

THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, DECEMBER 1, 1917

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Marshall Field & Co.

for the first ten months of this year (from Jan. 1 to Oct. 31, inclusive) used more advertising in The Chicago Tribune than they used in any other Chicago paper. All of their advertising in The Tribune was confined to the daily (morning) issue—every line of it for departments on the street level or above.

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The World's Greatest Newspaper

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Mr. Sales Manager

Want to start something?

Want to start it where the starting is good?

Of course you do. And you want big quick action. You want to produce for the boss—and you know that the smaller the per sale cost is the better the boss is going to like it.

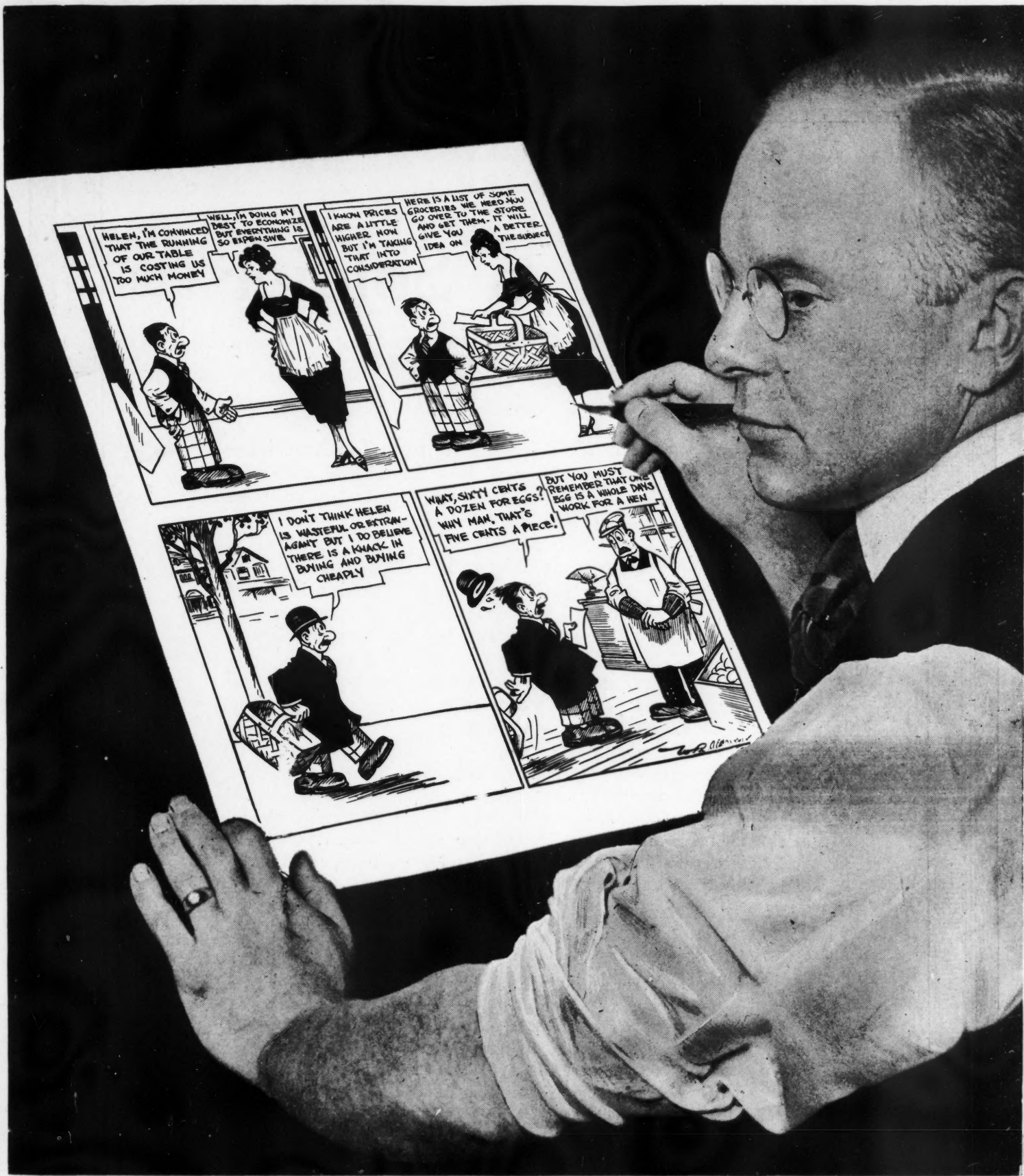
Now, Mr. Sales Manager, New York, as a state, contains one-tenth the population of the United States; and, right or wrong, it is a fact that this one-tenth of the population wields an influence greater than the influence of any other one-tenth of the population.

Get these people and the rest is easy.

These thirty-three daily newspapers with a combined circulation of 3,493,852 copies and a line rate of \$6.1615 gives you concentrated circulation that cannot be equalled anywhere else on earth.

Here is the best place on earth to start something.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker-Press (M).....	33,443	.06	.06	New York Sun (M).....	141,758	.39	.36
Albany Knickerbocker-Press (S).....	35,495	.06	.06	New York Sun (S).....	141,758	.39	.36
Auburn Citizen (E).....	7,200	.0207	.0179	New York Telegram (E).....	215,282	.342	.315
Binghamton Press (E).....	26,788	.06	.05	New York Telegram (S).....	215,282	.246	.225
Buffalo Courier & Enquirer (M&E).....	79,498	.14	.12	New York Times (M).....	357,225	.50	.45
Buffalo Courier & Enquirer (S).....	108,197	.14	.12	New York Times (S).....	357,225	.50	.45
Buffalo Evening News (E).....	91,594	.15	.15	New York World (E).....	431,222	.40	.40
Buffalo Evening Times (E).....	52,896	.09	.09	New York World (M).....	389,654	.40	.40
Buffalo Sunday Times (S).....	65,826	.09	.09	New York World (S).....	513,235	.40	.40
Corning Evening Leader (E).....	7,126	.0193	.015	Brooklyn Daily Eagle (E).....	44,101	.16	.16
Elmira Star-Gazette (E).....	22,755	.045	.04	Brooklyn Daily Eagle (S).....	44,101	.16	.16
Gloversville Leader-Republican (E).....	6,175	.0179	.0142	Brooklyn Standard-Union (E).....	70,815	.15	.15
Gloversville Morning Herald (M).....	6,062	.02	.015	Brooklyn Standard-Union (S).....	85,758	.15	.15
Ithaca Journal (E).....	6,737	.0357	.0357	Poughkeepsie Eagle-News (M).....	5,421	.02	.02
Jamestown Morning Post (M).....	9,311	.025	.0207	Rochester Union & Advertiser (E).....	41,698	.10	.06
Mount Vernon Daily Argus (E).....	5,762	.0275	.0172	Rochester Herald (M).....	34,250	.05	.05
New York American (M).....	402,345	.45	.41	Rome Sentinel (E).....	5,384	.0165	.0129
New York American (S).....	737,534	.65	.60	Schenectady Union-Star (E).....	17,648	.06	.035
New York Globe (E).....	214,836	.33	.31	Syracuse Journal (E).....	41,794	.07	.07
New York Herald (M).....	133,918	.40	.40	Troy Record (M&E).....	23,054	.04	.04
New York Herald (S).....	133,918	.50	.50	Watertown Standard (E).....	11,869	.0286	.0214
New York Evening Journal (E).....	808,608	.70	.70	Yonkers Daily News (E).....	4,610	.0375	.025
New York Mail (E).....	156,529	.34	.32				
New York Post (E).....	20,809	.19	.17	Total Circulation 6,558,575.			
New York Sun (E).....	192,250	.37	.34	10,000 Line Rate \$8.9772.			
				2,500 Line Rate \$9.5417.			



HELEN, I'M CONVINCED THAT THE RUNNING OF OUR TABLE IS COSTING US TOO MUCH MONEY

WELL, I'M DOING MY BEST TO ECONOMIZE BUT EVERYTHING IS SO EXPENSIVE

I KNOW PRICES ARE A LITTLE HIGHER NOW BUT I'M TAKING THAT INTO CONSIDERATION

HERE IS A LIST OF SOME GROCERIES WE NEED YOU GO OVER TO THE STORE AND GET THEM - IT WILL GIVE YOU A BETTER IDEA ON THE SUBJECT

I DON'T THINK HELEN IS WASTEFUL OR EXTRAVAGANT BUT I DO BELIEVE THERE IS A KNACK IN BUYING AND BUYING CHEAPLY

WHAT, SIXTY CENTS A DOZEN FOR EGGS? WHY MAN, THAT'S FIVE CENTS A PIECE!

BUT YOU MUST REMEMBER THAT ONE EGG IS A WHOLE DAY'S WORK FOR A MEN

W. R. ALLMAN
 creator of
The Doings of the Dutts
 A clever strip by a clever man
 250 papers use it daily



The NEWSPAPER ENTERPRISE ASSOCIATION
 1279 WEST THIRD STREET, CLEVELAND, O
A Service-not a Syndicate

Making a Soldier of Sugar

AS we have sent men abroad to fight for America—as we have sent money—as we have drafted steel, with other commodities, into fighting-service or enlisted wheat and other fighting-foods—so we must make a soldier of sugar.

Nutriments for the nations at war is as vital to the outcome as the powder that feeds the guns. A great nutrient in time of peace—in war a veritable sinew—sugar is now called upon to play a heroic part, to supply the peoples of our allies—whose strength is ours.

To wrap up sugar in the American flag, so to speak, and put it into the fight becomes a duty of loyalty. It will be borne cheerfully by every industry, every dealer, and every individual it falls upon. Upon certain industries it falls heavily—and especially on the workers who derive their living from them. Yet the American civilian is in this war with the soldier. American business, great and small, American capital from Wall Street to the remotest country bank, is with the Government every step of the way. The *U. S.* means *Us*. We, all of us, are in the fight with everything we have, for the sake of everything we cherish.

This company regards it a privilege to comply with the Government's request, made similarly to all manufacturers employing sugar in quantity, to reduce our output fifty per cent.

To the end of conservation we pledge our further efforts in every direction that opportunity may disclose, in manufacture as well as beyond the scope of our immediate interests; and in this effort generally we bespeak the co-operation of dealers and consumers everywhere.

THE COCA-COLA COMPANY
ATLANTA, GA.

THE EDITOR & PUBLISHER

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NEW YORK, SATURDAY, DECEMBER 1, 1917

No. 25

NEWS PRINT MANUFACTURERS PAY FINES AND AGREE TO FEDERAL CONTROL OF PRICES

Court Decision Dissolves Manufacturers' Association, Perpetually Enjoins Defendants from Combining in Restraint of Trade, Imposes Fines and Accepts Agreement Fixing Maximum Price for Carload Lots at \$3, Subject to Revision by Federal Trade Commission April 1—Gregory Trustee for Interests of Newspapers



News print manufacturers, indicted on charges of combining and operating in restraint of trade in violation of the Sherman Anti-Trust law. All but Mr. Gould pleaded *nolo contendere* to the criminal action and paid fines imposed by Federal Judge Julius M. Mayer. The indictment against Mr. Gould was dismissed. From left to right they are: Gordias H. P. Gould, Edward W. Backus, George H. Mead, George Chahoon, jr., Frank J. Sensenbrenner, Phillip T. Dodge. Alexander Smith, also indicted, was not present.

IT was a happy party of news print paper manufacturers that left the court room of Federal Judge Julius M. Mayer last Monday afternoon, which had been set for their trial on charges of having violated the Sherman Anti-Trust law and operated in restraint of trade. They had listened to no less a power in the legal world than John B. Stanchfield tell the court, in tones as earnest as though he hoped to be believed, that, conscious of their absolute innocence of any infraction of their country's laws, actuated only by the patriotic desire to spare their nation conflict with corporations while it was engaged in a great and vital war, they were willing to forego a battle which they were certain to win, to accept the stigma that would inhere in a fine, in the criminal proceedings, and agree to a closure of the equity suit against them by a final decree of the

court dissolving the News Print Paper Manufacturers' Association, to accept Attorney-General of the United States Thomas W. Gregory, and his successor or successors as trustee for every individual, firm, or corporation using news print paper in the United States, and, until the first of April, next, to accept three cents as the maximum price to be charged for news print, after which the Federal Trade Commission might fix a different rate, subject to review by a Federal Court.

"Nolo contendere, the plea of these defendants," argued impassioned John B. Stanchfield, "is in no sense an admission of guilt. It means simply 'I am unwilling to fight,' and has so been interpreted by the courts. Nobody ever said it of me, but these defendants say it of themselves from purely patriotic motives. This, notwithstanding that they are opposed by the American Newspaper Publishers Association, which itself is a trust operating in restraint of trade by advising its members of when and where contracts for paper are made, the rate paid, and all other details, thus enabling them by co-operation to force the manufacturer to do business at a rate that may not be profitable to him."

PLEA FOR SMALL FINE.

Ex-Senator James A. O'Gorman, another member of the formidable array of high-grade counsel retained by the manufacturers, with forensic fervor emphasized the innocence of the manufacturers and their self-sacrificing patriotism, as he pleaded with the Court not to fix the maximum fine to which the agreement to the decree made the manufacturers liable; to spare their reputation as honest men upholding their country's laws, and not to stamp them with the ignominy which extreme punishment would carry.

Through counsel, at the insistence of Judge Mayer, each, with the exception of Alexander Smith and Gordias H. P. Gould, declared that he had signed the agreement, was willing for the final decree as agreed upon by both Government and defence to be signed by the Court as it was before Judge Mayer at that moment, and was unwilling to force the Government to a trial of the criminal charge at this time.

The jury box was filled by the men who had been selected two weeks before, all of whom seemed to be wondering why they were there until John Quinn, solicitor for Alexander Smith, explained that his client was in Europe engaged in Red Cross work and had had no opportunity to review the agreement and the decree.

"Then," said Herbert C. Smyth, for the Government, "there seems nothing for us to do except to proceed with the trial."

SETS SMITH TRIAL.

Here was the only important appearance of ex-Judge John Barton Payne, who also represented Mr. Smith, before the Court. He argued long and earnestly that Mr. Smith was doing a service for his country and for humanity in Europe, and that his lawyers had found it impossible to place the whole matter before him and receive his instructions as to procedure. Interrogated by Judge Mayer, Mr. Payne admitted that he did not know just what his client's attitude would be, and hinted that he believed it would be antagonistic to a settlement that would in any sense commit him to a situation that might be construed by laymen as an admission of guilt. He asked for time to write a letter fully explaining the circumstances to Mr. Smith, to which the latter might reply by cable. This Judge Mayer granted, fixing the first Thurs-

day in January as the date of appearance, and then, and not until then, dismissing the jury with directions to report at that date unless otherwise officially notified. It was a relieved dozen men that walked out of the court room, where they had received no previous attention since their meticulous examination as to fitness to serve.

Every defendant leaned forward in his chair and listened with rapt attention while Henry A. Wise, his auburn hair making a bright spot as he leaned on the rail close by the Judge's bench with a belligerence that is never assumed and a confidence that was not in the slightest degree marred by fear of failure pleaded not guilty for his client and demanded the dismissal of the indictment against Mr. Gould on the ground that he never should have been charged with the offence with which he was charged. If his battling soul expected a fight it was disappointed. Mr. Smyth followed Mr. Wise's plea by a statement that although the Government was convinced of the actual guilt of Mr. Gould, it did not believe sufficient evidence could be adduced to prove it in a court of law, and so moved for the dismissal of Mr. Gould on the criminal charge, which the Court granted.

GOULD GOES FREE.

"There," said Mr. Wise, placing his hand on Mr. Gould's shoulder as he beamed upon him with ruddy countenance, "you're free."

The other manufacturers reflected the smile of satisfaction with which Mr. Gould accepted even this much modified exculpation, though a tinge of envy might have been detected by a close observer.

Arguing for the imposition of the highest fine that the Court has the power to impose, Mr. Smyth said it was singular that these manufacturers felt no impulse of patriotism before Congress had set into operation the investigation made by the Federal Trade Commission, upon the result of which the indictments were based. They had the publishers by the throat, he declared, and only uncovered their vaunted patriotism when they found themselves facing inevitable conviction and the prison sentences that might follow.

He pointed out that the Association of which they were members represented ninety-eight per cent. of the news print paper manufactured in the United States and Canada, that it would be a serious error to allow the manufacturers to escape without adequate punishment, and that the moral effect would be lost if the fine in each individual case were less than the maximum of \$5,000.

FIVE FINED.

Sentencing the defendants, Judge Mayer said that he was led to believe, by the position of the Government, that, while the defendants should not have entered into the agreements that were charged against them, their purpose was no other than to accomplish trade results, and that he would, therefore, follow the example of the Government and impose what might be regarded as a compromise penalty.

"The sentence of the Court," he said, "is that the defendants, Dodge, Mead, Chahoon, and Backus, shall pay the sum of twenty-five hundred dollars, and the defendant Sensenbrenner the sum of one thousand dollars and costs."

There were some tense moments before the court convened. Due to open at 10:30 o'clock, it was 11:43 before Judge Mayer came to the bench. Meantime, counsel for the Government and the defendants and their counsel had been closeted in another room going over the agreement, the petition, and



Judge Julius M. Mayer, of the United States District Court, signing the decree dissolving the News Print Manufacturers' Association. Insert, J. Elmer Westervelt, Clerk of the Court.

the final decree, all of which had been submitted to Attorney-General Gregory, and received his endorsement. A few changes of minor importance were made, after consultation with Mr. Gregory by long-distance telephone, the agreement signed by all seven of the defendants, and the Court notified that both sides were ready to appear.

WILLING TO DISSOLVE.

Mr. Smyth advised the Court that the agreement in the equity case, which is reproduced herewith in another column, had been signed, that the petition for the decree had been agreed to, that the defendants were willing to be adjudged as having entered into a combination in restraint of trade by becoming and acting as members of the News Print Manufacturers' Association, and that the combination should be dissolved by order of the court; also that the price of news print paper should be fixed at three cents until April 1.

Mr. Wise assured the Court that the manufacturers had no intention of getting together to present the facts to the Federal Trade Commission when the matter should come before it for readjustment of prices. Mr. Stanchfield entered formal consent for the International Paper Company and Philip T. Dodge; Mr. O'Gorman and George Gordon Battie for Mr. Backus and Mr. Sensenbrenner, the Minnesota & Ontario Power Company and its subsidiary, the Fort Francis Pulp & Paper Company, and the Kimberly-Clarke Company, Henry A. Wise for the Beigo-Canadian Pulp & Paper Company, Ltd., Brompton Pulp & Paper Company, Donnacona Paper Company, Ltd., Gould Paper Company, Price Brothers & Co., Ltd., and G. H. P. Gould; John Quinn for the Abitibi Power & Paper Company, Ltd.,

and Alexander Smith. Judge Mayer signed the decree.

That disposed of the equity suit, and the Court then proceeded to the consideration of the criminal indictment. Beginning the argument in this phase, Mr. Stanchfield said, in part:

GIVES PATRIOTISM AS REASON FOR PLEA

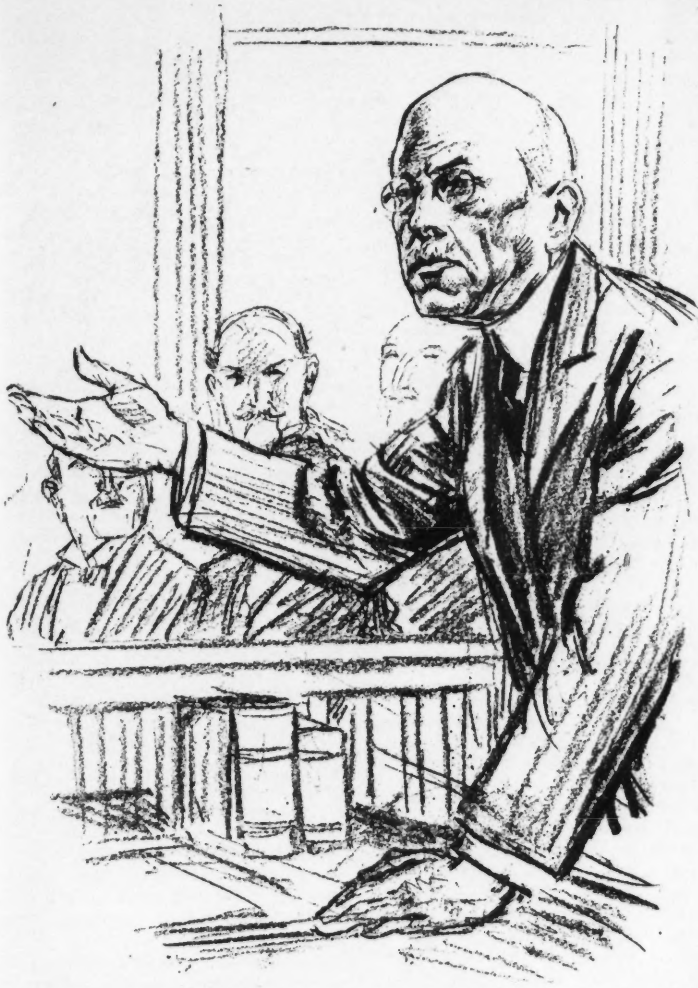
"With reference to all of the defendants, other than Smith and Gould, an arrangement has been arrived at by which those defendants desire to interpose the plea of nolo contendere. It is peculiarly fitting and apt that your Honor should be advised as to the underlying reasons and the motives actuating these defendants in arriving at this solution of this case.

"In order to put your Honor in a situation to determine with exact justice what ought to be done with reference to these defendants, I ask your Honor's attention to a brief recapitulation of the facts that have been under discussion.

ACCUSES PUBLISHERS.

"There has been in existence in the United States, for many years, an organization or an association of newspaper publishers. There are in the United States something like twenty-five hundred daily papers, some fourteen thousand weekly and semi-weekly publications, and a large number of small weekly and monthly publications.

"This Publishers' Association has been very active in furnishing to its membership exact details and most minute information with reference to the price that they were paying for news print paper, and each member of this Association, representing some newspaper,



John B. Stanchfield, leading counsel for the defence, declaring that patriotism alone actuated the manufacturers in agreeing to the final decree dissolving the News Print Manufacturers' Association, in the equity suit, and refusing contest on the criminal charge.

had exact information as to the tonnage that his neighbor was taking, the environment surrounding the delivery of that paper, and where it was to be delivered, so that when some representative of the defendants, the men that manufactured news print paper, were called upon with reference to a price that was to be fixed in regard to print paper, they found that there was a buyers' organization minutely equipped and furnished with exact information as to what every member of it was paying for his paper, his terms of credit, his rate of discount, and all of the facts that surround the making of a business contract. That led, in the spring of 1915, to the formation of the News Print Association, which has been dissolved under the terms of the decree that your Honor has already signed.

"The underlying purpose of that organization was to furnish its members with similar statistical information and to put them into possession of facts with reference to the current price being paid for news print in various parts of the United States. It was a voluntary, unincorporated association; it had no legal, tangible entity, and acted in harmony along certain definite lines; and that, notwithstanding this decree, we affirm before you with the greatest insistence and earnestness, never was intended to be illegal in its character. It was an organization formed in self-defence; it was an organization formed to meet the aggressions of the Publishers' Association—and your Honor will not allow the fact to escape your attention upon this discussion that among all the commodities or articles that are sold in the United

States, the only thing that has not risen in price, so far as I am advised at this meeting, is the newspaper.

HAD TO LIVE.

"Speaking, for instance, for the city of New York, these large metropolitan dailies sell their papers for a penny apiece, just the same as they did before the war, and there was no appreciable difference in the price of print paper that made itself felt until we reached the year 1916. In other words, in all the great industries of the country, the last thing that felt the touch of war and raised in price, was print paper.

"Now, it is a very important industry, and, according to the census of the United States, ranks twentieth among the industries in the United States, and the News Print Paper Association that we dissolve, represents probably in excess of 50 per cent., perhaps in excess of 60 per cent., of the news print paper that is manufactured in the United States, and reaches over into Canada.

"These industries felt that they had to live and they followed the suggestion made by the members of the Federal Trade Commission in an endeavor to standardize contracts, to standardize the accounting cost and make uniform many things for the betterment of labor and sanitary conditions in their various manufacturing industries. Let me give you a notion of the magnitude of the International Paper Company. It has upon its payrolls 25,000 employees; it represents concerns in various parts of the Northern States of the Union; it reaches over into Canada; it consumes, in the making of paper, in excess of 800,000 cords of wood a day.

WOOD COST HIGHER.

"The price of wood, owing to the shortage of cars, owing to our inability to procure water transportation, has gone from \$6, \$7, and \$8 a cord, up to \$18, \$19, and \$20, and perhaps more, making it extremely difficult to obtain.

"This paper industry has undergone a great growth in Canada, because pulp, which goes into paper, is made from spruce, and there is a vast acreage of it in Canada; it is steadily growing smaller in the United States. This same Publishers' Association of which I am speaking, the buyers' trust, were largely instrumental, in 1913, in causing the tariff to be taken off the importation of paper so that paper could come in from Canada to the United States free of tariff; and in an examination, the Federal Trade Commission determined that it cost us, on this side of the St. Lawrence River, from four to five dollars in excess of what it cost to make it in Canada; so that you will see, necessarily, there is a difficulty with the concerns in the United States entering into competition with those in Canada, and is a further reason why, along proper lines and in accordance with the holdings of the Court, we were justified in forming this association as a reasonable restraint of trade.

"Your Honor might well say, 'Well, if you have this defense, why consent to this decree?' And my answer is this: While we feel, under the facts that I have stated that we have a defense, this trial would bring us nowhere. If this jury were to convict, it would not cut this knot; if they were to acquit, it would not solve it; if they were to disagree it would leave the condition as it is to-day, and all the men in the paper industry are actuated by the same patriotic motives, the same desire to do justice, the same desire to play their part in the war now proceeding, that actuates every other man in whose veins flows the red blood of an American.

ON A DIFFERENT FOOTING

"We have spent this month in coming together with the Government upon a price that all parties concede to be fair, and under which we believe that we can live until the first of April, when, if it should appear that the amount fixed was insufficient, we not only have the right to go before the Federal Trade Commission, but, under this agreement we have secured the right of a tribunal of review consisting of the Circuit Court of Appeals of this District, all of which puts this industry upon a different footing and a different status from any other.

"Your Honor will agree with me that in almost every industry, owing to the condition that now exists, prices have been fixed. In every conceivable industry parties are getting together and agreeing, in this emergency, to violate the Sherman law—that is what we are doing upon the face of this agreement; we are absolutely, in writing, fixing with the Department of Justice the maximum price for news print paper.

"I ask in behalf of all these defendants that they be not punished or penalized, upon this plea, by the imposition of a fine."

SMITH HEARING SET FOR THURSDAY, JANUARY 10

The Court: "Of course, there is now no longer any power in the Federal Courts to suspend sentence."

Mr. Stanchfield: "I am not now, if your Honor please, talking about a suspended sentence; my line of argument

runs between a substantial and a nominal fine."

Before discussing the subject of the amount of the fine to be imposed, Mr. Smyth asked for a statement as to how Alexander Smith was going to plead to the criminal charge, saying that if his trial was to proceed it would be necessary to ask for a few days' adjournment in order to summon some witnesses from out of town. In answer, Mr. Payne said:

"There is no difference of fact between counsel for the Government and myself. Mr. Smith, early in October, was sent abroad by the Red Cross—he is now at the head of a very important branch of that work in France. Ten days ago I had a cable from the Red Cross officials in France, urging that something be done so that Mr. Smith would not have to be returned to this country.

"If counsel want this whole thing to go over until there is time to communicate with him, I shall not object to that, but I cannot enter this plea unless your Honor thinks I should."

COULDN'T CONVICT GOULD.

After some further discussion Judge Mayer said he would fix a date for the trial of Mr. Smith, which he did later as the first Thursday in January. Mr. Wise refused to join for his client, Mr. Gould, in the plea of nolo contendere, standing on his plea of not guilty, and Mr. Smyth said:

"With regard to the defendant Gould, we have not the slightest doubt that he is exactly in the same category with the other defendants, but we have not the evidence, and do not feel we would be able to convict him. We advise the Court that in our opinion the indictment as to him should be nolle prossed."

The Court: "The Government having advised the Court that it is not in possession of evidence which would lead the Government's counsel to believe that there would be enough on which to convict, and the Government moving to dismiss the indictment, the motion is granted."

PLEA ADMITS THE INDICTMENT CHARGED

Mr. Smyth: "With regard to what sentence should be imposed upon these various defendants, of course, we start out with the premise that, withdrawing the plea of not guilty and substituting therefore nolo contendere, is in effect a confession of the correctness of the allegations of the indictment. However, Gov. Stanchfield's explanation of reasons for patriotism which moved these defendants now seem fallacious. It is singular that the same patriotism was not boiling within their breasts before Congress passed a resolution which set in force an investigation by the Federal Trade Commission.

"But when Congress set in motion an investigation by the Federal Trade Commission, and, as that Federal Trade Commission went on with its investigations through some eight months, and it became evident to these now patriotic citizens that they were facing a situation which would haul them eventually into a criminal court, they then, for the first time, approached the proposition of having a settlement.

"After an eight months' investigation it was found that the situation in the trade was this:

"Prior to the fall of 1914 there had been no effective association of manufacturers for their own protection. To use their own words, it was suggested by one of the defendants, Mr. Sensenbrenner, that what was needed was a central organization with a manager of strong personality, who could not only collect

all data, but could influence all of the manufacturers to work in harmony with each other with regard to conditions in the news print manufacturing, and it was suggested that Mr. Steele should be made such a manager—however, he was not immediately appointed, he followed a man by the name of Ferguson, who did not turn out to be hardy and vigorous, and with the personality which would influence effectively the various members of this association.

STEELE HIGHLY PAID.

"Therefore, in the spring of 1915, at the suggestion of the defendant, Sensenbrenner, and with the cooperation of the other defendants, the organization which they had up to that time was done away with, and this new organization was inaugurated, known as the News Print Manufacturers' Association, and Steele was appointed as its manager, at the rather moderate stipend, considering his duties, of \$24,000 a year salary.

"It seems that, at the outset, the advisability of incorporating the News Print Manufacturers' Association was taken up and laid before eminent counsel, Messrs. Stelson, Jennings & Russell, Mr. Jennings's opinion is quite illuminative, because it shows that at the very outset these gentlemen had in mind that they were going to go about something that was without the law, because in his opinion, Mr. Jennings said: 'Now, if what you are going to do is to arrange price rates, to combine to raise prices, or to combine in ways that the courts have condemned, you will not better yourselves by adopting innocent articles of incorporation and becoming a corporation.'

