this letter tells the subscribers to make complaint through the Third Assistant Postmaster-General in Washington.

"If all papers would refer subscribers to Washington they would pay more attention to second-class mail."

L. Crozier, circulation manager, Chattanooga News:

"I have several letters on my desk now. One complains that he received four papers after a delay of four days. One two papers in a week and another

has failed to receive his paper for several days.

"This is not all caused by trains being delayed, for one subscriber who receives mail on a route from this city complains of receiving papers in bunches of two and three after missing several days."

M. Levy, circulation manager, Cincinnati Post:

"We have had considerable trouble with newspapers that we have been sending by mail. We attribute same to two reasons: The heavy volume of mail going forward daily to men in service, and also mail connected with war movements in general, the curtailment of railroad service and possibly also due to inclement weather, which we have been experiencing, at least in this part of the country.

"We feel that there should be some relief from the present service which is not nearly up to the standard."

Charles M. Schofield, circulation manager, Worcester Gazette:

"Every year a number of Worcester people go to the South for the winter and have their Gazette follow them, and they write to us saying that the paper reaches them a week or more after publication. We send their communications to the Postmaster in Worcester and about a month after we receive a report that the paper is being received promptly. This perfect service will continue for about a week and then go back to the poor delivery again. We have written each one of our subscribers in the South stating that we have no control over the Postoffice Department and cannot do very much to improve the delivery."

W. L. Dunstan, circulation manager, Birmingham News:

"The only serious complaints we have had about delivery at military camps in this section is at Camp McClellan, Anniston, Ala.

"Our subscribers at Camp McClellan, Anniston, Ala., have papers whenever it happens so, and I have been compelled to bring the matter to the attention of the Post Office Department, Washington, D. C. Three days thereafter the paper especially complained of began being delivered promptly and properly to our subscriber every day, and so continued for length of subscription.

Edwin L. Simpkins, circulation manager, San Jose Mercury-Herald:

"Our greatest trouble has been in having papers arrive a day late; very often two reaching the subscriber on the same day, showing clearly that the paper missed connections one day and caught them on the day following.

"As a result of talks I have had with our postmaster, his assistant, and superintendent, I have found some cases where the train service had been changed so that connections were very poor; for instance: The papers going to a certain section in the northern part of the State have to be changed from a local train to a northbound train at Oakland Pier. There is actually four minutes to make the change (if the local train is on time). If this local train is late, our papers have to lay over in Oakland until a late afternoon connection, and our subscribers get their papers on the day following publication.

"We have had complaints from San Francisco (forty-six miles distant) that our papers do not arrive until the day after publication. We have these papers tied in a club bundle and delivered in local post office at 4 A. M. The dispatch leaves at 4:30, and train arrives in San Francisco at 6:25 A. M. This is a terminus, and the papers cannot be carried by. This would seem to indicate poor service in the San Francisco post office.

"My own personal opinion is that our poor service is occasioned by badly scheduled trains; by trains being taken off entirely, and by the policy of the present Administration of trying to economize in the Postal Department, which has resulted in a shortage of help."

MANY PROTEST ZONE SYSTEM

Petitions Against Amendment from Civic Bodies Flood House and Senate.

WASHINGTON, February 13.—Daily large numbers of petitions are received by members of the House and the Senate protesting against the periodical amendment as contained in the recently enacted War Revenue act.

The petitioners protest against the zone system for periodical postage, which, of course, includes the increased second-class postal rates on newspapers.

Petitions were received in one day protesting against this amendment from the Merchants', Manufacturers', and Employees' Association, the Maryland State Federation of Woman's Clubs, the Fortnightly Club of Sharon, Mass.; the Entre Nous Club of Longmont, Col.; the Community Association of Crawfordsville, Ind.; the Woman's Club of Lake Placid, N. Y., and many others.

EXPLAINS POOR MAIL SERVICE

Head of Railway Clerks Says Too Much Economy Has Been Practiced.

WASHINGTON, February 13.—Slow and inefficient postal service, E. J. Ryan, president of the Railway Mail Clerks' Organization, to-day told the Senate Postal Committee, has been the result of reducing the number of mail clerks on trains, in accordance with the Post Office Department's economy programme. He urged the committee to favor increasing salaries of railway mail clerks.

Ryan told of practices by the department which Senator Weeks characterized as "reprehensible" and "evasion of the law."

Leaves Associated Artists

The Associated Artists of Philadelphia announce the withdrawal of Charles R. Paul. The personnel of the organization remains otherwise unchanged.

Philadelphia

Is

a

Morning

Newspaper

City

Invaluable In Every Newspaper Office

The New York Times Index *A Reference Work For All Newspaper Men*

at a Greatly Reduced Price

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The most comprehensive compendium of up-to-date information.

"The Times Index" was originally compiled for use in the office of The New York Times, as a ready reference. It was later published, in limited editions, and sold to other newspaper publishers, in answer to numerous requests.



For five years The Times Index has been issued quarterly, and sold at \$2.00 a volume. During that time there has been an ever increasing demand for these books, and recognition of their usefulness has increased as their fame has spread.

The price for the set complete, including the four volumes of 1918, (which are yet to be issued) is \$48.00 and there is no newspaper man's help for which \$48.00 can be spent so advantageously by the editorial department of any newspaper.

We have obtained a limited number of sets of this great work and are able to offer them to our subscribers at a saving of over one-third, or \$30.00 for the entire set, including the numbers to be issued in 1918.

This is the first time it has been possible to obtain these books at less than list price, and this offering is good only so long as the present supply lasts.

Every newspaper office, every editor should have these books. They are unequalled time savers.

While "The Times Index" deals, primarily, with the news as published in The New York Times, that news for the most part was published on the same day, or the day following, in practically all the newspapers in the country, and the dates given are good for your own newspaper, just as they are good for The New York Times.

It is the master key to all newspapers, giving a skeletonized account of important news matters, and forming a guide whereby you can quickly turn to the files of any newspaper and get full details.

Fill out the attached coupon and send it AT ONCE. We will ship the full set, to date, together with the four 1918 volumes as they come from the press.

It will be necessary to withdraw this offer as soon as the limited supply now on hand is exhausted. It is therefore very necessary for you to act promptly to avoid disappointment. This is one of those opportunities that come at long intervals.

The Editor and Publisher

Suite 1117, World Building

63 Park Row

New York City

EDITOR AND PUBLISHER

1117 World Bldg., New York

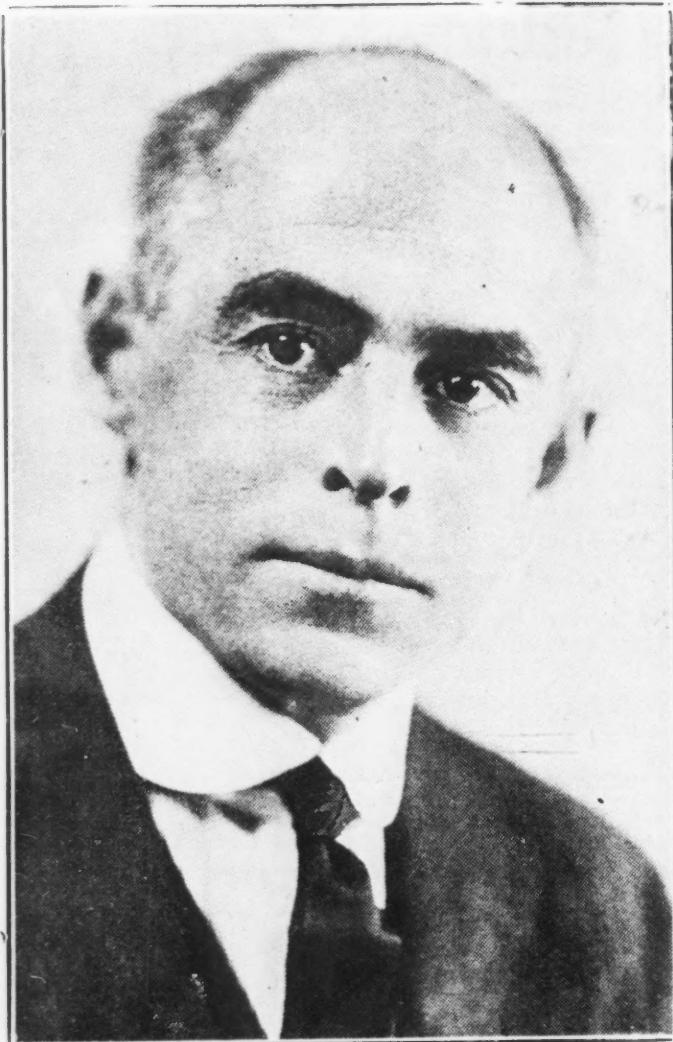
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FRANK H. SIMONDS' WAR EDITORIALS NOW AMONG THE ST

The Most Authoritative, Brilliant and Masterly Present



FRANK H. SIMONDS

situation with LLOYD GEORGE, Sir Henry Rawlinson, General Horne and Sir William Robertson.

Among the famous Frenchmen with whom Mr. Simonds discussed war problems were Georges Clemenceau, Premier of France; Monsieur Briand, former Premier of France; and Monsieur Albert Thomas, Minister of Munitions. Everywhere he was received with the greatest cordiality by military men, to whom he was known for the accuracy and insight of his war writings.

The service consists of a weekly 3,000 word article with three column map on the latest war developments, sent by mail, and from one to four editorials each week for the regular daily editorial page as important war news demands—sent by wire.

The Entire Service for Immediate Release

THE McCLURE NEWSPAPER SYNDICATE

Some of the reasons why Mr. Simonds is the leading American writer of editorials on the world-war.

While at Harvard, where he specialized in historical and military subjects, Frank H. Simonds prophesied war with Spain to be inevitable, weeks before McKinley declared war. He went with the Sixth Massachusetts Regiment to the scene of action.

After leaving college, he came to New York and did splendid work on the Tribune and later on the New York Sun. He familiarized himself with European politics, making many trips to the other side, being fortunate enough to be in Athens when one of the Balkan wars broke out.

When the cloud preceding the present war first settled over Europe, Mr. Simonds wrote THE FIRST EDITORIAL ON THE WAR PUBLISHED IN THE UNITED STATES. It appeared in the Evening Sun, July 25, 1914. It boldly stated that there had been a challenge of Germany to Russia, of the Triple Alliance to the Triple Entente. Conditions developed so exactly in the manner prophesied by Mr. Simonds that the Morning Sun of July 26, instead of commenting on the situation, merely reprinted Mr. Simonds' editorial of the day before.

From that time on Frank H. Simonds has been THE MOST QUOTED AMERICAN IN EUROPE. He has published four volumes on different phases of the war.

The battle of Verdun began on February 21, 1916, and Mr. Simonds sailed for France on February 26. He visited the battlefields of Lorraine and the Marne. Out of recognition of the merit of his writings, which had been translated into French, the President of France personally arranged for Mr. Simonds to go to the front with officers and two official automobiles. At Verdun, Mr. Simonds was in danger all the time, but he got first-hand knowledge of actual fighting.

In December, 1916, he set sail for Europe again, having been invited by British officials to view the English Army at close range. He lunched with Sir Douglas Haig on the day following the taking of Grandcourt. He talked about the war

THE STAR FEATURES OF THE McCLURE NEWSPAPER SYNDICATE

Representation of the War Now Appearing in the Newspapers

Within Three Days

of securing the syndicate rights of Frank H. Simonds' newspaper editorials,
The McClure Newspaper Syndicate received telegrams from
the following papers closing their territories

- | | |
|-----------------------|--------------------------|
| Boston Herald | Pittsburgh Gazette Times |
| Philadelphia Inquirer | St. Louis Post Dispatch |
| Milwaukee Journal | Cleveland Leader |
| Hartford Courant | St. Paul Pioneer Press |
| Syracuse Herald | Cincinnati Times Star |
| Indianapolis News | Atlanta Constitution |
| Columbus Dispatch | Sioux City Tribune |
| Springfield Union | Dayton Journal |
| Toronto Star | Memphis News Scimitar |
| Louisville Post | Charleston News Courier |
| Davenport Daily Times | Toledo Times |
| Norfolk Ledger | London Advertiser |
| New Orleans States | Birmingham News |
| Rochester Herald | Lincoln Star |
| Detroit Free Press | Portland Journal |
| Des Moines Capital | San Francisco Chronicle |
| Washington Star | Houston Post |
| Montreal Star | Kansas City Star |
| Buffalo Courier | Baltimore News |
| Omaha World Herald | Saskatoon Phoenix |

By the time this announcement appears considerable more territory undoubtedly will be closed

WIRE NOW

and you will receive full particulars if your territory is open

Simonds' War Editorials

are written by an American, from an American viewpoint, and do not have to pass the Censor. They will become more valuable to American readers each week as more and more American boys reach the front

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PUBLISHERS OPPOSE RATE INCREASE

W. J. Pattison Suggests Improvements in Service of Audit Bureau of Circulations—Thinks Present System Involves Too Great Expense.

BY W. J. PATTISON.
General Manager, the Scranton Republican.

I am voting "no" on the mail vote for rate equalization. I do not believe that the service which has been rendered by the A. B. C. down to date justifies any request for an increase in dues from the newspaper members at this time. Certainly, the experiences of the Scranton Republican would not demonstrate that it did, and upon discussing the matter with many newspaper publisher members of the A. B. C. I find that their experience has been very much the same as ours.

Last year the audit of The Republican for the year ending September 30, 1916, was not completed and the report delivered to us for publication until the latter part of June, 1917, practically nine months after the completion of the year which was audited. Our experience this year cannot possibly be any better than it was a year ago, for the reason that as yet no one has appeared to make an audit; and, as a matter of fact, a year ago they had by this time practically completed the audit in so far as the work in this office was concerned. An audit which is released for publication and circulation nine months after the expiration of the year covered by the audit is of very little, if any, value to the newspaper, the advertiser, or the advertising agent.

Further, it is pretty generally admitted that those who are receiving the very greatest benefit and results from the Audit Bureau are the large advertisers and advertising agencies. Should it appear, therefore, that it was absolutely necessary to increase the income of the association by raising due, I am firmly of the opinion that the first to be assessed should be the advertisers and advertising agents.

As I regard it, the bad service which is being rendered in the matter of audits, etc., is largely due to the system which the Audit Bureau employs in making the audits. They waste entirely too much time over little, petty, technical matters that do not materially change the final result one way or the other; the only thing which they do accomplish is to create an annoyance and friction between the newspaper and the auditing department.

FAVORS SURPRISE AUDITS.

I am strongly of the opinion that the system of auditing which is now employed should be changed so as to permit the auditor of the A. B. C. to certify to the correctness of the publisher's semi-annual statements, and that instead of endeavoring to make an audit regularly once a year, they should have no fixed time for making their audit. In other words, it should be done very much on the same basis as the bank examiners do with the banks. They should come in unexpectedly and without any advance notice and check up the semi-annual statements from the records in the office of the newspaper. If this were done once in eighteen months or two years, it would be sufficient to keep a check on the newspaper members and to prevent any possible dishonesty on the part of the management of any newspaper. This method would distribute the work of auditing over a very much longer period and

JOINS G. LOGAN PAYNE COMPANY



CHARLES E. MATSON.

Charles E. Matson, who was formerly a gunner on the John D. Archibald, which was torpedoed and sunk, and who was honorably discharged last December, has joined the New York office of the G. Logan Payne Co., special newspaper representatives.

would also simplify it. And in my opinion it would do away with the need for any additional accountants. Most all newspaper publishers who have had any experience whatever with the A. B. C. testify to the fact that there is entirely too much time wasted over technical points, which are unimportant and do not materially change the result of the audit.

On page 16 of the January 29th A. B. C. Bulletin, examples of cost of auditing are cited by the chief auditor. The statement is made that the figures of cost which are quoted do not include the cost of duplicating, printing, and mailing of publishers' statements, and auditors' reports, nor do they include such statements and reports as are mailed to advertiser and advertising agent members of the Bureau. I am at a loss to understand why the cost of this work was not included. I believe the Advertising Bureau is too liberal in the number of copies of each statement and audit which it allows to members. I think this number could be reduced by about half, and that all over and above that quantity the members should be expected to pay a fair price for. Just how many copies of these statements are being sent to the large agencies and advertisers, I do not know but I do know that we have been getting in the neighborhood of ten or twelve of each statement.

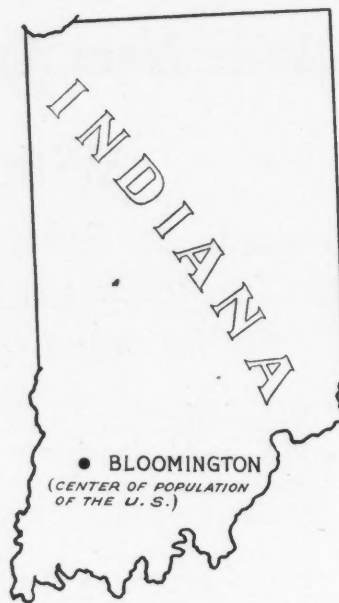
There certainly must be many such items that enter into the cost of running the bureau which could be changed about so as to reduce the cost of running it very considerably, and until steps to bring about such a reduction in operating cost have been taken, I see no reason why the members, in the face of the poor service which is being rendered, should be asked to pay more for it.

Circulator Makes Change

L. A. Vance, for a number of years with the circulation department of the Cincinnati Commercial Tribune, has joined the circulation department of the Indianapolis News.

In the Center of All the People

is



INDIANA

And this great state is in the center of all things as well. It is traversed by every one of the great transcontinental railroad lines. It has excellent ports on Lake Michigan, and "On the Banks of the Wabash" and the Ohio there is unexcelled river transportation.

Its metropolis and capital city is the second largest railroad center in the United States, and besides the enormous steam railroad mileage there are over 2,000 miles of electric roads. And did you ask about wealth? There is over \$5,000,000,000 of taxable wealth in the state. The value of manufactured products, nearly \$900,000,000 a year. Crop value \$285,384,000. Automobiles, 192,195—or 1 to every 14 of the population. And so on—there is not space to enumerate all the tangible assets here.

But after all it is the people who count. Here is Indiana are 2,826,154 of them in the center of all the rest in the country. They are comfortably settled—75 to the square mile. They are up to date American people, too—only 5½ per cent. foreign born and less than one-half the number of illiterates the rest of the country has.

In the home of the vice-presidents, the poets and the authors, of steel mills, railroads and farm lands, Indiana newspapers have a rare value and reach a wonderful clientele.