"And what did they do? They followed that advice; they adopted no articles of incorporation; they had meetings of the executive committee where no minutes were kept; they tried to be as secret as possible. But, unfortunately for their position to-day, their accredited agents and members of the executive committee, which comprised five of the defendants, exchanged letters in such a way that we have the true facts before us, in addition to some verbal testimony that was had before the Federal Trade Commission, and which we are prepared to produce here.

CONTROLLED 89 PER CENT.

"The News Print Manufacturers' Associations which they represent, actually manufacturers eighty-nine per cent. of the total amount manufactured in Canada and the United States, for consumption in the United States or for transmission to the United States for export. That being so, you can see that the position of these defendants was very strong.

"The members of the executive committee are Mr. Dodge, Mr. Mead, Mr. Chahoon, Mr. Gould, and Mr. Smith, who was not actually a member, but acted in an advisory capacity; he was sometimes called a de facto member of the committee.

"The defendant Sensenbrenner, who was responsible for the suggestion of this Association, and the employment of Mr. Steele, was not a member of the executive committee, but he was an active adviser and took an active part in their deliberations, and many of the letters are from him and addressed to him.

ONLY ONE COMPETITOR.

"The total tonnage, the daily tonnage of paper that was manufactured for consumption in the United States, or used for export from the United States, was 6,300 tons. This News Print Manufacturers Association actually manufactured some 5,600 of those tons. The only concern that was not in the organization was known as the Great



FRANK W. JENKINS,
foreman of the jury.

Northern Company, which charged a fair price.

"So that, with the exception of practically one innocent manufacturer, these defendants controlled the whole of the manufacturing industry of news print paper.

"That being the situation in the trade, it appears that, in 1915, when prices were commencing to go up, perhaps normally, due to demand, these men commenced arbitrarily to fix conditions as to newspaper publishers, taking advantage of a situation which put these publishers in their power. There had been quite a large oversupply of news print paper, and when that was sold, the publishers were able to go out in the open market and buy paper at a fair price, and competition was open; but when this association was formed, and when the market condition commenced to change, the evidence shows that these people held executive committee meetings, that they took advantage of all the statistics that they had gathered, and, through their agent, Steele, effected a complete monopolistic arrangement which had for its object these things:

DIVIDED THE TERRITORY.

"In the first place, the territory was geographically divided, and it was agreed that no member of the Association should encroach upon the territory of the other or attempt to take away the customers of the other.

"In other words, as it appears in some telegrams and letters, an inquiry was made by one of the members of the executive committee that a certain newspaper was asking for a bid. Now, before that defendant dared to submit his bid, he telegraphed to Steele and was told by Steele, who had the contract, and, if it was a member of the Association, that ended any attempt to bid.

"On another occasion, in order that it might not appear too bald, when such an inquiry as that was made, taking, for instance, the case of the International Paper Company and the defendant, Backus, the International Paper Company was advised that Backus had the contract at \$2 per hundredweight, and, if the International should bid, it should bid at least five cents over, so it would not interfere with depriving Backus of his customer. There were several instances of that kind.

"Another activity of the defendants was the suppression of new mills, and

we found several instances where new mills had started, and it was feared that they were going to get into the open market, so these members of the executive committee agreed with each other that rather than let them break down the price, that each one of the defendants would apportion to the new mill a certain amount of its tonnage, so as to keep the new mill satisfied and keep it from going out into the open market.

"With regard to fixing prices. When the Hearst papers in Chicago came to renew their contracts, and found that the manufacturer, who had been supplying them, was not going to supply them any more, because a new mill had come in and their contract was to be given over to the new mill, the Abitibi, and he was to go there, he saw the defendant Smith, and the representative of those newspapers was told, in October, 1916: 'You needn't worry about fixing prices for your new contract, because the news print manufacturers have an association of their own, and in November the prices will be fixed, will be uniform. You have got to take it, and you have got to take your paper from us.'

CREATED A SHORTAGE.

"There came into the situation a decided shortage of paper due not so much to increased demand as to an agreement made by the various defendants, that the output of paper should be controlled and the mills should not run to capacity.

"When newspaper publishers began to suffer, and when it became important to hold this organization tight, the secretary, Mr. Steele, who was a witness before the grand jury, and who received immunity, testified that he sent urgent demands to all of the members of the executive committee and to all of the members of the News Print Association, asking them to send in their estimates of cost, and, in making those estimates of cost, not to regard the actual cost, but to give the theoretic cost in such a way that it would be a sufficient basis for a propaganda among the publishers to show that the increased cost of manufacturing was so great that the publishers must expect a very large increase in price.

"Some of these mills, whose officers were not on the executive committee, sent in reports showing that the cost of production was really less than it had been at any other time in three or four years.

SENT OUT FALSE DATA.

"Notwithstanding that, however, circulars were sent out to the publishers in which the statement was made that the manufacturers were facing such an increased cost that they must expect that prices were going to be very considerably increased.

"I have calculated, in the light of the Federal Trade Commission's report, that these defendants, the News Print Manufacturers, have reaped a profit of at least \$15,000,000 in a short period of time; and it seems to me that to let anybody else throughout this industrial country know that in order to make \$15,000,000 worth of exorbitant profits is contravention to the law, all you have to do is to incur a fine of \$5,000 apiece or less, is making a farce of the Sherman Anti-Trust law. If that was all that was accomplished.

"What moves the Government to accept the plea of nolo contendere, which carries with it a fine of only \$5,000 for each defendant, is that these defendants are henceforth to be investigated by a branch of the Government, and have agreed that they will abide by the results of that investigation. But it seems to me that to impose less than the maximum penalty of \$5,000 is to



"You're free," Henry A. Wise tells his client, Gordias H. P. Gould, as the indictment against him is dismissed. Note the amused expression of Judge Mayer, in the background, because of the triumph indicated by Mr. Wise's happy tone.

say to the outside world that this is not such a great crime after all. For these reasons I ask that in all the cases a maximum fine be imposed."

COURT FIXES FINES ON COMPROMISE IDEA

In imposing the fines Judge Mayer said:

"As has already been made clear, the Government has affirmatively recommended the acceptance by the Court of the plea of nolo contendere. That acceptance, as I understand it, is recommended in connection with the economic adjustment at this time in respect of a very important industry and involving the consideration of many extremely important details.

"It is impossible for the Court to determine, upon the mere statements of counsel, however earnestly and honestly made, whether certain acts were of a character that really involved moral turpitude of were of a character that might be spoken of as endeavoring to make trade arrangements in the belief that those arrangements were made not contrary to law.

"It would be failing to state what everybody perfectly understands, that all of these controversies that arise under this statute are controversies that are extremely difficult of solution, both from the standpoint of the law and the standpoint of what may be the particular economic situation under consideration.

AGREEMENT SATISFACTORY.

"In this case an agreement has been reached with the Government, which presumably is satisfactory to both parties, or both sets of parties, and represents a compromise, as important agreements of that character must do.

"It may be that the Government has not accomplished all it set out to do; it may be that the defendants have not successfully resisted all that they set out to resist; but in what I must assume to be a fair spirit on the part of both the defendants and of the Government, an arrangement has been made which at least, for the time being, and some time to come, regulates the industry upon a basis which the Government believes to be in the interest of the country, an extremely important and valuable determination at this time, when we must recognize that conditions are not normal.

"It is further perfectly understood that the plea of nolo contendere elim-

inates the idea of imprisonment, and that the maximum fine which may be imposed under this statute is five thousand dollars.

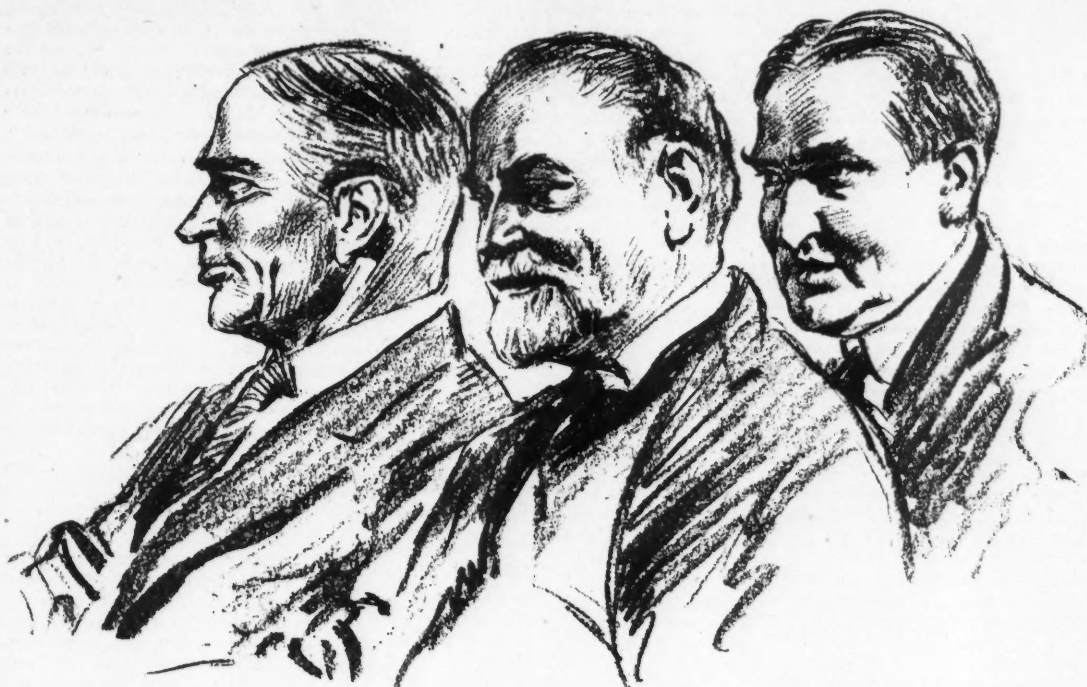
"The defendants, by that plea, take the position that they do not contend, they do not contest; they withdraw their plea of not guilty; therefore they do not, technically speaking, claim that they are not guilty, but they say they will not contest the controversy, and the Government is not only satisfied, but affirmatively recommends that that position be accepted by the Court.

"Now, it is a perfectly well known and settled principle in administering the criminal law, an allowance is made to any defendant who saves the Government the time and the cost of a trial. It is from that standpoint that I approach this subject. I cannot determine the truth or lack of truth of some of the details in regard to which counsel for both sides has been spoken; I can only assume that a situation has been presented in which the Court is to determine what fine shall be imposed.

EASY ON OFFENDERS.

"While you have been addressing me, it has occurred to me that the Government has been under some expense, undoubtedly, in order to bring these matters to a successful conclusion. If I were to impose the maximum fine it would appear that I had assumed that these defendants were not merely guilty of the offense charged, but guilty of acts of so wrongful a character as to require a punishment which would class them before the world as very grave offenders.

"The position of the Government leads me to believe that such is not the case, and that, whatever these agreements were, assuming them to be in violation of the law, they were agreements which the defendants should not have entered into; but at the same time, behind this, there was no purpose other than to accomplish trade results, disassociated from some of those means and methods which have become familiar in cases of this character. Therefore I am constrained to follow the example of the Government and of the defendants, and will impose what may very well be regarded as a compromise disposition.



Three of the most eminent lawyers for the manufacturers. They listened closely to the arraignment of their clients by Herbert C. Smyth, for the Government, keen to fight for the imposition of a nominal fine only. From left to right they are: Former Judge John Barton Payne, of Chicago; former United States Senator James A. O'Gorman, George Gordon Battle.

"I consider that Mr. Sensenbrenner is in a different position from the other four defendants; I consider the other four defendants to be in the same position because, while they are the officers some of them, of the corporations larger than others, they are indicted individually.

"In imposing the sentence, I have in mind that the corporations cannot pay these fines lawfully nor properly, but these defendants themselves must pay these fines that I shall impose.

The sentence of the Court is that the defendants, Dodge, Mead, Chahoon, and Backus, shall pay the sum of Twenty-five hundred dollars (\$2,500), and the defendant Sensenbrenner, the sum of One thousand dollars (\$1,000).

"The Court now stands adjourned."
Mr. Smyth: "And costs?"
The Court: "And costs."

of the United States has instituted, or is about to institute, proceedings in equity under section four of the act of July 2, 1890, entitled an act to protect trade and commerce against unlawful restraints and monopolies, and

Whereas, it is desirable in the present condition of affairs in the United States that some adjustment of the trade conditions in news print paper should be had, it is agreed between the parties hereto as follows:

ADMITS PETITION.

(1) The United States may file a petition in equity to enjoin any operations of the News Print Paper Manufacturers' Association and of the manufacturers who are members of that Association, in so far as such operations are claimed to constitute a restraint of trade. In such proceeding the parties of the second part will consent to a decree as prayed for, reserving the right, at the time such consent to a decree is presented to the court, to make such statements, oral or written, not impairing the binding force of the decree as they are advised may be necessary to protect their interests. The petition may also pray for the dissolution of the News Print Manufacturers' Association, and, if a request be made to that end, the parties of the second part will consent thereto.

Second. The price of news print paper on the basis of 24x36 inches in size, weighing approximately 32 pounds per 500 sheets, on all new contracts from now to January 1, 1918, and on all contracts in existence on January 1, 1918, or made thereafter, and on all sales and deliveries, in the United States, shall not exceed the following amounts:

FIXES \$3 PRICE.

(a) From January 1, 1918, until April 1, 1918, for such news print paper in rolls, \$3 per 100 pounds f. o. b. at the mill in car-load lots, and \$3.25 per 100 pounds f. o. b. at the mill in less than car-load lots, and for such news print paper in sheets \$3.50 per 100 pounds f. o. b. at the mill in car-load lots and \$3.75 per 100 pounds f. o. b. at the mill in less than car-load lots. The foregoing subdivision (2-a) shall not apply to the Minnesota & Ontario Power Co.

nor the Fort Frances Pulp & Paper Co., Ltd.; but as to said two companies, the Federal Trade Commission, after due hearing and investigation and subject to review as provided in subdivision 2-b, shall fix the just and reasonable maximum prices and terms of contract for said two companies from January 1, 1918, until April 1, 1918, effective January 1, 1918.

(b) After April 1, 1918, the just and reasonable maximum prices and terms of contracts for the sale of all or any news print paper shall be determined and fixed by the Federal Trade Commission, after due hearing and investigation, subject to review by the circuit judges of the second circuit, who, if of opinion that the prices or terms of contract fixed by the Commission are unjust or unreasonable, shall determine what are just and reasonable. Such judges shall have the right to hear any pertinent matter considered by the Federal Trade Commission and additional evidence or matter if it shall be shown to their satisfaction that such additional evidence or matter is material and that there were reasonable grounds for the failure to adduce the same in the proceedings before the Commission. The maximum prices and terms of contract so determined shall continue during the war and for three months thereafter, with the right to any of the parties of the second part or to the Department of Justice to ask the Federal Trade Commission for an investigation and determination of new prices or terms of contract whenever during such period conditions arise which in the opinion of either make it desirable to ask for any change in price or terms of contract, subject to the same right of review. In determining the prices to be effective April 1, 1918, the Federal Trade Commission shall consider all pertinent conditions including those prevailing during the months of January, February, and March, 1918, to the end that the prices when announced shall cover the facts as near the time of the effective date of the new prices as is possible.

(3) The parties of the second part, during the life of this agreement, shall offer their news print paper for sale in

FULL TEXT OF PETITION, FINAL COURT DECREE AND AGREEMENT

Manufacturers Producing 2,940 Tons of News Print a Day Consent to Government as Publishers' Trustee, and Three Cent Price

THE agreement which led to the discontinuance of the suit in equity, the decree which dissolved the News Print Manufacturers' Association, and the fixing of the price of paper, has not yet been signed by all the mills, but a statement was made in court that the defendants, who signed, were making every endeavor to have the others come in. Their signatures and their daily tonnage capacity will be added to the court records as they arrive.

The text of the agreement and the signatures to date follow:

Agreement dated November 26, 1917, between Thomas W. Gregory, the Attorney-General of the United States, and the several manufacturers of news print paper.

This agreement, made this 26th day of November, 1917, between Thomas W. Gregory, the Attorney-General of the

United States, and his successor, or successors in office, As trustee, acting herein in behalf of each and every individual, firm, or corporation publishing a newspaper and using news print paper in his or its business in the United States that now is, or during the life of this agreement shall become a customer of any of the parties of the second part to this agreement, party of the first part, and the undersigned, engaged in the manufacture and sale of news print paper, parties of the second part.

Witnesseth, Whereas, heretofore differences have arisen between the manufacturers and users of news print paper as to the price and terms at which such paper should be sold, and such differences have heretofore been brought to the attention of the Federal Trade Commission.

Whereas, the Department of Justice

accordance with paragraph second hereof. In case of sale by written contract said paragraph shall be embodied therein, either wholly or by sufficient reference thereto; but if any customer of any of the parties of the second part, who is offered paper in accordance with the provision of this agreement, prefers to make or retain a contract for a fixed price for a definite period, and any one of the parties of the second part, who is offered paper in accordance with the provision of this agreement, prefers to make or retain a contract for a fixed price for a definite period, and any one of the parties of the second part, after duly notifying the Attorney-General of his or its intention in the matter, shall make or retain such contract solely in deference to the wishes of the consumer, such agreement so made shall not be construed as a violation of this agreement, even though the price which the consumer pays in furtherance of his own interest is in excess of the prices fixed in this agreement.

(4.) The parties of the second part agree that, to the extent of their power, they will cause such of their news print paper as is ordinarily purchased by the so-called small publishers through the intervention of jobbers, dealers, or other middlemen to be delivered to such small publishers at not to exceed reasonable and just prices and terms of sale to be established by the Federal Trade Commission (subject to review by the circuit judges in the manner aforesaid).

(5.) The party of the first part, or his successor in office, as trustee of an express trust, may bring any appropriate action, suit, or proceeding in law or in equity to enforce this agreement on behalf of any person, firm, or corporation injured or damaged by a violation of the terms hereof, and may proceed by preliminary injunction or otherwise to restrain violations of the terms hereof.

(6.) Books of account and records of parties of the second part and of all corporations or other instrumentalities owned or controlled by them shall be open to inspection of the Department of Justice and the Federal Trade Commission during the life of this agreement, upon reasonable notice, in so far as said books and records relate to the manufacture and sale of news print paper.

(7.) The liability of the parties of the second part hereunder is several and not joint. Any manufacturer of news print paper may become a party to this agreement by signing the same or a counterpart hereof; all counterparts hereof shall be deemed one and the same instrument.

In Witness Whereof, each of the parties of the second part has caused its corporate name and seal to be hereunto affixed by its proper officers thereunto duly authorized, and has set after its name the approximate present daily tonnage of news print paper which it is subjecting to the terms of this agreement.

Signature	DAILY TONNAGE.
International Paper Co., by Phillip T. Dodge, president	1,100
The Spanish River Pulp & Paper Mills, Ltd., by George H. Mead, president	450
The Laurentide Co., Ltd., by George Chahoon, jr., president	215
Gould Paper Co., by Henry A. Wise, attorney	80
Donnacona Paper Company, Ltd., by Henry A. Wise, attorney	100
Price Brothers & Co., Ltd., by W. A. Hofstra, director	190
Brompton Pulp & Paper Co., Ltd., by Henry A. Wise, Attorney ..	50
Belgo-Canadian Pulp & Paper Co., Ltd., by Henry A. Wise, attorney	180

Abitibi Power & Paper Co., Ltd., by John Barton Payne, its attorney 225
 Kimberly-Clark Co., by F. J. Sensenbrenner, first vice-president. none
 Minnesota & Ontario Power Co., by E. W. Backus, president; Fort Frances Pulp & Paper Co., Ltd., by E. W. Backus, president—350 tons is our present daily tonnage, but this we will reduce to 250 tons daily during the coming year 350

 2,940

ASSOCIATION ENDED BY FINAL DECREE

The text of the final decree, which declares the News Print Manufacturers' Association an unlawful combination in restraint of trade and perpetually enjoins each corporate defendant and each individual defendant from entering into or carrying into further effect any contract, commission, or conspiracy to regulate, dominate, or restrict the trade or commerce in news print paper of any person, firm, or corporation other than the firms or corporations with which such individual defendant is or may be connected, and dissolves the News Print Manufacturers Association, after reciting the names of the defendants, follows:

This cause came on to be heard at this term and was argued by counsel; and thereupon, upon consideration thereof, and upon the consents hereto in writing and in open court by the defendants, George H. Mead, Phillip T. Dodge, George Chahoon, jr., Gordias H. P. Gould, Edward W. Backus, Alexander Smith, Frank J. Sensenbrenner, Abitibi Power & Paper Company, Ltd., Belgo-Canadian Pulp & Paper Company, Ltd., Brompton Pulp & Paper Company, Donnacona Paper Company, Ltd., Gould Paper Company, International Paper Company, Kimberly-Clark Company, Laurentide Company, Ltd., Minnesota & Ontario Power Company, Price Bros. & Co., Ltd., and Spanish River Pulp & Paper Mills, Ltd., and upon the unanimous resolution of the executive committee of the News Print Manufacturers' Association consenting to the dissolution of said Association and consenting to this decree, and said consents having been duly given by their respective solicitors to the entry of this decree before any testimony has been taken, it was ordered, adjudged, and decreed as to said defendants so consenting, as follows, viz.:

(1.) Defendants, by becoming and acting as members of the News Print Manufacturers' Association have entered into and engaged in an unlawful combination in restraint of trade and commerce in news print paper among the several States and with foreign nations in violation of the act of July 2, 1890, entitled "An act to protect trade and commerce against unlawful restraints and monopolies."

DISSOLVES THE TRUST.

(2.) The News Print Manufacturers' Association is an unlawful combination of the defendants in restraint of the trade and commerce in news print paper among the several States and with foreign nations, in violation of said act of July 2, 1890; and said News Print Manufacturers' Association shall be and it hereby is, dissolved.

(3.) Each corporate defendant is hereby perpetually enjoined from carrying into further effect the combination hereby dissolved and from entering into or engaging in any like combination having for purpose or effect (a) the elimination or restriction by concert of action of competition in news print paper, or (b) the concerted work-

ing for materially higher prices for news print paper, or (c) the establishment by concert of action of uniform prices, terms, or conditions for the sale of news print paper, or (d) the concerted working to discourage others from manufacturing news print paper.

(4.) Each corporate defendant is hereby perpetually enjoined from entering into any combination, agreement, understanding, or concert of action with any other corporate defendant or with any other manufacturer of news print paper, having for purpose of effect (a) to limit or restrict itself as to the customers to whom it should sell or offer to sell news print paper; (b) to limit or restrict itself as to the quality or quantity of news print paper it should make or sell; (c) to limit or restrict itself as to the service it should render to its customers or the prices, terms or conditions upon which it should sell or offer to sell news print paper.

BINDING UPON ALL.

(5.) The injunctions herein contained against the corporate defendants shall apply to, and be binding upon, such corporations and their respective officers, directors, agents, and employees, and all other persons, firms, or corporations acting under, for, or in behalf of them or any of them, or claiming so to act.

(6.) Each individual defendant is hereby perpetually enjoined from entering into, engaging in, or carrying into further effect, any contract, combination, or conspiracy having for purpose or effect to regulate, dominate, or restrict the trade or commerce in news print paper of any person, firm, or corporation other than the firms or corporations with which such individual defendant is or may be connected as an officer, agent, or employee.

(7.) Nothing herein contained shall prevent the defendants from entering into and performing a certain contract of even date with the Attorney-General of the United States, as trustee, made for the purpose of meeting the emergencies created by existing conditions and by the present state of war in the United States. Nothing herein contained shall be deemed an adjudication for or against the exercise of control by any corporate defendant of any of its subsidiaries as set forth in the petition, nor for or against the right of certain of the defendants of their subsidiaries to avail themselves of the services of the Canadian Export Paper Company, Ltd., or the G. H. Mead Company, or the Minnesota & Ontario Power Company in the manner and to the extent now being availed of as set forth in the petition herein.

(8.) The court retains jurisdiction to proceed against the defendants not hereby consenting to this decree, and to enforce this decree, and to enable any of the parties to apply to the court for modification hereof, if it be hereafter shown to the satisfaction of the Court that, by reason of changed conditions or changes in the statute law of the United States the provisions hereof have become inappropriate or inadequate to maintain competitive conditions in the interstate or foreign trade or commerce of the United States in news print paper, or have become unduly oppressive to defendants or any of them, and are no longer necessary to secure or maintain competitive conditions in such trade or commerce.

Dated, New York city, New York, November 26, 1917.

(Signed) JULIUS M. MAYER,
 United States District Judge for the Southern District of New York.

ARRAIGNS ALL AS VIOLATORS OF LAW

The petition in equity, upon which both decree and agreement are based, is the most drastic indictment of a trust in the entire history of the Sherman law prosecutions. Omitting the list of defendants, it follows in full text:

To the Honorable the Judges of the United States District Court for the Southern District of New York.

The United States of America, by Francis G. Caffey, its attorney for said district, acting under the direction of the Attorney-General, brings this proceeding in equity against the above-named defendants and alleges as follows:

DESCRIPTION OF DEFENDANTS.

(1.) George H. Mead is the president and directing and managing officer of defendant Spanish River Pulp & Paper Mills, Ltd., a corporation, and of its subsidiary corporation, the Lake Superior Paper Company, Ltd., and is also president of the G. H. Mead Company, a corporation, of Dayton, O., which acts as exclusive sales agent within the United States of said two corporations and also of defendant Abitibi Power & Paper Company, Ltd., a corporation, and he thereby controls the sale in the trade and commerce among the several States of the United States and with foreign nations of approximately 667 tons of news print paper daily;

Phillip T. Dodge is the president and directing and managing officer of defendant International Paper Company, a corporation which, in addition to its regular output, could produce 500 tons daily of such paper by devoting thereto certain of its plant and equipment appropriate for that purpose, but which for the time was being utilized for other grades of paper, and he thereby controls the sale in such trade and commerce of approximately 1,289 tons a day of such paper, and the power to control the further amount of 500 tons daily;

Edward W. Backus is the president and directing and managing officer of defendant Minnesota & Ontario Power Company, a corporation, and of its subsidiary corporation, the Fort Frances Pulp & Paper Company, Ltd., and what subsidiary corporation avails itself of the service of such Minnesota & Ontario, or its exclusive sales agent in the United States, he thereby controls the sale in such trade and commerce of approximately 350 tons of such paper daily;

George Chahoon, jr., is the president and directing and managing officer of defendant Laurentide Company, Ltd., a corporation, and an officer and the manager of sales of the Canadian Export Paper Company, Ltd., a corporation, which acts as exclusive sales agent within the United States of defendants Laurentide Company, Ltd., Price Bros. Company, Ltd., Belgo-Canadian Pulp & Paper Company, Ltd., Brompton Pulp & Paper Company, and St. Maurice Paper Company, Ltd., all corporations, and he thereby controls the sales in such trade and commerce of approximately 755 tons a day of such paper;

Gordias H. P. Gould is the president and directing and managing officer of defendants Gould Paper Company and Donnacona Paper Company, Ltd., all corporations, and he thereby controls the sale in such trade and commerce of approximately 197 tons of such paper daily;

Alexander Smith is the leading banker within the United States for the flotation and sale of securities of corpora-

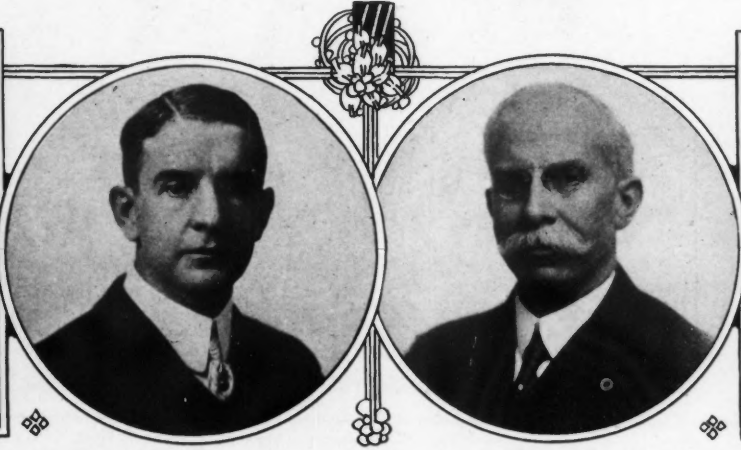
(Continued on page 24.)

"BIG FOUR" OF A. N. P. A. PAPER COMMITTEE, WHO AIDED IN REACHING AGREEMENT

Frank P. Glass and A. G. McIntyre Tell of Part Played by Committee in Finding Solution for News Print Troubles—Year of Devoted Work for Interests of All American Publishers Crowned with Success—Conciliation, Not Vindictiveness, Key-Note of Policy Pursued.



ELBERT H. BAKER,



EMIL SCHOLZ,

FRANK P. GLASS,



A. G. MCINTYRE,

Members of the Executive Committee of the Paper Committee, A. N. P. A.

THE work of the Paper Committee of the American Newspaper Publishers Association, the burden of which fell upon the shoulders of the executive committee, composed of Frank P. Glass, Elbert H. Baker, Emil Scholz, and A. G. McIntyre, in bringing about the agreement for Federal control of news print prices and contracts, is thus modestly described by the chairman of that committee, Mr. Glass:

By FRANK P. GLASS.

The settlement in the United States Court here to-day in the cases of the several news print paper manufacturers who have been under indictment for violation of the Federal law against combinations in restraint of trade, affords cause for congratulation on the part of all concerned. The Department of Justice, the print paper manufacturers, and all newspaper publishers are vitally interested, and the latter in particular should be pleased.

The Department of Justice has shown great firmness and sagacity in its attitude of willingness to accept a distinct vindication of the majesty of the law, without abnormal rigidity or desire to administer extreme punishment. The Department has obtained a satisfactory plea from the defendants, and also an admirable agreement for the relief of the newspapers, which have been so seriously affected by the law's violation. And relief is the chief end of law.

"The manufacturers have shown their respect for law by making terms, instead of fighting to a finish. The plea of "nolo contendere" entered by most of those indicted is the moral equivalent of admission of guilt; the difference between it and the general plea of guilt largely relates to the punishment meted out. The consent of the manufacturers to the Federal decree involves a specific admission of past disobedience of law, and includes a solemn promise of law-abiding in the future. They have laid the foundation for permanent coöperation with their customers. This course of enlightened selfishness is one they

might have had the vision long ago to have adopted in place of one of unreasonable and oppressive profiteering. It is to be hoped that they have finally caught the national pace of big business in patriotic coöperation throughout the war with the Government.