Here are the best of them

And there are none better than these

IN INDIANA

	Circulation	5,000-line rate
Indianapolis News (E)	117,403	.14
Indianapolis Star (M)	88,475	.11
Indianapolis Star (S)	102,329	.14
Terre Haute Star (M)	26,003	.04
Terre Haute Star (S)	19,033	.04
Terre Haute Tribune (M)	23,533	.035
Terre Haute Tribune (S)	19,807	.035
Evansville Courier (M)	19,660	.035
Evansville Courier (S)	15,709	.035
Richmond Palladium (E)	9,949	.025
Richmond Item (M)	7,017	.0175
Muncie Star (M)	24,052	.05
Muncie Star (S)	14,160	.05
Muncie Press (E)	8,951	.01786
Anderson Herald (M)	5,427	.0125
Anderson Bulletin (E)	5,992	.01857
Marion Leader (M)	8,140	.0215
Vincennes Capital (E)	3,375	.01071
Lafayette Courier (E)	7,147	.015
Lafayette Journal (M)	10,041	.02143
South Bend Tribune (E)	16,935	.03
Fort Wayne Journal-Gazette.. (M)	27,558	.04
Fort Wayne Journal-Gazette.. (S)	23,000	.04

ROGERS COMMENDS THE A. B. C. SERVICE

Man Who Formulated Plan of Bureau Defends Rate-Increase—Says Membership Cost Is Trifling When Benefits Are Considered.

By JASON ROGERS.
Publisher, The New York Globe.

The A. B. C. has done more to establish a higher appreciation of a thousand net paid circulation than any instrumentality ever devised. The service it has rendered has been worth many times what it has cost any newspaper or other medium. It has successfully eliminated the old-style circulation liar.

Until the A. B. C. became effective it was estimated that any general purchase of advertising space involved a loss of from 10 to 25 per cent. through misrepresentation and erroneous circulation statements. A. B. C. audits and uniform methods of circulation accounting have made the buying of advertising space in A. B. C. newspapers like the purchase of any other commodity.

I personally formulated the scheme upon which the A. B. C. was organized, and purposely left the control of affairs in the hands of the advertisers, the same as it had been in the old A. A. A. The board of control was purposely left dominated by the advertisers, and has ever been ready to listen to suggestions from any class of members.

The chief criticism of the old A. A. A. was that their audits only reached a limited number of advertisers—about eighty in all. Through the admission of advertising agents to membership in the A. B. C. its audits now reach practically every worth-while buyer of space in the United States, if not the whole world.

AGENTS SHOULD PAY MORE.

I believe that advertising agent members should be called upon to pay a higher tariff than individual advertising members. Agents represent collective purchasers and should pay much more. They could easily distribute the item among their customers, who, through the agency membership, would then be getting the service much cheaper than they would if they joined individually.

I have no sympathy for the publisher member who complains regarding expense for the service. The advertiser finally pays for all service rendered to him by either medium or agent. If A. B. C. membership cost the New York Globe \$1,000 a year, instead of \$624, as it does, it would mean less than 1-50 of a cent per line.

Such a trifling item of expense as A. B. C. membership costs any newspaper so little as to be easily offset by an infinitesimal adjustment of advertising rate, and should be welcomed by every honest publisher. I say this without any spirit of reflection upon the general good faith of newspaper publishers.

Even our national banks are audited or examined five times a year. Bankers do not resent such intrusion of the sanctity of their households, so to speak, but use the figures for advertising purposes, just the same as we now can use any part of the first page of the reports to the A. B. C. or their audits. If the newspapers controlled the A. B. C. the reports would be worth no more than bank statements not subjected to governmental inspection.

A. B. C. NOT PERFECT.

The A. B. C. is by no means perfect. It is improving every year, which is all any reasonable man can ask of any-

thing. In the organization of the A. B. C. I made a vigorous fight for a purely nominal membership fee for the smaller newspapers—\$26 a year, and even now am opposed to making the thing burdensome to them. Membership should be made as attractive as possible, but all hands must be rigidly compelled to play the game according to sane regulations.

Petty criticism regarding minor details of various audits, most generally representing local jealousies, should have about as much influence in molding opinion regarding the broad purposes of the A. B. C. as a man's politics regarding his ability to effectively carry on any big business enterprise.

MORE TIME FOR TAX RETURNS

Internal Revenue Commissioner Fixes April 1 Date When Forms Are Due.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 13.—Publishers, corporation heads, and business men generally, have expressed relief at the ruling by the Commissioner of Internal Revenue extending the time for filing income tax and excess profits tax returns from March 1 to April 1. For several weeks past the Bureau of Internal Revenue has been besieged by representatives of banks who were eager to procure the necessary blanks and begin the task of filling them in. All the various blanks should have been ready by January 1, as it was the intent of the law to allow two months in which to fill them in.

It was not until late in January, however, that the first form—1040-A—was available, and several days later form 1040 was distributed. Both of these forms were for individual incomes. Forms for corporation income tax returns have just been made available, and these will have to be supplemented by most corporations with special forms for reporting excess profits taxes, one for corporations, one for partnerships, and one for individual businesses. These will be available the latter part of the present week, it is stated at the Treasury.

COMPLAINS AGAINST SHUBERTS

Alexander Troup, New Haven Publisher, Charges Violation of Fuel Order.

Alexander Troup, jr., publisher of the New Haven Union, filed a complaint this week in New Haven, charging the Messrs. Jacob J. and Lee S. Shubert, the big New York theatrical producers, and their New Haven manager, E. D. Eldridge, with violation of the Garfield fuel order.

Messrs. Shubert and Eldridge gave bail each in the sum of a thousand dollars for appearance February 13, the date set for trial of the case. The particular violation of the fuel order was cited as occurring on Tuesday, February 5, when the theatre was supposed to have been closed.

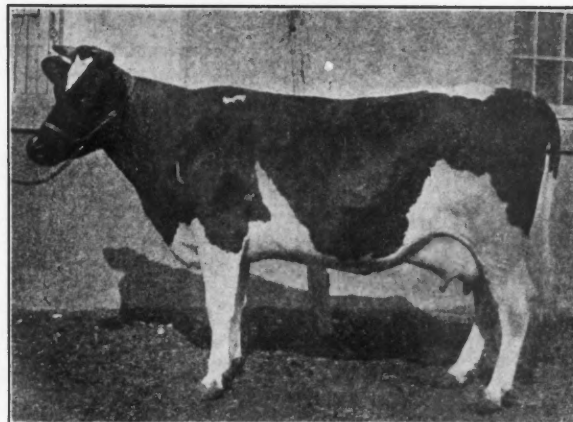
In a long interview with a reporter for the Journal-Courier, the Shubert manager charged that the action of Mr. Troup was "the result of pique and spite because we have not and will not recognize his paper as an advertising medium."

The Shuberts have been trying out in New Haven the New York Winter Garden show.

Joins Martins Ferry Times

William H. Hershey, of Columbus, O., has been named assistant advertising manager of the Martins Ferry (O.) Times.

Here's a Peach of a Lady



from

WISCONSIN

She, and some 2,000,000 of her sisters and her cousins and her aunts make the dairy products of Wisconsin alone worth nearly one-fourth of those of all the United States. *Some lady*—we'll say so!

But there are others besides her that make Wisconsin a fine place in which to advertise and sell your goods—fine, because Wisconsin people have the money to buy the best.

In mines, timber, quarries, manufacture, agriculture and fishing, too, Wisconsin is one of the greatest and most prosperous states. A larger percentage of Wisconsin farmers own their farms than do the farmers of any other big state, and in Wisconsin *there are over twice as many silos* as in any other state in the union.

That means a solid, lasting, prosperous class of people—people who have the money to buy—people who read. And they read the best newspapers published anywhere—the newspapers of Wisconsin.

And here's a list of the Cream of the Wisconsin newspapers.

Better use Them.

	Circulation	Rate for 5,000 lines
Beloit News (E).....	* 6,000	.02
Eau Claire Leader-Telegram (M&E&S) ..*	† 8,282	.027
Fond du Lac Commonwealth (E).....	**5,540	.0143
Green Bay Press Gazette (E).....	* 9,264	.02
Janesville Gazette (E).....	**7,791	.0214
La Crosse Tribune-Leader Press (E & S)†	† 14,324	.025
Madison, Wisconsin, State Journal (E)...	* 13,385	.08
Madison, Wisconsin, State Journal (S)...	* 10,199	.08
Milwaukee Evening Wisconsin (E).....	**34,499	.06
Milwaukee Journal (E).....	**114,338	.14
Milwaukee Journal (S).....	102,716	.14
Milwaukee Leader (E).....	* 36,843	.07
Milwaukee Sentinel (M&E).....	* 49,665	.08
Milwaukee Sentinel (S).....	* 51,677	.11
Oshkosh Northwestern (E).....	†13,378	.03
Racine Journal News (E).....	**7,643	.02143
Racine Times-Call (E).....	**6,222	.0150
Sheboygan Press (E).....	**5,714	.0143
Superior Telegram (E).....	14,539	.08

* A. B. C. Statement April, 1917.

** A. B. C. Statement October, 1917.

† Commercial survey of city sent on request.

A

NEWSPAPER ADVERTISING USED TO SOLVE FOOD SHORTAGE PROBLEM

Scheme to Eliminate Middleman by Sending Food Supplies Through the Mails, Inaugurated by New York Evening Telegram, Offers Fine Suggestion to Ad Managers.

By W. W. FRAZIER,

M. C. Watson, Inc., Newspaper Representatives.

C. A. TOWNLEY, of the Non-Partisan League of North Dakota, during a talk at Cooper Union, New York, some weeks ago, made the statement that out of the \$29,000,000,000 which the consumers of the United States pay in one year for products from the farm, the farmers get only \$9,000,000,000. The purpose of the Non-Partisan League and Mr. Townley is to find a closer connecting link, to bring about a closer relationship, between the farmer (the producer), and the general buying public (the consumer), at the expense of the middleman and his large profits.

In these days of exorbitant food prices, with consequent hardships among the poor and medium classes, it is very evident that this is one of the most serious problems confronting us. The farmer claims that he is receiving anything but a just return for his products—figuring the labor and time expended—and blames conditions on the middleman. The middleman passes it on to the retailer and farmer; the retailer says, "Blame it on the war," and the consumer goes on paying rapidly increasing household bills—hoping in the meantime that the Government will find some effective means of lowering the "high cost of living."

Solution to Problem Means Saving to Producer and Consumer

It is a large problem to solve, but it seems only logical to presume that if the consumer can buy his average staple food direct from the farmer, at a saving in cost to him, while the farmer receives a larger profit on his production, it benefits both the producer and consumer at the expense of the middleman.

There is no possible manner in which the Non-Partisan League of North Dakota, or the farmers in any other locality, can reach the consumer direct without the use of the daily press—the newspapers of the country. They have the advantages of localism, dailyism, and many other isms, while at the same time they reach the buying public, of all classes, better and more effectively than any other method they could employ.

This being the case, and taking it for granted that the newspapers must be the medium, *how* is the result to be accomplished?

There are two ways which I have in mind. One is a rather complicated system entailing a vast amount of detail, time, and organization, while the second is a quicker, more direct method—although probably not as satisfactory in the long run.

CO-OPERATIVE-STORE PLAN.

The first idea is the coöperative store plan; large stores and warehouses which could be operated either by the farmer, the buying public, or the local city government; prices to be governed by cost price plus a small profit to cover operating expenses, transportation charges, etc.

The second plan, however, is one of immediate possibilities, and can be tried at a very nominal cost to the farmer. It has its limitations, and only such staple articles as potatoes, carrots, beets, turnips, onions, cabbages, beans, fruit, eggs, honey, etc., which can be shipped conveniently by parcel post and express, are possibilities.

The plan is for the newspapers to get in touch with the farmers in their locality, and advise them that they are starting a column or two of display advertising under a special heading, such as "Farm to Consumer," "Country Produce," "Buy at Farm Prices," etc. The newspaper can further interest the farmer by stating that they intend to run a sufficient amount of publicity in their news columns to interest their

readers. The parcel post has opened up wonderful possibilities for shipping such produce, and the circulation of most newspapers is confined sufficiently local for the farmers to cover the transportation charges in the advertised price, so as not to confuse the buyer.

USE CLASSIFIED COLUMNS.

If it seems to the individual newspaper, however, that they cannot interest the farmer to the extent of display advertising, it can be tried in the classified columns, under one of the headings previously mentioned, at the regular classified rate.

There is money in the plan for the newspapers as well as the farmer, a square deal for the consumer, and it will help to solve a big problem. The buying public never was so interested in the food problem, and its various angles—its conservation, prices, etc.—as it is at present. The farmer receives the hard, cold cash in his hand before shipping, and he can get fancy prices on some of his products (eggs, for instance), providing they are absolutely fresh.

This idea is not merely a suggestion either; it is a good workable plan, which has been tried, worked out, and found highly successful. The New York Evening Telegram has been running for some months past in their classified columns a special heading, "Country Produce," and have had on the average of half a dozen daily of this advertising—a direct appeal from the farmer to the city consumer for his trade.

The Telegram entered the project with the enthusiasm and attention to detail for which J. Mora Boyle, the advertising manager, is noted. In the first place, they secured the consent of the First Assistant Postmaster-General to deal with the third and fourth-class Postmasters near New York, where the parcel post and express rates to the city would not be too exorbitant. They then wrote to these postmasters, explaining that they had the consent of the First Assistant Postmaster-General to appoint them as a special agent, and offer them the regular classified agent's commission on all classified advertisements they sent in from the farmers in their locality. They offered still further to send a letter and other literature direct to the farmers in their individual postal districts, if they would send in their names. In this manner they secured a

David Lawrence Scores Again

February 1st

Extract from dispatch to The Evening Post by David Lawrence.

...ment for a law that shall release the working people of Germany from bondage as it has the masses in Russia.

PRINCIPLES INVOLVED IN ATTITUDE.

Tied up with the display of a friendly attitude toward Russia, therefore, is the necessary exposition by the United States of a non-vindictive spirit toward the masses in Germany and Austria. Count von Hertling's recent speech, as well as Count Czernin's friendly utterance, have not yet been answered, but when it comes to making answers, President Wilson has shown himself a very ready and very effective answerer. Every time that he has taken up one of the speeches of the German or Austrian statesmen he has strengthened the cause of liberty.

It is confidently expected here that the President will, in the near future, have something to say in reply to the von Hertling and Czernin speeches.

In his latest message, the President depicted the cause of

who was of the president's conservative counsel. The plan of the President, I had resolved the medical Be... was... the... LA

February 11th

President Wilson Replies to Hertling and Czernin.

Other Bullseyes Scored Recently by David Lawrence

Government Operation of Railroads.
McAdoo's Appointment as Director-General.
Presidential Endorsement of Women's Suffrage.
Lansing-Ishii Agreement.

David Lawrence's daily interpretative dispatch is the authoritative word out of Washington. Add it to your regular Washington service. For arrangements and terms, wire or write the

Syndicate Department

The New York Evening Post

More Than A Newspaper—A National Institution

mailing list, to which they sent a special explanatory letter, stating the advantages and possibilities of a direct-to-consumer trade, and explaining what they were trying to do. The farmer, if interested, sought the postmaster in his district for further explanations, who, in turn, sent in the advertisements, collected for them, and deducted his commission when he received the bill from the newspaper.

HOUSEWIVES ADVISED.

The Telegram cooperated in an endeavor to arouse the public's interest by printing through their columns a number of specially prepared small display advertisements, advising housewives to buy direct from the farmer at existing low prices, and to can and preserve, as a food economy for the long winter months, when the supply was certain to be low and prices high.

The farmers and the public must have thought well of the plan, as the idea went across with a rush. Some of the farmers advertised to send a 32-quart hamper of assorted vegetables, express prepaid, for \$2. Others advertised apples, pears, etc., while still others made special inducements on potatoes, onions, fruit, and even honey. Some who specialized in poultry advertised for regular egg customers—one poultry farm wrote in to kill the advertisement after it had run a short time, as they had received more business than they could conveniently take care of.

The plan has been more than successful—so much so that Thomas G. Patten, Postmaster of New York city, has promised the full cooperation of his Department. It has also been endorsed by the Federal Food Board, and ways and means of shipping hampers of staple food by parcel post were discussed by the Food Administration officials with the Postmaster.

MAIL INEFFICIENCY CHARGED

Representative Says Much of Mail Censorship Is in Charge of Aliens.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 11.—Allegations accompanied by some evidence showing inefficiency in the handling of mail of soldiers in the office of the mail censorship in New York, have been presented in a hearing before the House Committee on Expenditures in the Post Office Department.

The charge that evidence of the German spy system had been stolen from the New York office was again made by Representative Britten, Republican, of Illinois, despite the fact that it has been denied officially.

Mr. Britten said most of his statements are based on information given to him by James V. Foster, former New York assistant of George Creel, chairman of the Committee on Public Information.

Mr. Britten said much of the censorship was conducted by aliens, that there was an astounding lack of system, that out of 250 employees only 20 were experts, in the knowledge of handling mail, that the safety of registered mail was constantly endangered, and that there was appalling confusion throughout the entire conduct of the office, which demanded correction.

To Consolidate Kansas Dailies

Paul A. Jones, of Pittsburg, Kan., has bought the Lyons (Kan.) Daily News and the Rice County Democrat, and will consolidate them.

In theory, people revolt against doing unnecessary things; in practice they waste golden hours every day with non-essentials.

JANUARY ADVERTISING SHOWS LOSSES

Only Three Cities of Twenty-four Register Gains Over Records of Same Period Last Year—Garfield Order in Part Responsible.

Revised advertising figures for 111 daily and Sunday newspapers in twenty-four cities show that newspapers in only three cities made gains in advertising in the month of January, 1918, as compared with 1917. Birmingham, Ala., led with an increase of 13.5 per cent., Washington was second, with an increase of 2.5 per cent., and Houston, Tex., third, with an increase of 2 per cent. Chicago newspapers had a loss of 24.6 per cent.; Boston, 22.2 per cent.; Detroit, 19 per cent.; Cincinnati, 17.3 per cent.; St. Louis, 16.4 per cent.; New York, 14 per cent.; Minneapolis, 12.6 per cent.; Los Angeles, 12.2 per cent., etc.

There was a slump of 11.7 per cent. in the total volume of advertising in the daily and Sunday newspapers listed.

This was due primarily to the Garfield business suspension order, the extremely cold weather, and the withdrawal of railroad advertising incident to the nationalization of railroads.

Comparative statement of the volume of advertising in 111 daily and Sunday newspapers in twenty-four cities:

JANUARY.			Per cent. of
East:	1918.	1917.	Decrease.
Baltimore	2,735,670	2,974,690	8.0
Boston	2,494,054	3,195,939	22.2
Buffalo	2,123,089	2,364,117	10.2
New York	8,241,567	9,574,739	14.0
Philadelphia ..	4,577,700	4,728,300	3.1
Pittsburgh	5,351,248	5,742,884	6.8
Washington	2,298,030	2,241,300	*2.5
Total	27,021,358	30,821,969	12.3
Middle West:			
Chicago	3,932,640	5,217,600	24.6
Cincinnati	1,511,720	1,831,500	17.3
Cleveland	2,702,873	3,044,025	11.2
Detroit	2,913,876	3,605,700	19.0
Indianapolis ...	1,645,758	1,847,593	10.8
Kansas City ...	1,161,222	1,254,637	7.4
St. Louis	2,217,117	2,641,500	16.4
Total	16,085,206	19,442,557	12.1
South:			
Atlanta	1,186,052	1,254,540	5.4
Birmingham ...	1,204,840	1,061,746	*13.5
Houston	1,067,416	1,065,092	*.2
New Orleans ..	1,317,702	1,428,616	7.8
Total	4,776,010	4,809,994	.8
Northwest:			
Milwaukee	1,649,826	1,736,340	5.0
Minneapolis ...	1,840,941	2,107,856	12.6
St. Paul	1,295,532	1,345,148	3.7
Total	4,786,299	5,164,310	7.3
Pacific Coast:			
Los Angeles ...	3,632,538	4,138,500	12.2
Portland	1,596,900	1,649,400	3.2
San Francisco ..	1,999,674	1,979,488	1.0
Total	7,227,112	7,767,388	6.9
Grand total ..	59,895,985	68,006,218	11.7

*Increase.

New Agency for Montreal

Another advertising agency has opened a branch in Montreal, making three to open since the new year. The latest is Smith, Denne & Moore, whose head office for Canada has been in Toronto. The firm has offices in the McGill Building, which will be in charge of Arnold Reid, who has heretofore been with the McLean Publishing Company. The other two advertising agencies to open here since the new year are McConnell & Ferguson, who have their head office in London. The office is in charge of Mr. Benison. The other agency to open here is the A. K. McCann Agency, in charge of Mr. Cleaves.



"Of Value in Arranging Campaigns"

Says Mayglothling

ERNEST MAYGLOTHLING, manager of DOREMUS & CO., Advertising Agents, 44 Broad Street, New York, writes:

"It is refreshing, not to say stimulating to read the EDITOR AND PUBLISHER. Its pages are alive with pertinent suggestions, and the man must be dull indeed who cannot find inspiration in its columns.

"I read a copy carefully every week because I find that it gives information and ideas anent advertising that are of value in arranging campaigns and making publicity effective.

"To my mind, its vigorous and impartial presentation of the news of the advertising world, alone, is worth the price of subscription. I know of no publication which covers its field with a greater degree of thoroughness and efficiency."

To make a trade newspaper whose pages are so "alive with pertinent suggestions" that the advertising agency manager reads it each week for "information and ideas" bearing upon the making of advertising campaigns—that is a task of fundamental usefulness; and it is a task which THE EDITOR AND PUBLISHER is accomplishing week by week.

THE EDITOR AND PUBLISHER

Suite 1117, World Building

New York City

EDITORIAL

THE WORK OF THE "SPECIALS"

LAST week's issue of THE EDITOR AND PUBLISHER contained an interesting letter from D. P. Ohmstead, publisher of the Perth Amboy (N. J.) News, commenting upon the activities of the Six-Point League in asking publishers to donate special space for patriotic advertising. Mr. Ohmstead refers to the special representatives of newspapers in the national advertising field as "middlemen."

The characterization does an injustice to a class of advertising men whose service to the newspapers is not always fully appreciated. The special is out on the firing-line all the time. He is not a broker in advertising space. It is his task to serve his newspaper in the national field in exactly the same way that the advertising manager serves it in the local field. He is the spokesman for his paper at the sources of national advertising, presenting his case to buyers of space who are not always fully informed as to the status of competing newspapers in their home fields. He does not work merely for an order, but to develop a customer for his paper.

He is a member of the staff, assigned to field service. He is not an outsider, nor a middleman.

"FLASH" ADVERTISING—AND THE REAL THING

SURELY there never was a time in the history of merchandizing and advertising when newspaper space made a more logical appeal to the national advertiser than at present.

All over the American Continent there are potential markets for the manufacturer who can serve these markets.

Conditions that have arisen almost overnight have created a special demand for commodities and alternative products which some manufacturers are in position to capitalize through advertising. Convenient to every community where economic, social, or industrial conditions have created these special markets, is a manufacturer who is overlooking a vast opportunity if he is not doing his utmost through advertising.

Naturally newspaper advertising is the only worth-while means of covering favorable markets adequately, and gaining a permanent foothold with the jobber and retailer, as well as with the consumer.

To be sure there are other ways of getting the dealer and the jobber. There is the well-known "national flash campaign," built especially for its "effect upon the dealer."

The "flash" is often described as depending for its success upon the ability of a salesman "to make a nickel's worth of advertising look like a million dollars."

Let us find no fault with success. We need not even dwell upon the notion that the campaign built chiefly to impress the dealer is "camouflaged" to resemble a campaign that will bring in the consumer and make him a customer.

Let us consider the relative value of the "national flash" campaign made to impress the dealer and the localized consumer campaign, which will get the dealer because it is a bona fide creator of demand.

With a comparatively small expenditure some national advertisers make their "flash," pass along the enthusiasm to the jobber and the retailer, and get a little distribution everywhere, but not much anywhere. Advertising of any kind is a breeder of enthusiasm. Salesmen "on their toes"—everybody plugging hard. New momentum, window displays, some local advertising done by the dealers—add them all up and volume of business begins to show. Goods are on the shelves. The manufacturer has arrived as a national factor.

"A little everywhere—not much anywhere." Why? Chiefly because the retailer has seen or has had his attention drawn to an obvious condition. You may debate the business ethics of "camouflaging" the retailer, but cannot debate the difficulty of the job. It grows harder every day in the face of dealer education. But nevertheless, the sum total of a "little business everywhere, but not much anywhere," may make quite a respectable volume. Often the advertiser who gets distribution with a "flash campaign" is pleased beyond expectation at the way sales figures bulk.

What are the facts on the other side of the ledger?

THE man who smokes, thinks like a sage and acts like a Samaritan.—Lytton.

The initial advertising outlay was trifling compared with the volume of business placed. But the overhead cost of looking after this thinly-spread, scattered business, which bulks so well in volume, offsets many a dollar which the manufacturer thinks he saved in advertising.

Does the manufacturer dominate any one point on the map? He does not. On the other hand, he invites the competition of other manufacturers who can walk into any of his markets and take them away with ease—and the right kind of advertising.

The map looks all alike to him. There is a potential market waiting for him at his front door. Yet he is no stronger there than he is in less favorable markets two thousand miles away. He does "a little business everywhere—nothing much anywhere."

One of his competitors tries the other route. He locates logical markets, gets full distribution in all of them, because he shows the jobbers and the retailers that he intends to reach everybody who can buy through newspaper advertising. He, too, gets volume—but he gets it at a low selling cost because he has concentrated. And when he wants to he can expand, going into other markets and gaining a real foothold everywhere he goes.

Which business shows the better asset, dollar for dollar in volume done?

Two manufacturers started making and marketing a new product two years ago. Mr. A. picked his markets, Mr. B. "flashed" across the map. Both products were good. Volume came quickly in both cases. But every time Mr. A. entered a new market with his blanket of newspaper advertising he smothered the earlier efforts of Mr. B., whose advertising flash had been unusually successful because of the novelty of the product.

Presently Mr. A. was the dominating factor because he had full distribution and consumer demand at all potential points in three-fourths of the country—and still going strong. So Mr. A. absorbed Mr. B.—"merged with him," as the business world puts it. As a matter of fact, Mr. A. swallowed Mr. B.

Flash advertising, aimed at the map, is extravagant advertising in the end. It starts things that cost too much to keep up.

Newspaper publishers should study carefully the market conditions in their own territories. Armed with this information they can make an appeal for business that will reach interested ears.

WHY NOT A TESTIMONIAL DINNER TO THE PAPER COMMITTEE?

THE annual convention of the American Newspaper Publishers' Association is to be held on April 24, 25, and 26, the banquet on the night of the 26th.

Before that time the news print situation should have been clarified, through the rulings of the Federal Trade Commission in establishing a maximum price to govern for the period of the war.

A majority of American publishers realize and appreciate the importance and value of the work carried on in their interests throughout the news print crisis by the paper committee of the A. N. P. A. The members of this committee have labored in practical ways for the restoration of a competitive

market and for the reestablishment of the principle of the square deal between manufacturers and users of paper.

They have stood as a barrier between the publishers and the profiteers in news print, opposing at every point the specious pleas of manufacturers for excessive profits.

THE EDITOR AND PUBLISHER believes that the members of the paper committee should be accorded visible and tangible appreciation for the high service they have rendered to all publishers. And it would seem especially appropriate that, at the time of the A. N. P. A. convention here a testimonial dinner should be given to them by their brother publishers, affording an opportunity for a fitting expression of the esteem in which they are held as individuals, and for a friendly recognition of the efforts they have made for the common welfare.

The suggestion is offered for the consideration and approval of the newspaper makers of America.

WAR NEWS

FREDERICK PALMER, director of our press relations in France, in explaining the system of censorship for war news, which he has established there, remarks that it is inevitable that the presence of a correspondent at the front shall cost the lives of some soldiers. Yet he believes that, even at this grim cost, the war news must be printed, in order that the spirit of the people at home may be so strongly stirred for victory that it will communicate itself to the boys in the trenches.

He points out that blood is the coin with which tactical advantages in war are bought. To deprive the home people of news from the front would be to leave the task of winning the war to isolated military forces, in whose prodigies of sacrifice and devotion the heart-interest of the home folks had not been thoroughly awakened.

The purposes of a censorship, Mr. Palmer contends, are to minimize—if possible to eliminate—the chances of affording valuable military information to the enemy, and to cooperate with the correspondents in telling the story of the war to the people at home so graphically that they may realize that it is their war, fought by their boys, each a representative of an American home in which the ideal of liberty and justice is burning with a steady flame.

He reminds us that press freedom is not involved in the matter, nor endangered by a system of censorship which seeks only to guard secrets for which the German General Staff would willingly pay a staggering price in the red coin of war.

FOR FEDERAL CONTROL

THE defeat of the Smith Resolution in the Senate, by a vote of 36 to 32, is believed to have been due to the conviction of some Senators that the news print problem had been fully solved through the agreement reached in New York, whereby the manufacturers conceded to the Federal Trade Commission the authority to determine a maximum price for the war period.

Those Senators who were more familiar with the situation, however, believed, and still believe, that Federal control of the news print industry, for the war period, established through an act of Congress, would afford the only complete and satisfactory solution.

This contention would seem fully justified in view of the tactics of delay which the attorneys for the manufacturers have adopted at the hearings in Washington. Under Federal control the process of price-fixing would be greatly simplified and the interests of all parties conserved.

Representative Barnhart, Chairman of the House Committee on Printing, has introduced a bill modeled on the lines of the Smith resolution. It is expected that this measure will have early consideration, and if it shall pass the House there is little doubt as to its victory in the Senate later.

THE development of classified advertising is engaging more and more the thought of newspaper executives. The fact that no newspaper which enjoys a big classified advertising patronage ever fails as a business enterprise is a big fact, and carries its lesson. That any good newspaper, by persistent effort, may develop a big classified patronage is not disputed.

February 16, 1918.

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THE EDITOR AND PUBLISHER.

Published weekly by

THE EDITOR AND PUBLISHER CO.,

1117 World Building, 63 Park Row, New York.

James Wright Brown, president and editor; Edwin Doddridge DeWitt, secretary, treasurer, and publisher; W. D. Showalter, managing editor; Carl H. Getz, news; Marlen E. Pew, features; Geo. P. Leffler, assistant treasurer and business manager; J. W. Ferguson, advertising manager; H. R. Drummond, promotion; E. Gans, circulation.

10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian, 50c.

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

PERSONALS

DANIEL C. NOLAN, for the past four years editor of the Yonkers (N. Y.) Daily News, has severed his connection with that paper. Arthur W. Lawrence succeeds him.

A. C. Weiss, president, publisher, and treasurer of the Duluth (Minn.) Evening Herald, has been appointed a member of the Coin Assay Commission, created annually to test all coins produced in the United States mints.

A. K. Oliver, vice-president of the Newspaper Printing Co., publishing the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph, has been unanimously elected chairman of the Pittsburgh Chapter of the American Red Cross to succeed J. Rogers Flannery.

Charles B. Lilley, assistant night editor of the St. Louis Republic and son of Edward B. Lilley, who resigned as general manager January 19, has joined the staff of the Cleveland Press.

Capt. Roland F. Andrews, assistant managing editor of the Hartford (Conn.) Times, who has been engaged in construction work with the Quartermaster Corps at Camp Green, Charlotte, N. C., has been transferred to Washington and detailed to the Subsistence Department.

George F. Stoney, a Portland, Ore., newspaper man, has joined a Canadian overseas contingent, and left for service "over there."

Judson R. Worrell, son of J. Judson Worrell, editor of the Staten Islander, has enlisted in the Royal Aviation Flying Corps of Canada. He had taken an officers' training course at Plattsburgh, and was on the waiting list to become a member of the American Aviation Corps, but impatient at the long delay in action, he went to Canada to hurry things up. Previous to entering the service he was with the Brooklyn Standard-Union.

Second Lieut. Harry J. Frey, for years with the local staffs of the Rochester (N. Y.) Democrat and Chronicle, Post Express, and Union and Advertiser, has been promoted to the rank of first lieutenant, Infantry, National Army.

Robert J. Davis, formerly of the Toledo Times, and Hugh Reading, formerly of the Milwaukee Evening Wisconsin, have joined the telegraph desk of the Chicago Examiner.

George Rowe, formerly with various New York newspapers, recently joined the copy desk of the Chicago Evening Post.

Lew Benton, formerly of the Detroit Free Press, has joined the copy desk of the Chicago Evening Journal.

Charles B. Booth and J. Craig, formerly of the Chicago Examiner telegraph desk, have gone over to the Chicago News.

Archie Donovan has returned to the Omaha Bee from Helena, Mont., where for a time he was State house reporter for the Helena Independent.

Fred E. Keay has resigned from the financial department of the Boston Record.

James Towne has resigned as news editor of the Boston Traveler. He has been succeeded by Elmer Butler.

Courtland Marsdon, of the Boston Traveler copy desk has resigned.

Herbert F. Gunnison, publisher and business manager of the Brooklyn Eagle, is giving a series of lectures on newspaper making before the students of Fordham University.

Edward H. Butler, owner and editor of the Buffalo Evening News, has been named war savings stamp director for Erie County, N. Y.

**That we devote ourselves to God, is seen
In living just as though no God there were.**
—Robert Browning.

O. J. Coffin has been promoted from city editor to editor of the Raleigh (N. C.) Times succeeding Robert L. Gray, who has retired.

John M. Imrie, manager of Canadian Press Association, left on Tuesday for a week of winter sports in the Muskoka District by way of relaxation from recent strenuous labors in connection with the newsprint investigation.

Knox Magee, editor of the Winnipeg Telegram, is recovering from a serious attack of diphtheria.

Claude R. Sanagan, the Toronto Globe's resident agent at London, Ontario, is in Toronto at present superintending an extensive advertising campaign which the Globe is putting on.

G. B. Van Blaricom, formerly prominent in Ottawa newspaper circles and more recently with the Acton Publishing Co., Toronto, has been appointed editor of the Canadian Lumberman.

Britton B. Cooke, the well known Canadian newspaper man and magazine writer, has been appointed statistician of the Canadian Railway Association for National Defence, with headquarters in Montreal.

Earl Browning has resigned as market and financial editor of the Louisville Courier-Journal and Times, to join the firm of Johnston & Co., bond, stock, and investment brokers.

Wilbur Keith, former telegraph editor of the Dallas Morning News, has been made city editor, succeeding Clyde Wallis, who has enlisted in the Coast Artillery Corps.

R. W. Purdon, recently a member of the staff of the Fort Worth (Tex.) Record, has joined the staff of the Dallas Morning News as telegraph editor.

Visitors to New York

Col. Robert E. Ewing, proprietor, New Orleans States.

Frank P. Glass, editor, Birmingham News.

Elbert H. Baker, publisher, Cleveland Plain Dealer.

PALMER DESCRIBES THE AMERICAN CENSORSHIP

(Continued from page 6)

object is to keep us from being aroused to exert our full strength in the war. The Germans will wait until we become a formidable military menace before they attack us in force.

THE NATION'S LIFE AT STAKE.

A word about the principle of censorship. The very idea of censorship in any form is repellant to any man worthy of being a good censor. Censorship is a check on a free press, which is the mainstay of our liberties. It means that some individual or set of individuals exert a check upon the information through the press from which the public forms its opinions and guards its rights. But war presents an abnormal situation and all agree that we do not want to supply the enemy with information about our plans. Freedom of news about the army in the field would be equivalent to laying your cards on the table while your opponent did not show his, the points of the game being the lives of men, and the prize of the game a cause so vital to you that you offered the lives of your brothers and your sons and your own as sacrifice. If left to itself an army would take no risk by informing the enemy of any details of its organization, its training,

operation of war, or of human activity of any kind.

TROOPS REFLECT HOME SPIRIT.

The British people would never have kept up their spirit without those five correspondents and the spirit of a people in a democracy is reflected in its troops. No men on earth are so subject to the influence of human psychology as soldiers. The letter that soldier gets from home before he goes over the top may be a deciding factor which means that he gets the German instead of the German getting him. Indeed, psychology is the very soul of battle. It may produce a rout or exert the pressure of an epic courage which turns the tide of victory. Our people want to know what is going on. They must know, or their spirit will not be reflected in the army.


I consider that a good accredited correspondent, who is willing to cooperate with the censorship, is far less dangerous than the casual visitor to the army.

The correspondent has positive business at the front. If he is a good one he tells nothing except what he writes. He has a responsibility beyond that to his paper, a responsibility to his country.

WHAT IS INFORMATION FOR THE ENEMY.

And who is to judge what is military information for the enemy and what is not? The Germans will not put up a sign saying, "We now know that you have the 220th Division in the trenches, so you may now tell your press." And until the Germans do know you have the 220th Division in the trenches it may be of positive military value that they shall not be told. So back of the correspondent's responsibility is the responsibility of the censorship and back of the censorship the general's for his men to the nation.