ALL THEY FOUGHT FOR.

The publishers of the country will thoroughly appreciate the attainment of the two outstanding purposes of the Paper Committee of the American Newspaper Publishers Association has kept in view for eighteen months, namely, the establishment of the fact that there has been an illegal combination in the restraint of the print paper trade, and the concession of the necessity of Government fixation of prices.

The Publishers Paper Committee has been permitted to be in confidential touch for several weeks with the negotiations between the Government and the manufacturers to reach this settlement, and on account of the representative functions of the Department of Justice and also by some of the attorneys of the manufacturers. The Committee's attitude has been one of earnest helpfulness, without malice and unreasonableness. It has looked to the large end of seeing the situation composed in the most effective ways, honorably for the Government, fairly for the manufacturers, safely and beneficially for the welfare of the Publishers. The course of negotiations has been tedious, and at times has appeared critical, but there was a will on all sides and the way has been found.

In addition to dissolution of the combination of manufacturers and the establishment of price fixation, the agreement has an incidental feature of great prospective value to publishers, namely, the authority given the Federal Trade Commission to fix the terms of news print contracts, a needed reform which the Paper Committee has made clear and emphatic for months. The present standard contract was made possible

by reason of the combination, and it was distinctly a manufacturer's contract with narrowed provisions for the protection of the buyer. The Trade Commission may be expected to make Commission may be expected to make

The remedial agreement has been made legally enforceable. The Attorney General of the United States being made trustee for all newspapers. Through his initiative any relief, which ought not to be necessary, may be obtained in the future by the newspapers. The Commission may be expected to make turers have made this agreement in good faith, and it is not expected that the Attorney General will find it necessary to exercise his function for newspaper protection. However, the machinery is there to be used if the necessity should arise.

ONLY HALF THE TOTAL.

Over three thousand tons of American and Canadian production is included specifically in this agreement, and this is over half the total. That fact, together with the unprecedented stocks of paper in the hands of publishers and of others, must result in a continuance of the present soft market, and this should establish sooner or later a competitive market with all the natural advantages of that situation both to seller and buyer.

The maximum price of 3 cents per pound provided in the agreement is for three months only. The Canadian Government has extended its fixed price of 2½ cents until the latter part of January. Some American manufacturers have recently been closing contracts at that price, and other people under 3 cents. Taken from every standpoint, therefore, the present situation is a violent contrast to that of a year ago, when many publishers large and small were being forced to pay 5 and 6 cents and in some cases more per pound.

The Committee has the utmost confidence in the competency and judicial temper of the Federal Trade Commis-

son to exercise its power of fixing prices permanently, and it is believed the Commission will again demonstrate those high qualities so fairly that the manufacturers will not be inclined to resort to the provided alternative of Federal judges to review the Commission's actions. The Department of Justice probably yielded that feature of the agreement to the manufacturer's attorneys, because in case there had been necessity for congressional action, providing price fixation, such a court review would have been legally unavoidable.

The Committee hopes that the newspapers of the country will take early opportunity to commend the Department of Justice for its efficiency in this matter, and also to encourage the manufacturers in their new policy of conciliation. The Committee is sure that all newspapers will give such aid to the Federal Trade Commission as may be required in its now legally established function of price fixation of news print paper.

A. G. MCINTYRE, the special representative of the Paper Committee, asked to sum up the work of that committee during the past year, especially that work bearing upon the harmonizing of the interests of manufacturers and publishers, pays a deserved tribute to the work of his associate, Chairman Glass.

By A. G. MCINTYRE.

As chairman of the Print Paper Committee of the American Newspaper Publishers' Association, Frank P. Glass has been the foremost figure on the publishers' side of the fight for fair conditions in the sale and distribution of news print paper. He has been indefatigable, and has been animated solely by the desire to serve the best interests of the publishers. Protected himself in his paper supply, under a fair contract, he has, nevertheless, spared no pains to secure suitable conditions for others.

(Concluded on page 30.)

CHARLES R. WOODWARD ENTERS NEW FIELD

Brother of John B. Woodward to Have Direct Charge of Latter's New York Office, Representing Strong List of Newspapers.

Charles R. Woodward has succeeded W. S. Bird in direct charge of the New York office of John B. Woodward, special Eastern representative of the Chicago News, Boston Globe, Baltimore Sun, and Cleveland Plain Dealer, Times Building, New York. Mr. Bird goes to the Cosmopolitan Magazine.

Charles R. Woodward is a brother of John B. Woodward, and is one of the



CHARLES R. WOODWARD.

most widely known and popular men in the advertising business. He joins forces with his brother, after an experience covering many years in the periodical field. For about twelve years he has been connected with the Crowell Publishing Company, having been Eastern advertising manager for their publications, the Woman's Home Companion, and Farm and Fireside, Chicago manager for the same publications, and for the past three years in charge of their Boston office. To this latter work he was called at a time when the New England business of these publications was lagging, and he has succeeded in changing all that and in developing that field.

His first experience in the advertising business was with daily newspapers. He was connected with the Chicago Inter-Ocean for some time, graduating from the work into the magazine field.

John B. Woodward is quoted as having said, once upon a time: "I surround myself in business with the men who can supply me with what I lack." Those who know anything about him would find it difficult to catalogue any considerable number of things which John B. Woodward lacks, but he adheres to his policy in spite of that fact. In securing the services of his brother he is assured of that sort of cooperation which counts for results to his clients.

Charles R. Woodward plans to spend a couple of weeks at his Boston office, putting things in order for his successor there, after which he will be found on the firing line here and in the East

Attorney-General to Be Guest

Attorney-General Gregory will be the guest of honor at the annual banquet December 8 at the Hotel Biltmore, New York, of the American Association of Foreign Language Newspapers.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



WE ARE NOT SURE WHETHER WE OUGHT TO WRITE ABOUT CY OR CY'S DOG—BOTH ARE FAMOUS

"GOOD morning, Cy. Have you a little tragedy in your office?"
 "Yesser," answers Cy.
 Gaze upon it above.

"Cy" Hungerford, formerly Cyrus Cotton Hungerford, a Hoosier from Manilla, Ind., is the artist, who, pictorially, has made the Pittsburgh Sun.



"CY" HUNGERFORD AND HIS PAL.

Cy is twenty-nine and admirable material for the first-line defence. Just now he's so eager to enter the fray that he has the walls of his department camouflaged until it resembles absolutely nothing.

After 10 A. M., one can find him dashing off in his easy way the ear that illumines the upper left, page 1, of the Sun—a shaft as keen as any editorial "Marse Henry" saw personally into the composing-room.

In the daily current events cartoon, Hungerford has shown maturity in his ideas as well as technique, and while picturing some outstanding event in a style particularly effective, never loses the kindness that James Whitcomb Riley put in the hearts of every man who comes from Indiana.

Before becoming attached to the Sun, Hungerford graced the confines of the Wheeling (W. Va.) Register.

Cy radiates good humor—his picture shows that—and merry quips fall from his lips, oh, just as easy. But if he runs into you, be forewarned that he has an American bull. He will greet you with "Now, my dog . . ." and he's off. And that accounts for the favoritism shown the same family of T-bone chowers when a houn' is required in a cartoon even by the wildest stretch of imagination.

He's one of those fellows the crowd calls "Cy" when the party breaks up, even if it's the first time they've met him.

He's a good friend. Here's to him!

Detroit Free Press Does Bit

The Detroit Free Press hung a big service flag, containing 58 stars, in the lobby of the Free Press building recently. Before it had been up a week, four more employees had entered war service.

Minnesota to Organize

Plans are under way for a meeting of the Advertising Clubs of Minnesota to be held in January to organize a State Association similar to that now proving so successful in Iowa.

KROGNESS TO CLOSE CHICAGO OFFICE

New General Manager of Minneapolis Tribune Arranges for Special Representation of Papers Formerly on His List in Western Field.

C. George Krogness announces that, on December 31, he will close his Chicago office in the Marquette Building, where he has represented daily newspapers for 22 years, turn over to other Chicago specials the representation of the Boston Post, Baltimore American and Star, and the Minneapolis Tribune, and locate in Minneapolis as general manager of W. J. Murphy's newspapers, the Minneapolis Morning, Evening and Sunday Tribune.

He states that thereafter the Boston Post will be represented in the Western territory by the Kelly-Smith Company, with offices in the Lytton Building. The Baltimore American & Star will be represented by Verree & Conklin, with offices in the Stegers Building, and the Minneapolis Tribune will be represented by Guy S. Osborn, with offices in the Tribune Building.

To a representative of THE EDITOR AND PUBLISHER, Mr. Krogness said: "Those who succeed me in representing these newspapers in the Western territory are to be congratulated, for those newspapers are a credit to any man's list.

TRIBUTES TO BIG PUBLISHERS.

"My association of eighteen years with Gen. Felix Agnus, of the Baltimore American and Star, and eleven years with E. A. Grozier, of the Boston Post, and with the staffs of those newspapers, has been of the most cordial, helpful, and friendly nature—and it is with much regret that I sever business connections with them.

"It is only fitting that I should at this time express my deep appreciation of those who have been associated with me in my office, and for the friendliness, helpfulness, good comradeship and affection I have received from my fellow-representatives in the West, and from those who know me in the East, and which I full-heartily reciprocate and hope will ever continue.

"And last, but not least, I gratefully acknowledge the good will shown me by advertisers and advertising agents, without which, I must have failed—who stood by me during the long illness through which I passed."

W. J. Murphy printed a box announcement recently at the head of the editorial columns of the Minneapolis Tribune, reading as follows:

"C. George Krogness has been appointed general manager of the Minneapolis Tribune, and will assume the duties of that office on November 1, 1917.

"Mr. Krogness has been my personal representative, and a valuable and efficient member of the Minneapolis Tribune staff for eighteen years, having been Western manager of its business, with his offices located in Chicago, Ill."

Hundreds of friends of Mr. Krogness in the general advertising and newspaper fields will join THE EDITOR AND PUBLISHER heartily in wishing for Mr. Krogness, good health to achieve a large success.

Rathom in Detroit

John R. Rathom, editor and general manager of the Providence Journal and Evening Bulletin, will speak in Detroit, December 7 and 8, on "German Intrigue in the United States." His addresses will be before the Detroit Athletic Club and the Board of Commerce.

Philadelphia

"The World's Workshop"

Offers You Greater Selling Opportunities

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants employing about 700,000 male and 300,000 female workers, are running to full capacity.

These workers and their families are housed in approximately 375,000 separate dwellings.

Think of the vast daily needs of this big market.

Clothing	Household and
Shoes	Kitchen Necessities
Hosiery	Furniture, Rugs, etc.
Underwear	Medicines
Millinery and Hats	Heating and Lighting
Food and Drink	Musical Instruments
Soaps and Toilet Articles	Automobiles and Accessories

The Bulletin dominates Philadelphia (the third largest market in the United States)

**"In Philadelphia Nearly Everybody
reads
The Bulletin"**

Net paid daily average for October **364,637** Copies a Day

WILLIAM L. McLEAN, *Publisher*

New York Office, Dan A. Carroll, Tribune Building

Chicago Office, J. E. Verree, Steger Building

McINTYRE SEES EARLY RETURN OF COMPETITIVE MARKET

Urges Publishers to Insist Upon New Price in Making Contracts—All Conditions Favor Consumers, as Compared with a Year Ago—Open Market Buying Advised

By A. G. MCINTYRE,
Special Representative of the Paper Committee.

THE agreement reached on November 26th between the Department of Justice and those newspaper manufacturers who were indicted is not a victory for publishers or manufacturers, but for justice and equity.

Manufacturers are to be congratulated on participating in such an agreement. They have avoided a trial in the face of very damaging evidence; they have obtained practically the market price for three months and have been assured of a fair profit thereafter until the present international crisis is over; they have kept the extortionate profits obtained during the last year. Their situation should be very satisfactory from their point of view.

Publishers have obtained a guarantee of stabilizing the print paper situation through this crisis; they have broken up the News Print Manufacturers' Association, an illegal trust operating in contravention of law, which is what the Paper Committee started out to do; they have assured themselves of an equitable price, so that they will not suffer such as other countries at war have suffered, particularly France, England and Australia, where paper is 8, 9 and 10 cents a pound. Publishers may now know that they will always pay a fair price. The fact that they before the war is over, to be almost a prohibitive price. The fact that they now can be assured that the price they will have to pay is the best possible, under existing conditions, leaves them to address themselves to the situation of developing their business in order to try and pass through these troublesome times as easily as they may, without having the added feeling that they are being abused and maltreated by paper manufacturers. In short, publishers have received all the benefits of prosecution and trust-busting; all the benefits of Government fixation of price in war time without the added drawbacks of Governmental control; also all the benefits of an open and competitive market which, under these conditions, should now exist. There has been a compromise, and both sides should be satisfied that conditions for the future will be as they should be.

AN UNUSUAL CONTENTION.

Complaint may be heard on some sides that guilty men should be punished; that money taken away unlawfully should be returned, as this would be the only means of prohibiting similar combinations in the future. This argument cannot stand. Through the efforts of the American Newspaper Publishers Association, the old General Paper Company was dissolved; now, through their efforts again, the next trust has been smashed. It will always be the duty of this association to see that law is observed. Certainly the results of the present trials will be just as effective toward preventing combinations in future as if the trials had been completed and convictions obtained. Manufacturers realize that it was not because of the ineffectiveness of the law that they were kept from trial but rather the conciliatory attitude on the part of the

publishers and their desire to compose the situation for the future.

The Paper Committee have maintained through this entire controversy that there was some position which was fair. The Committee has never officially expressed any opinion as to what a fair price for paper should be. They have, however, asserted from time to time that they knew from information available that the prices being charged were grossly unfair. They asked that through Government intervention, or any other satisfactory means, to have the situation put on an equitable basis, where manufacturers could make a fair profit and publishers pay a reasonable price. They now believe that, through this agreement, this has been accomplished. Nothing could be gained by the publishers insisting on "a pound of flesh." This would only lead the manufacturers to react and be the greatest possible inducement for them to seek to form as quickly as possible another combination to again, as Mr. Steele's letter quoted, "get the publishers firm in their grasp so they cannot squirm." By conceding those things which had no effect on prices or benefit to publishers, the Paper Committee of the American Newspaper Publishers' Association were able to agree to an adjustment, and endorse it heartily in the hope that it will be a basis for permanent cooperation between seller and buyer. They have gone more than halfway, and believe there is an inclination on the part of manufacturers—at least most of them—to continue in business on the same basis.

AS TO FUTURE CONTRACTS.

The enormous stocks of surplus tonnage which will be available next year will operate against those who have not signed the contract, for all signers will be taken care of in their distribution through the good offices of the Federal Trade Commission, and will certainly be given preference in the market. Publishers should absolutely refuse to make contracts with anybody, except under conditions as good or better than those provided by this agreement. Those mills which have not signed should be forced to sell in the open market unless they are willing to contract on conditions equal to those which now obtain.

With this enormous surplus of paper the open market is still a good place to buy paper. Publishers would serve their interests better by depending on this and the open market, rather than by signing any contract which does not give them all the benefits provided in this agreement. They should insist that any mill quoting, who is not a signer of this agreement, should do so on that basis. The Federal Trade Commission, for the month of October, showed that 42,000 tons of paper were sold in the spot market, and of this, 41,000 tons sold at 2.90 to 3 cents. The month of October is one of the months in which there is a heavy demand for paper, one of the usual months when prices go up. A price-level of this kind indicates very freely what the open market is. The Federal Trade Commission's report further shows that in every case of mills reporting, their open market price was less than their contract price. The Pa-

per Committee therefore urges everybody to insist with their mill on terms equal to this agreement or depend on the open market entirely.

MAY ESTABLISH PAPER MILL

Survey to Be Made in Minnesota Looking Forward to Building of Plant.

Timber cruisers in the Minnesota State Auditor's Department during the coming winter will complete a survey of the spruce and other timbers used in the manufacture of paper, and on their reports Auditor Preus will base his recommendations to the Legislature regarding the establishment of a State paper mill. The plan is to build barracks in connection with a mill to be established on State land at some point where there is water power and plenty of timber, and have the mill operated by inmates of the State reformatory at St. Cloud.

At the request of the Minnesota Editorial Association the Legislature last winter passed a bill authorizing a survey of the timber and water power located on State lands, but made no appropriation. The expense will be defrayed from the Auditor's funds.

To Install New Press

The Lewiston (Me.) Sun has contracted for a new Duplex tubular press.

STOP INK COMMISSIONS

Manufacturers Enter Into Agreement With Federal Trade Commission.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, D. C., November 27.—The Federal Trade Commission this week authorized the following:

"The Federal Trade Commission today made a long step forward in correction of certain trade abuses when the manufacturers of 90 per cent. of the printers' ink made in America, personally, or through representatives, voluntarily agreed to sign a stipulation to eliminate the practice which has been prevalent among some manufacturers of giving commissions to the buyers of their ink.

"The agreement was reached following a meeting at the trade commission today, which was called at the request of the ink makers."

It is said the agreement will result in a reduction of thousands of dollars in the cost of marketing the product.

Northcliffe's Brother Air Minister

Baron Rothermere, principal owner of the Glasgow Daily Record and Mail, and Leeds Mercury, of London, has accepted the post of Air Minister in the British Cabinet, according to the Pall Mall Gazette, Baron Rothermere (Harold Sidney Harmsworth) is the younger brother of Viscount Northcliffe.

No bait has been used
to obtain circulation
for the **BROOKLYN**
STANDARD UNION

—not a premium nor a
coupon nor a clubbing
offer.

Both daily and Sunday
circulation are the largest
in Brooklyn because
this is a newspaper which
prints the news, all of it,
fearlessly.

WATER POWER FIGHT BEGINS MONDAY

Senator Smoot to Urge Repeal of Increased Second-Class Postage Rates—Shields Bill on Senate Calendar as Session Opens.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, November 27.—Legislation beneficial to publishers, such as development of water power and the amending or repeal of the recently enacted law increasing second-class mail rates, is likely of early consideration at the coming season of Congress, which opens Monday.

A great drive for water-power legislation will be made by various interests for laws under which the unused water powers of the country can be developed. An effort will be made to pass the Shields bill, or one similar to it.

Capital is insisting that the Government allow fifty-year leases for water power. This conservationists of the Pinchot type oppose strenuously. They will do their utmost to block the plans of the men who are trying to get through laws permitting development of water power on a great scale on terms which do not fully conform to their own ideas.

The American Newspapers Publishers Association is one of the organizations favoring the development of water power through liberal legislation. The Association wishes to see paper made from pulp wood on the public domain, and does not regard this practical without adequate water power.

Senator Simmons, chairman of the Committee on Finance, at the time of the adoption of the conference report on the War Revenue bill, stated the dissatisfaction of the Finance Committee with the second-class postal rates as fixed by that bill. Senator Smoot announces that he will offer an amendment for the repeal of the increased second-class postage rates, effective next July 1.

The Shields Water Power bill is now on the Senate calendar, having been reported at the last session. Its early passage is probable.

COMMISSION RULES PAPER

Control of Prices and Stocks Turned Over to U. S. Board.

WASHINGTON, November 28.—Readjustment of print paper prices and distribution of stocks were turned over to-day to the Federal Trade Commission by the Department of Justice. Commissioner W. B. Colver and Dr. E. O. Merchant, in charge of investigation of the industry, immediately prepared to carry out the agreement reached with indicted manufacturers at New York several days ago. It is probable that hearings will be held.

Canadian prices and supply probably will be considered by Commissioner Colver. The Canadian price has been \$2.50 a hundred pounds, the American \$3.25 and higher.

The price fixed temporarily for the American product is \$3, and Canadian manufacturers protest that \$2.50 is too low.

Leaves Post Dispatch

Norman H. Hoover, for seven years circulation manager of the St. Louis Post-Dispatch, has resigned effective January 1, 1918, and on that date will become Eastern sales manager of the American Chicle Company, New York.

BRILLIANT EDITOR OF LONDON DAILY EXPRESS WAS BORN IN WATERTOWN, WISCONSIN



RALPH D. BLUMENFELD.

(Special to THE EDITOR AND PUBLISHER.)

LONDON, November 14.—Many discerning students of newspaper-making refer, in accounting for the striking success of the Daily Express, to a certain American directness about both its news and editorial columns. Ralph D. Blumenfeld, its chairman and editor, was, in fact, born in Watertown, Wis., in 1864. After a varied and thoroughly instructive experience in Kansas City and Chicago, he became successively special correspondent of the United Press in London at Queen Victorias Jubilee, and later, in 1888, city editor and editor of the New York Evening Telegram. He returned to London as correspondent of the New York Herald in 1890. That was about in time to find here such able American correspondents as Harold Frederic, for the New York Times; George W. Smalley, the New York Tribune; Ballard Smith, New York World, and Frank Marshall White, the New York Sun.

Mr. Blumenfeld returned to New York as superintendent of the Herald in 1893. In accordance with his well-tryed theory that a man who had been a success in one sphere would more than likely command it in another, James Gordon Bennett entrusted to Mr. Blumenfeld, in his capacity as superintendent of his paper, the execution of his plans for the completion and fitting out of the beautiful replica of an Italian palace that still remains the home of the paper at Herald Square. The architect, the late Stanford White, completed his task in cooperation with Mr. Blumenfeld and the late G. G. Howland on the ground, and with Mr. Bennett by cable.

Mr. Blumenfeld returned to London in 1894 to be married to an English lady. Instead of continuing in the newspaper business he embarked in the manufacture of typesetting machines. He was overwhelmed with orders, but labor shortage making it impossible to turn out the machines, and a long strike, he decided to return to New York. In the next chair at a barber-shop, in which he was being shaved, Mr. Kennedy Jones, M.P., the famous "K.J.," who with Lord Northcliffe (then Alfred Harmsworth) was a pioneer in establishing the success of the Daily Mail and allied publications, heard Mr. Blumenfeld telling a friend why he was catching the next ship home. On returning to his office Mr. Blumenfeld received a message by phone from Alfred Harmsworth requesting him to come and see him at once. The Daily Mail was then in its swaddling clothes.

"What's the matter with the Mail?" was Mr. Harmsworth's greeting.

"It needs vitalizing," answered Mr. Blumenfeld.

"Will you be the vitalizer?" was the way this direct young Englishman revealed what was in his mind.

That night Mr. Blumenfeld, without further discussion, began his work as news editor of the Daily Mail. He remained in the position for several years, until Mr. (now Sir) Arthur Pearson induced him to join the fortunes of the Daily Express. The Pearson paper, started two years before Mr. Blumenfeld joined it as editor, made the running increasingly interesting to its rival. The sad tragedy of the falling of Sir Arthur Pearson's sight began some years afterwards, and Mr. Blumenfeld assumed more and more the duties of man-

BRADLEY CARTOONS I BOOK FORM

Chicago Daily News Presents Specimens of Work of Late Artist, Showing Wide Range of His Great Genius.

The Chicago Daily News has just issued a book of cartoons reproduced from the drawings of the late Luther Daniels Bradley, who was cartoonist for that paper from 1899 until his death last January.

The volume contains specimens of Mr. Bradley's best work. The subjects range widely, grotesque in their humor, thoughtful in their seriousness, and affecting in their pathos. At the front is the drawing made by John T. McCutcheon, the noted cartoonist of the Chicago Tribune, on the day of Mr. Bradley's funeral, portraying the grief felt by his fellow-artists at his death.

The text of the book consists of an excellently prepared biography of Mr. Bradley, written by Henry J. Smith, and an appreciation of him as a cartoonist by Charles H. Dennis.

Luther D. Bradley is remembered as a man of the strongest convictions, always ready to strike a blow for the right. It was this, coupled with his ability, that won him a place with Nast, Davenport, and Keppler as one of the greatest cartoonists of the time.

JOERNS TO SERVE GOVERNMENT

Well Known Chicago Advertising Man Enters Army Intelligence Work.

Arnold Joerns, well known advertising man and president of Arnold Joerns, Inc., Chicago, has received a special commission in the intelligence department of the United States Aviation Corps and went to Washington last Monday to begin his work for the Government.

As previously announced his business has been placed in the hands of O. J. McClure, formerly advertising manager of the Mitchell Motor Car Co., and recently appointed vice-president and general manager of Arnold Joerns, Inc. This arrangement, it was announced, will continue for the duration of the war as Mr. Joerns has given his services to his country for the period.

Deutches Journal Must Translate

WASHINGTON, November 25.—Solicitor William M. Lamar of the Post Office Department said to-day that the New Yorker Deutches Journal has no permit to publish news stories without filing English translations. This paper and several other German language newspapers have been placed in a class by themselves, pending further investigation by the department.

agement in connection with his editorial direction until 1912, when he secured financial as well as editorial control of the paper on the owner's compelled retirement. Sir Arthur Pearson's noble work in behalf of British soldiers blinded in the war is known generally here. In total darkness now, he has not only raised the funds necessary but continues personally to direct the several schools of training maintained at "St. Dunstan's," Regent's Park, London, the beautiful private residence presented for the purpose by Otto Kahn, of New York, as a home for the blind.

Mr. Blumenfeld has two sons, who are both regular army officers, in the war, and two daughters still at school.

COUNSEL FOR GOVERNMENT ANALYZE THE NEWS PRINT AGREEMENT

Mark Hyman and Herbert C. Smyth See in Court Decree Adequate Protection for All Interests Involved, and Strong Precedent for Future Steps Toward Price Control

THE vast significance of the agreement reached by the Government with the news print manufacturers to American business, and the presage it holds of an extension of the power to fix maximum prices for commodities by the Federal Trade Commission, are emphasized by the attorneys representing the Attorney-General in the proceedings in the Federal Court in New York.

Mark Hyman, special representative of the Department of Justice, believes that the decree of the court dissolving the News Print Manufacturers' Association foreshadows similar action in the future in regard to organizations with like purposes. He explains that this organization represented the method for "getting together" used by men who dominate certain lines of industry, first made popular by the so-called "Gary dinner."

When the Government commenced to take cognizance of the manner in which trade agreements operated in restraint of trade, and instituted action after action for the purpose of dissolving such combinations, including "pooling" arrangements, manufacturers in various lines sought to keep within the law by making "arbitration agreements" through which trade policies and price making were standardized. When these methods were declared to be illegal, some manufacturers adopted the plan of selling their products through an agent, who apportioned his sales among them. Many systems were tried and found to run counter to the anti-trust laws.

The association of the news print manufacturers was dissolved on the contention of the Government that the executive committee of the organization held secret meetings, at which no minutes were kept, but at which a small group of men who knew each other well discussed their industry and verbally agreed as to how it should be controlled in the interest of the manufacturers. The results of these agreements, the Government contended, were made known to the members of the association, who acted upon the lines thus indicated.

A. N. P. A. NOT AFFECTED BY DECISION.

Mr. Hyman says that the dissolution of the association is the first instance of Government success against this particular kind of "open competition association," and thus has established a precedent of importance. Mr. Hyman points out, however, that many industrial associations of manufactures, formed for the purpose of research work, advertising and mutual cooperation in such things as patents, were perfectly legal and distinctly beneficial. The only associations which need fear the law, according to Mr. Hyman, are those which have the effect of restraining trade, whether this should be their expressed purpose or not. This contention of the chief counsel for the Department of Justice affords the answer to the charge of John B. Stanchfield, of counsel for the news print manufacturers, that the American Newspaper Publishers' Association is an illegal organization.

Herbert C. Smyth, who was associated with Mr. Hyman as counsel for the Government, sees in the agreement a distinct step toward the policy of price-making—that is, the fixing of maximum prices—for commodities by the Federal Trade Commission. Mr. Smyth said:

"The agreement provides for determining maximum prices and does not fix prices; thus it leaves competition open up to the point of the maximum price, and assures the publishers that they will not have to pay more than the maximum."

"The agreement will bring before the Federal Trade Commission considerably over one-half of the total consumption of news print paper within the United States and over three-fifths of the total consumption east of the Rocky Mountains. It brings in practically all of the Canadian manufacturers including the tonnage represented by the Canadian Export Paper Company, Limited, which tonnage would not be subject to the jurisdiction of the United States except for the making of this agreement."

"It is expected that steps will be taken to request the consent of the other manufacturers so that the great bulk of the tonnage, at least east of the Rocky Mountains, may be brought before the Federal Trade Commission, with the exception of the two companies that have never been in any combination and have always made just and reasonable prices without Governmental coercion."

"The agreement brings in the tonnage represented by Mr. Gould and Mr. Backus, both of whom had declined to come into the previous arbitration agreement."

LEGAL SAFEGUARDS FOR PUBLISHERS.

"The agreement provides that each manufacturer shall insert in his contracts with his customers the arbitration provision as to prices and terms of contract, so that each publisher will have a legal cause of action in case of a violation of the agreement. In addition, the right is reserved to the Attorney General, representing all the publishers, to take steps to have the agreement carried out. The agreement is also recognized in the court decree."

"The previous arbitration agreement provided for merely a six months' duration of fair prices, leaving the publishers at the mercy of the combination when the six months was up. The present agreement is complete, and covers the entire duration of the war and three months thereafter."

"The defendants are put under broad injunctions preventing any form of general combination in the future, and preventing any of the manufacturers or their agents from entering into agreements, understandings, or concert of action to limit or restrict them in their competition or to deter others from entering the field."

"The Government's view that these open competition associations are illegal, is recognized in the most sweeping way—first, by the imposition of very substantial fines upon the indicted defendants, and, second, by the broad provisions of the decree enjoining the defendants from entering into any general combination which involves a concerted working to control or raise prices."

"The agreement provides for regulation of just and reasonable terms of sale, instead of the arbitrary uniform contracts which were sprung on the publishers last Fall."

It was said at the offices of the News Print Manufacturers' Association, 18 East Forty-first Street, that a meeting of the members of the association would be held here about the middle of December so that they might take formal action dissolving their organization in accordance with the court decree.

Kansas City Men in Service

All three Kansas City newspapers have big service flags. The Star leads with 42, the Journal is next with 17 and the Post has 14.

HOWARD HEADS PRESS CLUB

Newly Elected Officers Will Be in Club-House Monday, December 3.