Should we mention names? Should we mention units? If we give the names of major-generals commanding divisions, then the enemy knows how many divisions we have. If we announce the arrival of each division, the enemy judging the time it will take to make the division ready for action, is in possession of valuable information. If you allow free description of the life and work of each unit as a unit, you have informed the enemy of the state of preparation of every unit, and the character of the forces he may expect


"The
Seattle Post-Intelligencer
Has Signed a Contract
for the Haskin Service"


to be in line against him from time to time.

The object of all military secrecy is to keep your battle order secret; and the battle order means the alignment of the forces against you in their divisional identity and density. One of the principal objects of trench raids is for information. A thousand casualties have been paid for the identification of a division through a trench raid.

The airplane will not tell you what the enemy is doing; it only shows you new roads, new trenches, and sometimes new gun positions. The capture of prisoners alone will reveal the number of troops which are being concentrated in villages where they may not be seen by airplanes and marched by roads at night when they may not be seen by the airplanes.

If you are uncertain whether or not the German knows you do not want to take the risk of telling him. Besides, you want to make him work for his information. That means that you capture his spies, and you get his lines of spy communication.

The censor would not be human if he did not want to get all the news he could for the press; and he would not have a heart if it did not hurt him when he had to cut copy. But of this you may be assured: the work in France has been conscientiously done, and every bit of news that possibly can be given without meaning the unnecessary loss of the lives of our men will be given; and once we take our permanent sector, and our divisions are actually engaged in a big way, we shall mention the name of these units, if I have anything to do with it, and the names of the officers and men who win distinction. The way our press at home has cooperated in its voluntary censorship is a wonderful tribute to its patriotism. Our best trained correspondents at the front rarely require any censoring. Yet in the midst of actual operations the most experienced correspondent is unable to act always as his own judge. Only the man on the inside may tell where the line is to be drawn in critical instances. Very often he, from his inside information, may release information which the correspondent left to himself would conceal. Thus the censor is a help as well as a break if he knows his business.

"Gimme-a-Quarter" Club

A group of advertising men of Providence, R. I., have organized a "Gimme-a-quarter" club. Noel E. Sainsbury is the president and Daniel S. Mahoney, advertising manager of the Tribune, is vice-president. The obligation upon every member of the club is that he shall have a supply of Thrift Stamps with him at all times and greet his acquaintances with the gentle reminder, "gimme a quarter." In return for the quarter, the acquaintance gets a 25-cent Thrift Stamp.

Providence Journal Names Officers

The Providence Journal Company has elected the following officers: Directors: Stephen O. Metcalf, Henry D. Sharpe, John R. Rathom, Harry Parsons Cross, G. Pierce Metcalf, William L. Hodgman, and Richard S. Aldrich. President, Stephen O. Metcalf; vice-president, Henry D. Sharpe; editor and general manager, John R. Rathom; treasurer, G. Edward Buxton, jr.; secretary, Henry R. Davis; assistant treasurer, Robert W. Warren.

Kentucky Daily Suspends

The Logan Daily Leader published at Russellville, Ky., has suspended. Its subscription lists have been sold to the News-Democrat.

McKINNEY REPLIES TO D. P. OHMSTEAD

Says Six Point League Had No Opportunity to Urge Government Buy Space—Many Papers Give Free Advertising.

J. P. McKinney, chairman of the committee which the Six Point League appointed to cooperate with the Division of Advertising, reports that he has received copies of about 200 papers which have carried the advertising for which his committee made request, and that additional evidence that the publishers are giving freely in this respect is arriving at his office every day. The letter of his committee, which was printed in last week's issue of THE EDITOR AND PUBLISHER, was sent to 800 publishers, accompanied by an electro an inch deep and one column wide.

"Some of the newspapers," said Mr. McKinney, to THE EDITOR AND PUBLISHER, "carried the cut on their first page, as 'ears.' All from whom we have heard gave it prominent display. So far we have not received a single declination. Not many papers from the West have reached me yet, but I suppose they will be coming in soon.

"I noted in THE EDITOR AND PUBLISHER a letter from D. P. Ohmstead, of the Perth Amboy (N. J.) Evening News, saying that we would be better employed in showing the Government the advantage of using paid advertising. Mr. Ohmstead would probably be justified in his principal criticism if he were familiar with the facts. Our letter was sent out after the members of this committee had consulted with the members of the Division of Advertising. At the very beginning of our conference Mr. Johns, chairman of the Division of Advertising, advised us that there was not a dollar with which to buy space; that the Government had decided that there would be no appropriation even asked for for that purpose. The whole matter had been gone over by a self-appointed committee, of which H. S. Houston was the chairman, some time ago with Secretary McAdoo, who informed them that the Government would not buy space in any magazine or newspaper.

"With this as a starting point, and with the patriotic desire to aid the United States to win the war, we felt that it was incumbent upon us to devise some way by which advertising could be obtained. Since there was no opportunity to convince the Government that space should be bought, the next thing was to ask publishers to make donations. That was all we did, moved thereto by the statement of Mr. Johns that already he had received gifts of space aggregating in value \$125,000, for which his committee was having copy prepared."

Prepare for Gas Shortage

Geo. Hazen, chief engineer and Walter C. Dengel, foreman of the stereotyping department of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph have just returned from the West where they went to purchase carbon oil generators and heating appliances to meet any future shortage of natural gas as occurred in Pittsburgh the last winter.

Leaves Willys-Overland

H. F. Harris has resigned as assistant branch manager of Willys-Overland, Inc., New York, and has been appointed industrial engineer of the Republic Motor Truck Co., Alma, Mich.

NEAL ADDED TO AD DIVISION

Business Papers' Secretary to Help Government With Its Advertising.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 15.—George Creel, chairman of the Committee on Public Information, to-day announced the appointment of Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., of New York, as one of the directors of the new Division of Advertising.

Mr. Neal's newspaper experience covers editorial, advertising, and circulation departments. He was at one time advertising and sales manager of the St. Paul Roofing Cornice & Ornament Co., St. Paul; secretary and general manager of the Metal Shelter Co., St. Paul; vice-president of the Fowler-Simpson Advertising Agency, Cleveland; general representative of the Root Newspaper Association in Cleveland and in New York, and for the past year and nine months has been executive secretary of the Associated Business Papers, Inc., New York. He is one of the organizers of the Town Criers

Club, St. Paul, was its fifth president, and is now a life member. He was a member of the original national vigilance committee which laid the foundation for the present "truth in advertising" movement.

Who Is the Right Man To See?

Hundreds of Millions of dollars are spent annually for Publicity.

Of course you know that every National Advertiser employs an Advertising Manager or Advertising Agency whose business is to select the proper media, and is the one who signs the contract and O.K.'s the bills.

Our Business is to tell you Who's Who. We furnish you complete data about every active Advertiser who is operating throughout the U. S. (and there are thousands of them).

THE NATIONAL DIRECTORY OF ADVERTISERS is issued in loose leaf form and is printed from individual plates on the day your order is received, consequently right up to date.

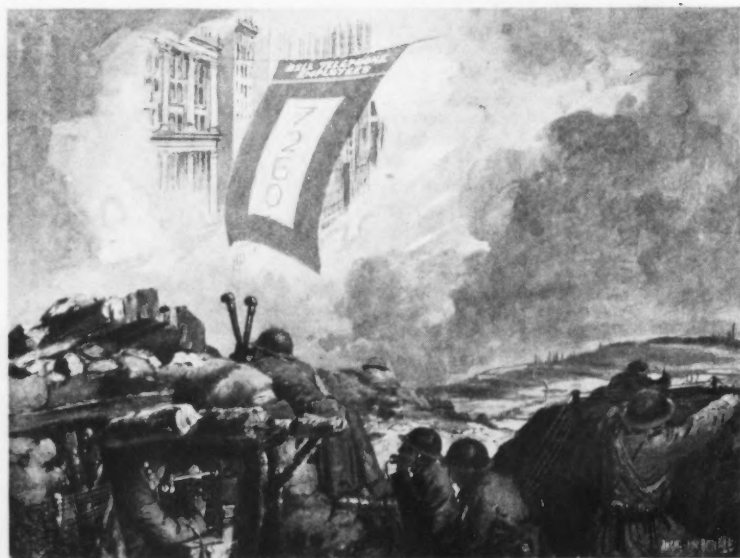
Every Week we send you a Special Letter giving full information as to changes that occur and names of new advertisers entering the field.

Our Subscribers comprise the live newspapers, magazines, advertising agencies, etc. Say that we deliver the goods.

Can't we be of service to you?

We will be glad to furnish full information or have a representative call.

National Directory of Advertisers
149 Broadway, Singer Bldg., New York



In The Nation's Service

America is sending its best men to fight for freedom and in their honor the whole land is dotted with service flags carrying the stars of sacrifice.

It is a far cry from the crowded city streets above which floats our service flag to the telephone exchange hidden in the front-line trenches. But the actuating spirit of service here and abroad remains unchanged.

The Stars and Stripes is the emblem which unites us

in war for human liberty and national honor. The service flag is the emblem which unites us in mutual sympathy for the men who give themselves and for those who give their men.

These flags should inspire all citizens to greater endeavor and greater sacrifice. As one of the agencies of preparation and military support, the Bell System is honored by the opportunity to do its share.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES
One Policy One System Universal Service

MANY NEW REPORTERS IN WASHINGTON

New Congressional Directory Giving Names of Accredited Washington Correspondents Reveals Many Changes and Additions to Staffs.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 12.—The new Congressional directory is out with its list of accredited Washington correspondents.

Jackson S. Elliott, superintendent of the eastern division of the Associated Press, with headquarters in Washington, has held his position for many years past. He is assisted by L. C. Probert, Bond P. Geddes, Fred A. Emery, and William E. Hall report the Senate and House and Supreme Court. The White House and departmental work is looked after mainly by S. L. Thatcher, Kirke L. Simpson, W. M. Kiplinger, and Edward M. Hood.

The United Press staff is presided over by Robert J. Bender. The directory lists as Mr. Bender's assistants, Carl E. Groat, Larry C. Martin, who is stationed at the Capitol; F. H. Harvey, H. W. Walker, L. H. Merrick, A. E. Johnson, F. G. Johnson.

The International News Service has as its superintendent John Edwin Nevin. He has associated with him Stanley Meade Reynolds, Deltus M. Edwards, William S. Odlin, Robert B. Smith, David M. Church, Lewis Wood, John C. Mellett, R. M. Boeckel.

The Central News Bureau is headed by W. A. Crawford. Mr. Crawford has as assistants Ernest A. Knorr, A. M. Jamieson, John L. Richter, W. J. Madrox.

CRAIG HEADS HERALD BUREAU.

The New York Herald Press service is headed by Donald A. Craig. Donald MacGregor and Elmer Murphy are his assistants.

Arthur W. Dunn represents the American Press Association.

The great metropolitan dailies have chiefs of bureaus who have long been Washington correspondents. Charles S. Albert heads the New York World's staff; R. V. Oulahan, the New York Times bureau; Donald A. Craig, the New York Herald; Lawrence Hills, the New York Sun; the New York American, Sam W. Small, jr., H. H. Stansbury, Col. John Temple Graves, and others; the New York Tribune is headed by Carter Field; the Evening Post by David Lawrence; assisting Charles S. Albert on the New York World is H. E. C. Bryant; George L. Edmunds looks after the Senate interests for the Morning Sun.

The Philadelphia papers also have correspondents of years' standing—Angus McSween, of the North American; Thomas F. Logan, of the Inquirer; Robert T. Barry, of the Public Ledger; Richard J. Beamis, of the Press; Winfield Jones, of the Bulletin; George Manning, of the Evening Ledger.

Gus J. Karger, of the Cincinnati Times-Star, chairman of the committee of Washington correspondents, is one of the most able of the Western writers, as is Ben F. Allen, of the Cleveland Plain Dealer. George E. Miller, of the Detroit News, has long been a Washington correspondent, and John Boyle, of the Exchange Telegraph Company, London, is probably the oldest in point of service.

REPRESENTS INDIANAPOLIS NEWS.

The Indianapolis News has for many years been represented by James P. Hornaday, and Henry Hall, of the Pitts-

burgh Chronicle Telegraph, and L. W. Strayer, of the Pittsburgh Dispatch, along with David S. Barry, of the Providence Bulletin and Journal, are distinguished writers.

The Baltimore American and the Baltimore Sun are represented respectively by Louis Garthe and J. Fred Essary. The Newspaper Enterprise Association, with which Gilson Gardner has long been associated, also has Basil M. Manly and Robert P. Scripps as associates.

In the New England field will be found such distinguished writers as William E. Brigham, of the Boston Transcript; Charles S. Groves, of the Globe; John J. Marrison, of the Herald, and Ernest G. Walker, of the Springfield (Mass.) Republican; John Lawrence represents the Springfield Daily News, and Mrs. George F. Richards, the only woman correspondent member of the press galleries of Congress, represents the Springfield Union, Worcester Gazette, and other papers.

Chicago also has its distinguished array of representatives. Arthur S. Henning heads the Tribune Bureau, and Grafton S. Wilcox is associated with him. Leroy T. Vernon, president of the famous Gridiron Club, is the Daily News correspondent.

Charles Michelson heads the Chicago Herald Bureau, and Sam Small, jr., is chief of the Examiner Bureau. Norborne Robinson has for many years represented the Buffalo Evening News, and Louis Ludlow has the Columbus Dispatch and the Cincinnati Commercial Tribune. George A. Mosshart is Washington correspondent of the Cincinnati Enquirer.

SOUTHERN WRITERS.

Prominent in the Southern field will be found Robert M. Gates, of the Memphis Commercial Appeal; Jesse S. Cottrell, of the Nashville Banner, Memphis News Scimitar, and other papers; Major Alfred J. Stofor, represents the Birmingham News; Mark L. Goodwin, the Dallas News; Walter S. Gard, the Houston Post; Parker R. Anderson, the Greensboro (S. C.) News. H. B. Nesbit has long represented the Kansas City Star and Times, and Lee Lemar Robinson represents the Pittsburgh Gazette.

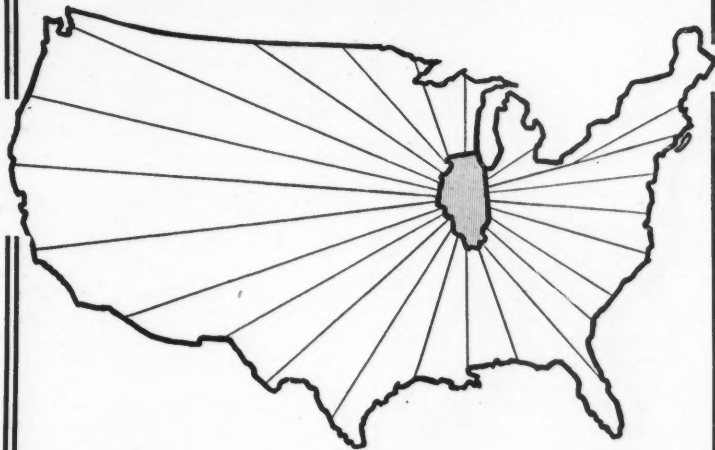
In the foreign field A. Maurice Low represents the London Post; Guy Mason, the London Telegraph; Julian Levitt, Le Temps, Paris, and G. Lechartier, the Petit Parisien. The London Times is represented by Henry N. Hall and George G. Hill.

Recent changes show that Robert B. Armstrong is accredited to the Los Angeles Times; Henry B. Curry, to the Philadelphia Inquirer Bureau, and J. K. Dougherty has joined the Chicago Tribune Bureau. Richard F. Griffin is an addition to the New York Journal of Commerce staff. Paul Hanna is accredited to the Philadelphia Evening Telegraph, and William D. Hassett, to the Washington Post staff, which is headed by Ira E. Bennett. Thomas F. Healy has joined the Philadelphia Public Ledger Bureau, and James A. Harmon now represents the Atlanta Constitution. William P. Kennedy is a new member of the Washington Star Congressional staff, as is Cleland C. McDevitt, of the Washington Herald staff. J. M. Minar has joined the New York Evening Sun staff, and Edward B. Pence, the New York Journal of Commerce staff.

Another Newspaper for Soldiers

"Somewhere in France" is the name of a newspaper which men in the Y. M. C. A. service with the American expeditionary forces in France propose to establish.

You Can't Get Around ILLINOIS



Without Going Out of Your Way and Losing Money

The great trunk lines of transportation all center in Illinois. Likewise the great trunk lines to wealth all find ILLINOIS the center—the center of production, the center of agriculture, the grain center, the packing center, the rail center and practically the population center of the country, with over 6,000,000 people in the state.

There is a way around ILLINOIS by rail or water for those who are contrary minded, and for those who are perverse and stubborn there is a way around getting in touch with its great wealth and opportunity.

The roads are the same—whether you travel or advertise.

Which Will You Take?

The direct route to ILLINOIS—or,
The long, arduous and expensive route around ILLINOIS?

**Take a Tip—Take the Direct Way
Here Are the Tickets That Will Take
You Into a Million Illinois Homes—
Use this List of Illinois Newspapers:**

	Paid 2 500	10,000
	Cir. Lines	Lines
Aurora Beacon News (E).....	15,664 .04	.04
Bloomington Pantagraph (M).....	16,677 .03	.03
Chicago American (E).....	326,998*.42	.38
Chicago Examiner (M).....	193,000 .30	.25
Chicago Examiner (S).....	513,000 .53	.46
Chicago Herald (M).....	207,151 .36	.25
Chicago Herald (S).....	231,428 .40	.28
Chicago Journal (E).....	108,220 .24	.21
Chicago Daily News (E).....	392,001 .43	.43
Chicago Post (E).....	55,477 .25	.12
Chicago Tribune (M).....	381,675 .50	.35
Chicago Tribune (S).....	614,418 .60	.45
Elgin Courier (E).....	7,517 .0143	.0143
Rate after April 1st, 1918—2c per line flat.		
Freeport Journal-Standard (E).....	6,154 .015	.015
Galesburg Evening Mail (E).....	9,147 .015	.015
Rate after July 1st, 1918, will be .0178 per line flat.		
Moline Dispatch (E).....	9,061 .025	.025
Peoria Star (E).....	21,201 .045	.035
Quincy Journal (E).....	7,929 .02	.02
Rock Island Argus (E).....	6,400 .015	.015
Springfield State Register (M).....	20,492 .035	.035
Sterling Daily Gazette (E).....	5,228 .017	.017
Government Circulation Statement, Oct. 1, 1917.		
*A B C Statement—(Last Audit)		

RATE CARDS PUZZLE SPACE BUYERS

J. F. Barbour Charted Advertising Rates of 2,000 Daily Newspapers, a Task of Infinite Difficulty—Data Now Available to Advertisers.

"Simplification of advertising rates and rate cards is the great need of the newspaper publishing industry. There are no two newspapers in the country that have identical rates. Some cards are so much involved that advertisers and advertising agencies will not accept a rate from a responsible representative until that rate has been confirmed



J. F. BARBOUR.

by the home office. As a space buyer, I found it absolutely impossible in many instances to get correct data regarding the rates of newspapers. A few newspapers have more than 300 different rates, that is, if you figure maximum and minimum rates and conditions and regulations and position penalties. A good many newspapers have special cards for amusements, financial, general, and local display with complicated cards for classified."

This was the statement of Justin F. Barbour, president of Barbour's Advertising Rate Sheets, to a representative of THE EDITOR AND PUBLISHER, this week in New York city.

Mr. Barbour has just completed a herculean task in charting the advertising rates of over 2,000 daily newspapers—within 200, Mr. Barbour thinks, of every English language daily in the United States.

He is now engaged in selling this service to advertisers and agencies, who pay a nominal price for the right to use the Barbour Rate Sheets.

These sheets are 8½ inches wide by 11 inches deep, the size of an A. B. C. report. Each sheet is allotted to file in a loose leaf binder and the service covers newspapers, general magazines,

form papers, and trade papers. The newspaper form gives in uniform order the state of publication, city and paper, street address, when audited, date of sheet and number, date on which the rates are in effect, the width of type, depth in inches, depth in agate lines, the width of a single column, the width of each additional column, the number of columns, the width of a double truck in inches, the agency commission, cash discount, the names of the foreign advertising representatives, their addresses and telephone numbers and a mass of valuable information of great service to the space buyer.

All of the larger advertising agencies and advertisers in New York and Chicago are subscribers to this service.

N. Y. CORRESPONDENTS HAVE CLUB DINNER

Nearly All Metropolitan Representatives of Big Out-of-Town Newspapers at Annual Gathering—Hear Work Extolled.

The Correspondents' Club of New York, of which A. M. Kemp, of the Boston Globe, is president, held its annual dinner at the Pre-Catalan Restaurant, in West 39th Street, on Tuesday evening. Around the table were seated nearly all of the men who represent the leading newspapers of the country in the metropolis. The speakers included Capt. G. L. Carden, U. S. N.; Frank Levy Blanchard, of Printers' Ink; Hugh A. O'Donnell, of the New York Times; John L. Stimson, of the Philadelphia Press, and L. L. Reading, one of the charter members of the club, who retired from the correspondence field several years ago.

Capt. Carden gave an entertaining account of the precautions taken by the Government to prevent a recurrence of the disaster that befell Halifax. Mr. O'Donnell told of his experiences in conducting a newspaper in New Orleans that was not popular with the local administration. In conclusion he summarized them by saying: "During the year I was in the Crescent City I spent the most of my time in court defending libel suits."

Mr. Blanchard spoke of the vital importance of the work of the telegraphic correspondents.

The Best Known Slogan
in St. Louis



Foreign Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

FIRST

In November and December, 1917, and in January 1918 The New York Times published 3,319,358 agate lines of advertisement—a greater volume than any other New York newspaper.

"You men," he said, "are rendering as valuable service to your country through the work you are doing as you would were you stationed in the trenches of European battlefields. It is through you and the papers you represent that the Government has been able to quickly arouse the people to a proper appreciation of the serious character of the war in which we are engaged, and to raise an army of 1,500,000 men fully equipped for service within a period of nine months."

The Correspondents' Club was organized in 1894 to protect the newspapers from irresponsible and fraudulent correspondents, and to promote good fellowship and sociability among its members. It includes practically all the men who are the accredited representatives of the larger out-of-town newspapers of the country.

C. A. DOUGHERTY'S NEW TASK

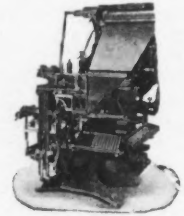
Succeeds James Coffey as Assistant Circulation Manager.

C. A. Dougherty, for many years connected with the circulation departments of the various newspapers in Pittsburgh, has been appointed assistant circulation manager of the Pittsburgh Chronicle-Telegraph. Mr. Dougherty succeeds James Coffey, who recently joined the aviation service. He left the Pittsburgh Gazette-Times to engage in his new work.

Represent Burlington News

Bryant, Griffith & Brunson, Inc., special representatives, have been appointed foreign advertising representatives of the Burlington (Vt.) News.

INTERTYPE Observations



"Some of these days when I have time I will write you a testimonial on the Model C after a year's experience that will curl your whiskers. We are tickled more and more every day over the buy."

So writes
Warren Zimmerman,
Publisher,
Liberal, Kas., News
Of course he is—he bought
"The Better Machine"

INTERTYPE CORPORATION

50 Court St.

Brooklyn

Absolutely Fireproof

Hotel Chelsea

West Twenty-third Street at Seventh Avenue, New York City.

EUROPEAN PLAN

500 ROOMS

400 BATHS

Room with adjoining bath,
\$1.00 and \$1.50

Room with private bath, \$2.00.

Suites—parlor, bedroom and bath,
\$3.00 and upward.

Club Breakfast, 25c. up.

Special Luncheon, 50c. up.

Table d'Hote Dinner, 75c. up.

Café Attached

To Reach Hotel Chelsea.

From Pennsylvania Station, Seventh Avenue car south to Twenty-third Street.

Grand Central, Fourth Avenue car south to Twenty-third Street.

Lackawanna, Erie, Reading, Baltimore & Ohio, Jersey Central and Lehigh Valley R. R. Stations, take Twenty-third Street cross-town car east to Hotel Chelsea.

Principal Steamship Piers foot West Twenty-third Street, take Twenty-third Street cross-town car.

Write for Colored Map of New York

Influencing the Horse

A Fable Showing the Process of Indirect Purchase Through the Medium of Direct Desire

A CERTAIN Manufacturer, having Ambitions to become a Factor in the Baled Hay Market, determined to do some Advertising.

One day, as he sat at his Desk figuring it all out, a Visitor was announced. The Manufacturer bid him enter, seated him, gave him the Customary Cigar, and inquired courteously:

"What can I do for you to-day?"

"Nothing," replied the Visitor, fixing him with his Eye. "I am accustomed to do for Myself and Others."

"To do others?" queried the Manufacturer Facetiously. But the Visitor ignoring the Crude Jest, continued:

"I am a purveyor of Omnipotent Advertising, and I represent the *Weekly Jazz*."

"I read it regularly," rejoined the Manufacturer, "but it is Nothing in my Advertising Life. At this Moment I am Struggling with a Problem. I desire to sell Baled Hay to persons who own and operate Horses and Cattle. As I Dope it out, I must advertise Somewhere where such persons will see my advertising and Buy Accordingly. Where can I find a good Horse and Cattle Medium?"

"While I am not familiar with the Details of your Business, I must venture the Assertion that you have overlooked the first and most Vital Consideration," said the Visitor.

"Tell it to me," said the Manufacturer; "what is it?"

"The influence of your Advertising upon the Horse."

The Manufacturer rang the bell and summoned the Office Boy.

"Fetch me," said he, "my Hypodermic and two shots of Hop."

"Don't order any for Me, please," remarked the Visitor.

"I didn't," replied the Manufacturer; "I want the Double Portion for myself to Catch Even with you, and that I may listen more Intelligently to what you have to say."

The Visitor continued as follows:

"There are 20,000,000 families in the United States. Fifteen per cent. of these represent a Class I would not speak to. Ten per cent. live in communities that are not worth Visiting because the hotels do not Handle Caviar. Twelve per cent. work at Night and sleep all Day. Fourteen per cent. do not Shave. The rest are reached each week by our Glorious Medium, *The Weekly Jazz*—fourteen bona-fide Readers to a copy."

"I hear you," said the Manufacturer, "but what has this to do with Baled Hay?"

"I am coming to that. Having shown you that Our Medium reaches everybody Worth Noticing, I will now draw your Attention to the Fact that each one of our Readers sees at least One Horse every day. An Advertisement on Baled Hay in our Publication will produce a Subconscious Impression which will instantly Crystallize upon the sight of a Horse into the query, 'I wonder what kind of Hay that Horse eats?' Do you follow me?"

"You have me Breathing Hard," said the Manufacturer, "but I am still Game."

"Our Publication is full of Automobile Advertising, as you know. Now, every Horse Owner would rather have an Automobile, so it is Obvious that he reads Automobile Advertising. Finding your Baled Hay ad. among the Flock of Motor Copy in our Weekly, he will start thinking whether Hay costs more than Gas, and he will invariably adjourn to the Stable to get the Proper Atmosphere for this Reflection, of course, taking along the copy of our Publication. The Horse, naturally an Inquisitive Animal, will note the Speculative Look in his Owner's Eye and the Advertisement which he holds in his hand. The Illustration of the Bale of Hay in the ad. will be Appetizingly Drawn, and the Horse will show Plainly his Desire for that Particular Brand."

"I have heard of people Demanding Things until they are Hoarse, but this is plainly a Horse Demand," said the Manufacturer, opening a Window.

"Having been impressed by the Advertising in the First Instance," continued the Visitor, "the Horse cannot fail to note the Habitual Tendency, already mentioned, of our Readers to give him the Once Over, as they pass him on the Street. Because of the similarity of Expression on each face, and because each will be carrying a copy of our Publication, the Horse is bound to Associate these Demonstrations with the Appetizing Advertising first displayed to him by his Master. And now we come to the point of Final Crystallization."

"In cans or jars?" dreamily queried the Manufacturer. The Visitor, not to be deterred from Landing his Logic at its Terminal Destination, continued:

"In this instance, the Horse is the Ultimate Consumer. Having as yet found no method of encouraging Direct Euying among Horses, we must Content Ourselves with the Process of Indirect Purchase through the Medium of Direct Influence. Desire for the Hay becomes an Obsession

with the Horse, and, as is well known, an Obsession is the Primary Cause of Heaves."

"The Heaves?" echoed the Manufacturer; "that sounds to me like Added Efficiency, because the Horse, always a Hauler, now becomes a Heaver."

"At this juncture," said the Visitor in a Conclusive Tone, "you change your Advertising Copy and offer to give away with each Bale of Hay a bottle of Heave Cure. The Result is Obvious. Your business is established as a National Factor, and you have brought Joy to Millions of Horses. Sign here!"

The Manufacturer removed the Waste Basket from his feet and Re-marked casually:

"Have you a Horse about you this morning?"

"Not at the minute," replied the Visitor.

"Well," said the Manufacturer, "that's a Horse on you. Let's roll again and see who's Stuck for the Round."

SAYS AD MANAGERS ARE NOT PROMPT

Space Buyer Has Long List of Charges to Make Against Newspaper Advertising Managers—Many Fail to Answer Correspondence, He Says.

By C. F. CHAPIN,
Assistant Advertising Manager, The Vick
Chemical Co., Greensboro, N. C.

Here are some criticisms of advertising managers by a space buyer who is in daily correspondence with many of them:

I have been buying space for a large foreign advertiser for a number of years. I have often asked myself these questions:

Why are the advertising departments of so many newspapers indifferent to their correspondence?

Why do they fail to answer letters which it is clearly to their interest to answer?

Why cannot one publisher in ten keep a contract for three months and then find it?

Why do about 10 per cent. of new publishers, with whom we wish to establish relations, fail to give us information in answer to as many as three letters requesting same?

Why do some publishers wait several months before acknowledging a contract and lose just that amount of business?

Why do about 5 per cent. of any given list of papers announce failure to receive plates that it has been proved were delivered to them by the Post Office Department?

Why does not one paper in fifty acknowledge an order or give starting date—thus losing weeks of business—in case the order is overlooked and we write again calling attention to same?

Why do many publishers answer correspondence with statements that bear little or no relation to the substance of a letter sent to them? And, in fact, why are a great many publishers apparently utterly indifferent to the business end of their establishments, that of selling white space to the advertiser?

CRITICISMS JUSTIFIED.

Now, these seem like an exaggerated list of questions, the answers to which are, by intimation, uncomplimentary to advertising managers of newspapers, but they are "of the fruit of our knowledge."

We presume we could give business to at least 300 more papers, provided we could extract a reply to our letters requesting information, such as latest circulation figures, if not members of A. B. C., sample papers, rate cards, etc., but our letters remain unanswered.

I offer the following suggestions for newspapers who would get a better

standing with the advertiser and also receive more business for their trouble:

(1.) Answer every letter from a client that requires an answer, and do so promptly—that is, within a very few days—not a few weeks.

(2.) Give the advertiser the courtesy of an acknowledgment of his order, repeating the instructions so that he may know it was made clear, and advise starting date.

(3.) If you don't receive plates that are required to fill the order within a very few days after receipt of the order itself, let the advertiser know.

(4.) Put the advertiser's name on your mailing galley as soon as the order is received.

(5.) Don't start something you can't finish. If you can't promise first-class position and live up to it, don't promise it.

(6.) Read carefully every order, or have some one responsible for carrying out an order.

(7.) If any coöperation is wanted, such as up-to-date list of drug dealers in a town, send it within a reasonable time.

LABOR DAILY FOR SEATTLE

Union Record to Change From Weekly As Shipbuilding Booms City.

Publication of a daily newspaper by organized labor in Seattle, Wash., will soon be a reality, according to an announcement made recently by the Seattle Central Labor Council. It will be known as the Union Record, which for years has been a weekly paper. E. B. Ault, its editor, says the daily will begin within a month.

The remarkable growth of the shipbuilding industry has made Seattle one of the strongest organized labor cities in the country.

Joins Times's Paris Bureau

J. B. Hirsch, formerly on the editorial staff of the Brooklyn Eagle, and later with the Republic of Cuba News Bureau, in the Woolworth Building, has been appointed assistant director of the New York Times Paris Bureau, and has already assumed his new duties at the offices of the Bureau in the building which likewise shelters Le Matin. Mr. Hirsch, while in New York, distinguished himself as a linguist and a student of economic affairs. He was one of the correspondents who accompanied the Ford peace expedition to Europe, and on his return spent some time in Holland investigating the status of neutral nations.

With the adage, "The customer is always right," for a foundation, Marshall Field built the greatest retail store in the world. Isn't it possible that the customer of a newspaper, the advertiser, may at least sometimes be right?

TIPS FOR THE AD MANAGER

N. W. AYER & SON, Philadelphia; placing advertising for the McKee Glass Works.

COWEN CO., 50 Union Square, New York; placing copy with newspapers generally for Lorillard Tobacco Co. "Murad" cigarettes.

KRAMER-KRASSELT Co., Milwaukee; making up list of newspapers to be used in the next few months for John Lauson Mfg. Co., New Holstein, Wis., advertising "Lauson Tractors."

DAUCHY Co., 9 Murray Street, New York; again placing 52 t. orders with some Western newspapers for Allen's Foot Ease.

ERWIN & WASEY Co., Chicago; placing orders with list of newspapers in selected sections for National Motor Car & Vehicle Co., Indianapolis.

FEDERAL ADVERTISING Co., 6 East 39th Street, New York; placing advertising for Ingersoll watches.

RICHARD A. FOLEY ADVERTISING AGENCY, Philadelphia; placing orders with some Pennsylvania newspapers for Philadelphia Record.

CHAS. H. FULLER Co., Chicago; placing 19 t. orders with newspapers in selected sections for "Gets It" Corn Remedy.

FULLER & SMITH, Cleveland, O., again placing orders with newspapers in selected sections for Statler hotels in Buffalo, Cleveland, Detroit, and St. Louis.

S. W. HILL Co., Pittsburgh; placing orders with newspapers in selected section for Pryde Wynn Co., "Molle Shaving Cream."

HOYT SERVICE, 120 West 32d Street, New York; placing scheduled orders for Penn Tobacco Co., Wilkes-Barre, Pa., with some Western newspapers.

MORSE INTERNATIONAL AGENCY, Fourth Avenue and 30th Street, New York; placing orders with some Western newspapers for "Brown Bronchial Troches."

PALFH ADVERTISING Co., 27 West 22d Street, New York; placing orders for Friedman Canute Co., 27 East 22d Street, New York, for "Canute Water."

W. HANCOCK PAYNE, Philadelphia; reported will place advertising with some Pennsylvania newspapers for Philadelphia Telegraph.

HARRY PORTER Co., 18 East 41st Street, New York, will place orders with camp papers for Ucan Sales Co., "Ucan Hair Cutter."

FRANK SEAMAN, 461 Eighth Avenue, New York, placing orders with some Eastern newspapers for Seaboard Rice Milling Co., Galveston, Tex., "Comet Rice."

SCHNITZLER ADVERTISING Co., Chicago, placing 100-line, 16-time orders for Paris and children's "hickory" garters with California newspapers for A. Stein, Chicago and New York.

WOOD, PUTNAM & WOOD Co., Boston, additional schedule to some Ohio newspapers for Peerless Knitting Mills, Mat-tapan, Mass.

ADAMS & MCGOWAN, of Albany, N. Y., handles the advertising of the Warner Macaroni Company, Syracuse, N. Y.

CROSBY-CHICAGO, INC., 206 South Michigan Avenue, Chicago, handles the advertising of the Gum Lumber Manufacturers' Association, 1339 Bank of Commerce & Trust Co. Building, Memphis, Tenn. To advertise "Red Gum Lumber."

THE CHAMBERS AGENCY, INC., 616 Maison Blanche Building, New Orleans, is placing copy in Southern newspapers

nine months contracts, for Q. B. Eczema Treatment, made by J. W. Quinn Drug Co., Greenwood, Miss.

BILLINGS ADVERTISING Co. (W. W. Gail), Billings, Mont., placing display ads in dailies and trade publications throughout United States and Canada for Mutual Funding Co., trustee for Victory Oil & Gas Co.; placing 4,000 lines in weeklies of Eastern Canada and Northern Wyoming for Great Western Sugar Co., Billings, Mont.

THE J. R. HAMILTON AGENCY, Hearst Building, Chicago, has secured the accounts of the Independent Harvester Company, of Plaine, Ill., the Cedar Rapids Foundry and Machine Company, Cedar Rapids, Ia., and the Creamery Package Manufacturing Company, of Chicago.

PROPOSED MERGER ILLEGAL

Brooklyn Ad Club to Disband—To Join New Chamber of Commerce.