The New York Press Club held its annual election on November 26. The following were elected and will be installed in the clubhouse Monday, December 3:

President, Edward Percy Howard, American Press Association; first vice-president, Keats Speed, New York Sun; second vice-president, Oscar Watson; third vice-president, Arthur F. Curtis, New York World; treasurer, Ralph W. St. Hill, special writer; financial secretary, H. Nelson Meade, New York Evening Sun; recording secretary, Timothy Gorman, New York World; corresponding Secretary, Caleb H. Redfern, special writer; librarian, Clarence E. Swezey, author; trustees, three-year term, James E. Clauson, New York American; William F. Connell, author; C. Fred Crosby, financial writer; two-year term, John Burke, Civil Service Chronicle.

Suggests Testimonial for Mr. Glass

Hugh H. Thomson, publisher of the Ridgway (Pa.) Record, a member of the A. N. P. A., suggests that the publishers of America should tender a testimonial dinner to Frank P. Glass, chairman of the Paper Committee, in recognition of his unselfish work in the news print problem. Mr. Thomson believes that arrangements should be made to hold this dinner in honor of Mr. Glass in connection with the next annual convention of the A. N. P. A., in order that a majority of the publishers of the country may be able to be present.

Press Club to Celebrate

The Brooklyn Press Club will celebrate the election of four of its members to office next Thursday evening. The men to receive the congratulations of the club and their friends are: Edward Lazansky, Supreme Court Justice; Edward Riegelmann, Borough President of Brooklyn; Richardson Webster, Register, and August Ferrand, Alderman.

WISE TO REORGANIZE PAPER MAKERS

Named, With Claude A. Thompson, Legal Adviser to Association and All Members Who Have Signed the Agreement.

The News Print Manufacturers' Association, after it has dissolved in accordance with the recent decree of the Federal Court, will be reorganized on lines that will not be objectionable to the Government.

Henry A. Wise and Claude A. Thompson, counsel for Gordias H. P. Gould and several paper companies in the court proceedings, have been appointed legal advisers to the Association, and to all the members who signed the agreement that ended the civil suit. Mr. Wise went at once after the trial to Washington to meet the members of the Federal Trade Commission and arrange for appearance before that body when the question of readjustment of rates comes up. Mr. Wise will have charge of the reorganization of the Association as well.

"I believe," said Mr. Thompson yesterday, "that the arrangement entered into as a consequence of the agreement signed by the paper manufacturers and the Government, will result in greater satisfaction between them and the publishers than ever before. Our people certainly hope so. With our nation engaged in a great and vital war, we feel that every citizen is called upon to do his best to aid in the conflict, at whatever sacrifice to himself. This is the spirit that actuated the manufacturers in the recent court proceedings. They will approach any new development in the same spirit."

News Print Note

Results of operations of the North American Pulp & Paper Companies and subsidiaries for the nine months ended September 30, 1917, show net income of \$1,019,324 available for fixed charges.

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

Permanent weekly industrial pages among non-regular advertisers.

Solicitors of Industrial Advertising for Rotogravure Sections and Sunday Magazine Sections.

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.

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

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times-Dispatch Building, Richmond; 506-8 Equitable Building, Baltimore. Room 1622—50 Broad St., New York City.

Advertising Wise

We feel there ought to be an expression to describe the advertiser who is proof against advertising pitfalls. Such an advertiser is above the average and deserves some mark of distinction.

We Suggest Advertising Wise

Our advertisers are "advertising wise." They are people who *know advertising*. They know The Evening Mail as being the best evening newspaper in New York City—

Because It's Read. It's a home paper. It prints more news. Its readers live in comfortable circumstances. It has a wonderful purchasing power, per unit, greater than any other New York evening newspaper.

From September 27th, 1917 to November 1st, The Evening Mail showed a gain of 18 pages in news lineage over all other New York morning or evening papers.

The newspaper that prints the most news is the best paper for the reader—consequently the best paper for the advertiser.

Every day more advertisers are becoming "advertising wise." When they want to cover the evening field in New York—cover it thoroughly—they advertise in

THE EVENING MAIL

IOWA NEWSPAPER MEN HOLD CONFERENCE

Hopewell Rogers, of Chicago, President of the American Newspaper Publishers Association, Delivers Excellent Address.

The third annual conference of Iowa newspaper men given under the auspices of the State University of Iowa was held at Iowa City November 23 and 24. Hopewell L. Rogers, president of the American Newspaper Publishers Association and business manager of the Chicago Daily News, gave the principal address on "Some Present Day Newspaper Problems."

E. K. Whiting, of the Owatonna (Minn.) Journal-Chronicle, J. F. D. Aue, of the Des Moines Register, and N. A. Huse of the American Press Association, gave talks on the business end. Anna Dawson, one of the only women holding a managing editorship in the State of Iowa, gave an address on "Women and Journalism."

Other speakers were: Frank D. Throop, of the Davenport Democrat; W. P. Wortman, of the Malvern (Ia.) Leader; E. J. Fueling, of the New Hampton (Ia.) Tribune; W. C. Jarnagin, managing editor of the Des Moines Capital, and S. B. Sloan, of the University of Iowa.

TEACHER OF JOURNALISM SPEAKS.

Frank Thayer, director of the work in journalism at the University, discussed the work of training newspaper men in the universities of the country.

Seventy-five men were registered for the conference.

Mr. Rogers delivered an especially comprehensive address. Discussing competition and coöperation, he said:

"Most newspapers in the last few years have had to overcome an increased cost of production, and I believe a large majority of them have endeavored to divide the increase between the advertiser and the reader, and by introducing economies into manufacture. The papers in several of the large cities, however, have endeavored to get through the present period by putting the cost entirely upon the advertiser and through great economies in their own cost of manufacture only.

"No matter what policy a paper has adopted, however, we must all necessarily introduce a large number of economies in our business if we are to continue."

LAUDS A. B. C.

Mr. Rogers urged the publishers to form a State organization similar to the American Newspaper Publishers Association. He said that the State organization should be a part of the national body. He lauded the work of the Audit Bureau of Circulations, the Bureau of Advertising of the A. N. P. A., the work of the Paper Committee and the other divisional organizations of the publishers' association.

He said that the print paper trouble has been due largely to lack of coöperation among publishers. Taking up the question of taxation, he said:

"Undoubtedly the most important question before newspapers of to-day other than the war itself is the question of legislation. The new tax laws, in a general way, are not well drawn and could not be under the arrangement or manner in which the work was done. After attempting for years to have the laws on import duties scientifically made we jumped into the war tax proposition in the obsolete method of letting committees from the two houses of Congress

JOHN PALMER GAVIT TO LEAVE EVENING POST; WILL BE ASSOCIATED WITH HARPERS



JOHN PALMER GAVIT.

John Palmer Gavit, for more than four years managing editor of the New York Evening Post, will leave active service on the Evening Post January 1 to become associated with Harper & Brothers. His resignation as managing editor became public Wednesday, when the following announcement was issued by Clinton T. Brainard, president of Harper & Brothers:

"I have known Mr. Gavit's work for a number of years, ever since he was on the Associated Press in Chicago, and as Washington correspondent for the Evening Post, and as managing editor. He is also well known to a number of the other directors, and he has been invited to join the Harper organization as a director, and to help our organization on the literary side, both as to the magazine and as to books. Naturally, we all have the highest regard for him."

Mr. Gavit made the following statement:

"I leave the active service of the Evening Post with a reluctance and regret which it would be impossible to exag-

work out their individual plans and then get together and agree on a compromise plan which bears little resemblance to either of the others—neither of which was very satisfactory.

"The newspapers of the country are among those conservative corporations or organizations which are to be particularly hard hit, owing to the insistence on the part of the House on a tax-exempt limit on the earnings of a corporation of 9 per cent. We have no objections towards paying any or all our earnings towards the support of the country if it is necessary, but a successful corporation conservatively run should not be penalized at the expense of a fly-by-night, over-capitalized organization which in the past ten years has reorganized and juggled its figures to such an extent that it would be impossible to do anything but base the value of its capital stock on the outrageous figures which many of them show on their books.

"In addition, the law endeavors to assess as a tax a three or four hundred per cent. increase on second-class postage which at the same time changes the policy adopted by the Government years ago of favoring the man in an isolated

generate. To my colleagues in the newspaper profession it is unnecessary to dwell upon the fact that the New York Evening Post stands perhaps first in the very small list of daily newspapers, service upon which is a certificate of freedom of conscience and expression, personal self-respect, and highest professional standards.

"Reasons of a strictly personal character, of interest only to myself and my family, make it imperative for me to retire from the daily newspaper business; otherwise nothing that I can imagine could have induced me to leave the Evening Post, which I have been both happy and proud to serve in various capacities during a period extending over nearly ten years, with loyalty and affection which will continue undiminished."

The appointment of Mr. Gavit's successor will be determined at the next meeting of the board of trustees of the Evening Post, within a few days. Mr. Gavit continues as a member of the board.

community so that he would not be punished because he was willing to assist in the development of the country by moving away from the large centres of population. Our legislators in some cases seem to forget that the consumer pays the tax in the long run if it is to be paid at all. In the case of our postal rates, it is a question whether the Government will receive the material increase it anticipates."

Eighty-seven Times Men in Service

Eighty-seven New York Times men are in the military and naval service of the United States. Of these twenty are officers, sixty are enlisted men of the regular, Guard, and National Armies, five are serving in the ranks of the navy, and two are doing their "bit" with the ambulance service behind the battle lines in France. The list of officers include two majors, six captains, three first and nine second lieutenants, representing the infantry, artillery, cavalry, aviation, the engineer corps, and the quartermaster corps. Of the enlisted men fourteen are non-commissioned officers, of whom eight are sergeants and six corporals. Every department of the Times is represented.

Philadelphia

Is

a

Morning

Newspaper

City

Two Important Business Publications

both a part of the

New York Evening Post

December 29th

The Annual Financial and Commercial Review

1917 stock markets close at twelve o'clock, December 29th. At one o'clock, this supplement is on the newsstands, with complete summaries of the year's markets,—stocks, bonds, crops, commodities, money, etc. Bank and railroad executives their views. The international opinion is covered by special cables from London, Amsterdam, Zurich, Paris and Tokyo.

This is the most important business publication issued by a daily newspaper. Business institutions make year-round use of it. Edited by Alexander Dana Noyes.

The Annual Real Estate Review

does for New York real estate, city and suburban, what the Annual Financial and Commercial Review does for the country's business. It compiles the records and features of 1917. Prominent real estate operators discuss vital factors in real estate conditions. Edited by Charles Molesphini.

Each of these issues is in its thirteenth annual publication. Each has a large public awaiting it. Each reader will be a business man, closely interested, exceedingly worth while.

Circulation with the solidity of the best magazines,—plus the keen, fresh attention-value of the newspaper!

Advertising forms close December 22nd. Copies of the issue, complete, mailed to any address in the United States or Canada for 5 cents; to foreign countries in the postal union, 20 cents.

The New York Evening Post

More Than a Newspaper—A National Institution

BUSINESS PUBLISHERS HOLD CONFERENCE

Country's Great Industries and Their Relation to the War Subject of Discussion at Editorial Session Held Tuesday.

Brief discussions of the country's great industries and their relation to the war, featured a meeting of the Editorial Conference of the New York Business Publishers Association, Inc., held Tuesday noon at the Automobile Club.

The element of uncertainty which has been injected into industry as a result of the war, has done more than anything else to upset big business, according to several speakers. W. R. Ingalls, of the Engineering and Mining Journal, who talked about the copper, lead, and zinc industries, said that lead and zinc was in better shape than copper, because it had not been subject to radical regulation. He questioned the wisdom of the Government's policy of price-fixing.

R. S. Tibbals, of the Dry Goods Economist, discussed the retail situation. E. J. Mehren, of the McGraw-Hill Company and Engineering News Record, outlined the highway problem. W. W. Macon, of Iron Age, touched upon the iron and steel industries. B. O. Hough, of the American Exporter, gave a meaty talk on export trade. V. E. Carroll, of the Textile World Journal, explained the situation in the textile industries. Mr. Carroll pointed out the lack of co-ordination in the Government departments. For example, the Navy Department has adopted a policy of wide publicity concerning its war contracts. The War Department, in contrast, follows a plan of secrecy.

William E. Hooper, of the Railway Age Gazette, discussed the railroad problem and its solution. Chester L. Lucas, of Machinery, outlined the manufacture of munitions. R. D. Hall, of Coal Age, talked about the fuel industries. H. H. Brown, of Marine Engineering, discussed ship-building. Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., discussed the increased postal rates and introduced a resolution protesting against the increased rates and calling upon Congress to amend the postal law. The resolution was adopted.

David Beecroft, chairman of the conference, with the Class Journal Co., announced a nominating committee, consisting of W. W. Macon, Iron Age; H. H. Norris, Electrical Railway Journal; E. M. Emmons, American Printer; J. W. Long, Lumber Trade Journal; R. J. Patterson, Military Trade Review. The committee will report at the annual meeting, to be held January 8.

A committee, consisting of David Beecroft, chairman; W. H. Ukers, Tea and Coffee Trade Journal; F. R. Low, Power; R. O. Dunn, Railway Age Gazette, and James H. Stone, of the Shoe and Leather Reporter, was named to proceed to investigate ways and means of establishing a national technical news service, with headquarters in Washington. The same committee will endeavor to have established in other cities editorial conferences similar to the one in New York.

The programme committee was authorized to proceed with plans for a meeting, to be held in Washington the middle of this month.

Before adjourning, Mr. Beecroft, chairman, called attention to the fact that the conference was on that day—Tuesday—one year old.

TRADE PRESS HOLDS WAR MEETING

New York Business Publishers Association, Inc., Mobilizes All Its Resources and Enlists Every Aid to Help Win the War.

The New York Business Publishers Association, Inc., is mobilizing every resource to help win the war. The increased postal rates, probable decrease in advertising as the result of the gradual elimination of the so-called non-essential industries, and the constantly soaring costs of operation, these and other problems, are getting serious consideration from the business publishers, but all of them have been given second place to the big question: What can we do to help win the war?

The New York business press held a most profitable meeting at the Automobile Club Monday night. War problems of business papers were discussed in detail. A. J. Baldwin, president of the Associated Business Papers, Inc., told what happened at the Chicago Convention. S. T. Henry, vice-president and general manager, Allied Construction Machinery Corporation, explained how the business press can recruit for the Government.

Chester W. Dibble, of the McGraw-Hill Publishing Co., spoke on how to save money under the new postal law. He showed how the use of mailing cards, for example, would reduce expenses. A printed card larger than the standard postal card, he said, could be mailed anywhere in the United States for one cent. A card the same size as the standard card, required two cents. He urged a careful reading of the new postal laws, and said that every publisher could find ways in which to save.

Representative speakers took part in a symposium on the labor situation in the different industries. Floyd W. Parsons, editor Coal Age, discussed the situation in the fuel industry; I. W. Litchfield, director of the United States Public Service Reserves, took up the machinery industry; Roy W. V. Wright, managing editor, Railway Age Gazette, the railroad industry; A. B. C. Hardy, general manager, Chevrolet Motor Co., the automobile industry; George Smart, editor, Iron Age, iron and steel industry.

Roger W. Allen, of the American Hatter, chairman of the recruiting committee of the New York Business Publishers Association, Inc., told of the Government's need for skilled mechanics in the aviation service. Henry C. Hunter, of the National Metal Trades Association, talked about shipbuilding.

It was distinctly a war meeting. One hundred fifty were present. The interest was splendid.

Monthly to Become Weekly

TORONTO, November 27.—Announcement is made that, commencing about the middle of December, the Canada Monthly will be converted into the Canada Weekly. The new weekly will continue to be published by Vanderhoof, Scott & Co., London and Toronto, and will in future be printed in Toronto.

New Hoe Press Unit

The Chester (Pa.) Times-Republican has just added another unit to its Hoe press, making it a twenty-four-page press. It has just purchased a new Model 14 Mergenthaler linotype, which gives it a battery of seven linotypes. These additions were necessary to take care of the rapidly increasing business.

CHRISTMAS CHEER FOR KIDDIES

Miss Eleanor Schorer Plans Good Time for Evening World "Klub."

Miss Eleanor Schorer, founder of the New York Evening World's, Kiddie Klub, who is "Cousin Eleanor" to an army of youngsters, is planning a novel entertainment in the form of a Kiddie Klub Christmas matinee. The talent will be selected entirely from the club. No recitationists will be allowed, but all Cousins, who can sing, dance, play an instrument, or impersonate, will be eligible to appear.

Raymond Hitchcock has offered the 44th Street Theatre for the performance on the afternoon of December 27, and the first big try-out of the youngsters who want to act will be made at the theatre named on the morning of December 8, between nine and eleven o'clock, when Mr. Hitchcock and Leon Erolf will be the judges.

Changed to Monthly

After January 1, Farm and Fireside will be issued monthly instead of semi-monthly, and there will also be a slight change in the size of the publication.

BUSINESS OUTLOOK BRIGHT

Detroit Agents Report That National Advertisers are Optimistic.

"We are placing more business now in the national field than ever before, and a proportionate share of this business is going to the newspapers," recently said Edwin C. Ferguson, of the Detroit office of the Critchfield Company. "There has been a slight lull in the offering of automobile advertising, because the manufacturers have not been certain what percentage of their productive ability the Government wishes to turn over to war work, but I expect this lull to pass in a short time. The prospects for new business are excellent for a year ahead. I do not believe that governmental control of some fields is going to cut the advertising total at all."

"All our advertisers are sticking with us," said George R. Davis, formerly of Hixson-Davis, but now in the field alone. "There is a tendency to complain on the part of some advertisers and some are cutting down a little, but I don't think any legislation is going to make manufacturers stop advertising."

And This Amazing Gain On Top Of A Gain Of More Than A Million And A Half Lines During 1916.

During the first ten months of 1917 The Journal gained 736,344 lines.

A gain that is doubly significant when one considers that every other English newspaper in Milwaukee lost tremendously.

THE JOURNAL GAINED - 736,344 lines
NEXT FIVE NEWSPAPERS LOST 2,587,070

Here are the figures:

NEWSPAPER	First 10 Months, 1916	First 10 Months, 1917	GAIN	LOSS
JOURNAL	6,177,670	6,914,014	736,344	
Wisconsin	3,047,625	2,402,035		645,590
Daily News	1,772,890	1,145,497		627,393
Leader	2,050,713	1,596,053		454,660
Sentinel	4,469,482	4,130,420		339,062
Free Press	2,221,765	1,701,400		520,365

736,344 2,587,070

The Journal's circulation of more than 115,000 net paid is greater than the combined circulations of the next three newspapers. The Journal is read in more than 85% of Milwaukee English-speaking homes. Sing'e-handed and without the aid of any other newspaper, The Journal can deliver the Milwaukee market to the advertiser of any meritorious product.

The Milwaukee Journal

O'MARA & ORMSBEE, INC.
Foreign Advertising Representatives
New York & Chicago

HARRY J. GRANT
Business and
Advertising Manager

Snap-Shot Your Best Opportunity in

“OHIO FIRST”

OHIO is one of the greatest producing states in the Union, and one of the biggest buying states.

The OHIO MIND is alert,—quick to make decisions and prompt to act, consequently her 1,138,165 family-heads respond to advertisers' messages in the shortest time.

While most other states are thinking it over, OHIO DOES IT!

One intelligent try-out campaign in the accompanying list of OHIO NEWSPAPERS will substantiate this fact.

OHIO'S alertness is evinced in her tremendous progress in the air, with her flying machines, and on the ground, with her automobiles, in which she is practically *first*.

OHIO is a state of preferred buyers, keen in their analysis of fundamentals, ready and willing and able to buy with ready cash at a moment's notice.

This means that OHIO is not a sluggish place where campaign after campaign must be painfully made at enormous expense, before sales yield satisfactory profits.

Comparatively speaking, considering the **ACTUAL RESULTS** and **PERMANENT SUPPORT** which these OHIO NEWSPAPERS bring to advertisers, **OHIO NEWSPAPER RATES ARE THE LOWEST.**

With a daily circulation of over 1,200,000, which costs the advertiser but .18341 a line, this pertinent truth should influence advertisers to put OHIO FIRST on their list, not alone for Spring Business, but for **BUSINESS ALL THE TIME!**

You must reach before you touch.

These newspapers reach all Ohio's worthwhile buyers.

	Net paid 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
Lima News (E)	9,322	.02	.0172
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
Staubenville Gazette (E)	3,620	.0143	.0071
Toledo Blade (E)	55,133	.12	.10
Youngstown Telegram . . . (E)	*16,793	.035	.035
Youngstown Vindicator . . . (E)	*17,159	.01	.01
Youngstown Vindicator . . . (S)	*14,555	.01	.01
Zanesville Signal (E)	10,837	.02	.02

*A. H. C. Statement (last audited).
Other ratings Government statement October 1, 1917.

E. D. I. T. O. R. I. A. L

THE NEWS PRINT AGREEMENT

A CHAPTER of economic history was written in a Federal court room in New York on Monday last. On that occasion a criminal trial was transformed into a Peace Conference.

The Government of the United States is a party to the peace treaty between the makers and users of news print paper, the Attorney-General becoming the trustee of the interests of all newspapers, with power to enforce their rights under the agreement reached.

The era of profiteering in news print in this country ENDED with the signing and sealing of the agreement between the Government and the manufacturers. That is the outstanding fact of the event.

Many months ago, THE EDITOR AND PUBLISHER pointed out to the news print manufacturers that, when private individuals abused the power to fix prices for a necessary commodity, they hastened the day when that power should be taken away from them. The power having been abused, with results highly disastrous to the newspaper industry in America, it has been taken away from them, and now vested in a governmental agency. Thus prophecy, pronounced vague and visionary but a short time ago, has been translated into fact.

The peace terms do not provide specifically for all future contingencies, it is true, but they do cover essentials—and they rightly take into consideration the factor of good faith on the part of the manufacturers.

Prices, hereafter, are to be fixed on the basis of ascertained manufacturing costs, plus a reasonable profit—and these prices are not to be determined or fixed by the manufacturers, but by the experts of the Federal Trade Commission. No publisher will secure his paper supply at a figure involving a loss to the producer, nor will he be compelled to pay more than a fair profit.

Publishers, in reading the agreement, will at once raise the question as to the absence of any provision for increase of production. The Government has alleged that the shortage of the past year has been due to the diversion of news print machines to other uses, yet no agreement has been made concerning additional production. The heartening fact in this connection, however, is that new sources of supply are being developed, and, if the manufacturers who now dominate the field hope to continue to do so, they must prepare to increase output immediately; they must, in their own interests, make enough paper to supply the normal demands of publishers. Increased demand, which is inevitable, will be met by new tonnage to come into the market shortly. So, while shortage of supply is now a real factor, it is not so serious as a year ago, and will eventually cease to disturb. The failure to incorporate in the agreement any pledge as to increased production has, it is safe to say, no menacing significance, for in the final decree of the Court the manufacturers are expressly forbidden to combine in any way for the restriction of output. They are pledged, in fact, to produce the tonnage named in each instance as [the present output of their mills.

It is provided that any publisher who may so desire may retain an existing contract, even though it should carry a higher price than now fixed. The intention in this is to protect those who may fear to abrogate their agreements as to amounts of tonnage to be allotted to them, and who prefer to pay a little more rather than risk a slight curtailment of their supplies.

No treaty, political or economic, ever fully satisfied every party to it. This one will not. But this agreement holds in it the hope and assurance of a restored competitive market in news print, the certainty that the period of excessive prices has come to an end, the prospect for an immediate renewal of relations of mutual good-will between buyers and sellers of news print. It brings order out of chaos. It affords a programme of action, a basis for Federal control—without establishing any precedent which might ever in the future react to the injury of any legitimate industry.

The event is in tune with the spirit of to-day. It harmonizes with that larger view of the relation of a Government to the people which the great

FEAR is sharp-sighted, and can see things under ground, and much more in the skies.—Cervantes.

war has forced upon all of the allied nations. It demonstrates, once more, that "big business" is not so important a factor in our life as to obscure the biggest of all business—the winning of the war through the effectual coöperation of all citizens.

That the indicted manufacturers, through this agreement, avoid trial; and, through a plea amounting to a declination to fight, are permitted to pay fines, will cause no bitterness in the minds of publishers. For the publishers of the country have held no grudges against these men—they have simply desired that they be forced to abandon oppressive trade practices and profiteering. This result is accomplished through the settlement now made. Uncle Sam has stepped in. He has intervened, as was his right, to stop illegal practices, and to see that for the period of the war no further exploitation of the users of print paper shall be attempted. And our grim old Uncle is not in the habit of undertaking a task which he cannot carry through.

MR. GLASS AND HIS ASSOCIATES

TO Frank P. Glass, chairman of the Paper Committee of the A. N. P. A., and also to his associates of that committee—particularly to his fellow-members of the executive committee—Elbert H. Baker, Emil Scholz, and A. G. McIntyre—the publishers of American newspapers owe a debt of gratitude and appreciation which cannot ever be adequately assessed or discharged.

For, during the past year of strife and peril, when publishers were facing possible total disaster because of the shortage of news print and the excessive prices charged for it, these men have labored, tirelessly, patiently, and wisely, for the common cause. They set for themselves the great task of bringing relief for an intolerable condition—and they did not weaken, nor admit defeat, even when the situation seemed to grow worse instead of better.

Mr. Glass is the editor of the Birmingham News, one of the distinguished sons of Alabama—a man of temperate judgment in all things, and of high ideals. For the past year he has given of his strength and time to the interests of American publishers without stint. During every month of the year he has been away from his home from one to three weeks—always in the interests of the publishers. The extent of his pecuniary sacrifice will never be known—but it has been very great, and yet it has been offered in a spirit of unselfish service which is heartening and inspiring.

Elbert H. Baker, president and editor of the Cleveland Plain Dealer, one of Ohio's first citizens, has devoted his time, his influence, and his great abilities to the same common cause. He has not measured nor limited his effort, but has kept always the high purpose in view, and has contributed mightily to its accomplishment.

Emil M. Scholz is publisher of that newspaper which is "more than a newspaper—a national institution"—the New York Evening Post. Loyally he has coöperated with his associates of this committee in the arduous work it has been called upon to do. With an infinite capacity for work, and the disposition to make every minute of the day count for results, Emil Scholz has been called "the vital spark" by his associates. With tasks big enough to test the capacity of any man, he has still found the way to give to the service of the committee an amazing amount of time and toil—and the inspiration of a mind which is trained to quick and unerring analysis of the biggest of problems.

A. G. McIntyre, the special representative of the paper committee, who has given to his associates the benefit of his expert technical knowledge of the news print industry, has earned the appreciation of American publishers. It is realized, now, how fortunate it was that the committee was able, a year ago, to enlist his services, for he has given the sort of coöperation so essential to any sound and enduring solution of the whole problem. When

Mr. McIntyre was engaged by the paper committee there were many who criticized the appointment—not because of any objection to Mr. McIntyre personally or to any doubt of his ability, but on the ground that such service as he could render was not essential to the committee. The experience of the year has shown that he was, indeed, an indispensable factor in the effort to find a safe basis for permanent relief. His first-hand knowledge of all of the problems of the news print manufacturer, of economic conditions in the trade, and of the extent to which mutual concessions between makers and users of news print might be profitably made, contributed mightily to the final result.

In the final agreement as just made, through which price-fixing in the news print industry is entrusted to the agencies of the Government, these men have brought about relief for the publishers through the policy to which they have adhered throughout the long fight. They have seen in Federal control the way to a solution, and they have helped to make it a fact. They have not urged a policy of reprisal, nor the merciless application of the criminal law. Thus they have aided in establishing a basis upon which may be renewed amicable relations between manufacturers and publishers.

To each of these men THE EDITOR AND PUBLISHER extends, on behalf of its clientèle, thankful acknowledgments for unselfish service.

SPECIAL MEETING OF A. B. C.

PUBLISHER-MEMBERS of the Audit Bureau of Circulations should, by all means, be represented at the special meeting of the entire membership called for Friday, December 14, at the Hotel La Salle, Chicago. At this meeting proposed changes in the by-laws will be considered, and it is expected that the rights of publishers to quote figures of circulation, as from the audit reports, without the necessity of printing the entire reports, will be discussed.

E. D. DeWitt, publisher of THE EDITOR AND PUBLISHER, will represent this publication at the meeting. He believes that it would be in the interest of the bureau to accord to publisher-members permission to advertise certain facts as given in every A. B. C. report, to wit: The date of the report or audit, net paid circulation, gross circulation figures, subscription rates, and policies as to arrearages, canvassers, returns, premiums, etc., without being compelled at the same time to print the report complete.

Publisher-members who may not be able to attend this special meeting may, if they so desire, execute and send to Mr. DeWitt their proxies, and he will be glad to represent them at the Chicago meeting.

WHEN one gropes about for words descriptive enough to picture accurately and adequately the lovely character of Franklin Matthews, associate professor of journalism at Columbia University, New York, who died suddenly Monday morning, he realizes that words are poor instruments. He is impelled to shun the grays and drabs of moderate expression and to dip into the scarlets and purples of superlatives because he knows that no man ever lived who was more kind, more gentle, more human, more loved, than dear old "Boss" Matthews, as he was fond of being called. He was a most able newspaper man. He was an excellent teacher of journalism. He was a most delightful companion. Those who knew him best loved him best. Many a newspaper man and many a former student found his eyes dimmed and his voice broken, when he learned that "Boss" is dead. "Boss" is dead—that's true—but his memory will always live, a genuine inspiration.

JOHAN PALMER GAVIT, who retires from the managing editorship of the New York Evening Post on January 1, to become associated with Harper & Brothers, has been for many years a conspicuous figure in the newspaper world. After years of useful work with the Associated Press Mr. Gavit joined the staff of the Evening Post, serving as Washington correspondent. Four years ago he became managing editor, in which responsible capacity he has done brilliant work. Hundreds of his personal friends in the daily newspaper field will regret the fact of his departure from the ranks.

PERSONALS

NEW YORK.—Michael Cohn, of the editorial rooms of the World, has left that department to go into the sporting department.

John A. Gilroy, of the exchange department of the World, has left that department to go to the editorial rooms.

W. G. Bowdoin, are critic for the Evening World, delivered a lecture on "Cartoons and Cartoonists," before the pupils of the Eastern District High school on Marcy Avenue, Brooklyn, Tuesday. Mr. Bowdoin illustrated his talk with original drawings by Thomas Nast of the old Harpers Weekly, Clare A. Briggs of the Tribune, R. L. Goldberg of the Evening Mail, F. Oppen of the American, Ferd G. Long, of the Evening World, Hy. Myer, once of the Times, G. Verbeck at one time with the Herald, and others showing style variations.