On the ground that the consolidation of the Brooklyn Advertising Club, as a corporate entity, with the Brooklyn Civic Club and the Chamber of Commerce of Brooklyn, is against the law, Justice Manning, in the Supreme Court recently declined to approve the merger, as petitioned by Frank Harvey Field. The law makes it possible to merge corporations which are organized for kindred purposes, or which have the same objects. As the Civic Club and the Chamber of Commerce were organized for the betterment of civic conditions, their merger would be entirely lawful, but the Advertising Club, according to its charter, was organized for the promotion of friendly relations between buyers and sellers of advertising exclusively, the law does not allow its merger, as a corporate body, with the other organizations.

Stanley E. Gunnison, president of the Brooklyn Advertising Club, has said that the decision will not affect consolidation plans. The Ad Club will disband and the members will join the new Chamber of Commerce.

Clean Newspapers Win Confidence

"I would rather pay four dollars a line to any newspaper in Detroit when its advertising columns are clean than to pay twenty-five cents a line to the same paper if it carries fraudulent advertising." Such was the statement made by C. A. Brownell, advertising director of the Ford Motor Company, to a representative of the National Vigilance Committee, who was in Detroit last week in the interests of the new Better Business Bureau here.

Orders New Goss Press

The Newspaper Printing Co., publishers of the Pittsburgh Chronicle-Telegraph and the Pittsburgh Gazette-Times, has just placed an order for a large Goss press.

Represent Poughkeepsie Eagle-News

The Geo. B. David Co., Inc., has been appointed New York and Chicago representatives for the Poughkeepsie (N. Y.) Eagle-News.

Omaha to Advertise Itself

The Bureau of Publicity of the Omaha Chamber of Commerce is to raise \$50,000 to be used in advertising Omaha in the newspapers of the country.

If a dozen of his acquaintances should impress upon a stingy man that they considered him generous, he would become generous—such is the power of suggestion.

LOCKPORT PUBLISHER HEADS NEW YORK STATE DAILIES

E. D. CORSON, publisher of the Lockport (N. Y.) Union-Sun and Journal, who was elected president of the New York Associated Dailies at the convention held recently at Albany, is but thirty-three years of age. He is a



E. D. CORSON.

graduate of the University of Pennsylvania, and has been publisher of the Lockport Union-Sun and Journal since 1907. He is also president of the Corson Manufacturing Co., of Lockport, commercial printers. Since the Union-Sun took over the Journal Mr. Corson has increased the size of his newspaper from eight to sixteen pages.

THE MILLION LINE CLUB

Twelve Newspapers Averaged a Million Lines a Month or Better

Last week's list of newspapers entitled to representation in the "Million Line Club" has been revised in some important particulars. Corrected figures show that only eleven daily and Sunday newspapers and the Chicago Daily News—a six-day paper—earned the right during 1917 to be so listed. They were the following:

Pittsburgh Press	20,018,740
Detroit News	19,663,784
Kansas City Star	17,095,034
Chicago Tribune	16,467,450
New York World	13,741,045
Pittsburgh Leader	13,423,728
St. Louis Post-Dispatch ...	13,407,520
Philadelphia Inquirer	13,350,300
Chicago Daily News	12,596,526
New York Times	12,509,587
Washington Star	12,392,473
Detroit Free Press	12,271,896

Business Editors Meet

The Editorial Conference of the New York Business Publishers' Association, Inc., held a round-table discussion of editorial questions and problems at the Automobile Club yesterday noon. The different editors discussed the handling of war news, staff changes and the present Washington situation.

NEW USE FOR ADVERTISING

Publicity More Effective Than Prosecution in Stopping Investment Swindles.

C. J. Andre, secretary of the Minnesota State Securities Commission, says that newspaper publicity is proving more effective than prosecutions by the Commission in its efforts to enforce the new "Blue Sky" law.

"Paid advertisements warning the public against offers of unlicensed investment concerns and agents," Mr. Andre adds, "have proved satisfactory to a degree that has resulted in the adoption of a fixed policy giving preference to publicity over prosecutions. Toward protecting prospective Minnesota investors against wild-cat schemes and swindles, the Commission first reported companies and dealers operating without licenses to county attorneys. But in one instance conditions demanded a public warning, and newspaper space was used. The results were so satisfactory that further experiments were made. Finally we decided to use the newspapers instead of the courts, except in special cases. A large advertisement is being prepared, and the Commission expects to become a liberal user of newspaper space."

Far-reaching effects of the publicity policy were evidenced a few days ago, when two stock-selling companies agreed voluntarily to discontinue operations in Minnesota and begged not to be exposed in a Commission statement in the newspapers.

Some people still vaguely believe that in buying a Liberty Bond they are donating the money to the Government.

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

JOSEPH A. KLEIN
Publishers Representative
Specializing in Financial Advertising
Exclusively
Forty-two Broadway, New York

Publishers' Representatives

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

O'FLAHERTY'S NEW YORK
SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

New Orleans States

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

38,412 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

WITH THE AD AGENCIES

Norman Olmstead, recently with Carnew & Kerr, Inc., New York, is now director of service with the Boswell-Frankel Agency of that city.

W. B. Hall, for three years with the advertising department of the Burroughs Adding Machine Co., has joined the copy staff of the Carl M. Green Co., of Detroit.

Willard French has resigned as sales and advertising manager of the Monarch Governor Co., Detroit, to join Brooke, Smith & Moore, Inc., of the same city.

H. B. LeQuatte, for many years with Critchfield & Co., of Chicago, has joined Street & Finney, Inc., New York, as space buyer and business manager.

Miss Jane Carol, of the advertising staff of Women's Wear, New York, has branched into the export advertising field and is conducting an agency in New York.

W. L. Reauveau and O. H. Luck have opened a new advertising firm at 503 Dekum Building, Portland, Ore. Mr. Reauveau was formerly special representative of the Curtis Publishing Company, and Mr. Luck was for several years publicity manager for Hirsch-Wickwire Company of Chicago.

Carney & Kerr, Inc., 461 Eighth Avenue, New York, has suspended activities for the period of the war, but do not intend to dissolve the corporation. Edward M. Carney and Dave E. Bloch, of the company, have joined the McLain-Hadden-Simpers Co., of Philadelphia, which has taken over the Carney and Kerr lease in the Printing Crafts Building, and has moved its New York office from 220 Broadway to 461 Eighth Avenue. Most of the Carney & Kerr accounts will be handled by Carney & Bloch in their new connection.

S. O. Landry, president of the Chambers Agency, Inc., New Orleans, has been appointed State director for the War-Savings Stamp campaign in Louisiana and Mississippi to take the place of A. G. Newmyer, of the New Orleans Item, who has been acting as director but has been compelled to give up the work because of other important Government work to which he has been called.

C. Brewer Smith has been elected president and John W. Withington secretary and treasurer of the Association of New England Advertising Agencies for the coming year.

The Deute-Tyler Advertising Company and the Botsford Advertising Company, of Portland, Ore., have combined and will be known as the Botsford-Tyler Company. The new firm starts out with a large list of customers, mostly Oregon firms, many of them doing extensive national advertising. P. S. Tyler, David M. Botsford, and A. E. Bloch will direct the new concern.

Rumors of New Toronto Daily

TORONTO, February 11.—Rumors that a new daily paper is soon to be established here are again being heard. It is stated that nearly a million dollars has been subscribed to get the paper started, but who the parties are behind the project is not being divulged. The name of Lindsay Crawford, who left the Globe staff last week, because of differences with the management on the editorial policy of the paper, is mentioned as the probable editor of the new organ, which will give its support to the Laurier wing of the Liberal party.

AD FIELD PERSONALS

E. D. REED has been appointed advertising manager of the F. F. Dalley Co., Ltd., of Hamilton, Ont., maker of "2 in 1" stove polish.

ROBERT T. WALSH, former advertising manager of the Maxwell Motor Co., Inc., is now in charge of the sales and advertising of the Electric Intake Heater Co., of Jackson, Mich.

ROBERT W. SULLIVAN, former advertising director of the Lowe Brothers Co., Dayton, O., has been appointed advertising manager of the paint interests of the E. I. du Pont de Nemours & Co., Wilmington, Del.

M. F. HARRIS, formerly assistant advertising manager of Armour & Co., Chicago, has joined the sales force of the Chicago office of the Poster Advertising Co.

Ed. H. PHILLIPS has resigned as a director of the Advertising Association of Chicago. E. C. DeClergue succeeds him.

GEORGE B. BASSLER has been appointed Western representative of Associated Advertising to succeed Stanley Ikerd, who has joined the navy.

H. E. ERICKSON, former advertising manager of the Rock Island Railroad, recently resigned to become advertising manager of Morris & Company, Chicago packers.

LESLIE L. DOUGLAS, who has been cashier for the Buy-It-Made-In-Texas Association of Dallas, for some time, has been made advertising secretary, succeeding B. J. Roemer, resigned.

HERMAN STEIN, advertising manager of the Jewish World, of Cleveland, O., has been promoted to manager of that paper.

A. J. PENDERS, for some time connected with the advertising department of the Meriden (Conn.) Journal, has become associated with the Hartford (Conn.) Courant.

Gas Supply Inadequate

One of the troubles of the Louisville newspaper publishers this winter is the short supply of natural gas on which the newspaper plants rely for heating the metal pots on typesetting machines and stereotypers' kettles. Since the first of December the gas pressure has been sub-normal and unreliable, and it has been necessary for the publishers to make arrangements for other heat. The afternoon newspapers have met the need by acetylene gas tanks, making some changes temporarily in the burners and connecting up the distributing systems to acetylene gas tanks. The pressure of gas normally improves at night, and night work has been possible on the former basis. Wood is the favored fuel at this time under the stereotypers' kettles.

Recent Purchasers of Linotypes

The following newspapers are listed among the recent purchasers of Linotypes: Truckee (Cal.) Republican, Kansas City (Mo) the Packer, San Francisco (Cal.) La Tribuna, North English (Iowa) Record, Granger (Texas) News, Arkon (Ohio) the Press, South Charleston (Ohio) Sentinel, Sisseton (S. D.) Standard, Hopkinsville (Ky.) Kentuckian, Monticello (N. Y.) Republican, Clarkesburg (W. Va.) Exponent, Yuma (Colo.) Pioneer, Casper (Wyo.) Tribune, Hallettsville (Texas) Herald, Rockland (Me.) Courier-Gazette, and Rochester (N. H.) Courier.

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 Nov., 1917, Daily 42,316; Sunday, 47,138. Printed 2,865,884 lines more advertising than its nearest competitor in 1917.	MONTANA MINER Butte Average daily 13,751, Sunday 22,343, for 6 months ending April 1, 1917.
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.	NEW JERSEY JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
GEORGIA Journal (Cir. Da., 55,687; Sun., 67,870. Atlanta	NEW YORK COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO — New York DAY New York The National Jewish Daily that no general advertiser should overlook.
ILLINOIS HERALD-NEWS (Circulation 15,190)..... Joliet	OHIO VINDICATOR Youngstown
IOWA SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA TIMES Erie TIMES-LEADER Wilkes-Barre
LOUISIANA TIMES-PICAYUNE New Orleans	TENNESSEE BANNER Nashville
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 Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MINNESOTA TRIBUNE, Morning and Evening... Minneapolis	UTAH HERALD-REPUBLICAN Salt Lake City
MISSOURI POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation for entire year, 1917: Sunday average..... 361,263 Daily and Sunday..... 194,593	VIRGINIA DAILY NEWS-RECORD Harrisonburg Largest circulation of any daily paper in the famous valley of Virginia.
	WASHINGTON POST-INTELLIGENCER Seattle

ROLL OF HONOR

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

ILLINOIS SKANDINAVEN Chicago	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.
GEORGIA BANNER Athens A gilt edge subscription—not a mere circulation claim.	NEBRASKA FREIE PRESSE (Cir. 128,384)..... Lincoln
	NEW YORK BOELLETTINO DELLA SERA..... New York
	PENNSYLVANIA DAILY DEMOCRAT Johnstown

COMMISSION SOLVES PAPER PROBLEMS

Inter-Ministerial Press Commission in France Succeeds in Getting Workmen, Raw Materials, Fuel, and Transportation Facilities.

Special Correspondence of THE EDITOR AND PUBLISHER.

PARIS, January 25.—The Inter-Ministerial Press Commission here is now in absolute control of the supply of news print and all other materials used in newspaper making. Because a continuation of the war may result in the organization of a similar body in the United States, the Paris correspondent of THE EDITOR AND PUBLISHER asked M. Schoeller, secretary of the Commission, and business manager of Le Matin, to describe how the Commission operates.

"The Commission was instituted to meet the crisis faced by the press as a result of the war," said Mr. Schoeller. "It was appointed by the Minister of Commerce and is 'inter-ministerial' because every department affected is represented on it—Foreign Affairs, Munitions, Commerce, Finance, Interior, Navy, Public Works, and Transports. The press is represented by twenty-four members, chosen by the newspapers, half from the Paris press and half from the provincial. The chief distributing agency and the most important paper manufacturers are also represented.

"The crisis which the Commission had to deal with may be divided into these three parts:

"(1) Acute shortage of print paper and of raw materials for paper manufacture.

COSTS INCREASE.

"(2) Increased cost of everything used in newspaper making.

"(3) Delay in delivery due to transport crisis.

"As the first step in meeting these problems the Commission learned exactly how much print paper the entire French press needed and found that the amount was 12,000 tons a month, half of which had been supplied by French production and half by importation.

"As the German submarine warfare interfered more and more with importation, the Commission decided to intensify home production as highly as possible. The first thing to do was to reopen some of the factories which had been closed as a war measure. To hasten matters the Commission took charge of the Darblay Paper Works and the Seine Works. Workmen and raw materials were needed at once.

"Manual labor was obtained by recalling from the colors men skilled in the paper industry. Forty men were excused temporarily from military duty for every 250 tons produced a month.

"A deputation of the Commission went to London and made arrangements with the director of one of the largest of the English paper pulp houses, to have orders for mechanical and chemical pulp filled in Scandinavia.

FUEL SUPPLY ASSURED.

"The Commission succeeded in convincing the Government that the news print industry is essentially a public utility and that the paper mills must

be supplied with coal. Thus a fuel supply was assured.

"So, workmen, raw materials and fuel were obtained and the problems were largely solved.

"The Commission has fixed the price of print paper to guard against exorbitant prices. Present prices vary between 118 and 140 francs the hundred kilograms. Paper imported from America costs about \$155 a ton.

"The problem of the transportation of paper has been solved by including paper in an early priority order assuring of speedy transportation of paper.

"The Commission has compelled all newspapers to raise their price from one cent to two cents and has fixed the number and size of their pages. Violations of the Commission's orders result in withdrawal of privileges which usually means suppression.

"The Commission is maintained by small contributions from publishers and paper manufacturers."

GILBERT HEADS SEATTLE CLUB

William S. McNutt Guest of Newspaper Men on Eve of Departure for Front.

Joseph W. Gilbert, editorial writer and political editor of the Seattle, Wash., Post-Intelligencer, has been chosen as president of the Seattle Press Club. Other officers who were recently nominated at the annual meeting without opposition are: First vice-president, E. A. Batwell; second vice-president, E. E. Carpenter, Bremerton correspondent of the Times; treasurer, J. A. Wood, publisher of the Town Crier; secretary, William E. Petrain, marine editor of the P. I. Frank P. Goss, John L. Travis, Tom Thurlby, and W. E. Jones were named on the board of managers.

William Slavens McNutt, former feature writer on the Post-Intelligencer and now war correspondent for Collier's Weekly, who will soon leave for France, was a guest at the Seattle Press Club for several days recently.

Sam Hawkins, day manager of the Associated Press in Seattle recently broke his right wrist while cranking his automobile. He was absent from his desk for only two days, however.

Ellis Leaves Boston Record

William E. Ellis, for the past two years business manager of the Boston Record has severed his connection with that paper.

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Net Circulation
(latest Government report)

33,924

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers,

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor

statesmen and authors of Europe. We handle more important articles of this description than any other agency in America.

15 School Street, Boston, Mass.

SUN'S LONDON MAN DISPLAYS GREAT ABILITIES

(Special to THE EDITOR AND PUBLISHER.)

LONDON, February 2.—The most recent addition to the corps of correspondents of great American newspapers in London is Judson C. Welliver, of the New York Sun, who served for twelve years as the editor of the Washington Times, and is a writer of distinction. The same qualities that gained Mr. Welliver the reputation of being on intimate terms of personal friendship at



Copyright by Harris & Ewing.

JUDSON C. WELLIVER.

Washington with more leading figures in American public life than any other newspaper man, have won him in the short period of less than a year in his new capacity in London a rare personal triumph in the matter of friendships with high Government officials.

His sojourn here consequently has been marked by a series of dispatches to the Sun that have been illuminating to an unusual degree. With Lord Robert Cecil, Under Secretary of Foreign Affairs; Gen. Maurice, Chief Strategist of the British army; Admiral Hall, Chief of Intelligence of the navy; Col. John

Buchan, Chief of Information of the Government, and a score of other highly-placed officials, Mr. Welliver has won friendships of varying warmth, largely through his sheer habit of asking incisive and, sometimes, awkwardly frank questions. It is, therefore, a striking comment on Mr. Welliver's personality that questions as asked by him are likely to have an opposite effect to those asked by many others.

A native of Aledo, Ill., Mr. Welliver moved as a youth to Iowa, where he took his degrees at Cornell College, at Mount Vernon. He did his first newspaper work at Fort Dodge, later on the Sioux City Journal, where he remained for several years, before joining the staff of the Sioux City Tribune. His next position was as city editor of the Des Moines Leader. He served as political and news writer on the staff of the Washington Times, and then city editor, before becoming editor of the paper. He joined the staff of the New York Sun on the acquisition of the property by Frank A. Munsey, with whom for years he has been on terms of warm personal friendship.

Dry Mat Output Hindered

Benjamin Wood, treasurer of the Wood Flong Corporation, informs THE EDITOR AND PUBLISHER that the Government's fuel order threatens to hinder seriously the output of Wood dry mats. "For their own protection our customers should use every effort to impress the Government with the fact that our mill must be permitted to operate continuously," he writes.



The Rocky Mountain News

(Only Morning Paper in Denver)

The Denver Times

(Evening)

Colorado's Greatest Newspapers

Combined Advertising Gain for 1917 Over 1916
1,500,000 Lines

Combined Advertising Gain of 1917 Over 1915
2,500,000 Lines

The Times-Dispatch

Richmond, Virginia

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

Story, Brooks & Finley

Special Representatives

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

DES MOINES
REGISTER AND TRIBUNE
Over
100,000
Paid Daily Circulation

PIERRE C. STARR

STARR SERVICE CORPS,

548 Transportation Bldg.,

Chicago, Ill.

Specialists in cost systems for Daily Newspapers having over 10,000 circulation only. Send for publishers opinions.

BOOST CIRCULATION BY 2-CENT PRICE

Managers in Convention Tell of Effect of Increase—Discuss Mail Congestion—Next Meeting at Atlantic City, May 15.

(Special to THE EDITOR AND PUBLISHER.)

PHILADELPHIA, February 14.—Present inefficient mail service, the labor shortage and the effect upon circulation by increasing the sales-price to two cents, were the principal topics discussed at the first regular meeting of the recently organized Inter-State Circulation Managers' Association at the Adelphia here to-day.

A committee was appointed including James L. Farley, Philadelphia North American; A. R. Michener, Harrisburg Telegraph; Fred I. Cook, Scranton Republican; Hugh H. Thompson, Ridgeway Record, and F. E. Starkweather, Wilmington Morning News. This committee will gather information regarding mail conditions and lodge a complaint and recommendations with the Post Office Department at Washington.

Wednesday's meeting was enthusiastic, and more than thirty circulation managers were present from Pennsylvania, Delaware, Maryland, New Jersey, and the District of Columbia. The membership committee, through Fred I. Cook, chairman, reported twenty-two new members. The committee will continue its work with a view to boosting the membership to 100 before the next meeting, which will be held at Atlantic City, May 15.

In discussing the mail service, Robert L. McLean, of the Bulletin, related that on a recent trip to Washington in an effort to expedite dispatch of bundles for Southern points, he found in the Union Station at Washington a room about 12 feet wide, 10 feet high and 100 feet long packed full of mail bags. The clerk in charge of sorting this huge pile told him that it was four weeks since he had reached the bottom of the heap. As fast as he sorted sacks additional mail was piled on the heap, he declared.

Effect of increasing the sales price to two cents and the effect of one-cent competition was discussed by several. A. R. Michener, of the Harrisburg, Pa., Telegraph, described the result in Harrisburg, where there are two one-cent dailies and the Telegraph at two cents. Mr. Michener declared that after a temporary falling off in circulation sales rapidly recuperated, and at present the Telegraph has 20 per cent. more circulation on a two-cent basis than it had on the one-cent basis, and leads both its penny competitors in total paid circulation.

Practically all the circulation men who have increased their sales price urged that there is no longer any justification for the one-cent newspaper.

President MacKinnon called on all members for brief discussion of various problems, and many interesting points regarding circulation management were brought out.

A programme committee, including Fred I. Cook, chairman; Charles Buck, Chester Times; Henry C. Carpenter, Lancaster Intelligencer and News Jour-

nal; F. E. Kain, York Gazette, and John H. Miller, jr., Pittsburgh Gazette-Times, was appointed to arrange a programme for the next meeting.

Those present included: A. E. MacKinnon, North American; J. H. Miller, jr., Pittsburgh Gazette-Times; Joseph M. Aylward, Pittsburgh Chronicle-Telegraph; R. L. McLean, Philadelphia Bulletin; F. E. Starkweather, Wilmington News; H. Lemke, Philadelphia Tageblatt; E. S. Dobson, Philadelphia Ledger; James L. Farley, North American, Philadelphia; George R. Mundy, Philadelphia Inquirer; J. E. Hasenack, Philadelphia Press and Telegraph; L. P. Rutherford, Philadelphia Record; F. A. Clark, Philadelphia Evening Ledger; Charles T. Buck, Chester Times; A. R. Michener, Harrisburg Telegraph; Henry C. Carpenter, Lancaster Intelligencer and News-Journal; Fred I. Cook, Scranton Republican; H. R. Reid, Lebanon Report; J. H. Zerhey, Pottsville Republican; J. H. Seales, Reading News, Times, and Telegram; D. K. Hock, Reading Eagle; C. J. Pyle, Wilmington Journal; M. E. Zepp, Washington Times; C. K. Blosser, York Dispatch & Daily; F. E. Kain, York Gazette; Bert N. Garstin, Cumberland, Md., Evening Times; Charles L. Von Fossen, Camden, N. J., Courier; Thomas F. Ogilvie, Atlantic City, N. J., Gazette-Review; C. L. Drake, Stroudsburg, Pa., Times-Democrat; George O. Hughes, East Stroudsburg, Pa., Morning Press; C. F. Crosgrove, Wilmington, Del., Every Evening; W. C. Der-shuck, Hazelton, Pa., Plain Speaker; Frank J. Studeny, Johnstown, Pa., Democrat; H. Frank Brewer, Greensburg, Pa., Record; J. J. Driscoll, Connellsville Courier; H. F. Kelley, Hoboken, N. J., Hudson Observer; J. L. Stackhouse, Easton, Pa., Express; R. Stewart, Erie, Pa., Herald; C. F. Stoud, Plainfield, N. J., Courier-News; A. Nevin Pomeroy, Franklin Repository.

NEW MEMBERS OF A. B. C.

Street & Finney, of New York, Join Bureau—Many Publishers Added.

The Audit Bureau of Circulations announces the adoption of the following to its list of membership:

Advertisers: Curtis Lumber & Millwork Co., Clinton, Iowa.

Advertising agents: Street & Finney, Inc., New York city.

Publishers: Western Farmer, Portland, Ore.; Times, Watertown, N. Y.; Press, Philadelphia, Pa.; Dispatch, Wilmington, N. C.; Enterprise, Chico, Cal.; News, Waco, Tex.; Le Soliel, Quebec, Canada; Daily Echo, Halifax, N. S.; Morning Chronicle, Halifax, N. S.; Nova Scotian & Weekly Chronicle, Halifax, N. S.; Herald & Telegraph, Montreal, Canada; Le Droit, Ottawa, Canada.

Boston Record Cuts Down

The Boston Record has reduced the number of pages in its daily editions to eight, and eliminated several special features, including the page of photographs.

The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN

Department Stores	19,017 lines
Women's Specialty Shops	4,536 lines
Foodstuffs	3,941 lines
Boots and Shoes	1,659 lines

This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

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

CARTOONIST BUSHNELL

is now working for us again. His unsurpassed draughtsmanship is known to all. Write for proofs of his new cartoons. The best yet.

Central Press Ass'n

World Bldg. Frederick Bldg. New York Cleveland

Readers Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

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

Newspaper Feature Service M. KOENIGSBERG, Manager 37 WEST 39TH ST., New York

World Apologizes to Mr. Murphy

As a result of findings by the New York World's Bureau of Accuracy and Fair Play, the Evening World on Wednesday apologized to Charles F. Murphy, the leader of Tammany Hall, for having printed certain charges against Mr. Murphy during the recent municipal campaign. Investigation by the Bureau showed that there was no basis of truth for the allegations made. The editorial was reprinted on the first page of the Morning World Thursday.

S. S. Carvalho, who recently retired from the general management of the Hearst publications, has always been distinguished for his talent for thinking in little figures quite as clearly and logically as in big ones. No detail of an executive's work was too small to engage his attention, nor too big.

In the Northwest **The Daily News** St. Paul, Minneapolis

with a combined circulation of **155,000**

with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory. **18c per line**

C. D. BERTOLET

General Advertising Manager Boyce Building Chicago

Wilder and Buell

Newspaper Features and Advertising copy

225 Fifth Avenue New York

We spend more than **\$500,000**

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service 729 Seventh Ave. New York, N. Y.

UNITED PRESS

Serves more afternoon and Sunday papers than any other press association in the world. Build your paper—

"By UNITED PRESS"

316 World Building, New York

NEA MR. EDITOR

Don't be afraid you can't afford the reasonable price asked for the NEA service. Rates based on circulation bring this service within your reach. Write NOW for samples.

THE NEWSPAPER ENTERPRISE ASSOCIATION 1279 West Third Street Cleveland, Ohio

The Boston Evening Record

gained in every advertising classification last year. Only two other Boston papers showed gains over 1916.

Circulation, 50,000 net paid.

Member Audit Bureau of Circulations

Eastern Representative

I. A. Klein New York

Peoria **TRANSCRIPT** Only morning newspaper in Peoria. Peoria **JOURNAL** Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C. SUNDAY JOURNAL-TRANSCRIPT Combination Advertising Rate HENRY M. PINDELL, Proprietor. CHAS. H. EDDY CO., Representative NEW YORK BOSTON CHICAGO

NEWSPAPER WORK IN FAR OFF AUSTRALIA

(Continued from page 9)

ice-cream or a cricket bat. So when the Australian invests his penny in a daily newspaper he does it with the expectation of getting a serious report of the news, with the editor's comments thereon. If he wants jokes or scandals he buys a paper that specializes in one of those fields.

There are many papers covering special fields, especially sports and agriculture. It is the general practice for a metropolitan daily to issue also a farm weekly, in the flat magazine form, and a sporting weekly. Still another by-product of Australian journalism—not, however, connected with any daily newspaper—is a weekly publication called Truth, which is frankly devoted to salaciousness. Truth is published simultaneously in each of the six state capitals. It has made a fortune for its owners.

The statement that the Australian daily papers do not print "human interest" news needs a slight qualification. They do not, it is true, print the little odds and ends of news with which the American papers, excellent gossips that they are, brighten up their columns; but let an interesting divorce or breach of promise suit come along and they play it to the limit. I recall a divorce suit that was tried while I was in Melbourne. The testimony rivalled in prurency that of the first Thaw trial. American newspapers would have glossed it over, but all the Australian papers printed it verbatim. This is the standard method in Australia; when a matter becomes of public record it is to be treated as a public record. Likewise, the Australian papers seldom employ the euphemisms by which we refer to certain diseases; they call a spade a spade.

NEWS WRITING HEAVY, TOO.

Judged by American ideals Australian news writing sins in the same way as leader writing. It leans toward big words, trite locutions, long sentences, and long paragraphs. To drag a phrase or sentence from its context and hold it up to scorn is generally unfair; also, it exposes the critic to the danger of having his own product dissected in retaliation. However, here are a few sentences which seem to me to be typical of the worst features of Australian "journalism":

Was made the recipient of. His wife pre-deceased him.

An inquiry is being instituted by the sewerage committee of the Metropolitan Board of Works with a view to ascertaining the exact nature of the gas and the circumstances surrounding the occurrence.

The management has been well favored in regard to the weather.

The frequent postponement of meetings arranged in connection with the repatriation scheme caused Mr. Page to enter a vigorous protest against such procedure.

If you are a copyreader, your fingers probably itch to get at those sentences.

They are all taken from one issue of a leading morning paper. It should be said in extenuation that they appeared in minor stories and were probably the work of junior members of the staff. But where was the sub-editor?

The quoted sentences show, in possibly an extreme way, the worst side of Australian newspaper writing. It would be easy to show, similarly, the worst side of American newspaper writing, which sometimes goes to an extreme of staccato brevity.

What of the good points of the Australian news story? In the first place, though it may lack sprightliness, it is likely to be meticulously correct in grammar and spelling and all the mechanical details of style. The Australian reporter usually has a good groundwork of training in English, and he is careful. More important, however, are two other outstanding good qualities that the average Australian story possesses: It is accurate and, particularly in the case of the longer articles, it is thorough. These two qualities excuse a multitude of sins. In Australia I formed a rapid aversion to "in connection with" and "in respect of," but I also acquired an immense respect for British thoroughness.

USE OF SHORTHAND COMMON.

In news-getting methods the prime difference between the Australian and the American reporter is that the former uses shorthand and the latter does not. Because the Australian papers demand verbatim reports of speeches and parliamentary proceedings, a knowledge of shorthand is an absolute essential. It is assumed when a man joins the staff of a paper that he is familiar with the Pitman system and can "take" Mr. W. M. Hughes or Sir Alexander Peacock, or any other political leader when he rises to discuss the state of the nation or the weather. And all the leaders do so rise with great frequency.

Since I returned from Australia I have been asked by several good reporters, desiring to see the world, whether it would be advisable for them to try their luck in Australia. The answer is: No; don't try it unless you know shorthand. A sub-editor can get along without shorthand, but a reporter is likely to be hopelessly lost without it. The advice holds good both for the morning papers, and, though in lesser degree, for the Americanized evening papers.

It is because he uses shorthand that an Australian reporter makes a photograph rather than a picture of a news event. The system has its merits and its defects. Doubtless it promotes accuracy in details. On the other hand, I believe that too great reliance on shorthand—using it, as some one has said, as a crutch rather than a cane—makes for stodginess and against accuracy in a large sense. There are many reporters in Australia who use shorthand judiciously, but unless a writer is constantly on guard there is a danger that he will become a slave to the system. Working with feverish eagerness to get each word of a speaker's address or conversation, a reporter inevitably runs the risk of missing the flavor, the significance of the remarks.

I have been asked whether the Australian papers are more-accurate than the American. The answer is both yes and no. Yes, if the details of the average individual story are considered; no, in the larger sense of the impression left by the whole paper. I believe that the American papers present a truer picture on the whole than the Australian. I have said that the Australian morning press is intensely partisan. Its attitude was well illustrated in the bitter conscription campaign waged in Australia in October, 1916. All the big papers of the country were for conscription, and readers were led to believe that the issue would be carried at the popular referendum by a good majority. Yet the anti-conscriptionists won. It should be said here that the case was not analogous to that of America; there were many local factors, peculiar to Australia, that helped to determine the result. The vote should not be read as an indica-

tion of any slackening of war effort. The point is simply that the newspapers, in their partisanship—for conscription was very largely a party issue in Australia—gave a side-view photograph of public sentiment, whereas, I believe, the independent American papers would have tried to paint a complete picture. This criticism has to do, of course, with editorial policies, and not with the methods of handling ordinary news. It does not contradict what I have said about the thoroughness that is demanded of the reporter.

NO "LEAD" IN AUSTRALIA.

Aside from the fact that many Australian news reports are obviously the work of shorthand writers, perhaps the most notable difference between Australian and American methods is in the arrangement of the facts in the news story. The American news writer generally begins with the climax of his story; he tells the most important facts at the beginning. The Australian follows the fictional method; he begins at the beginning and writes chronologically to the end. There is no "lead" in the American sense. One of the stories that I "subbed" while in Melbourne was that of a breach of promise suit that at-

The Baltimore News Leads in Automobile Advertising

During the first six months of 1917 THE BALTIMORE NEWS carried automobile display advertising to the amount of

418,993 Lines

This was a gain of 100,877 lines over the same period, 1916.

For years THE NEWS has carried month by month more automobile advertising than any other local newspaper, morning, evening and Sunday combined. Often the total figures amount to more display advertising than carried by the two morning papers combined.

The Baltimore News

Member Audit Bureau of Circulations
Net Daily Circulation January, 1918, 100,189
GAIN over same period 1917, 21,550

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

1/3 is Some lead!!
The **Morning Record Meriden, Conn.**

Has nearly a third more circulation PROVED than the local evening paper CLAIMS.
The Record is the only A. B. C. paper in the city.

The **Pittsburgh Post**
ONLY Democratic Paper in Pittsburgh.
CONE, LORENZEN & WOODMAN, Special Representatives New York, Detroit, Kansas City, Chicago

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.



DOMINATES
its field in purchasing ability per family and yet at lowest advertising cost per thousand.
"TO-DAY'S HOUSEWIFE"
GEORGE A. McCLELLAN
General Manager
New York

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that censors its advertising columns. Many of our advertisers use our columns exclusively. The above is one of the many reasons why."
MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

Food Medium of New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK
Lytton Building CHICAGO

The McClure Method
Our features are sold on 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 material 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 Street, New York City

The **Pittsburg Dispatch**
with its dominating influence brings advertisers paying results.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

tracted much interest. The Herald told the story in the American fashion, but the Melbourne morning papers began with a formal statement of the case and the attorneys' names, followed with the testimony, and at the end of half a column said that the plaintiff had been awarded 250 pounds' damages.

The Australian newspaper man himself is much like his American cousin. He is more mature, as a rule, and takes life more seriously. Like the American, he is imbued with a keen sense of loyalty to his paper and his profession. When the Australian Journalists' Association entered the arena of industrial arbitration it was predicted that journalism in Australia would tend to lose its professional dignity and become a trade. The contrary has been true. By court decree, journalism has been recognized as one of the learned professions, and the rank and file of the workers, under the stimulus of this recognition and its material rewards, have acquired a new sense of the dignity and responsibility of their calling. "Members of the Australian Journalists' Association," said the organ of that body, "have a special duty towards their profession—the duty of endowing it with ideals and of reaching out towards them."

National characteristics, naturally make a difference between Australian and American newspaper men, but it is not nearly so great as the difference between the journals of the two countries. In all such essentials as devotion to duty, proneness to "talk shop" and a general spirit of good comradeship, the newspaper workers of America and Australia are alike. As a visitor in Australia I found among journalists an unbounded hospitality and an eager desire to be of service. The free masonry of journalism, I discovered, has no geographical boundaries, but is inherent in the profession itself.

[Professor Ross next week will discuss the minimum wage system in Australian journalism.—Ed.]

Has Abandoned Premiums

Premiums to secure circulation for newspapers in Pittsburgh, at least, are not in favor, according to John H. Miller, circulation manager of the Pittsburgh Gazette-Times. "We have not used premiums for two years," says Mr. Miller, "and our circulation has gradually grown. Until two years ago we spent between fifty thousand and one hundred thousand dollars yearly, but we are convinced, after a rest of two years, that premiums do not do the work and we do not need them."

FOR SALE
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.

Linotype

Three Model 1 machines, with complete equipment of molds, magazines, and matrices. New Haven Union Co., New Haven, Conn.

Linotype

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

Three Deck Press

prints 4, 6, 8, 10, 12, 14, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

Four Deck Press

prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

SITUATIONS WANTED

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

City Editor

Thoroughly capable newspaper man desires position as city editor or managing editor in Northern city of 30,000 to 50,000. State best salary and all particulars. Married; 32 years old. Address B. 140 Care Editor and Publisher.

Business Manager

Newspaper man of ability and experience in both editorial and business departments would like position of manager of live paper in city of about 30,000. Address, B. 141 Care Editor and Publisher.

Circulation Manager

thoroughly familiar with all branches of the circulation department. Fifteen years experience. Age 36. Address B. 143 Care Editor and Publisher.

Editor and Manager

of a leading Vermont Weekly for eight years and small daily for two years and previous editorial experience on Vermont's leading daily open for immediate engagement. Above draft age. Address W. J. Bigelow, St. Johnsbury, Vt., Care Editor and Publisher.