Jack Callahan, for some time cartoonist for the Evening World, has resigned to accept a similar place on the Evening Journal.

C. Mortimer, of the art department of the Evening World, is writing a book of verse, which he is illustrating with drawings in full color. Mr. Mortimer has developed unusual talent as an expositor of "free" verse.

OTHER CITIES.—Thomas Murphy has been elected president of the Scranton (Pa.) Newswriters' Union.

Austin C. Brady, of the editorial staff of the Santa Fé New Mexican, has been appointed Consul at Manzanillo, Mexico, and will leave for his post of duty early this month.

Henry G. Brunner, general manager of the Mansfield (O.) Shield, was recently elected Mayor of Mansfield.

Frank A. Cassidy has been named city editor of the Springfield (O.) Sun to succeed Earl Leach, who is now telegraph editor of the Dayton (O.) Journal.

Floyd Kaylor has returned to the reportorial staff of the Seattle Post-Intelligencer, after working for a year on compiling a history of western Washington.

C. Fredericks has joined the staff of the Seattle Star.

BOSTON.—Herbert S. LaDuke, automobile editor of the Sunday Herald, has resigned to accept a position in the Washington Bureau of the Associated Press.

Ralph Frye, formerly of the Record, has joined the rewrite staff of the American.

The sale of the Advertiser to William Randolph Hearst resulted in a number of changes in the staffs of the various Boston papers. Edward Anderson, formerly managing editor of the Advertiser, has been made head of the Record copy desk.

Walter Fogg, formerly city editor of the Advertiser, is retained on the Record staff.

James W. Reardon, who has long been identified with the Hearst interests in Boston, is made managing editor of the Advertiser under the change.

P. C. O'Brien, formerly of the Herald, is make-up man on the Advertiser.

Philip Hornsten, assistant city editor of the Advertiser, retains that position under the change.

Mark J. Staples, who has been in charge of the business and commercial pages of the Advertiser, retains that position under the new management.

Carroll Beers, formerly of the Advertiser reportorial staff, has joined the Post staff.

It is only the very first step which costs.—
Deffand.

William H. Ross, who has long been identified with the profession in Boston and New York, assumes charge of the financial pages of the Advertiser, under the new arrangement.

Fred E. Keay, who has handled the financial news published in the Advertiser for some years past, is retained by the Record, and will conduct an afternoon financial page in that paper.

John H. Barrett, who has been editing the real estate pages of the Sunday Herald for some months past, severs his connection with the paper to-day, to answer the call of Uncle Sam as a first-class seaman in the navy.

Stuart Rogers, formerly of the Post, has joined the Advertiser rewrite staff.

The Plattsburgh list of first lieutenants commissioned includes Harry R. Saftel, who was real-estate editor of the American. Francis M. Flanagan, former financial editor of the American, is commissioned as second lieutenant.

DETROIT.—L. P. Crews, telegraph editor of the Free Press, has resigned.

Larry Rue, News reporter, has resigned to enter the aviation service.

Clyde W. Nicolson, son of Charles B. Nicolson, Free Press editorial writer, has enlisted in the Coast Artillery.

PITTSBURGH.—A Howard Carroll, Sunday editor of the Dispatch, has enlisted in the army. Vincent Drayne succeeds him.

Hugh T. Durigan, formerly of the Gazette, is now with the Press's reportorial staff.

Walter E. Rowens of the Press, has joined the reportorial staff of the Post.

WHEELING, W. Va.—Among those awarded commissions in the Officers' Reserve Corps at the second training camp at Fort Benjamin Harrison, Ind., this week, were three former local newspaper men: Willard F. Ball, first lieutenant; Harry Clouse, first lieutenant, and B. Jett Smith, second lieutenant. Smith was former sporting editor of the Intelligencer.

Lester Smith, formerly of the News, is now on the local staff of the Intelligencer.

CINCINNATI, O.—Joseph G. Garretson, managing editor of the Cincinnati Times-Star, and President of the Ohio Managing Editors' Association leaves to-day for Florida where he will spend the next few months taking a complete rest. Close application to work has threatened Mr. Garretson's health. Moses Strauss, city editor, is acting managing editor during Mr. Garretson's absence. Edward Steinborn is acting city editor.

KANSAS CITY.—Walter C. Martin, late feature writer for the Hearst papers in New York, who was called to Kansas City by the illness of his mother, is on the reportorial staff of the Post.

Ross Murphy, for several years editor of the Dallas Dispatch, is on the copy desk of the Post awaiting the results of efforts to enter the Balloon Corps of the army.

George K. Wallace, formerly of the Post, has joined the Star's staff.

George Cutter, reporter on the Post, has gone to Austin, Tex., to enter the aviation ground school.

Harry Mills, formerly of Dallas, is on the copy desk of the Post.

ST. PAUL.—Ray I. Tennant, former city editor of the Pioneer Press, and later with the service department of that paper, has been commissioned first lieutenant at the Officers' Reserve training camp, Fort Snelling.

V. E. Michel, who for three years acted as United Press agent in St. Paul, has resumed the duties of the same position after engaging in special promotion work. He takes the place of Raymond Clapper, who is doing promotion work for the Red Cross in New York city.

SALT LAKE CITY, Utah.—George J. Holland, general assignment man with the Telegram, has joined the Chicago Examiner staff.

Roscoe Ashworth, copy reader for the Tribune, has been awarded a Rhodes scholarship. He will go to Oxford to begin his studies after the war.

Philip Wrigley is a recent addition to the copy desk of the Tribune.

SEATTLE.—Leroy J. Ritchie, editor of the Star, is absent from his desk on account of failing health. He is planning a trip to Colorado.

Major Stanley Washburn, U. S. A. member of the American Russian Commission, formerly a noted war correspondent, was the honor guest of the members of the Seattle Press Club during his recent visit in Seattle.

William Curtis, veteran newspaper photographer of Seattle, for years attached to the Times staff, has applied for enlistment in the photographic branch of the United States army. He recently underwent an operation in the hopes of being able to pass the physical examination.

PORTLAND, Ore.—Heath Youell, formerly of Gr at Falls, Mont., is doing police on the Oregon Journal.

Rex Lampman, who used to do the "Once Over" column for the Oregon Journal, got homesick after shifting to the Pittsburgh Leader, and is again working Westward, filling in for the present as telegraph editor of the Fargo (N. D.) Courier-News.

Miss Echo Zahl, graduate of the department of journalism at the University of Oregon, is doing feature work for the News.

SAN FRANCISCO.—Frank Cliff, for several years with the Examiner, enlisted in the navy this week and went to the training station at San Pedro.

Chester Smith, former sports writer on the Call, is now managing organization work for the California branch of the American Red Cross.

Fred Turner, recently with the Chronicle, is now writing sports on the Examiner.

Walter Doyle has joined the local staff of the Chronicle.

Frank Fisher is now covering the Berkeley run on the Oakland staff of the Chronicle.

Jack Moser, day city editor in the local office of the Associated Press, has left the A. P. to handle publicity for the Food Administration Board of California.

Leo Owen, formerly with the Scripps newspaper interests in Los Angeles, is now handling publicity for the California State Council of Defence, with headquarters in San Francisco.

George Jarrett this week joined the staff of the Daily News, and is on the police beat.

Joe Whitnah, who was with the Examiner for several years, is now doing waterfront beat for the Bulletin.

Harold Levy, a member of the Oakland Tribune staff and brother of Leo Levy, assistant managing editor of the Tribune, has joined the draft army at American Lake.

M. A. Green, who covered San Mateo County for the Examiner, has enlisted in the Coast Artillery Corps.

Kenneth W. McKim, formerly with the Examiner, has been commissioned a first lieutenant in the Signal Officers' Reserve Corps and placed in command of troops at American Lake.

Visitors to New York

Charles A. Rook, Pittsburgh Dispatch.

Frank B. Noyes, Washington Star.

W. L. McLean, Philadelphia Bulletin.

Charles Hopkins Clark, Hartford Courant.

Hugh H. Thomson, Ridgway (Pa.) Record.

H. H. Conland, Hartford Courant.

F. G. Bonfills, owner Denver Post and Kansas City Post.

"One of the greatest forces in the conservation of time is advertising," says William H. Rankin.

The Times-Picayune
(New Orleans) has renewed
its contract for the
Haskin Letter for 1918

PAPER MAKERS AGREE TO FEDERAL CONTROL

(Continued from page 10.)

tions engaged in the manufacture and sale of such paper. Said Smith, and investors whom he represented, were largely interested in said Minnesota & Ontario Power Company, said Spanish River Pulp & Paper Mills, Ltd., and its subsidiary, the Lake Superior Pulp & Paper Company, Ltd., and the Ahitibi Power & Paper Company, Ltd.

Frank J. Sensenbrenner is vice-president and the directing and managing officer of defendant Kimberly-Clark Company, a corporation which has produced and could produce large quantities of such paper by devoting thereto certain of its plant and equipment formerly used or appropriate for that purpose, but which for the time is being utilized for other grades of paper. Said Frank J. Sensenbrenner, through his various connections and financial interests, is one of the most influential men in the news print industry.

George F. Steele is the secretary and manager of the News Print Manufacturers' Association, a voluntary trade

association composed of the corporate defendants.

GIVES TONNAGE CAPACITY.

The foregoing eight defendants are herein called the individual defendants. The following defendants herein called the corporate defendants are each corporation, duly organized and existing under the laws of one of the States of the United States or one of the provinces of the Dominion of Canada, except defendant J. R. Booth; and the names of said corporate defendants, together with their approximate daily tonnage of news print paper and the location of their mills, is as follows: (See table below.)

SMITH AS MEMBER.

2. The News-Print Manufacturers Association is a voluntary association formed about April 1, 1915, and composed of all of the corporate defendants under the management of the individual defendants. Its officers are located at 18 East 41st Street, in the Borough of Manhattan, Southern District of New York. Said association has no constitution, by-laws, nor minutes of proceedings. The defendants Mead, Dodge, Chahoon, Gould, and Backus constitute the Executive Committee of the Asso-

ciation of which defendant Mead has been chairman and defendant Steele has been secretary. Defendant Smith acted in all respects as a member of said Executive Committee, though not formally a member. Defendant Sensenbrenner, located at Neenah, Wisconsin, acted as the Western adviser for the Executive Committee and participated in the activities of the Executive Committee in the west. The corporate defendants, members of the News-Print Manufacturers' Association, filed with said Association at regular intervals full and complete information and data concerning their contracts with their respective customers, the quality of news print paper manufactured and sold by them in relation to their scheduled capacity, the quantity of news print paper carried by them in stock, samples of the quality of news print paper manufactured by them from time to time, and other details of their several businesses either at regular intervals or when called for from time to time by the individual defendants.

3. Continuously since April 1, 1915, the grade of paper called in the trade news print paper, principally used by newspaper publishers for the printing of their publications, has been manufactured in large quantities, by a great number of manufacturers, at their several places of manufacture located in divers of the States of the United States and in divers Provinces of the Dominion of Canada; such paper has been sold by such of said manufacturers as were located in the United States, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into other States than those wherein such paper so sold and shipped was manufactured, and into

foreign countries, to wit, European, Australian, and South American countries, to consumers of and dealers in such paper in such States and foreign countries, and has been so shipped to such other States to agents of such manufacturers for sale in such States to consumers and dealers and those in other States and in such foreign countries; such paper has been sold by such manufacturers as were located in the Dominion of Canada, and by them shipped, in pursuance of such sales, over the lines of common carriers serving their said places of manufacture, into the United States, to consumers of and dealers in such paper, and has been so shipped by said last mentioned manufacturers to agents of those manufacturers in the United States for sale to consumers and dealers in the United States and in such other foreign countries. The total daily output of such paper in the United States and Canada so sold and shipped as aforesaid has been approximately 6,300 tons, of the approximate value of \$250,000, of which approximately 5,600 tons daily of the approximate value of \$225,000,

Name of concern.	Daily tonnage.	Location of mills.
Abitibi Power & Paper Co., Ltd....	225	Iroquois Falls, Ont.
Belgo-Canadian Pulp & Paper Co., Ltd.	180	Shawinigan Falls, Quebec
Berlin Mills Co.	160	Berlin, New Hampshire
J. R. Booth	135	Ottawa, Ont.
Brompton Pulp & Paper Co.	55	East Angus, Quebec
Crown-Willamette Paper Co.	300	West Linn, Oregon; Camas, Washington
Canada Paper Co., Ltd.	40	Windsor Mills, Quebec
Cliff Paper Co.	39	Niagara Falls, New York
Edw. Crabtree & Sons, Ltd.	22	Crabtree Mills, Quebec
Champion Paper Co.	37	Carthage, New York
Cleveland Paper Co.	14	Cleveland, Ohio
Cheboygan Paper Co.	20	Cheboygan, Michigan
Consolidated Water Power & Paper Co.	120	Grand Rapids, Wisconsin
Donnacona Paper Co., Ltd.	100	Donnacona, Quebec
Dells Paper & Pulp Co.	32	Eau Claire, Wisconsin
E. B. Eddy Co., Ltd.	55	Hull, Quebec
Fitzdale Paper Co.	39	Fitzdale, Vermont
Finch Pruyne Paper Co.	106	Glen Falls, New York
Flambeau Paper Co.	20	Park Falls, Wisconsin
Gould Paper Co.	84	Lyons Falls, New York
Grandfather Falls Co.	35	Merrill, Wisconsin
Hennepin Paper Co.	30	Little Falls, Minnesota
International Paper Co.	1,289	Glens Falls, Port Edward, Palmer, Niagara Falls, Ticonderoga, and Watertown, State of New York; Chisholm, Orono, Maine; Berlin, New Hampshire; Bellows Falls, and Wilder, Vermont
Itasca Paper Co.	25	Grand Rapids, Minnesota
Kimberley-Clark Co.	81	Appleton, Kimberly, Neenah, and Niagara, Wisconsin
Laurentide Co., Ltd.	200	Grand Mere, Quebec
Minnesota and Ontario Power Co.	350	International Falls, Minnesota, and Fort Frances, Ontario
Nekoosa-Edwards Paper Co.	30	Port Edwards, Wisconsin
Northwest Paper Co.	100	Cloquet and Brainerd, Minnesota
Oswego Falls Pulp & Paper Co.	28	Fulton, New York
W. H. Parsons Co.	132	Brunswick and Lishon Falls, Maine
Pettebone-Cataract Paper Co.	25	Niagara Falls, New York
Powell River Co., Ltd.	225	Powell River, British Columbia
Price Bros. & Co., Ltd.	220	Jonqueres and Kenogami, Quebec
Remington Paper & Power Co.	158	Raymondville, Norfolk, and Norwood, New York
Rhineland Paper Co.	34	Rhineland, Wisconsin
St. Croix Paper Co.	131	Woodland, Maine
St. George Pulp & Paper Co.	25	Norwalk, Connecticut, and St. George, Quebec
St. Maurice Paper Co., Ltd.	100	Three Rivers, Quebec
St. Regis Paper Co.	145	De Feriet, New York
Spanish River Pulp & Paper Mills, Ltd.	444	Espanola, Sault Ste. Marie, and Sturgeon Falls, Ont.
Taggart Paper Co.	30	Felts Mills, New York
West End Paper Co.	35	Carthage, New York
Watab Pulp & Paper Co.	45	Sartell, Minnesota
Wisconsin River Pulp & Paper Co.	55	Stevens Point, Wisconsin

5,755

The Best Known Slogan in St. Louis

—don't say Paper Say "STAR"

Trade Mark Registered

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

The Record for October, 1917, Visualized

The Editor And Publisher

58,182 AGATE LINES

Publishers of daily newspapers, the purpose of whose advertising in the trade newspapers is to get their messages to buyers of space for National advertisers, used larger space in the Editor and Publisher, during the month of October, than all other periodicals in this field combined. The diagram tells the story.

have been so manufactured, sold, and shipped by the corporate defendants at and from the places and in the approximate quantities indicated in connection with their description set forth in paragraph one hereof. Approximately 1,000 tons of said paper so manufactured, sold, and shipped by the corporate defendants has been so sold and shipped daily from their said places of manufacture into said Southern District of New York. Thereby the corporate defendants throughout said period of time have been carrying on trade and commerce among the several States and the United States and with foreign nations within the meaning of the Act of Congress approved July 2, 1890, entitled "An Act to protect trade and commerce against unlawful restraints and monopolies."

LONG BROKE LAW.

(4.) Continuously since April 1, 1915, the corporate defendants have been, and still are, engaged in an unlawful combination in restraint of their said trade and commerce, which combination has been and is managed by the individual defendants, who have been constituted into a committee or body for regulating the trade and commerce of all of the corporate defendants, with the object of requiring, inducing, and coercing each corporate defendant to carry on its said trade and commerce subject to such regulations, rules, and decisions as the individual defendants should prescribe and announce from time to time, with the purpose and intent of eliminating or restricting competition in the sale of news print paper and of concertedly working for materially higher prices and of concertedly establishing uniform terms and conditions of sale in such trade and commerce.

(5.) Said regulations, rules, and decisions consisted in requiring the corporate defendants in carrying on their said trade and commerce, (a) to refrain from competing with each other for new customers for their paper; (b) to refrain from competing with each other as to the quality of paper to be sold in said trade and commerce; (c) to refrain from competing with each other as to delivery of, and furnishing storage for, paper sold but not delivered; (d) to refrain from competing with each other as to terms of credit, rate of interest upon open accounts, the dates of the beginning and ending of contract years, the methods of making sales of such paper through salesmen, dealers, and jobbers, the payment of return freight upon the cores upon which their paper should be wrapped, payment of charges for cartage, and allowing of claims for waste or damaged paper; (e) to engage in simultaneous representations to the public, to their customers, and to each other, of alleged increased cost of manufacture and of alleged shortages of such paper; (f) to manufacture insufficient quantities of such paper; (g) to cooperate in discouraging the erection of new mills or the installation of new machinery for the manufacture of such paper; (h) to cooperate in preventing new concerns from competing with the corporate defendants by transferring orders and contracts for such paper to new concerns on condition that such new concerns should not compete with the corporate defendants; (i) to cooperate in preventing other manufacturers of news print paper from competing with the corporate defendants; (j) to furnish from time to time to said News Print Manufacturers' Association, at 18 East 41st Street, in the Borough of Manhattan and in said Southern District of New York, for the information of the individual defendants,

full and complete information and data concerning their contracts with their customers and the quantity of such paper manufactured, carried in stock, or sold by them in relation to the capacity of their several plants and other details of their several businesses.

BAR TO COMPETITION.

(6.) The corporate defendants submitted to such regulations, rules, and decisions, in the carrying on of their said trade and commerce, notwithstanding the fact that because the corporate defendants were independent of each other, they should, and, but for said unlawful combination, they would, have competed freely and fully with each other as to all said matters, and should and would have conducted their said trade and commerce free from such regulations, rules, and decisions.

(7.) The defendants, by the foregoing and similar combinations, agreements, understandings, methods, and conspiracies, have engaged in a combination in restraint of the trade and commerce among the several States and with foreign nations in news print paper, and unless enjoined by this honorable court, will continue to restrain said trade and commerce, contrary to the act of July 2, 1890, entitled "An act to protect trade and commerce against unlawful restraints and monopolies."

Wherefore your petitioner prays that writs of subpoena issue out of this honorable court, under the seal thereof, directed to said defendants and each of them, commanding them, at a certain time and under a certain penalty, to be therein specified, to be and appear before your Honors in this honorable court, and then and there full and true and perfect answer make unto this petition, but not under oath, answer under oath being expressly waived, and to stand to, and abide by and perform all and singular the orders and decrees of this honorable court in the premises.

And your petitioner further prays for a temporary injunction until the final hearing and determination of this cause, restraining the defendants from doing or attempting to do or threatening to do any of the acts which your petitioner prays may be finally permanently enjoined.

And your petitioner further prays for such other and further relief, final or interlocutory, touching the matters set forth herein as in equity and in conscience to your Honors shall seem just and meet.

And as in duty bound your petitioner will ever pray.

FRANCES G. CAFFEY,

United States Attorney in and for the Southern District of New York.
Thomas W. Gregory, Attorney-General.
G. Carroll Todd, Assistant to the Attorney-General.
Herbert C. Smyth, Mark Hyman, Special Assistants to the Attorney General.

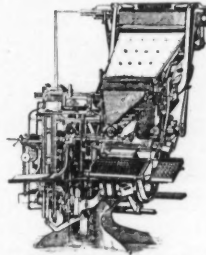
Analysis of War Revenue Law

"The War Revenue Law of 1917" is the title of a booklet issued by the Federal Trade Information Service, Washington, containing not only the text, but an analysis of the law. The clear exposition which it contains of the various phases of the puzzling statute makes this book of distinct value to all business men. It costs 50 cents.

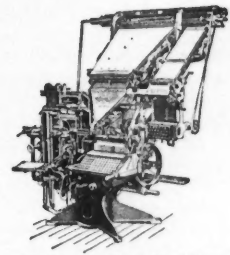
A "non-essential industry," or business, has been defined as one which does not contribute directly to the winning of the war. It would be better to define it as one which interferes with the winning of the war.

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS



Model 4 (Double Magazine)



Model 19 (Two Magazines with Auxiliary)

THE MACHINE
Built for Your Work



A Linotype is the most profitable composing room investment you can make.

It is built in eleven different models.

You can therefore select a Linotype that will exactly meet your individual requirements.

You will not be required to invest a single dollar more than is necessary—

And the terms of payment will be arranged to suit your convenience.

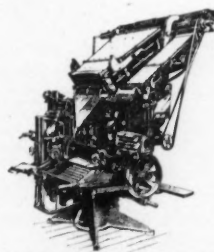
Your Linotype actually pays for itself out of the daily savings it effects.

We have a Linotype for every office at a price and upon terms within reach of every printer.

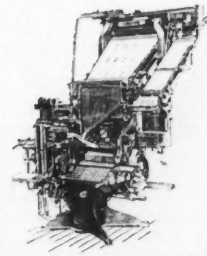
Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO



Model 14 (Three Magazines with Auxiliary)



Model 17 (Double Magazine with Auxiliary)

FINDS ADVERTISING OUTLOOK BRIGHT

William A. Thomson, Director, Bureau of Advertising, A. N. P. A., Returns from Trip West with Most Optimistic Story.

William A. Thomson, director of the Bureau of Advertising, of the American Newspaper Publishers' Association, returned this week from a trip to Chicago and points in the middle west.

A representative of THE EDITOR AND PUBLISHER, interviewing Mr. Thomson on the newspaper advertising outlook found him not only optimistic, but inclined to be enthusiastic over the prospect.

Mr. Thomson said: "It appears certain that Government regulation and restrictions of certain commodities will cause a readjustment in a number of advertising schedules. So far as I am able to judge, however, every line of advertising that drops out of the dailies will be replaced by a line or more of new business.

"This is particularly true in the food situation. Every manufacturer who has a substitute for any of the commodities on the restricted list is looking for markets for his output. Copy appearing in the dailies shows plainly that manufacturers like this are alive to the opportunities offered by newspaper advertising. Vegetable oils; 'margarines'; condensed milks; egg substitutes; meals and prepared foods—the list of newcomers is a long one.

NEWSPAPERS TO PROFIT.

"The newspaper will reap its full advantage as a sectional or semi-national medium. One type of advertiser whose output will be limited during 1918, will want to concentrate his advertising efforts in certain potential markets. Of course the newspaper route is the only way.

"Industrial changes brought about by the war will develop prolific markets in many sections and the general advertiser is bound to use newspaper space to cover these logical selling points.

"Other advertisers who may have to reduce their appropriations, but who are anxious to keep their names and their good will alive, will cover their principal markets through newspaper advertising.

"I think we are bound to hear from a brand new crop of sectional advertisers. On the outskirts of every city in the country there are smoking chimneys, indicating the presence of industries turning out products that have never been advertised.

NEWSPAPERS SHOULD TAKE CENSUS.

"Every newspaper in the country should take a census of the manufacturing plants in and around its territory. Are these plants making anything for which there is a logical market due to war readjustments in the territory right at the manufacturer's front door? Scores and scores of new advertisers ought to be developed by this kind of work. I know of a number of publishers who have plans of this kind already well under way.

"The scarcity of labor has created a demand for labor-saving devices. That is why a great deal of advertising is being done in the newspapers by makers of office appliances and the like. I talked with a manufacturer who makes an office device which could hardly be called a labor saving appli-

ance, but which he is determined to push because he sees the favorable attention which business men are giving to all office improvements is making a good market for everything of that nature."

"I heard a rather amusing comment on the power of newspaper advertising. One manufacturer, who makes a product which will be scarce in 1918, owing to a lack of raw material, decided some time ago, before he learned of this shortage, to use a large amount of newspaper space. He now confesses to having doubts about the newspaper programme, because, he says, newspaper advertising done in any one community will create such a demand that it will be necessary for him to rob his dealers in other communities to fill it.

APPRECIATION OF NEWSPAPERS GROWING.

"Apropos of this growing appreciation of the value of newspaper advertising by general advertisers, I think this is a good time for publishers to give some thought to the ridiculously low rates at which newspaper advertising is sold.

"A recent investigation of newspaper rates shows that newspaper space is sold at a cheaper price per line per thousand circulation than it was ten years ago. As a matter of fact, newspaper advertising is about the only commodity that has decreased in price in the last ten years. The tremendous increase in the cost of doing business with which the publisher has been saddled in the past few years has made the newspaper business anything but profitable. I know many instances where, despite large increases in volume of business, profits have been cut in half. This situation is distinctly a fly in the newspaper ointment.

"However, so far as general advertising is concerned, I think the volume must logically continue to come to the newspapers. The biggest reason for the success of newspaper advertising is that it is in line with business common-sense. That reason never weighed more heavily than it does to-day."

AD MEN "GO OVER TOP"

Arthur Brisbane Tells Baltimore Club Intelligence Will Win War.

The Baltimore Advertising Club piled out of the trenches of business and went "over the top" in its big banquet in the Emerson Roof Garden last Thursday night.

Three big field pieces and siege guns helped in the attack—first, Arthur Brisbane, owner of the Washington Times; then James Schermerhorn, the publisher of the Detroit Times, and finally Maj.-Gen. Joseph Kuhn, who is whipping a great army corps into shape at Camp Meade.

Mr. Brisbane's address was the big feature. In trenchant, powerful words that sunk in he skeletonized the art of writing and thrilled the gathering with his declaration that the intelligence of the Allies would win the war.

Telling shots of wisdom were unloosed and shot home by Mr. Brisbane in a drumfire of epigram and terse analysis of the advertising game that had every man of the three hundred cut tense in his chair while he spoke and made him a roaring fan at the close.

Summed up, he said, advertising was the question of "getting an idea from the brain of one man into the brain of another; first, to get the idea accurately, simply, and justly, and to transplant it into the minds of others."

COMPARATIVE PRICES HIT

Iowa Court Upholds New Law Aimed at Fraudulent Advertising.

Through the activities of the National Vigilance Committee of the Associated Advertising Clubs, a prosecution has just succeeded that indicates the interesting and important tendency of the courts to hold price comparisons in advertising to be actual statements of fact, and not mere statements of opinion. The case was that in which the Emporium Cloak and Suit Company, of Des Moines, Ia., was convicted of using fraudulent advertising. This concern advertised \$29 winter coats for \$10.99, and made similar other advertising claims. By fining the concern \$150 and costs, the Municipal Court at Des Moines sustained the new Iowa law against fraudulent advertising. Later the fine was reduced one-half on a plea of the defence for leniency.

NEW ADVERTISING'S VALUE.

Glen Cove, L. I., Jeweler Found It Easy to Collect Overdue Accounts.

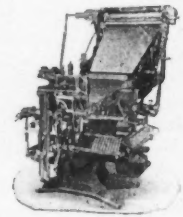
Glen Cove, L. I., people have just had an illustration of the efficacy of advertising. Moescha Rosenberg, a jeweler in that village, wanted to move to another town, but he couldn't capitalize the trust he had placed in some of his customers, and he didn't care to go away and leave his accounts behind him. So he announced that he would seek the aid of the advertising columns of the local newspaper, saying:

"I shall publish the name and exact address and vocation of each of the deadbeats, giving in my usual style a psychological treatise of their character and make-up. The paper goes to press at 10:30 A. M., and all who are anxious to have their characters defined in print should not settle their account before that time."

His threat, which gained circulation all over town, was sufficient. All bills were paid.

New Business Paper Member

The Associated Business Papers, Inc., New York, announces the admission to membership, of the Nautical Gazette, New York.



Simple Design,
Quality Materials,
Skilful Builders
make the

INTERTYPE

"The BETTER Machine"

—efficient and
durable

INTERTYPE CORPORATION

Executive Offices

53 Court St. Brooklyn, N. Y.

E. Katz
Special Advertising
Agency

Publishers' Representatives

Have opened a Pacific
Coast Office in the
Monadnock Building,
San Francisco, in charge
of Mr. Clarence Colman
for the development of
advertising for the pub-
lications they represent

NEW YORK - CHICAGO
KANSAS CITY - SAN FRANCISCO

ADVISES DEVELOPMENT OF NEW ACCOUNTS

G. W. Preston Points to Many New Sources of Advertising to Replace Curtailed Accounts—Is Not a Pessimist, He Declares.

"Please, oh please, do not consign me to the inferno of the pessimist, as you have almost done in the interview with me last week in THE EDITOR AND PUBLISHER, when all of my life I have been an optimist of the most pronounced type," writes G. W. Preston, publishers' personal representative of the Kansas City Post.

"While it is true that in our discussion of business conditions, the loss of whiskey and beer advertising was commented on, as was also a probable curtailment of automobile and foodstuffs advertising; nevertheless, it was pointed out that many new lines of advertising were to be noticed in the columns of the daily newspapers, such as non-alcoholic beverages, public service corporations, community distributing agencies, promoting the propaganda of "from the producer to the consumer," besides many other avenues from which new and heretofore unknown accounts could be cultivated to the profit of the newspapers, as well as the advertisers.

NEW SOURCES OF ADVERTISING.

"The present high prices of meats and attendant shortage of food animals on the hoof, opens up another source of almost unlimited advertising, which the newspapers could advantageously foster; namely, that of poultry raising and its accessories, such as incubators, poultry remedies, and foodstuffs.

"If the publishers, business and advertising managers would establish a poultry department in which on some one day of each week news items of interest and advice to the common people—not fanciers—regarding the lessening of the high cost of living by the establishment of a few hens in the backyard of the average city home, from which a supply of fresh eggs would flow and an occasional fowl for a Sunday dinner could be had, much good would be done the country in general and newspaper earnings in particular.

"The country, so far as money is concerned, was never so prosperous as now, and it is up to the business end of the daily newspaper to put on its thinking cap and to show its initiative and competency by going into the highways and by-ways for the purpose of creating two lines of advertising, whereas, heretofore but one had come."

Charge Censorship Violation

The Official Bulletin, the daily newspaper published by the Committee on Public Information, is included in the list of periodicals compiled by the intelligence division of the General Staff of the army, to show those which continue to violate the voluntary censorship regulations imposed upon the press of the country. The Bulletin offended, according to the report, in publishing complete lists of officers assigned to divisions.

Pittsburgh Dispatch Does Bit

The Pittsburgh Dispatch is flying a service flag with seventeen stars.

Publishers to Meet

The next meeting of the Eastern Illinois County Publishers' Association, will be held January 23 at Tuscola.

REAL CAUSE FOR GRATITUDE

Bureau of Advertising Thankful It Represents Great Commercial Force.

Here is a Thanksgiving greeting from William A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, received too late for last week's issue, but so good that it is well worth printing this week:

"The Bureau of Advertising is thankful because it is privileged to represent the greatest force in commercial life—newspaper advertising.

"It is thankful because it sees a growing understanding by national advertisers of the value of newspaper space, and because it has played a part in developing that understanding.

"It is thankful because it knows the medium it promotes is destined to hold and to develop the leadership which it enjoys among all mediums.

"Finally, it is thankful because it knows that the general use of newspaper space among national advertisers is good for buyer and seller alike, inasmuch as newspaper advertising builds upon facts—not fancies."

JOINT CONVENTION PLANNED

Press Associations of Three States to Meet at Memphis in January.

R. O. Schaefer, secretary of the Arkansas Press Association, has announced a joint meeting of the Arkansas, Tennessee, and Mississippi Associations, to be held at Memphis January 24 and 25. The meeting will follow the mid-winter meeting of the Arkansas Association in Little Rock.

Good Idea to Copy

The Seattle Times has set aside a spacious room in its new building as a place where soldiers, sailors, and marines on furlough in that city, who are unable to obtain sleeping accommodations elsewhere, may spend the night. Joseph Blethen, president of the Times Printing Company, who evolved the scheme, has provided a number of cots in the room which has been taxed to capacity since the plan was inaugurated.

Editor Indicted

Fred E. Thompson, editor of the Belington (W. Va.) Progressive, was indicted recently by a United States grand jury in Philippi, W. Va., because of an alleged conspiracy to obstruct the recruiting and enlistment service of the United States. He gave bond of \$5,000 to appear at a hearing to be held January 8 at Parkersburg.

Installs Goss Press

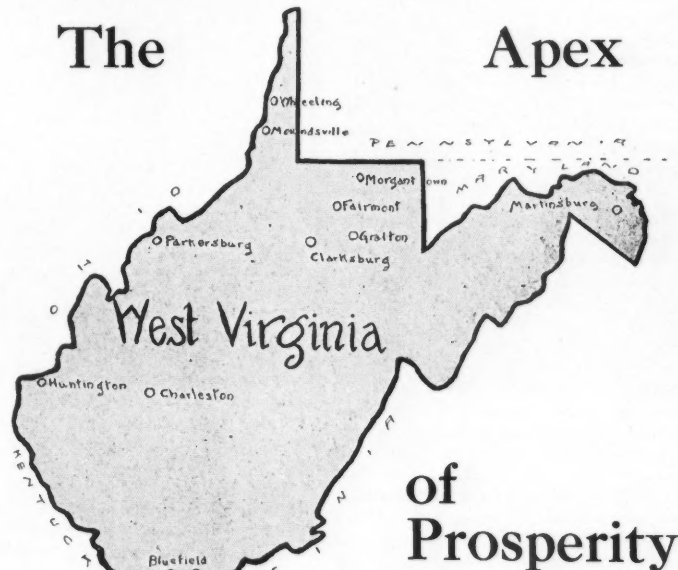
F. S. Neighbor, general manager of the Newark (O.) American-Tribune, reports that this newspaper has just installed a new four-deck Goss press, with color attachment; also new steel composing-room equipment, giving to the American-Tribune one of the best equipped plants in the country in a city of like size.

Gas Attack Appears

SPARTANBURG, S. C. November, 24.—The initial number of the Gas Attack, the weekly newspaper which is to be the official organ of the Twenty-seventh Division and successor to the Rio Grande Rattler, which was published during the service on the Mexican border, made its appearance to-day and was read eagerly. The leading editorial is by Brig.-Gen. Phillips, in command of the division.

One of the railroad offices on Broadway has a window exhibition of West Virginia apples—that are the wonder and admiration of all who see them.

Because West Virginia is so very famous for coal, iron, oil and natural gas, one is apt to overlook many things wherein the State also excels.



In this market by itself people have the money to buy and the taste to choose, and your message will reach them if published in these papers. A SMALL expenditure will make you a BIG advertiser here in the richest natural area of its size in the world!

	Circulation	Rate for 5,000 lines
BLUEFIELD		
Telegraph (M)	4,224	.01428
CHARLESTON		
Gazette (M)	8,000	.0143
Gazette (S)	9,200	.0143
Leader (M)	6,819	.0157
Leader (S)	7,351	.0157
Mail (E)	7,170	.02
CLARKSBURG		
Exponent (M)	6,457	.015
Telegram (E)	6,219	.0186
Telegram (S)	5,656	.0186
FAIRMONT		
Times (M)	4,879	.0143
West Virginian (E)	4,837	.0143
GRAFTON		
Sentinel (E)	1,925	.0107
HUNTINGTON		
Advertiser (E)	7,083	.015
Herald-Dispatch (M)	7,460	.015
MARTINSBURG		
Journal (E)	2,919	.00893
MORGANTOWN		
Post-Chronicle (E)	1,300	.005
MOUNDSVILLE		
Echo (E)	2,246	.007
Journal (E)	1,654	.007
PARKERSBURG		
News (M)	4,450	.0125
News (S)	5,300	.015
Sentinel (E)	5,051	.0115
WHEELING		
Intelligencer (M)	13,200	.0225
News (E)	15,500	.03
News (S)	18,500	.04

The "Busy State"

(A)

CAMP DISTRIBUTION IS BADLY MANAGED

Conference at Washington, December 5, Hoped to Lead to Rational and Uniform System—Many Circulators Condemn Present Methods.

THE EDITOR AND PUBLISHER has received lately a great many letters from circulation managers throughout the country dealing with their experience in securing distribution at army camps and cantonments, and it appears that little has been accomplished in the way of solving the problem.

At the Washington conference, scheduled for December 5, the matter of finding a plan by which the War Department may cooperate with newspapers, placing camp distribution on a uniform basis everywhere, will be thoroughly discussed, and it is the hope of circulators in all parts of the country that a decision may be reached. Circulation men who are able to make the trip to Washington for that conference will render a real service, not alone to their own newspapers, but to all newspapers and to the soldier boys, too.

The circulation manager of a big daily in a city of the Middle West writes of the situation at near-by camps as "rotten." He mentions a particular camp, at which the canteen is two miles from some barrack sections of the camp, and the soldier who wants to buy his paper is compelled to walk four miles in order to get it. He believes that the remedy would be found in having the agent make deliveries twice a day, for morning and evening papers, so that the soldiers may buy their papers as conveniently as they could do at home. He believes that the agents could afford to make such deliveries provided they do not have to pay the Government too much for their privileges.

One of this circulators agents informs him that all money taken in by him for papers at the encampment had to be turned over to the Government; that, afterwards—sometimes a long time afterwards—there is returned to him his percentage of profits. In this case his share of the .28 per cent. margin of profit on sales was .8 per cent.

Another circulation manager, also in the Middle West, suggests the following plan: The officer in charge should detail one or two men each day, one in the morning and another in the afternoon, to canvass his barracks and determine the exact number of copies of each paper required for the following day, and collect the money in advance for them. By filling out an order blank, to be provided, and taking it, with the money, to the central newspaper bureau of the camp, the whole matter could be managed with as little waste of time and effort as practicable.

Mme. Yale Sues for Libel

Maude Yale Bishop Wilson, doing business as Mme. Yale, is suing Harpers' Weekly, Inc., the McClure Publications, Inc., Norman Hapgood, and George Creel for \$250,000 damages. The case is now before the New York State Supreme Court in New York city. The plaintiff alleges libel in that Harpers Weekly and McClure's Magazine, through Norman Hapgood, their editor, published in January, 1915, an article by George Creel which, she charges, hurt her business in the manufacture of beauty preparations. She said she was forced out of business by a sheriff's sale.

FROM CARRIER TO MANAGER

Eugene R. Cochran Named Circulation Manager of Middletown (N. Y.) Argus.

By his recent appointment as Circulation manager of the Middletown (N. Y.) Daily Argus, Eugene R. Cochran climbs another rung in his ladder.

Born in Charleston, S. C., the son of a newspaper publisher, he started out to hustle for himself at an early age, selling the far famed old News-Courier on the streets of his birthplace. After a time he obtained a route to carry for one



E. R. COCHRAN.

of the papers, but his aptitude soon won for him a place as an attache in the circulation department.

When the Charleston American was established he cast his lot with the new paper, and in a large degree was his ability and knowledge of conditions responsible for the rapid growth in circulation which the American enjoyed. His thorough methods and untiring energy made such an impression on the general manager, Alva E. Lamberton, that when Mr. Lamberton became interested in the the Argus he immediately sought the services of Mr. Cochran and placed the Argus circulation in his hands.

A live wire, Mr. Cochran immediately started after more circulation and revenue, and Saturday, November 17th, marked his first big effort, that day being his "Big Bargain Day." Finding that he had a great many subscriptions in arrears and also wanting an increase in his list he campaigned with a discount of 20 per cent, for all subscriptions written that day, allowing the same discount to all who brought their subscriptions up to date, with a result more than pleasing to the publishers of the Argus.

Mr. Ullman's Enterprise

B. J. Ullman, circulation manager of the Youngstown (O.) Vindicator, arranged recently to have a game of football played in that city between a local team and the team of Company M., in training at Camp Sherman. Eighty Youngstown boys, of the same company, were given leaves of absence to return home for the game, which was played on a Sunday afternoon, the proceeds being devoted to paying the boys' expenses and to the camp recreation fund. The attendance was about 4,000. The item of expenses for the trip home of the boys amounted to \$1,900.

Exemption Denied J. G. Scripps

LOS ANGELES, Cal., November 26.—To James G. Scripps, directing head of newspapers owned by his father, E. W. Scripps, of San Diego, and chairman of the board of the United Press Associations and the Newspaper Enterprise Association, was denied exemption from military service to-day by the district exemption board. The appeal from a San Diego board was filed by his father and supported by his business associates, who contended he would be valuable to the United States as the chief executive of the several newspapers and press service.

Long Island Editors to Meet

The Long Island Press Association will hold its semi-annual meeting Monday at the Cortland House, Bay Shore.

OF INTEREST TO CIRCULATORS

Erie Herald Hustler is the title of a bright little paper published by the circulation department of the Erie (Pa.) Herald. Vol. 1, No. 1, announces a contest for carriers. Nine prizes are offered.

Seven years ago Gov. Robert L. Williams, at that time Chief Justice of the Supreme Court, gave a fine Thanksgiving dinner to all the newsboys of Oklahoma City. Every year following the same event has taken place, and after being elected the Chief Executive of the State Gov. Williams has given a dinner every year. The dinner is always a very fine event, and the Governor thinks as much of this as anything that takes place in his official life. It is always arranged to have prominent men to speak to the boys during the dinner. This year the dinner was held in the cafeteria located in the new Capitol; the boys were taken in the street cars to the State House, which is located upon a height of ground about two miles from the centre of the city.

For a Permanent Organization

The permanent organization of the new Inter-State Association of Circulation Managers will be effected at the meeting scheduled for December 11 at the Hotel Adelphia, Philadelphia. A. E. McKinnon, temporary president, and A. R. Michener, temporary secretary of the new Association, hope that there may be in attendance at this meeting representatives of newspapers from all parts of the four States included in the sectional organization's territory, as well as from Washington.

Omit December Dinner

The Sphinx Club has decided to omit its December dinner, and will hold the next dinner January 8.

WEEKLIES MAY JOIN AUDIT BUREAU

Officers of American Press Association Hopeful that Members May Become Members Also of the Audit Bureau of Circulations.

Executive officers of the American Press Association are hopeful that the day is approaching when most of the members of the Association will also be members of the Audit Bureau of Circulations.

Norris A. Huse, vice-president of the American Press Association, told THE EDITOR AND PUBLISHER this week that now that the Association is directing all of its attention to the getting of foreign advertising for the weekly newspaper members, it was more desirable than ever that the different newspapers in the Association be members also of the Audit Bureau of Circulations. He said that the American Press Association had conferred with Stanley Clague, managing director of the A. B. C., that the subject was discussed, but that no agreement had been reached.

Mr. Huse said that the country newspapers would not be able to pay the minimum charge now asked of members of the A. B. C. He said that he hoped some plan could be worked out whereby the membership fee could be made such that the country publisher could afford to become a member.

Mr. Huse was asked whether the proposal would come before the coming convention of the A. B. C. in Chicago. He said that he did not think so.

The American Press Association includes more than 6,000 newspapers. Of these about 400 are small-town dailies. The remainder are weeklies.

Northcliffe a Viscount

According to an official statement, issued in London last Friday evening, Lord Northcliff has been created a Viscount.

1891-1917 The Duluth Herald's 26 Years of Progress

Under the Management of A. C. Weiss.

On Dec. 1, 1891, The Duluth Herald passed into the hands of A. C. Weiss and his associates, and from that time to the present has been under Mr. Weiss's general directorship. The Herald had then a circulation of 2,200; today it has over 35,000. It was a 4-page publication; today it prints from 20 to 32 pages, and dominates its field (one of the richest in America) as do few newspapers their respective territories.

Not only has The Herald kept pace with the development of Duluth and the prosperous tributary section, but it has been a powerful factor in promoting the best interests of the State of Minnesota, and is known nationally as a

Newspaper of Character and Enterprise

Mr. Weiss's unswerving policy has been to give Duluth Herald readers and advertisers the maximum of value and service, and, to that end, has never permitted a premium to be offered in an effort to artificially stimulate circulation. The Herald has always been an all-evening, two-cent newspaper and is the only medium, that unaided, covers in its entirety the most prosperous section of Minnesota—Duluth and the Empire of Steel.

LA COSTE & MAXWELL

PUBLISHERS' REPRESENTATIVES

Marquette Building, Chicago

Monolith Building, New York

CITY CIRCULATOR AT MAIL TRAIN CHANGES THE AGE OF 22 AFFECT NEWSPAPERS

Circulation Manager of the Kansas City Post Was a Carrier Six Years Ago—A Youth Himself, He Believes in Capitalizing Youth.

Six years ago at the age of 16 Homer Bair was the best carrier the Kansas City Post ever had. To-day at the age of 22 he is general circulation manager.

A youth himself, Bair believes in capitalizing youth, and all his carriers are boys from 14 to 18. He is a hu-



HOMER BAIR.

man dynamo and he transmits extra current to "his boys," with the result that the Post's circulation gained 16 per cent. in the last year.

The "summer slump" had no terrors for Bair. Instead of letting his boys take jobs at other places when school was out last spring, he put a premium on new subscribers, and the circulation gained.

He exploits the youthful love of competition. He pits one set of carriers against another, in a circulation drive, and gives a prize to the winner.

Bair has organized clubs among the boys. They hold regular meetings and have a school of solicitation. One assumes the role of solicitor, the other the prospective patron. And the battle of argument for getting a new subscriber begins.

Bair began work on the Post eight years ago as copy boy. Then he wanted to be a reporter, so he quit and went back to high school. He carried a route as he went to school. Then he became a reporter. He had so much more pep than the average reporter that the business manager picked him for circulation. He became assistant manager of city circulation, then 18 months ago he was given charge of the city list.

He always was evolving some new scheme to boost the circulation. His originality was valuable and when the general manager of circulation left, Bair was given the job.

"Earth is here so kind, that just tickle her with a hoe and she laughs with a harvest," said Douglas Jerrold, writing of Australia. National advertisers, just now, find that conditions are so favorable that advertising campaigns, carried on through State and sectional lists of daily newspapers quickly yield golden markets.

New Time Schedule Compels Morning Newspapers of New York to Go to Press from Twenty-Five Minutes to an Hour Earlier.

Important changes in the hours of mail trains leaving New York which will affect thousands of large users of the mails and which in particular will make necessary the forwarding of New York morning newspapers to points North, West, and South from twenty-five minutes to an hour earlier than has been customary heretofore were announced Saturday by the Post Office Department and went into effect from midnight Sunday night.

Seventy changes in all mails, inclusive of newspaper mails, were directed, and will affect deliveries to all parts of the United States, Canada, and those seaports on the Pacific which forward American mails to the Orient. The changes are due to the war-time situation of the railroads, which have found it necessary to curtail the number of mail trains.

The time of four important newspaper trains has been moved forward by the new schedules, with the inevitable result that papers going to points near as well as distant from this city will have to be sent to press earlier than they have been, and will perforce suffer in the matter of late news. Under the new timing it is necessary for most morning newspapers leaving for the West and Southwest to be at the Pennsylvania station one hour earlier than has been customary and for newspapers going to various parts of New York State and all New England, Canada, the West, and Northwest to be at Grand Central Station thirty-five minutes sooner than has been required heretofore.

The four principal newspaper trains affected are:

Train No. 11 of the Pennsylvania Railroad, which hitherto has left the Pennsylvania Station at 2:45 A. M., left Sunday morning and will leave mornings hereafter at 1:45 o'clock. This train runs direct from New York to Pittsburgh and serves territory through the West and Southwest.

Train No. 105, also over the Pennsylvania Road, and running from this city to Washington, still will leave at 2:10 A. M., as formerly, but it will start at that time on all seven days of the week. Formerly on Sundays it left twenty minutes later than on weekdays.

Train No. 45 of the New York Central Railroad, which has left Grand Central Station at 2:45 A. M., gets a change of number and on the new schedule will go out at 2:15 A. M. This train operates from New York to Chicago, and by means of connecting railroads supplies New York newspapers to the middle West and Northwest and to the Pacific Coast and parts of Canada.

Train No. 199 of the New York Central system, also running to Chicago, and which formerly left this city at 3:10 A. M., from now on will leave Grand Central Station at 2:45 A. M.

A general curtailment of advertising—which will not come to pass—would indicate a general curtailment of business enterprise. And this, in turn, would indicate a waning of America's strength and resources for the war. Such an event is conceivable only by pessimists.



Do Advertising Agents Read THE EDITOR AND PUBLISHER ? They Do

C. C. Green, President of the H. E. JAMES ADVERTISING AGENCY, INC., 110 West 19th Street, New York, writes:

"You are 'pulling' so many good things in the Editor and Publisher that one wonders what's coming next.

"That Rotogravure section was a 'humdinger.' In addition to the corking good feature articles that you have been running, I like Editor and Publisher because it has plenty of personal chatter in it. I also follow closely the various co-operative state newspaper advertisements, such as Ohio, Illinois, Wisconsin and the Southern newspapers are running, and it might interest you to know that these advertisements on the Canadian situation resulted in a largely increased appropriation for Sloan's Liniment in that territory.

"I found Editor and Publisher equally as interesting when I was on the other side of the fence as Manager of Foreign Advertising and the Promotion Department of the Philadelphia North American—your publication is interesting to the newspaper publisher, the advertiser or the agency man.

"Keep up the good work!"

Mr. Green buys a great deal of newspaper space, as all newspaper men know. He does not buy it on "traditions," nor through fixed habit of using certain mediums as a matter of course. He studies the developments in the newspaper field, keeps in touch with the newspaper trend in territory under consideration, and places business in the light of up-to-the-minute information. That THE EDITOR & PUBLISHER serves him, as it serves all men who place national advertising, by covering fully and interestingly the news of the newspaper world, and by advertising the dominant newspapers of their fields, is attested by his letter.

THE EDITOR AND PUBLISHER
Suite 1117 World Building New York City

PAPER COMMITTEE AIDS IN REACHING AGREEMENT

(Continued from page 11.)

Never has he given the slightest evidence of a thought of malice harbored toward the manufacturers, nor indicated a desire for revenge because of their unfair dealings. Continuously and insistently, he has exerted all the pressure of which he was capable to bring every pressure, direct and indirect, but always fair, to bear upon the manufacturers, so that the publishers should not suffer because of an arbitrary price set upon news print.

There have been intimations from several sources that in his work for the committee Mr. Glass has used whatever personal interest he had with those in Government authority to push the cause of the publishers. Nothing could be further than this from the truth. Mr. Glass has always rested confident in the equity and justice of his contentions, and has argued every position entirely upon its merits.

His own business interests have not escaped unscathed. His contract has been cancelled, and he is today without a paper supply for the coming year. Notwithstanding this condition, he further jeopardized his interests by spending at least one week in every month during the twelve months past, away from his own office, urging in Washington or in New York the cause of the publishers. On one occasion he devoted three entire weeks in a single month solely to the affairs of the Paper Committee, and entirely without recompense except the knowledge that he was serving their best interests.

As the results achieved by this committee became history, Frank P. Glass will come to be known as the outstanding figure in the composing of a most difficult situation, a publisher with the foremost qualities of a statesman, a diplomat, and a sagacious business man.

Elbert H. Baker, publisher of the Cleveland Plain Dealer, and Emil M. Scholz, publisher of the New York Evening Post, unite in the following appreciation of Mr. Glass, copies of which they are sending to all the members of the American Newspaper Publishers Association:

"To the Members of the American Newspaper Publishers Association:

"For twenty months the executive committee on paper of the American Newspaper Publishers Association has been as follows: Frank P. Glass, of the Birmingham News, chairman; Elbert H. Baker, of the Cleveland Plain Dealer, and Emil M. Scholz, of the New York Evening Post.

"Now that the chief objective of the committee has been brought to a successful issue through the splendid adjustment of the paper situation, the undersigned feel they would be delinquent in their duty if they did not make this testimonial of appreciation of the resourceful, tireless, and unremitting efforts of Chairman Frank P. Glass.

"Such an exhibition of unselfish devotion to the common interests of American newspaper publishers deserves appreciation. During the months that Mr. Glass worked arduously for fair play for the newspapers, abuse was heaped upon him at every opportunity. Those opposed to the work of the committee lost no opportunity to nullify his efforts.

"Mr. Glass not only gave his time unsparingly, but at great financial sacrifice as well. A concerted effort was made to punish his newspaper for his activity and to use that fact as a warning to others. Members will recall a meeting

in Chicago last spring, when an attempt was made by the manufacturers to have a new committee appointed. Notwithstanding flank attacks, Mr. Glass held the committee unswervingly to the course of the main objects which are now achieved. Never during the long months of the campaign did he let personal interests interfere with his battle for justice and fair play. If he had failed he would have still deserved credit for his superhuman efforts, but he won what he set out to do, and in the achievement of the new understanding between the Government, the manufacturers, and publishers, he has performed a patriotic duty and earned the eternal thanks of every American newspaper."

YIELD RATHER THAN EMBARRASS NATION

Patriotic Sentiment, Manufacturers Tell Court, Induces Them to Refuse to Challenge Government to Battle — Backus Pleads Ill-Health.

Each of the defendants in the case of the News Print Manufacturers' Association filed an answer, giving reasons for consenting to the entry of a final decree terminating the career of the organization, and for the interposition of a plea of nolo contendere in the criminal suit against them for alleged violation of the Sherman Anti-Trust law.

Edward W. Backus and the Minnesota & Ontario Power Company declared that they did not intend in any way to violate the law, did not waive any denials contained in their answer, and insisted that they had been guilty of no unlawful act in the conduct of their business. They become parties to the agreement, they aver, "solely because they do not desire to enter into a long, expensive, and tedious controversy with the Government of the United States, particularly in view of the fact that this country is now at war, and they, and each of them, consider it to be their duty to support the Government and refrain from any controversy therewith so far as may be possible.

"All furthermore consent to the final decree," the answer continues, "for the reason that Edward W. Backus is not in good health, as advised by his physician, and that it will be prejudicial to his health, and perhaps dangerous to his life, to undergo the strain of such litigation."

The answer of Mr. Sensenbrenner and the Kimberly-Clark Company is the same as that of Mr. Backus and the Minnesota & Ontario Power Company, except that it makes no mention of ill-health.

Alexander Smith, in his answer, made through John Quinn, as solicitor, denies that Mr. Smith ever acted as a member of the executive committee of the News Print Manufacturers' Association, but admits that he sometimes attended the meeting of that body. He demands a dismissal of the indictment against him.

The remainder of the answers are general denials of all the charges contained in the indictments.

GERMANS BUSY IN MEXICO

Pro-German Influences Cause Expulsion of Associated Press Man.

The Department of State, at Washington, has been investigating for some time the deportation of Jack Royle, an Associated Press correspondent, from Mexico. The reason for the Government's interest in the affair is a report that Royle's deportation was caused by

the influence of the German Minister in Mexico City.

Mr. Royle is now in Washington.

F. C. Scovill is now in charge of the Associated Press office in Mexico City. Mr. Royle's deportation did not result in any interruption of Associated Press service from Mexico City.

It is said that prior to Royle's deportation his dispatches had been carefully deleted whenever any reference was made to the activities of Herr von Eckhardt, the German Minister, although Royle, it is asserted, had always been particular to keep to the rules as laid down by the censor.

A fact that makes the correspondent's punishment seem most peculiar is that a few days after he had left one of the Mexican newspapers printed all of his censored reports. It was learned that a careful comparison has been made by the State Department of the dispatches received here from Royle and those originally filed with the censor. The result of the comparison is said to show conclusively that German influence had been brought to bear upon the Censorship Bureau in Mexico City.

FIFTEEN WOMEN ON STAFF

Toronto Telegram Solves War Problem by Employing Women Reporters.

Special to THE EDITOR AND PUBLISHER.
TORONTO, November 27.—The Toronto Telegram is at present employing fifteen women on its reportorial staff,

ten of these being permanent employees and five temporarily attached to the staff during the sittings of the local exemption tribunals. That they are proving themselves to be both zealous and efficient is the tribute of C. H. J. Snider, the city editor, who expresses himself as well pleased with the success of the experiment of employing women in regular reportorial work.

"Since the war started," declared Mr. Snider, "we have lost the equivalent of two complete male staffs by enlistment. I was becoming tired of conducting what was virtually a kindergarten, training a cub one day and presenting him with a wrist watch and my blessing the next, when I thought I would try out women reporters. We had used them, of course, in the regular women's department of the paper, but had never employed them extensively in general reporting. As we have been accustomed to do with male reporters, we started them on suburban news, and in this work they immediately made good. From time to time, as the need arose, we added to the staff until now there are fifteen of them employed. They do practically the same work as men, covering juvenile and women's police courts, city hall, board of education, conventions, and interviews of all sorts. In short, they answer all the requirements of the average reporter, and there are very few assignments that we can't send them on."

Take Your Own Medicine

Very few of the men who make ready-to-wear clothing wear ready-to-wear clothing.

Their products are good enough to sell to others, but not good enough for them to use.

Few patent medicine manufacturers ever use any of the remedies they fix for other people to take.

There are many newspaper publishers who sell advertising space who do not use advertising space.

They seem to think that it is good enough for the other fellow, but a mighty poor thing for them to spend real money for.

They seemingly show a lack of faith in their own product.

What kind of an advertising man are you? Do you believe in your own product? Do you think that you are doing the right thing in getting people to spend money for advertising? Do you believe in it?

You surely should have enough faith in your own prescription to take it yourself.

You argue that your publication reaches a certain class of people, and you show a merchant or a manufacturer that it is part of his business programme to reach those people through the columns of your newspaper.

You have space to sell to the class of people who read THE EDITOR AND PUBLISHER. You have something to place before them.

Do as you urge others to do! Take space in THE EDITOR AND PUBLISHER and show advertisers that you believe in what you preach. It is good psychology.

It is effective solicitation. It keeps your newspaper before the people you want to reach, and it keeps it there all the time. It is good business.

The Editor and Publisher

Suite 1117 World Building

New York City

NEW TROUBLES ARISE FOR FRENCH PRESS

Price of Everything Used in Newspaper Making Continue to Soar— Publishers Urge Government to Fix Prices of Accessories.

Special Correspondence of THE EDITOR AND PUBLISHER.

PARIS, November 9.—The price of French newspapers was forcibly raised by a Ministerial decree, and, as has been pointed out in these columns, the legality of this decree was questioned at the time it was issued, because a decree is merely the means of putting a law into effect, and this decree was based on no law. The Court of Cassation, the Supreme Court of France, has just handed down a judgment which supports those who have criticised the decree on this ground. A Ministerial decree ordered millers to grind their corn to the percentage of 85. Laws had been passed fixing the bolting successively at 74, 77, and 80 per cent., but no law had been passed raising the rate to 85. A miller was fined for not complying with the decree, but the Supreme Court annulled the decision on the ground that a decree could only be used in connection with a law.

Newspapers are in just the same position as this miller, but as yet none has taken advantage of this ruling to revert to its old price of one cent.

NEW TROUBLES ARISE.

The French press is threatened with another crisis. The increase in the price of print paper is being accompanied by a similar increase in all printing accessories, notably ink and motor power.

The increased cost of paper is accepted as inevitable, but there is considerable dissatisfaction expressed as to other materials, because the Government, recognizing the importance of the press as a means of national defence, has given every facility possible to manufacturers who supply the material needs of the press. Men have been released from military service, raw materials have been imported, and motive power has been requisitioned. It is felt, therefore, that manufacturers supplying the press have not the same right to increase their prices as the ordinary manufacturer who does not benefit by special privileges, and compulsory fixation of prices is being advocated.

WATCH PORTO RICO NEWSPAPER MEN

Federal Authorities Determined to Prevent Printing and Circulating of Seditious Utterances in the Press of the Island.

Sharp watch upon editors and publishers in Porto Rico is being kept by the Federal authorities there to prevent the printing and circulation of seditious utterances in the press of the island. Recently an entire issue of the *Heraldo*, published in San Juan, was seized by Postmaster Keith, and copies of the offending publication were sent to Washington. A decision from the Postmaster-General is awaited.

The *Heraldo* is not permitted to publish a translation of the alleged illegal article, but it is said to be a bitter attack on the draft and a deliberate attempt to instill into the minds of Porto Rican youth the idea that they have

no interest in the present war, and that their call to the colors is a travesty on liberty.