Woman Magazine Editor

A young woman with seven years' practical experience on a leading national weekly desires a broader opportunity. Has wide acquaintance with authors and writers on all subjects of interest to women. Understands editorial planning, pictorial page display, general magazine make-up, and special handling of household subjects. College graduate. Address B. 142 Care of Editor and Publisher.

Circulation Man

35 years of age; married; 15 years' experience on metropolitan newspapers; have worked all the way from carrier to circulation management; road man for five years; country circulator three years; circulation manager on three papers; now doing special promotion work; finish present contract next month; would like good connection with publisher in need of an aggressive circulation builder, or in any capacity that may require thorough knowledge of circulation department. Address B. 149, care of Editor and Publisher.

Business or Advertising Manager

Wanted by live, wideawake, hustling, and producing young married man, who has had twelve years' actual experience in business and advertising department, and knows how to take a proposition and make good, or would act as assistant. Want to make quick change, now assistant advertising manager daily, town more than hundred thousand. Highest class reference. What have you to offer? Address B., 137, care of Editor and Publisher.

Newspaperman

Are you represented in South America? Practical newspaper man with advertising ability and powerful connection in Latin America will look after your interests. Address B., 153, care of Editor and Publisher.

Pictorial Gravure Editor

Capable New York city newspaper editor with expert knowledge of news photographs, is open for proposition from newspaper, magazine or advertiser to handle rotogravure news pictorial section. Samples of previous work available. Best of references. Address B. 152, care of Editor and Publisher.

Circulation Manager

thoroughly familiar with all branches of the circulation department. Good promotion and organizer, with original ideas. Age 36. Address B. 155, care of Editor and Publisher.

HELP WANTED

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

Sales Executive

An advertising manager by a large daily newspaper in a city of 450,000 population. Only a big man will be considered. A man who can plan advertising deals and carry them to a successful conclusion. A man who can deal with big men—briefly, a newspaper sales executive of experience in the full sense of the word. For such a man, a splendid opportunity here lies, with a newspaper organization which will stand back of him and cooperate in building up the advertising department. Replies confidential. Address B., 135, care of Editor and Publisher.

Circulation Manager

Morning daily in Western city of 100,000 population wants capable circulation manager. Bright future for a man who can show results in business and revenue. Must have clean record and be able to make surety bond. Give all information in first letter and state salary expected. Address B., 129, care of Editor and Publisher.

Desk Man

and head writer to handle all news. Must be quick and reliable. Give experience, pay wanted, etc. Daily Record, Morristown, N. J.

Reporters

several good reports for leading Boston daily newspaper. Give age, schooling and experience fully. State what salary expected. Forward printed samples of work with stamped and directed envelope for return. Address A. B., P. O. Box 5276, Boston, Mass.

Newspaperman

An all round experienced, aggressive, successful man for daily newspaper in town of 15,000, who can develop new business and is a master of details. Should be between the ages of 30 and 40. Write fully stating salary expected. Address Box 844, Cheyenne, Wyo.

Industrial Writer

experienced advertising producer, with thorough knowledge of the South and its people, would represent Eastern or Western periodical in South, headquarters in Atlanta. Salary based on actual service. Highest class testimonials. Address B. 151, care of Editor and Publisher.

Office Space

A special agency representing a list of dailies desires office space with a special representing another class of papers. Will consider the purchase of a list of dailies or other publications now represented. Correspondence confidential. Address B. 148, care of Editor and Publisher.

SITUATIONS WANTED

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

Cartoonist

will consider offer from live newspaper. Ten years' practical experience in daily cartooning both national and local—caricatures and illustrating. Established reputation. Six years in present position. Wishes change for personal reasons. Not subject to draft. Best of references. Samples of work on request. Will consider permanent job only, with future. Give your paper a personality. Address B 139, care Editor and Publisher.

Newspaperman

Responsible news or business office position with newspaper in southwest. Am actively and successfully engaged in responsible work. Health perfect. Draft class 4. Could produce some capital later if convinced. Address B. 147 Care of Editor and Publisher.

\$1,000 for first payment on purchase or lease of a small daily or good weekly newspaper property. Location desired within 150 miles of New York City. Proposition Q. J.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue, New York

AUBREY HARWELL HENRY F. CANNON

HARWELL & CANNON

Sales
Purchases
Consolidations
Appraisals

of
Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

\$21,443.69 Cash Dividends

And \$5,000 salary to owner represents the net returns in 1917 of Central West small city daily. High class, solid property in every respect. Controlling interest available to right party. Send financial references with inquiry. Proposition 623x.

If you have \$20,000 available, write for Proposition 829x, a prosperous Kentucky property with a great field.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

Would Lease or Buy

SMALL CITY DAILY in the Middle West or South. Age 40, over four years with leading Ohio daily as advertising solicitor, classified manager and assistant to the business manager. "Capable of finishing anything he may undertake." Mention No. 4 B.

FERNALD'S EXCHANGE, Inc.

Third National Bank Building
SPRINGFIELD, MASSACHUSETTS

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS

with Two Folders

For sale by

WALTER SCOTT & COMPANY

Plainfield, New Jersey

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

DETROIT FREE PRESS EDITOR DIES

Harry Coleman, Under Title of Managing Director, Acted as Business and Editorial Head — Death Due to Heart Disease—Was 45.

Harry Coleman, who, under the title of managing director, acted as business and editorial head of the Detroit Free Press, died in Detroit Sunday, February 10, after an illness of only a few weeks. Heart disease was the cause of death. Mr. Coleman was forty-five years old. For more than twenty years, one of



HARRY COLEMAN.

the best-known newspaper men in Michigan, Mr. Coleman had served as reporter, owner, and publisher, and editor on Detroit and State papers before taking the position he held on the Free Press.

He entered the newspaper field as a reporter on the Detroit News immediately after his graduation from the University of Michigan. He soon took a place in the front rank of Detroit's young newspaper men, but abandoned it in 1895 to become proprietor of the Oakland County (Mich.) Post, a struggling weekly, which he soon placed on a firm and profitable basis.

Four years after entering the ranks of publishers, and at the age of twenty-six, Mr. Coleman sold his Oakland County weekly and founded the Pontiac (Mich.) Daily Press. Shortly after, he consolidated the Press with the Pontiac Gazette, which he published, under the name of the Press-Gazette, until the fall of 1913, when he sold it to its present owners.

Following his retirement as a publisher, Mr. Coleman took an extended vacation in the West, returning to De-

troit in 1916 to become managing director of the Detroit Journal, which position he held until its sale to Messrs. Thalheimer and Wright, present owners. Then Mr. Coleman became managing director of the Free Press.

OBITUARY NOTES

THOMAS J. SHANKS, for six years chief editorial writer on the Hamilton (Ont.) Spectator, died recently. He was sixty-four years of age.

JAMES A. HEARN, a member of the staff of the Lowell Sun for twenty-six years and regarded as an authority on sporting and political events, died at his home in that city on Wednesday, at the age of forty-seven years.

WILLIAM J. WHIPPLE, of Winona, "the grand old man of Minnesota journalism," is dead. He began his newspaper career in 1858 as editor of the Prescott (Wis.) Democrat. During the Civil War he was correspondent of the Milwaukee News and the Chicago Times.

Mrs. ELIZABETH ROBERTSON CLARKE, veteran woman journalist, died Monday in New York, after a brief illness. Mrs. Clarke began newspaper work on the old Weekly Graphic here. She wrote political sketches and women's news, and finally drifted into dramatic reviewing for several publications.

WILLIAM CROOKE, one of Brooklyn's oldest and best-known newspapermen, died Tuesday at his home in Brooklyn of pneumonia. Before his retirement in July last, Mr. Crooke had been for forty-two years continuously a member of the staff of the New York Sun, and was dean of the New York morning newspaper representatives in Brooklyn. Mr. Crooke was born in Enniskillen, Ireland, seventy-five years ago. More than half a century ago he came to this country and obtained his first employment with the old dry-goods house of A. T. Stewart. Soon afterward he entered the newspaper field and worked successively on The New York Times, Brooklyn Standard Union, Brooklyn Eagle, and the New York Sun.

RALPH E. McMILLAN, a well-known New England newspaper man, died Sunday in Medford, Mass. He was a graduate of Andover, Williams College, and Columbia University, and at the time of his death was a baseball writer on the Boston American.

WILLIAM L. SMITH, of the firm of Flint & Smith, publishers of the Danbury (Conn.) News, died suddenly last Saturday.

Take It To POWERS

Open 24 Hours out of 24
The Fastest Engravers
on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

We can increase your business—
you want it increased.

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

BURRELLE

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

WILLIAM R. DUNN, a former manager of the Halifax (N. S.) Chronicle, died last week in Halifax, aged fifty-three. He was the eldest son of the late John Dunn, for many years manager of the Chronicle, and was born and brought up in the atmosphere of the publishing craft. He was for several years news editor of the Chronicle, was the first editor of the Halifax Daily Echo, and for several years worked on various dailies in the United States. Returning to Halifax he again became news editor of the Chronicle, and on the death of his father, in 1899, succeeded him as manager, a position he held up to about twelve years ago.

WEDDING BELLS

C. M. Gunnison, of Denver, Col., circulation contest manager, with the Wm. L. Betts Co., of New York, was married last Monday to Miss Anna M. Billings, of Meriden, Conn.

Harold P. Jarvis, Albany, N. Y., correspondent of the Buffalo Enquirer, was married recently in Albany to Miss Larie Lester.

Announcement is made of the marriage of Miss Margaret Mary Salmon, of Bloomington, Ill., to Thornton Leo Smith, formerly of the Chicago office of the Associated Press, and now stationed at Dallas, Tex. The wedding took place at the home of the bride's parents at Bloomington.

Robert Ziegler, of the Chicago office of the Associated Press, was recently married to Miss Olga Thompson, of Manitowoc, Wis.

Have You Ever Thought

Mr. Advertiser

of the wonderful possibilities, open to you, through the use of the only morning newspaper in a city of nearly a million?

The Detroit Free Press

"Michigan's Greatest Newspaper."

offers you just this opportunity.

VERREE & CONKLIN } Foreign } New York
Representatives } Chicago
Detroit

ADVERTISERS
If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in
THE NAUTICAL GAZETTE
the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.
Subscription \$3.00 a year
20 Vesey Street, New York

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

Wind Up Western A. P.

Representative newspaper publishers of Western Canada met at Calgary January 28, for the annual meeting of the Western Associated Press, which for ten years has been the only press association in western Canada and which recently was absorbed by the Canadian Press, Limited. The meeting was in a sense a valedictory to the old "W. A. P." The occasion was taken as an opportunity to honor E. H. Macklin, of the Manitoba Free Press, who since the founding of the Western Associated Press in 1907, has been closely identified with its work.

Editor Asks for Exemption

W. W. Casteel, managing editor of the Mitchell (S. D.) Republican, has filed with the Third Division Board in St. Paul, a plea for exemption from military service, on the ground that his work is necessary to the conduct of the war. He cites that fact that the Third District Board of Appeals in Michigan has exempted a newspaper man on these grounds

Reclaiming old paper has become a great industry in England. Old newspapers have such a ready cash value that they are rarely destroyed.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO- ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



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

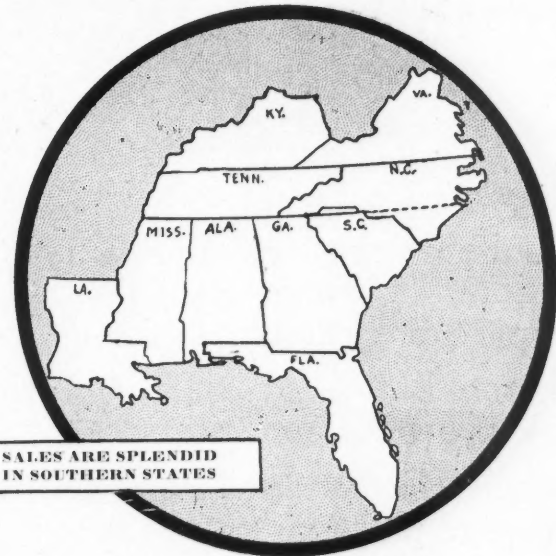
U. S. P. O. and A. B. C. Report
The New Orleans Item
period ending October 1, 1917
Daily 60,756
Sunday 77,438
Average 63,217

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

Cotton and Cantonments!

Two Contributing Causes
of Remarkable Prosperity
Prevailing "Down in Dixie"

Rich, Responsive Field
For National Advertiser



SALES ARE SPLENDID
IN SOUTHERN STATES

The Potent Advertising Force of the South

	Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA.			
Birmingham Ledger (E)	35,559	.06	.06
Birmingham Age-Herald (M)	23,742	.07	.05
Birmingham Age-Herald (S)	31,700	.08	.06
Birmingham News (E)	43,000	.07	.07
Birmingham News (S)	49,000	.08	.08
Mobile Register (M)	15,351	.04	.04
Mobile Register (S)	20,286	.05	.05
Mobile News Item (E)	9,500	.03	.03
Montgomery Advertiser (M)	18,213	.05	.04
Montgomery Advertiser (S)	20,783	.06	.05
KENTUCKY.			
Louisville Courier-Journal (M)	26,294	.10	.07
Louisville Courier-Journal (S)	49,058	.12	.09
Louisville Times (E)	43,805	.10	.08
Louisville Herald (M)	53,115	.07	.07
Louisville Herald (S)	45,943	.07	.07
Lexington Herald (M)	9,300	.0215	.0215
Lexington Herald (S)	9,300	.0215	.0215
TENNESSEE.			
Chattanooga News (E)	17,833	.035	.035
Chattanooga Times (M)	25,311	.06	.06
Chattanooga Times (S)	21,682	.06	.06
Memphis News-Scimitar (E)	45,000	.11	.10
Memphis Commercial Appeal (M)	63,981	.12	.10
Memphis Commercial Appeal (S)	102,081	.14	.12
Nashville Tennessean & American (M)	36,665	.05	.05
Nashville Tennessean & American (S)	39,129	.06	.06
Nashville Banner (E)	60,557	.07	.07
Knoxville Sentinel (E)	19,036	.05	.04
NORTH CAROLINA.			
Asheville Times (E)	6,176	.015	.015
Charlotte Observer (M)	13,696	.035	.03
Charlotte Observer (S)	17,826	.045	.04
Greensboro (M)	11,893	.03	.025
Daily News (S)	16,890	.03	.025
Winston-Salem Sentinel (E)	6,000	.0179	.0179
SOUTH CAROLINA.			
Columbia Record (E)	11,325	.025	.025
Columbia Record (S)	9,216	.025	.025
Columbia State (M)	18,561	.05	.04
Columbia State (S)	22,625	.04	.04
Greenville Piedmont (E)	4,769	.0143	.0143
GEORGIA.			
Atlanta Georgian (E)	55,535	.08	.07
Atlanta Sunday American (S)	100,977	.12	.10
Columbus Ledger (E)	7,425	.0215	.0178
Augusta Chronicle (M&S)	6,267	.035	.025
Macon Telegraph (M)	19,719	.04	.04
Macon Telegraph (S)	19,719	.04	.04
Augusta Herald (E)	11,408	.03	.03
Augusta Herald (S)	10,135	.03	.03
Savannah News (M&S)	14,037	.04	.03
FLORIDA.			
Pensacola News (E)	4,623	.0139	.0139
Pensacola Journal (M)	5,309	.0172	.0172
Pensacola Journal (S)	5,309	.0172	.0172
Jacksonville Times-Union (M&S)	24,508	.055	.055
Jacksonville Metropolis (E)	18,185	.04	.04
LOUISIANA.			
New Orleans Item (E)	60,756	.10	.10
New Orleans Item (S)	77,434	.12	.12
New Orleans Times-Picayune (M)	61,165	.10	.10
New Orleans Times-Picayune (S)	75,590	.12	.12
New Orleans Daily States (E)	38,412	.08	.06
New Orleans Daily States (S)	38,412	.08	.06
VIRGINIA.			
Richmond News Leader (E)	39,401	.08	.06
Newport News-Press-Times-Herald (M&E)	10,355	.026	.025
Newport News Daily Press (S)	6,993	.025	.025
Norfolk Virginian Pilot (M)	25,691	.05	.06
Norfolk Virginian Pilot (S)	33,016	.06	.06

Forty-two army camps and cantonments are located in the ten Southern states shown on the map. Two Million Dollars is a conservative estimate of the monthly payroll of each! \$16,000.00 a day is spent at each camp for food!

This Money is Spent in the South.

The Southern farmer is receiving the highest price in history for cotton. Bank clearings in some Southern cities have actually doubled! Prosperity prevails in this section of the South.

Southern People Read Southern Papers.

Advertise your products in Southern newspapers. They will carry your story directly into prosperous homes.

The South is eager and willing to **BUY.**

Write any of the newspapers listed for full and complete information.

Rich-Carr Advertising, Atlanta

Let the New York Globe Show You How to Break Into the Greatest Market Place On Earth

War Times or no War Times the 10,000,000 people who live within 15 miles of the New York City Hall must buy food and other necessities. In times like these when the dollar has lost much of its purchasing power people are earnestly on the look-out for best values.

Therein lies the greatest opportunity for the effective advertising of meritorious articles today.

Now is the accepted time and the New York Metropolitan market, the accepted place for you to seek increased sales and better distribution.

In ordinary times people will buy practically anything; today they are seeking to make their dollars buy greatest values.

To meet war conditions the Globe has organized an effective promotional department, equipped with facilities and under the direction of high salaried men of sound experience, to give manufacturers a sort and quality of service heretofore unobtainable.

The Globe's Plan includes the use of advertising in other newspapers so as to thoroughly cover the field.

In a broad general campaign the Globe's service would include these among other newspapers:

**New York Globe
New York Times
Brooklyn Eagle
Jersey City Journal
Hoboken Observer
Newark News**

**Paterson News
Passaic Herald
Elizabeth Journal
New Brunswick Home News
Perth Amboy News
Plainfield Courier-News
New Rochelle Star**

**Yonkers Herald
Mt. Vernon Argus
Port Chester Item
Flushing Journal
L. I. City Star
White Plains Argus**

The Globe's Plan includes co-operation that will secure distribution and the interested assistance of dealers. It includes the preparation of copy that will produce results. It eliminates all expense for illustrations, cuts, etc., and insures the production of identical copy in each of the papers directly hooked up to local dealers. And best of all, it will render absolutely disinterested service.

Write freely for further information without incurring any obligation. Address,

**JASON ROGERS, Publisher New York Globe
73 Dey Street, New York City**