Vincente Balbas Capo, the editor of the *Heraldo*, has long been openly anti-American. After his edition was seized, he asked permission to withdraw it from the mails to otherwise put it into circulation, but his request was met with a firm refusal. Thereupon the irate editor contented himself with printing and circulating on the streets a rather conspicuous hand-bill, in which he presented his compliments to Gov. Yager and Postmaster Keith in his own peculiar fashion. Meanwhile the edition remains under lock and key in the San Juan Post Office.

As most of the readers of Porto Rican papers are strongly emotional and easily swayed by editorial utterances, the problem of keeping the Spanish-language papers within bounds is not an easy one. Before the war and until recently they were allowed dangerous latitude of expression, making it now more difficult to check them. Americans must fight pro-Spanish sentiment, anti-American sentiment, and German influence. Fortunately, however, loyalty to the Stars and Stripes looms larger than disloyalty, and firmness will soon quiet the recalcitrants.

CENSORSHIP CRITICISED

Army and Navy Journal Dislikes Way in which War Is Being Covered.

The Army and Navy Journal, in an editorial, "News from the Front," last week sharply criticised the Army and Navy Departments and the Committee on Public Information for the way in which the war is being reported in the

public press of this country. It decries the restrictions placed on news by the Government and the way in which it is served up by the Committee on Public Information.

"The public over here does not know just where our troops are stationed in France," the editorial asserts, "nor where they are fighting; and in this respect we are unlike any other belligerent nation in the world to-day. It is information apparently so well known on the other side that its suppression here can hardly be regarded as concealing information from the enemy. What news the correspondents are permitted to send from abroad is fragmentary, and in most cases incredibly silly. War may have sobered many men in the world, but it does not seem to have had this effect on American journalists. The American people deserve better treatment than this."

"FREEDOM, FOR ALL, FOREVER"

That Slogan Wins \$100 Prize Offered by Newspaper Enterprise Association.

"Freedom, for all, forever!"

That new national war-time slogan won for Miss Marion I. Coop, San Diego, Cal., the \$100 prize offered by the Newspaper Enterprise Association, of Cleveland.

Scores of newspapers throughout the country conducted slogan contests, the local winners being submitted as contestants in the national hunt for the best war slogan.

More than twenty thousand slogans were sent in, from every State in the Union. One paper, the *St. Paul Daily News*, received more than 4,000 in a week's contest.

THE AULT & WIBORG CO.

HOME OFFICE, CINCINNATI, OHIO

EASTERN DIVISION:

Office, 57 Greene St., New York

Factory, Jersey City, N. J.

Branches: Baltimore, Philadelphia, Boston

MAKERS OF FINE PRINTING AND LITHOGRAPHIC INKS—

ALSO

News Ink

ADVERTISING SOLVES OPERA PROBLEM

Chicago Opera Association's \$40,000 Pre-Opening Advertising Proves Real Success—Will Continue to Use Space Throughout Season.

The Chicago Opera Association recently concluded a pre-opening, \$40,000 advertising campaign in Chicago newspapers which lasted for a period of thirty days. When the results were tabulated, it was found that the campaign had put an almost unflattering proposition into the paying class, and, therefore, it has been decided to continue using space throughout the season.

Not only did this advertising of grand opera in a large way attract wide attention as being unique in the history of theatre publicity, but it awakened considerable criticism throughout the country. It was referred to by newspapers in other cities, and by musical trade papers as the "Bally-hoo methods" applied to grand opera, while others called it "department store methods" and accused those who launched it of cutting prices in order to attract attention.

In the beginning, page after page of grand opera advertising appeared in Chicago papers, having been placed by the J. R. Hamilton agency. No explanation of the underlying principles of the campaign were given to the advertising trade, and, needless to say, this caused comment in agency circles.

MUST NOT FORGET SUBJECT.

"These advertising principles were not withheld for any trade secret purposes," said J. R. Hamilton, head of the agency that bears his name, to a representative of THE EDITOR AND PUBLISHER. "It was simply not well to have people discussing the subject and forgetting the object. The same applies to the public, for when it begins watching and discussing the machinery of advertising, what the advertising has to sell is invariably forgotten.

"Now, however, that the big advance sale is over and the actual season under way, we are pleased to give out the plan in order that others may go and do likewise, for there is no reason why the newspapers of any city cannot take any of the amusement or entertainment factors of their city and create a very large proportionate revenue both for themselves and for such factors.

"It is a mutual plan, and developed through studying the needs of the advertisers and the newspapers, the object being, of course, to find mutual values for both.

AMUSEMENT DEPARTMENT UNPROFITABLE.

"Now, from the newspaper viewpoint, about the most unremunerative department has been that of amusements. A newspaper will give two pages to the theatres of a city in news and pictures and get probably two columns of advertising in return, made up of ten-line ads. Amusement companies, on the other hand, instead of hiring advertising agents to buy advertising have hired press agents to get it for nothing, and, because they were getting something for nothing, overlooked the fact that they might get more by paying for it.

"The J. R. Hamilton Agency, therefore, set about to solve two problems to find out how a newspaper and a theatre ticket could get together to the mutual advantage of both.

"The first thing to do was to try to classify the laws governing the sale of a theatre ticket, to compare these laws with the laws governing the sale of other merchandise, having a value that

depreciates with time; then to see wherein these two laws differed and wherein they are the same.

RAPID DEPRECIATION.

"In other merchandise, perhaps the best illustration of goods that depreciate in value with time is such merchandise that has the element of style. A dress, for example, which is worth \$75 at the beginning of the season, is worth, let us say, \$50 four weeks later, and probably \$25 eight weeks later. Its line of depreciation covers about eight weeks. A \$1 theatre ticket, on the other hand, is worth \$1 this morning, about 75 cents about four o'clock this afternoon, about 50 cents at seven-thirty this evening, and nothing at eight-thirty.

"Its life of depreciation is twelve hours.

"Now, the object in both cases is naturally to decrease the amount of depreciation. The store can do this by cutting a price. To move the merchandise faster, a store will cut a price a little rather than wait for time to cut it a great deal. A theatre ticket, however, cannot be cut in price. The minds of the people are so made up through long custom that to them a cut price in theatre tickets means a poor show. Consequently, what accomplishes its purpose with a dress would defeat its purpose with a theatre ticket. Instead of selling more tickets, those who had already bought their tickets, would try to take them back. On the other hand, a store cannot advance the period of sale ahead of its season. In other words, it cannot sell a fall dress in the middle of June. *But a theatre ticket can.*

SOLUTION FOUND.

"And this was found to be the solution. The line of depreciation had to be lengthened or the percentage of depreciation cut. Consequently, what happened was merely this: The Chicago Opera Association lengthened its line of depreciation from twelve hours to thirty-one days, and the result can best be shown by the following simple illustration:

"First is shown the line of depreciation of a dress, as compared with that for a theatre ticket. Next is shown the line advancing the sale of a theatre ticket, and, finally, the new line of depreciation. Suffice it that when a man has thirty-one days instead of twelve hours to sell something, he has a better chance of selling it. That gives us the whole story behind the Chicago Opera plan.

"So it was not 'Bally-hoo,' after all, but a rather complete analysis of fundamental principles of merchandise which seemed logical and proved to be so, because the Chicago Opera Association had the money in the cash drawer before the season began.

"Thirty days ahead of the opening of the season it put four lines of people, 200 feet long, in front of its box office, and kept a similar line there every week up to the opening. But how well the season will finish is hard to say.

WAR PLAYS HAVOC.

"War news, especially bad war news, plays havoc with any form of entertainment. But the fact remains that the principles, worked out theoretically, proved true practically and brought in by many thousands of dollars the largest advance sale the Chicago Opera Association has ever known.

"And what is more to the point, the advertising campaign did this in the face of the heaviest odds that ever confronted an advertiser. The first week's campaign was launched in the middle of the first world's championship baseball games that Chicagoans had the

pleasure of seeing in eleven years. The town was baseball mad—not opera mad—and yet the sale reached 200 season tickets an hour during the mornings of the first opening game, averaging \$20 a sale.

"The second week's campaign was launched simultaneously with the launching of the second Liberty Loan, and the third week's campaign appeared side-by-side with America's first casualty list.

"Therefore, the fact that this campaign was a success at all, would have been sufficient to justify the principles upon which it was based, and the fact that it was a huge success seems little more than marvellous.

"The conclusion is that the newspapers of any city that care to take up the chief amusement factors of their city can reap an equally big harvest, both for themselves and for such amusement factors. The plan is simple, it applies to all amusement, and can be worked out by any newspapers that care to do it."

TIPS TO THE AD MANAGER

W. A. PATTERSON CO., INC., 1 Madison Avenue, New York, handles the advertising of the I. W. Lyon & Sons, Inc., makers of Dr. Lyon's Tooth Powder and Dental Cream.

THE CHAMBERS AGENCY, INC., of New Orleans, is sending out orders to Northern papers for advertising of the Hotel Riviera, Biloxi, Miss., and the White House, Biloxi, Miss.

VANDERHOOF & COMPANY, Marquette Building, Chicago, is handling the advertising account of the Kerosene Burning Carburetor Company, 2015 Michigan Avenue, Chicago, and are making up lists of publications.

HEBERT M. MORRIS ADVERTISING AGENCY, 400 Chestnut Street, Philadelphia, placing orders with newspapers in selected sections for Commercial Car Unit Co., Philadelphia.

MORSE ADVERTISING AGENCY, 35 Milwaukee Avenue, West Detroit, Mich., renewing some of their newspaper contracts for Herpicide Co., "Newbro's Herpicide," 35 Milwaukee Avenue, Detroit.

P. F. O'KEEFE ADVERTISING AGENCY, 43 Fremont Street, Boston, again placing orders with a few newspapers in selected sections for the Penn Metal Co., "Penco Metal Lath," 561 West 36th Street, New York, and 201 Devonshire Street, Boston.

FRANK PRESBREY CO., 456 Fourth Avenue, New York, handles the advertising of the Virginia Juice Fruit Co., "Apple-O" Soft Drink, Norfolk, Va. Placed orders with some Washington, D. C., newspapers.

PROFFITT-LAICHAIR ADVERTISING CORPORATION, Providence, R. I., handles the advertising of the J. Samuels & Bro., knitting yarns, Baltimore. Reported will place some orders with newspapers. RIB-NO-MOR Co., "Rub-No-Mor Soap," Fort Wayne, Ind., making contracts with some Western newspapers.

THE ERICKSON CO., INC., 381 Fourth Avenue, New York, handles the advertising of Valentine & Co., 456 Fourth Avenue, New York, manufacturers of "Val-Enamel," "Valspar" products, and "Valentine's Auto Varnishes and Colors." Will make up lists about January 1.

CORMAN-CHELtenham Co., Inc., 11 East 36th Street, handles the advertising of the Robert H. Ingersoll & Brother, 315 Fourth Avenue, New York, manufacturers of "Ingersoll" watches. Making up lists for coming year.

W. L. HOUGHTON ADVERTISING AGENCY, INC., 404 Fourth Avenue, New York,

handles the advertising of the Almemo Manufacturing Co., 12 Bridge Street, Newark, N. J., manufacturers of "Kor-Kor" puncture cure. Making up lists for coming year.

BYRON G. MOON CO., INC., Proctor Building, Troy, N. Y., handles the advertising of the Pixine Chemical Co., Troy, N. Y., manufacturers of "Pixine" ointment and pile remedy and "Pixine" veterinary fever drops and spavin cure.

ALBERT FRANK & Co., Inc., 26 Beaver Street, New York, and Corman-Cheltenham Co., Inc., 11 East 36th Street, New York, handle the advertising of Gaston, Williams & Wigmore, Inc., 120 Broadway, New York, international merchants.

Leaves Deutsches Journal

MAXWELL BRUCKENSTEIN has resigned from W. R. Hearst's Deutsches Journal to become assistant to the general manager of the New York City Car Advertising Company. Prior to his resignation, Mr. Bruckenstein was in complete charge of the statistical and promotion work.

"When all candles are out, all cats are gray." Advertising—the lighted candles—enables stores and commodities to impress their individual identities upon people.

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

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

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 April 1, 1917

36,670 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

**MACON NEWS ISSUES
SUNDAY EDITION**

Enterprising Georgia Newspaper Enters Sunday Field with Sixty-Page Paper, Including Sixteen Pages of Splendid Features.

The first issue of the new Sunday edition of the Macon (Ga.) News, appeared on Sunday, November 18. It consisted of sixty pages, including a four-page comic section, produced by the World Color Printing Co.; an eight-page feature section, produced by the



R. L. MCKENNEY.

New York Herald, and four pages of war pictures. It carried 210 columns of advertising, out of a total, including features, of 420 columns.

"The Sunday paper is the logical development of every daily newspaper," said R. L. McKenney, editor and manager, to THE EDITOR AND PUBLISHER.

"In taking this step the News feels," he continued, "that it is yielding not only to a business necessity, but to render the best possible newspaper service to three quarters of a million people situated within a fifty-mile radius of the News office."

The News has been in the daily field in Macon since 1884.

Mr. McKenney has been with the News since 1885, when he and T. W. Loyless, of the Augusta (Ga.) Chronicle, bought the controlling interest in the paper.

Mr. McKenney's cabinet consists of the following: T. J. Simmons, managing editor; R. R. Wallis, business manager; W. P. Fleming, advertising manager; J. R. Maddux, circulation manager; L. J. Kilburn, secretary, and R. P. Hatcher, treasurer.

NEWSPAPER AD FIELD

George B. Short is back in the special feature advertising department of the St. Paul Daily News, having failed to obtain a commission at the Officers' Reserve training camp at Fort Snelling, where he had been since August.

Joseph Murphy, who has been in charge of the automobile advertising of the St. Paul Dispatch-Pioneer Press, has resigned and gone to Minot, N. D. He is succeeded by Robert Liggitt.

Myron Allen Bruce, who represents a star on the Boston American's service flag, is on the job at Camp Gordon. Bruce, who was an advertising solicitor for the American, qualified as a horse-

man and has requested assignment to the field artillery.

A. J. Meister has resigned from the advertising staff of the New York Globe to become advertising manager of the Franklin Simon & Co., New York

TIPS TO DEALERS

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

DUNELLEN, Pa.—Dunellen Publishing Co., publishers; capitalization, \$10,000; incorporators, J. Arthur Bogardus, Elwood E. Waller, Charles G. Wrage.

CHANGES IN INTEREST

LAUREL, Del.—The State Register, a weekly newspaper published here, has been sold to a new company consisting of William F. Metten, William E. Valliant, and William M. Fowler.

HUNTSBORO, Ala.—The Tribune, a weekly newspaper published here, has been sold by W. J. Baldwin to R. C. Williams and N. R. Hamer.

CONSOLIDATIONS

BOSTON.—Announcement has been made of the consolidation of the two well-known religious papers, the Congregationalist and the Advance. The journal will henceforth be known by the combined names. The Congregationalist, said to be the oldest religious paper in the country, always has been published in Boston, and the Advance in Chicago.

HUNTINGTON, Ind.—The Indiana Farmer, the oldest farm paper in Indiana, has been consolidated with the Farmers' Guide, published here. Joint announcement was made by James L. Kingsbury, president and manager of the Indiana Farmer, and Ben. F. Bitter, publisher of the Farmers' Guide.

JEREMIAH O'LEARY INDICTED

American Truth Society Head Charged with Violation of Espionage Law.

Jeremiah A. O'Leary, S. Adolph Stern, Luther S. Bedford, and the Bull Publishing Company have been indicted by the Federal grand jury in New York on a charge of violating the Espionage and Postals laws by circulating the publication known as Bull through the mails. O'Leary is head of the American Truth Society, which became active in German propaganda work in the early part of the war.

After the grand jury's action became known, O'Leary and Stern appeared before Judge Manton in the United States District Court, and through their counsel, Henry A. Wise, entered pleas of not guilty. O'Leary was put under \$2,500 bail, and Stern, the business manager of the publication, was required to give a bond of \$5,000.

Christmas Cheer for Soldiers

To every one of the fifteen members of the Seattle Press Club in war service a Christmas package, filled with candies, tobacco, playing cards and nearly a score of other things, will be sent by members of the newspaper men's organization. President Richard W. Buchanan and Secretary William Petrain have raised a big fund for Christmas gifts for departed members now wearing the olive drab or the navy blue. Only one member of the club has reached France. He is Richard Seeley Jones, former president, who is with the American expeditionary forces.

**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 June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MONTANA MINER Butte Average daily 13,781. Sunday 22,348, 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.	NEW JERSEY JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
GEORGIA MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	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 THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday. 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, 12,508. 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 first six months, 1917: Sunday average 362,858 Daily and Sunday 195,955	VIRGINIA DAILY NEWS-RECORD Harrisonburg. Largest circulation of any daily paper in the famous valley of Virginia.
	WASHINGTON POST-INTELLIGENCER Seattle

ROLL OF HONOR

KENTUCKY The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	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.
ILLINOIS SKANDINAVEN Chicago	NEBRASKA FREIE PRESSE (Cir. 128,384) Lincoln
GEORGIA BANNER Athens A gilt edge subscription—not a mere circulation claim.	NEW YORK BORLETTINO DELLA SERA New York
	PENNSYLVANIA DAILY DEMOCRAT Johnstown

S. CLAGUE TALKS TO AGENCY MEN

Managing Director of Audit Bureau of Circulations Gives Able Address Before Western Council of Association Agencies.

Stanley Clague, managing director of the Audit Bureau of Circulations, was the chief speaker of the first open meeting of the Western board of the American Association of Advertising Agencies, formerly the Western Advertising Association, at a luncheon held at the Hotel La Salle, Chicago, Saturday, November 24.

His subject was "The Bureau, Its Value, Its Use, and the Relation Between the Bureau and the Agencies," and following an introduction by Paul E. Faust, chairman of the Western board, he said:

"More than \$20,000,000 will be saved to publishers, advertisers, and the general public during the coming year through the activities of the Audit Bureau of Circulations.

"If every avenue of the Bureau's activities could be traced, the real figures would be nearer \$50,000,000. This saving will be effected in the allied business of publishing and advertising, which involves the expenditure of over \$1,200,000,000 annually.

A. B. C. CHICAGO INSTITUTION.

"The Audit Bureau of Circulations was born in Chicago. To your organization belongs much of the credit for its survival through its infancy. By moral and substantial financial support, you enabled its originators to establish the foundation of an edifice of which you can be justly proud. In the four years of its existence it has grown from an idea to a national institution. It has and will not only influence the whole publishing and advertising world, but in its ultimate service be an important factor in the life of the nation.

"The success it has already achieved under the wise guidance of its first and only president, Louis Bruch, is only an indication of the greater possibilities of the future.

"Before the existence of the Bureau, circulation was shrouded in mystery. Comparatively few publishers had the confidence of the business world—not because most of them were dishonest, but because some were not honest and brought discredit upon the entire publishing world. Advertising was regarded as a gamble, and buyers of space confessed they were in the business of buying 'blue sky.'

"It only needed the establishment of the Bureau to prove that most publishers were honest and that advertisers were getting value received in the majority of cases; but it also proved that there existed even among honest publishers evils which were working to the detriment, not only to themselves and to advertisers, but to the public at large.

WANT FACTS MADE KNOWN.

"In July, 1914, the leading newspapers, magazines, farm and trade publishers, threw open their establishments and their books. 'Here are all the facts,' they said. 'Tell the adver-

tisers exactly what circulation we have, how we secured it, and where it goes. Tell them what kind of a publication we print—whether it is made to sell because of its own true worth, or whether it is bought because of the inducements we offer, or the clever schemes we invent. Tell them the truth.'

"For nearly four years, the Bureau has been telling the truth, and in not a single case has it been proved that an injustice has been done. Whatever erring there has been, was on the side of caution and leniency.

"When you consider the tremendous interests involved, you must agree this is one of the most remarkable records in cooperative development.

655 NEWSPAPERS APPROVED.

"The Bureau places its stamp of approval on 655 daily and Sunday newspapers. This means that the 7,200,000,000 newspapers which are sold to the public every year, and contain local and foreign advertising, have the confidence of the advertiser, because the Bureau assures him he is getting an honest return for the money expended.

"The Bureau places its stamp of approval on almost 100 weekly and monthly magazines. Over 533,000,000 copies of these magazines are printed in this class alone annually.

"The Bureau stamps 76 farm papers, publishing annually 272,000,000 copies, and 126 class, trade, and technical journals, issuing nearly 40,000,000 copies can say to their advertisers here, 'here is guaranteed circulation—you pay only for what you get.'

"Think of this tremendous circulation—8,043,000,000—now available to advertisers, with all the facts concerning the quantity, class, and character of the readers so that they may determine whether they desire to use these publications in their sales appeal.

ELIMINATION OF WASTE.

"During the past year, the Bureau has enabled publishers, by the investigations made, to eliminate a large amount of waste, in this enormous volume of circulation. More than 200,000,000 copies of papers which were not necessary have been eliminated, and the white paper and cost of printing has been saved to the publishers. The advertiser, who formerly paid for all of this useless excess circulation, no longer pays for it, and he in turn saves the cost. The general public who eventually pays for any extravagance because of merchandising cost which must necessarily go into the cost to the consumer, saves in turn.

"The greater efficiency gained by keeping of the records of the Audit Bureau by publishers, is saving hundreds of thousands of dollars annually, at a cost of supervision so small that its percentage is almost negligible.

"But it is to the advertiser that the greatest benefit comes. Over six thousand advertisers are directly and through advertising agents served by this Bureau. Their annual business transacted runs over \$10,000,000,000. The advertisers served by the Bureau spend every year more than \$90,000,000. Indirectly local and other advertisers spending \$360,000,000 receive the benefit of the Bureau's work.

"Before the existence of the Bureau there was almost no check on the

amount of circulation received by the spenders of this huge amount of money. They now have, so far as is humanly possible, an assurance that they receive 100 per cent. in circulation for the money expended."

Mr. Faust then praised the work of the Audit Bureau in the highest terms and congratulated Mr. Clague for his recent work in connection with the organization.

THOSE PRESENT.

Among those present at the luncheon were: I. B. Bollinger, H. D. Sulzer, and Clyde A. Mann, of Vanderhoof & Co.; William D. McJunkin, Gordon Best, A. W. Olsen, and Dwight Chapman, of the McJunkin Advertising Co.; S. C. Stewart and S. M. Davis, of Stewart-Davis Advertising Agency; Charles F. W. Nichols, of Nichols Advertising Corporation; Fred A. Staten and F. H. Marling, of Benson, Campbell & Slaten; Hugh Brennan, of the Dooley-Brennan Advertising Agency; E. E. Critchfield and C. N. Porter, of Critchfield & Co.; Paul E. Faust; S. M. McWitten and H. P. Leffingwell, of Mallory, Mitchell & Faust; C. E. Watling, D. A. Meyer, and R. Merz, of William H. Rankin Co.; G. H. Snyder, H. S. Merkel, and R. S. Collins, of Nichols-Finn Advertising Co.; H. E. Hains and F. L. Blade, of the Charles F. W. Nichols Co.; B. W. Barton, of Critchfield & Co., and O. Von Fragstein, of the Audit Bureau of Circulation.

BARTON WITH AMERICAN CHICLE

Leaves The Advance to Take Important Position in New York.

Charles W. Barton, formerly business and advertising manager of The Advance, in Chicago, has become connected with the America Chicle Company in its New York office as assistant general sales and advertising manager.

Previous to his connection with The Advance, Mr. Barton was sales manager of a large manufacturing company in Chicago. He is a brother of Bruce Barton, editor of Every Week. Mr. Barton is succeeding Ralph W. Knox, who resigned to become advertising manager of the Columbia Graphophone Company.

What would not some newspapers give to secure as great a classified advertising patronage, proportionate to their fields, as that of the New York World? Such an asset cannot be bought—but it can be developed.

The Pittsburg Dispatch

has always been a big factor in the successful exploiting of good merchandise.

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

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

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.

PATRIOTISM THEME OF A. N. A. BANQUET

Noted Men Will Address Advertisers on December 5, at the Hotel Biltmore on Notable Occasion.

The Association of National Advertisers will hold its annual dinner at the Biltmore Hotel on December 5. The keynote of the dinner will be "Patriotism," and the members look to making it a memorable occasion in the history of the organization. Alan C. Reiley, president of the Association, will be the toastmaster.

The speakers and their subjects selected are: Theodore E. Burton, former United States Senator from Ohio, "The Present Crisis"; Stephane Lauzane, editor of Le Matin, Paris, "France," and George Haven Putnam, the well-known book publisher and veteran of the Civil War, "The Call of the Republic."

Agency Name Changed

At a special meeting of the board of directors of the William D. McJunkin Advertising Agency, Chicago, held last week, the corporate name was changed to the McJunkin Advertising Company. Roy Quinlan, who had charge of the merchandising procedure and trade investigations, was elected vice-president.

The "selling argument" in an advertisement is the deduction made from the facts previously stated—it is "the moral" of the story.

NEWS FOR OUR FIGHTERS

The New York Times is mailed to U. S. soldiers with the American Expeditionary Forces and to sailors on the warships at the following rates: Daily and Sunday, \$10.00 for one year, \$5.50 for six months; daily, without Sunday, \$8.00 for one year, \$4.25 for six months; Sunday, \$3.00 for one year, \$1.75 for six months.

Remittances must be accompanied by name of soldier, the number of his company and that of his regiment. Name of ship must be given if the Times is to be mailed to a man in the United States Navy.

Address Subscription Department, The New York Times, Times Square, 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

222 Fifth Avenue NEW YORK Lytton Building CHICAGO

The
PITTSBURG PRESS
Has the **LARGEST**

Daily and Sunday
CIRCULATION
IN PITTSBURG

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

DOLLAR HOARDING IS HANDICAP TO WAR

"Stop Spending Money" May Be German Propaganda, Says Chas. W. Mears, Advertising Manager of Winton Automobile Company.

The cry, "Stop Spending Money," that is sweeping over the nation may be a part of the Kaiser's plan to bring about the defeat of the United States and the Entente Allies, according to Charles W. Mears, of Cleveland, advertising manager of the Winton Automobile Company.

Addressing a joint meeting of the Ad and Greater Buffalo Clubs in Buffalo recently, Mr. Mears denounced the strenuous saving of money as of "Satanic iniquity," declaring that "sitting tight on nickels and pinching pennies" will do more than any other one thing to handicap the United States in its war measure.

Mr. Mears said in part:

"Since our declaration of war last April, we have learned, if we did not know it before, that war costs a tremendous lot of money. And we have been told that it is the duty of every real American to save every dollar possible in order that the Government may have it for war use.

"This 'stop spending money' propaganda makes itself heard so frequently that evidently somebody behind it believes it to be the one true doctrine. If it is the one true doctrine, then it follows obviously that the American business man who asks people to spend their money for his goods is a menace to the interests, the welfare, the life of his nation.

WHAT WOULD HAPPEN?

"Whether he is, in fact, such a menace is not so absolutely certain. Before we condemn him, let us take a good square look at 'Stop spending money' and see if it really is the one true doctrine of our salvation. Let us see what would happen to the people of the United States if all of us were to sit on every dollar we now possess and were to add to our savings every other dollar we could capture.

"There are many plants in the country for which the Government can have no war use. There are many workmen in this country for whom the Government can have no war use. These must be kept employed, else we shall have economic disaster at home as well as war abroad, thereby adding to the perplexities of the Government's problems.

"The poverty of England and France to-day is due to the fact that these nations have not sufficient business activity to pay the cost of war.

"A Liberty bond circular says we must all spend less and save more. Now it is remarkably easy to say a thing like that: it is always easier to command a miracle than perform one. To spend less and save more, nationally, would be a miracle.

SAVING PEOPLE HIT.

"Some of you may remember the panic of 1893, which left its record on the financial pages of 1894. In 1894 New York bank clearings fell \$190,000,000, because people were spending less. Commercial failures in 1893 and 1894 were 40 per cent. higher in liabilities than for the preceding two years, because people were spending less.

"Now let's look up savings. In 1895 the people of the United States increased their savings deposits \$73,000,000. But in 1894 people were unable to add another \$73,000,000 to their savings deposits. Instead of adding another normal \$73,000,000 to their savings deposits, they were forced to withdraw from savings \$38,000,000. So that the panic cost savings depositors a combined actual and potential loss in savings deposits of \$111,000,000. In other words, it cost saving people \$111,000,000 for not spending their money normally.

"Everybody remembers the hard times of 1908. In 1908, New York bank clearings fell \$21,685,000,000, because people were spending less. Commercial failures in 1907 and 1908 were 100 per cent. higher in liabilities than for the preceding two years, because people were spending less.

"Now let's look up savings again. In 1907 the people of the United States increased their savings deposits \$208,000,000. But in 1908 people were unable to add another \$208,000,000 to their savings deposits. Instead of adding another normal \$208,000,000 to their savings deposits, they were forced to withdraw \$30,000,000. So that the hard times of 1908 cost savings depositors a combined actual and potential loss in savings deposits of \$238,000,000. In other words, it cost the saving people \$238,000,000 dollars for not spending their money normally.

THEN WOE BEGINS.

"Our people have never been able to save except when money was being freely spent. Every year when business in active, savings deposits increase. Active business alone is the source of increased savings. But when people begin deliberately to stop spending, woe begins. Merchants are forced to buy less, and to let out some of their help. Then manufacturers are forced to buy less, to manufacture less, and to let out some of their help.

"Therefore the outstanding character-

istic of this "Stop spending money" cry seems to be its Satanic iniquity.

"Now let us get back to the main point.

"In asking people to buy and consume your goods in war-time, in opposing this money-hoarding doctrine, are you, or are you not, a menace to your country?"

"If you are, then it is your duty to shut up shop.

"If you are not, then for the love of your nation's welfare pay some attention to these 'Stop spending money' shouters and shame them into silence."

PAPER PRESERVATION PRESENTS PROBLEM

Because of Poor Quality of Newsprint Used by Most Newspapers, Disintegration of Newspapers Is Giving Unusual Worry to Librarians.

How libraries may preserve newspaper files is becoming more and more of a serious problem because of the poor quality of news print which is now being used by most newspapers.

The disintegration of newspaper files has for a number of years been a cause of anxiety in libraries, newspaper offices, and other places where such files are kept. Wood pulp paper, now in universal use in the printing world, lacks "keeping" qualities, and newspapers printed ten years ago show signs of crumbling even when protected by binding.

This is not the case with papers published previous to the introduction of this variety of white paper. Files twenty-five, fifty, or even one hundred years

old show little change except in color, the pages usually being yellow. The preservation of such files is of the utmost importance for many reasons. They are records of history; they are in demand in legal circles to determine dates and other facts; they are constantly sought for the purpose of settling questions of greater or less importance, and, it may be remarked incidentally, the importance of matters discussed during this war period will be realized by a later generation more than by this one. Just now events so crowd upon us that we do not fully grasp their significance.

Director Edwin H. Anderson, of the New York Public Library, has given especial attention to the paper question and has tried various experiments looking to the preservation of newspapers. One was that of dipping each publication in a chemical solution. This proved to be useless, for the sheets when dried were so brittle that they went to pieces. The latest undertaking is to lay each newspaper sheet between two pieces of very thin and transparent Japanese tissue and pasting them together—a plan that promises better results. The print is legible through the covering and the tissue seems to protect the paper not only by sealing it from the air, but by holding the fabric together. Newspapers so protected were exposed on a roof for two months, where they were subject to all sorts of weather conditions, the injuries being small beyond discoloration.

WILDER & BUELL

Newspaper Features

and

Advertising Copy

225 Fifth Ave. 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.

Service Banners

Size 15 x 19 inches. Printed in four colors on heavy enameled stock. Shows large picture of Our Flag with National Anthem, and in bold type at the bottom: "A Man From This House Is Fighting For His Country." Price \$35.00 per thousand. Can be given free or offered on coupon plan for five cents. Many thousands being used. This banner should be in every home. It is a custom in other countries now being adopted here.

* Write to day for sample

S. BLAKE WILLSDEN
29 E. Madison St. Chicago

Says the NEWS-TRIBUNE of Duluth

"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."

Central Press Ass'n

New York Cleveland

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

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & Foreign New York
CONKLIN Representatives Chicago
Detroit



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

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

USE UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

KEEPING RECORDS OF R. F. D. SUBS

Cincinnati Times-Star Uses Modern Methods in Handling Mail Circulation—System Is Simple and Has Sood Every Test.

George Fries, circulation manager of the Cincinnati Times-Star, discussed the problem of keeping R. F. D. and other mail subscription records, at the Atlanta convention. He said:

The system I am outlining in this paper is one I use in connection with the Times-Star, and as I am only human think it not only the simplest and cheapest, but also the best. I might say as to the inexpensiveness of this system, that it only requires two clerks to operate. This, of course, does not include the entry clerk, who, after finishing with the entries, is assigned to duties other than the mail subscription end. As to the simplicity of it, I will leave that for you to decide. The name of each subscriber, together with the amount of the remittance, is carefully listed in the circulation cash book. This, by the way, is a very valuable check in tracing lost remittances.

After entry is made in cash book, the order is stamped with a rubber stamp, which designates whether check, money order, currency, or stamps was received. The cashier inserts the amount of the remittance received in the proper space. Orders consisting of two or more subscriptions are listed according to the name of the sender. The orders then go to the subscription department, where the amounts stamped on the order are added to see if the total corresponds with the cashier's entry book. If the amounts agree, the clerks are ready to proceed. Each order is treated as though it were a renewal, a search being made through the expired card file and an inspection made of the list to ascertain whether or not the subscriber had previously been on our records. If the subscriber's name still appears on the list an extension is made on the galley proofs, which go to the printer, and the subscriber's record card is correspondingly annotated, and is held for comparison with the revised proofs as a check on the printer. In the event the subscription is now a record card is made out, is sent to the composing-room and is used as "copy." After the name has been set up the card is returned to the office and is used as a check on the printer as in the case with renewals. For convenience in grouping and handling, expirations are dated every five days. Each card contains a complete record of the subscription, name, and address, date of expiration, amount paid, name of sender, and, for the convenience of the printer, the R. P. O., galley number, and whether single wrapper or in club package.

After the subscription has been certified on the list the card is filed alphabetically in its respective date group, ac-

ording to the subscriber's name. Every subsequent change of address, etc., is noted on card. Correspondence is filed according to the subscriber's name, or in case of two or more subscriptions, to the order, under the sender's name.

HANDLING EXPIRATIONS.

Expirations are sent out ten days previous to the date of expiration. Same are plainly dated, to show the subscriber the exact date upon which his subscription expires. A second notice, embodying slightly different appeal, is sent out three days prior to the date of expiration. Both notices are addressed from record card. Cards are taken out of expiration immediately upon receipt of renewal order, so that a subscriber who renews promptly will not receive both notices. Record cards of such subscribers as fail to renew are carefully kept filed alphabetically according to the subscriber's name in a general or expiration file. This file is consulted in the case of every subscription received. These cards, after vacation and transient subscriptions have been weeded out, form valuable material for promotion work, and have always been productive of excellent results when "worked" during the season.

LINKING THE DEALER WITH ADVERTISERS

H. H. Charles, President of Charles Advertising Service, Points Out Value of Newspaper Advertising in Merchandising Products.

BY H. H. CHARLES,
President, The Charles Advertising Service,
New York.

"A chain is as strong as its weakest link"—and local newspaper advertising is a mighty important link in merchandising any product. It has been proved by hard experience in marketing widely varied lines that real dealer sales-help is most economically accomplished through local newspaper advertising. Electros, mortised for the dealer's name, which are supplied by most manufacturers for this purpose, are excellent in many respects. They save endless time and trouble. It's much easier for the dealer to pass out an electro to the local newspaper solicitor than to go to the trouble of writing his own advertis-

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

ing matter. If it were up to the dealer to write all his own ads, the amount of newspaper space he would use would diminish greatly, to the great detriment of dealer, newspaper, and manufacturer.

The value of local newspaper advertising is recognized by the most progressive dealers, and they are more inclined to handle a line that supplies a dealer service in preference to one that does not. Plenty of space should be left in the electros for prominent display of the dealer's name, for that will tend to make him run the advertising more frequently, and his name probably carries some weight in that neighborhood. It is often easy enough to "load up" a dealer with a product—the "unloading" on the public is often a far greater problem, and this "unloading" process is greatly facilitated by sane local newspaper publicity. Direct returns from this type of advertising are often hard to trace, yet the real benefit has been proved to be so great that no manufacturer or dealer can afford to pass it up.

Advertising cooperation between manufacturer and dealer is much to be desired. The practical experience of dealers should govern a manufacturer's advertising policy to a great extent. Local dealer advertising should be written from the local dealer's viewpoint—the "local flavor" should be inserted by the dealer himself, wherever possible. Electrotyped headings for, say, page and half-page advertisements, arranged so that the dealer can fill in his own special advertising matter, have proved successful wherever the dealer was "live" enough to realize the value of his individuality in advertising.

It would be foolish to say that all electros sent out by manufacturers are especially suitable for every dealer in every locality. Local conditions govern their effectiveness. My advice to manufacturers would be: Find out ex-

actly what class of trade is being catered to by the individual store to whom you offer cooperation; then furnish the sort of advertising that will appeal to that class. Investigation has shown that many dealers who are not responsive to the ordinary forms of advertising-helps may be favorably influenced by special sales-service of this kind.

Morey Schwartz Dead

Morey Schwartz, artist, writer, and humorist, is dead. Just when he was becoming known throughout the country for his drawings and quaint and sparkling stories about theatre and literary folk, the end came, and he was but twenty-seven years old. Morey saw the personality of the author behind the book, the character of the actor behind his rôle in the play, and under his clever pen they sprang to life, together with their pet hobbies and their foibles, on the book page of the Chicago Daily News.

Professor Dropped from Staff

CHARLOTTESVILLE, Va., November 27.—Leonidas R. Whipple, adjunct professor of journalism at the University of Virginia, to-day was dismissed from the faculty by unanimous vote of the board of visitors for "unpatriotic and disloyal if not seditious utterances" made in an address at Sweetbriar College last week. Action by the board was taken at a special meeting held to consider charges of disloyalty made by the alumni and persons prominent in Virginia affairs.

for **BETTER
BUSINESS**
in Baltimore
Concentrate in

THE
**BALTIMORE
NEWS**

Net Daily Circulation **91,250**
JULY
GAIN over Same Period **15,388**
1916,

Special Representatives
DAN A. CARROLL NEW YORK
Tribune Building,
J. E. LUTZ
First National Bank Building, CHICAGO

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.



**The Rocky
Mountain News**

(Only Morning Paper in Denver)

The Denver Times

(Evening)

Colorado's Greatest Newspapers

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

Combined Advertising Gain for 1917 to July
700,000 Lines

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

In Minneapolis, St. Paul, Omaha

The Daily News

Has first call among wise space buyers. Circulated in the most prosperous section of the world.

C. D. BERTOLET
1110 Boyce Building, Chicago

New York Representatives:
A. K. HAMMOND E. E. WOLCOTT
366 Fifth Avenue.

HELP WANTED

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

Advertising Man

Are you an advertising man, and can you deliver the goods? If you can produce for a live farm weekly an attractive proposition is open to you. Tell me the whole story in your first letter. Address X, 3500, care Editor and Publisher.

ADVERTISING MANAGER

A client of mine (well known city newspaper, morning and afternoon edition, first in their fields) wants advertising manager having record of proven accomplishment, to take entire charge of advertising department, both papers. Must have successful record in securing new business and have executive ability. Salary to attract. Applications treated confidentially. Give details and evidence of qualifications in first letter. Starr Service Corps, 548 Transportation Bldg., Chicago, Ill.

THE EDITOR AND PUBLISHER maintains a corps of paid correspondents in the following cities:
 Albany, N. Y.—E. T. Loveday, *The Knickerbocker Press*.
 Atlanta, Ga.—Miss Winnie Freeman, *The Georgian*.
 Baltimore, Md.—J. Thomas Lyons, *The Sun*.
 Boston, Mass.—M. J. Staples, *The Advertiser*.
 Buffalo, N. Y.—A. H. Kirchhofer, *The News*.
 Chicago, Ill.—C. B. Cory, Jr., *Illustrated World Magazine*, Drexel Avenue and Fifty-eighth Street.
 Cincinnati, O.—
 Cleveland, O.—Richard McElroy, *Catholic Universe*.
 Dallas, Tex.—J. E. King, 202 South Winnetka Ave.
 Des Moines, Iowa—
 Detroit, Mich.—Fred R. Barkley, 146 Charlotte Ave.
 Indianapolis, Ind.—Ellis Searles, *The News*.
 Jacksonville, Fla.—M. P. Walsh, 224 Heard Bldg.
 Kansas City—W. H. Adams, *The Post*.
 Little Rock, Ark.—T. E. Wren, *Arkansas Gazette*.
 London, Eng.—Valentine Wallace, 3-7 Southampton St., Strand.
 Los Angeles, Cal.—
 Louisville, Ky.—Aubrey Cossar, *Starks Building*.
 Milwaukee, Wis. U. G. Cox, 1927 Keefe Ave.
 Montreal, Que.—J. C. Ross, Board of Trade Building.
 Minneapolis, Minn.—T. A. Boright, *The Tribune*.
 New Orleans, La.—Louis A. Dodge, 4528 Donnell.
 New York—Joe A. Jackson, *The World*.
 Omaha, Neb.—A. E. Long, *The Bee*.
 Paris—F. B. Grundy, *The Associated Press*, 11 Place de la Bourse.
 Philadelphia, Pa.—Miss Curtis Wager Smith, 3207 Baring St.
 Pittsburgh, Pa.—C. C. Latus, *The Dispatch*.
 Providence, R. I.—Wm. M. Strong, *The Journal*.
 Portland, Me.—W. C. Jeffers, *The Associated Press*.
 Portland, Ore.—E. N. Blythe, *Oregon Journal*.
 Salt Lake City, Utah—Frederick Kinney, *The Tribune*.
 San Francisco, Calif.—Paul Neiman, *The Call*.
 Seattle, Wash.—Roy Alden, *The Times*.
 St. Paul, Minn.—John Taiman, 599 Laurel Ave.
 St. Louis, Mo.—Roy M. Edmonds, 1409 Wright Building.
 Savannah, Ga.—J. P. Watkins, *Dirie News Bureau*.
 Spokane, Wash.—Ralph E. Dyar, *Spokesman-Review*.
 Tacoma, Wash.—E. A. Knight, *The Tribune*.
 Toronto, Ont.—W. A. Craick, 52 Foxbar Road.
 Washington, D. C.—E. A. Halsey, 402 Wardman's Court, East.
 Wheeling, W. Va.—Wm. R. Keyser, *The Intelligencer*.

HELP WANTED

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

Editor

Aggressive, thriving farm paper, thoroughly established, wants progressive young editor, with experience in agricultural field. Must be a live one and able to handle a live proposition. Location in attractive Northwestern city. Full particulars to X, 3499, care Editor and Publisher.

FOR SALE

Two Monotype Equipments For Sale Cheap

Two Monotype Keyboards and casters with motors.
 Molds and matrices for 7, 9, 10, and 12-pt. composition.
 Thirty-one fonts of display mats from 12-point to 30-point inclusive and five steel cabinets holding 2,400 sort boxes—making a complete equipment for non-distribution system.
 The casters are in perfect condition, having been entirely rebuilt very recently, and embody every late improvement. The cabinets and sort boxes are new.
 This monotype outfit will equip a first-class job office or a newspaper carrying a volume of advertising ranging from 100 to 150 columns per day.
 Any one interested in such an equipment should communicate with the undersigned at once for it will be sold at a very low figure.

The Hartford Times Hartford, Conn.

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.

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.

Editorial Man

Editorial and special story writer, fifteen years' experience on both sides of the Atlantic, expert linguist and interviewer, with complete mastery over half-a-dozen languages, desires connection with editorial or magazine section of newspaper, magazine, or syndicate. Address, X, 3498, care Editor and Publisher.

Assistant Editor

trade weekly, seeks wider opportunity; experienced editing copy, reading proof, making up, reporting, writing paragraphs, and special articles; six years' stenographic experience; training illustrating; college graduate. Address W., 3480, care Editor and Publisher.

Advertising Solicitor

wishes to locate on Metropolitan newspaper, age 25, several years of newspaper experience, both Display and Classified. Now employed with up-State newspaper. Address X, 3497, care Editor and Publisher.

Newspaper Executive

I don't expect the manager to resign in my favor, but the job I want is one where the proprietor is looking for a man with broad shoulders to carry part of his load; 10 years' experience as manager of small dailies; easily adaptable to new duties; manager now, but want larger opportunity. Address W. 3491, care Editor and Publisher.

SITUATIONS WANTED

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

Magazine Editor

wants position with literary, small town, or high grade class publication. Has been with newspapers and magazine as reporter, political editor, art director, promotion man, copy editor. Modern in politics and economics. Prefers publication needing alert man to maintain live policy. Minimum salary \$3,500 with percentage yearly on subscriptions. Address W.3490, care Editor and Publisher.

Cartoonist

will consider offer from independent daily. First-class draughtsman. Ten years as cartoonist and illustrator, awarded first prize in nation-wide cartoon contest in New York under Suffrage auspices. Political and economic outlook progressive. Work would be effective in this era of political and social upheaval. Age 30. Married. Address W. 3489, care Editor and Publisher.

Magazine Editor

Temporarily in minor position because of reorganization; will consider offer from literary, political, or high-class business periodical; progressive in political outlook; both executive and writer; knows French; foreign travel; minimum salary that will be considered \$3,000. Address W. 3469, care Editor and Publisher.

Advertising Salesman

Do you need a first-class space salesman, copy writer, and layout man? I desire to make change for better. I am now advertising man for one of the best Southern dailies. Ten years' advertising experience in selling and placing advertising. Good salesmanship personality and I know my business. I am after larger field offering more money to the right man. Can handle either local or foreign daily, also advertising department of monthly magazines where personal contact with space buyers, or clever letters and follow-up work is necessary to produce business through the mail. Address W. 3478, care Editor and Publisher.

Circulation Man

Thoroughly experienced young newspaper man, now circulation manager of West Virginia's leading afternoon daily, seeks position as travelling representative of live morning paper. Preferably in the Southeast. Address X 3496, care of Editor and Publisher.

Successful Business Manager

with 10 years' experience will be open for position December 1st. Can give best of reference from last employer. Am 37 years old and married. Address X 3493, care of Editor and Publisher.

Advertising Manager

wishes to make a change. Can furnish references as to qualifications, solicitor, ad writer and artist. Address X 3494, care of Editor and Publisher.

Circulation Manager

L. L. Ricketts, for the past ten years circulation manager of the Des Moines *Capital*, is open for a position. He is especially well known on account of his successful handling of the Bargain Period method of securing subscriptions and for Newsboy Welfare Work. Write him for references, salary, etc., to 3907 Forest Ave., Des Moines, Iowa.

SUNDAY PAPERS MERGED

Special to THE EDITOR AND PUBLISHER.
 BOSON, November 29.—The Boston Sunday American, published by the New England Publishing Company, through negotiations completed this week, has been merged with the Boston Sunday Advertiser and will be issued Sunday in conjunction with that paper under the name of the Boston Sunday Advertiser and American, published by the Northeastern Publishing Co. The makeup and style of the Daily Advertiser will be carried out in the Sunday edition.

\$10,000 cash available for investment in a weekly or daily newspaper property near Washington or Baltimore or south of those cities. Proposition P. Z.

Charles M. Palmer
Newspaper Properties
 225 Fifth Avenue, New York

AUBREY HARWELL HENRY F. CANNON

HARWELL & CANNON

Sales Purchases Consolidations Appraisals

Newspaper and Magazine Properties
 TIMES BUILDING NEW YORK

NEWSPAPER FOR SALE In the Sunny South

Small daily in growing southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.
 Small city daily and a high class weekly in desirable Idaho locations. Nos. 7001x and 579x.
 Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICHS
Newspaper Properties
 LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend. Keep in mind the scope of our work. Ours is a service bureau for employers and employes in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc.
 Third National Bank Bldg., Springfield, Mass.

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.

The True News

—FIRST—

Always—Accurately

International News Service
 World Bldg. New York

FOUR HOE MATRIX ROLLING MACHINES

Equipped for motor drive and in good condition

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

FRANKLIN MATTHEWS EDWARD H. CALLISTER DIES SUDDENLY OF SALT LAKE DIES

Beloved Professor of Journalism at Columbia University Stricken with Apoplexy While on His Way to College Monday Morning.

Franklin Matthews, associate professor of journalism at Columbia University, New York, died suddenly of apoplexy Monday morning in the Pennsylvania station while on his way to Columbia from his home in Woodhaven, L. I. He was in his fifty-ninth year.

Professor Matthews was born in St. Joseph, Mich., in 1858. He received his college education at Cornell University, graduating with the degree of B.A. in 1883, and remaining for a year of post-graduate work. He then became one of the assistant managers of the late Major J. B. Pond's lecture bureau, travelling with Henry Ward Beecher, Mark Twain, Carl Schurz, and Clara Louise Kellogg, the singer, whose cousin, in 1886, he married. In the same year he met Dr. Talcott Williams, who is now director of the School of Journalism, but who was then managing editor of the Philadelphia Press. Dr. Williams engaged him as a reporter and an editor of the Press, with which publication he remained until 1890. He then came to this city, and was at first employed by the World. From the World, in the same year, he went to the Sun, where he remained until 1912.

While he was in the service of the Sun Professor Matthews acted as a reporter-correspondent and as an editor. He represented the Sun on the historic cruise around the world of the United States battleship fleet in 1907-1909, going on the lecture platform for some months after his return, and writing for Harper's Weekly, Harper's Monthly, and other publications, and also publishing several books about the cruise.

Professor Matthews became a member of the staff of the New York Times in 1912, remaining for two years, first as assistant Sunday editor and later as night city editor. It was also in 1912 that he became associate in journalism at the then newly established School of Journalism at Columbia. He was made an associate professor in 1914. Cornell University, in 1913, elected him a trustee of the University.

Funeral services were held Wednesday night.

Mr. Matthews was known affectionately to hundreds of students and to former newspaper associates as "Boss." He possessed a most winning personality and enjoyed the loving regard of a great circle of friends. "Franklin Matthews was our friend, our comrade, and our 'boss,' as he loved to be called," was the tribute paid by his students when they learned of his death. "He often said, 'My ideal of teaching is that is should be by personal contact rather than by rules of pedagogy.' He was always willing to help, advise, and encourage. His work here will remain both for us and for the school a lasting influence."

VAL HEATH, founder of the Raymond (Wash.) Herald, and a well-known Washington newspaper man, died last week in Corvallis, Ore., following an operation.

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

Was for Nine Years General Manager of Salt Lake Herald-Republican—
One of the Best-Known Newspaper Men in the Far West.

Edward H. Callister, for nine years general manager of the Salt Lake Herald-Republican and one of the best-known newspaper men of the intermountain country, died at his residence in Salt Lake City last Saturday morning. He was born in 1862 in Utah, and had been prominent in the political and business life of the State for many years. For several months he had been in failing health.



E. H. CALLISTER.

He had served as City Councilman, was Republican State chairman in 1896, and served for several years as Internal Revenue Collector for his district. He had large property interests in Utah and Wyoming, being actively concerned in the development of oil fields in the two States. In his younger days he became a printer and established the Star Printing Company in Salt Lake. Subsequently he became general manager of the Herald-Republican after the merger of the two Republican morning newspapers, continuing in that capacity until a year ago, when he was succeeded by James P. Casey, the present general manager. For many years he was the foremost Republican manager in the State.

The funeral was conducted under the auspices of the Mormon Church, of which he was a member.

WILLIAM E. PATRIDGE, aged seventy-four, editor of trade journals and for the past six years with the J. B. Brill Co., of Philadelphia, died recently at his home in Passaic, N. J.

In the economic readjustments of the world, advertising will play a stronger part than in routine times—necessarily.

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

ADOLPH W. LOEB DEAD

Ohio State Journal's General Manager Dies After Week's Illness.

Adolph W. Loeb, general manager of the Ohio State Journal, Columbus, for five and a half years, died last Thursday night in Columbus. He had been ill only one week. Attacked with quinsy, pneumonia developed.

As "Jack," Mr. Loeb was known to thousands. Few men enjoyed such a wide popularity. Cheerfulness and thoughts of others were his invariable rule of every-day life. His friends were in truth of all classes and more knew him affectionately by his nickname than as Mr. Loeb.

Standing conspicuously as evidences of his successful management of this newspaper, were the State Journal annual Food Shows and Department of Home Economics. Originated and developed by him, they attracted national attention.

Mr. Loeb had a personality altogether out of the usual, wonderful energy, an alert business mind, and contributed generously of his time and means to civic and philanthropic movements.

He was born forty-four years ago in Columbus, the son of Mr. and Mrs. Solomon Loeb. Educated in the public schools, for many years he was a travelling salesman.

CLYDE M. ALLEN, telegraph editor on the Cincinnati Times-Star, died at his home in Cincinnati last Saturday, following an illness of six weeks. Mr. Allen had been on the Times-Star for fourteen years, and previous to that time was on the Cincinnati Enquirer. He went to Cincinnati from Pennsylvania, where during the Johnstown flood he distinguished himself as a reporter. Mr. Allen, in his long experience, became an expert in handling war news. He was of the old school, a newspaper man first and always.

Merchants who best serve their communities in war-time will win lasting good-will. Good advertising is a vital part of good store service.

ADVERTISERS
If you have any product of 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

THE CHICAGO EVENING POST occupies a distinctive position among the newspapers of Chicago and the middle West.

The Chicago Evening Post carries more automobile advertising and automobile news than any other Chicago newspaper, morning or evening, based on six issues a week (Sundays excepted).

The Chicago Evening Post is read by a class of people who are financially able to buy, thus eliminating waste circulation, the bane of the quality advertiser.

Automobile advertisers have consistently placed the bulk of their advertising in the Chicago evening field in

The Chicago Evening Post

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.



NEW ENGLAND

"The Land of Orders"

and better yet—of
REPEAT ORDERS

New England has never been so prosperous as now. Properly marketed, it will yield unprecedented results to the wise merchandiser from the outside who uses the best method to "horn in."

New England newspapers are constantly proving to advertisers that they reach the New England buying public in the most thorough manner. There are 1,454,942 families in New England with over one-half billion in wages to spend yearly and a part of this enormous sum must go for food stuffs and merchandise, mainly imported from the other states. The great bulk of this importation owes its present merchandising success in New England to advertising in New England daily newspapers.

Users of the New England newspapers are in constant receipt of REPEAT ORDERS—at lowest advertising costs, because they use these

STANDARD NEW ENGLAND DAILY NEWSPAPERS

	Net Paid	2,500	10,000
	Circulation	Lines	Lines
MASSACHUSETTS.			
Boston American	(E) 380,291	.40	.40
	(S) 321,483	.35	.35
Boston Globe	(ME) 256,829	.30	.30
	(S) 302,592	.35	.35
Boston Herald-Journal	(M) 150,000†	.28	.28
Boston Traveler	(E) 121,534	.28	.28
*Present average of Combination on Oct. 6th, 1917.			
Boston Post	(M) 521,499	.45	.45
	(S) 352,871	.35	.35
Boston Record	(E) 41,961	.12	.12
Boston Transcript	(E) 46,807	.18	.18
Fitchburg Sentinel	(E) 5,281	.0215	.0172
Lynn Item	(E) 13,227	.054	.0357
Lynn News	(E) 8,800	.0357	.0207
Lowell Courier-Citizen	(ME) 17,400	.035	.035
Salem News	(E) 18,908	.05	.035
Springfield Union	(MES) 35,404	.08	.06
Worcester Gazette	(E) 29,124	.06	.045
Massachusetts totals	2,624,020	3.1162	3.0286
Population, 3,605,522.			
RHODE ISLAND.			
Pawtucket Times	(E) 23,209	.05	.04
Providence Bulletin	(E) 52,325	.10	.10
Providence Journal	(M+S) 30,325	.075	.075
Providence Tribune	(E) 23,473	.06	.05
Woonsocket Call-Reporter	(E) 9,870	.028	.0215
Rhode Island totals			
Population, 591,215.	139,202	.313	.2865
MAINE.			
Portland Express	(E) 22,737	.06	.045
Portland Telegram	(S) 17,455	.045	.035
Population, 762,787.			
	40,192	.105	.080
VERMONT.			
Barre Times	(E) 6,072	.017	.0143
Hurlington Free Press	(M) 10,714	.025	.0179
Population, 361,205.			
	17,086	.042	.0322
CONNECTICUT.			
Bridgeport Post-Telegram	(E) 35,064	.0850	.06
Hartford Courant	(MS) 21,256	.06	.04
Hartford Times	(E) 29,419	.06	.06
Meriden Journal	(E) 4,897	.025	.0143
New Haven Times-Leader	(E) 17,095	.045	.035
New London Day	(E) 9,754	.0285	.02
Norwich Bulletin	(M) 9,286	.04	.02
Waterbury Democrat	(E) 6,532	.017	.017
Connecticut totals	133,903	.3605	.2663
Population, 1,114,756.			
†Publishers Statement.			
(J.)			

FACTS ADVERTISERS SHOULD KNOW

When Henry Ford sold 338,771 automobiles through a single 360-line advertisement in 142 daily newspapers in 51 cities, he had a great big money-making proposition to make to the American public

As C. A. Brownell, advertising manager of the Ford Company put it in a recent interview in the Fourth Estate:

"We analyze our advertising when we buy space.

"We seek the lines of least resistance and the best media to approach the most people.

"We aim to carry our message to the maximum number of people at the minimum of expense.

"To attain this end we found that 360 lines in 142 newspapers in 51 different cities of the United States (taking N. W. Ayer's Directory as a basis) would reach an aggregate of 15,477,422 individual subscribers, not three readers to each paper, but individual subscribers.

"Our advertising agents investigated at the same time and found that the individual subscribers of the Saturday Evening Post and Collier's in the same fifty-one cities aggregated only 878,538.

"Now 360 lines in 142 newspapers cost us less than \$6,000.

"One page space in the Saturday Evening Post and Collier's would have cost us \$7,500, and the difference in the number of people who would receive our message.

"We spoke to 15,477,422 people through the newspapers, and through those two weekly magazines could have reached but 878,538 individual subscribers.

"I want to say right here that *I am not saying anything against the advertising in the magazines referred to. They are both*

excellent mediums. But every man who reads the Saturday Evening Post and Collier's Weekly gives undeniable evidence that he surely is a reader of the daily newspapers. We reached the multitudes and we sold 338,771 cars. Why speak to the few when you can talk to the millions for less money?

"Be practical in advertising.

"We found that course to be profitable in the Ford Motor Car Company. In this case we reached 15,477,422 people in one advertisement of the Ford Motor Cars.

"We did not use page space because we could say all we had to say in 360 lines. We had reached in our production, 248,307 cars a year. We had the facilities by which we could make 300,000 and more cars just as well, and I said: 'Make them. There will be a sale for them.'

"We advertising men always figure we can sell anything.

"We could have reduced the price of the car because our facilities were such that we could make it cheaper. Not cheaper in quality, but cheaper by methods of production, but we didn't reduce the price of the cars.

"Instead of that we said we will make 300,000 and sell them within the year if we can, and if we do, we will rebate or give back to every buyer of the Ford car within the twelve months from \$40 to \$60

on each car, provided we make and sell our production of 300,000 within the twelve months of our fiscal year.

"We sold 338,771 and we rebated to every one a \$50 check.

"We had run one advertisement of 360 lines and what did it do? Why it told 15,477,422 individuals scattered all over the United States (speaking in 142 newspapers in 51 great cities) the prices of our cars and our proposed cash rebate if we could sell 300,000 cars in twelve months. We put our advertisement where the people expected us to advertise. We went to the people and the people did the rest.

"It further established the stability of our company and the stability of its advertising. No one questioned that advertising at all. The word of the Ford Motor Company goes. We promise and we deliver our promises.

"Then we set out to make 500,000 the next year and made 501,275. The pace grows. Last year our production was 785,426 cars, and our estimate for this year is 900,000. Present production averages 2,700 cars daily. We expect to reach 3,000 daily in November or a million a year.

Ford advertising is still confined to the daily and weekly newspapers. When we once got started, we couldn't stop. We employ 33,000 men. We are now turning out 1,000,000 a year, over 2,700 a day."

There could be no sounder or more convincing argument to prove the marvelous power of newspaper advertising, provided the advertiser has a real offer to make to the public

There are undoubtedly scores of manufacturers not now utilizing the resources of their plants who by marketing the lost motion on the right appeal could double or quadruple their business like Henry Ford did.

Over
200,000 a Day

THE NEW YORK GLOBE

Member
A. B. C.

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

