

THE EDITOR & PUBLISHER

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\$3.00 a Year

NEW YORK, SATURDAY, DECEMBER 8, 1917

10 Cents a Copy

Dry Goods and Department Store Advertising in Chicago Newspapers

Total Agate Lines of Display Advertising Used by Individual Advertisers—January 1 to November 30, 1917

	The Daily News	Tribune Daily—Sunday	Herald Daily—Sunday	Examiner Daily—Sunday	Post	American Journal
The Fair	410,218	39,977 173,184	10,091 75,825	27,961 124,406	49,574 167,468	148,679
Boston Store	375,232 126,290 62,846	47,624 118,173	20,642 157,239	227,465
Rothschild & Co.	374,800	14,400 136,820	10,737 80,212	11,752 124,810	10,662 127,642	218,137
Mandel Brothers	347,745	219,305 123,752	37,873 106,282	37,421 16,987	93,695 190,996	213,734
Siegel Cooper & Co.	296,677	8,746 131,361	2,412 19,012	9,250 111,816 89,226	104,371
Carson Pirie Scott & Co.	262,719	263,555 169,244 93,207 58,079	84,854 121,400
Marshall Field & Co.	252,488	287,880 282,430 105,685 155,923	221,415 231,444
Wieboldt's	210,840 45,794
Hillman's	209,651	5,067 89,582	1,790 26,320	3,590 73,948 45,835	14,359
The Hub	199,860	162,799 7,682	34,033 6,683	80,063 7,471	12,127 100,852	6,298
M. L. Rothschild	172,690	196,099 764	3,591 35,378	600 4,147	34,687 44,190
Chas. A. Stevens & Bros.	93,958	138,958 59,503	12,516 5,764	7,428 10,759	5,017 16,077	5,696
L. Klein	56,342
Klee Bros.	43,023
Twelfth Street Store	30,528
Weber's	30,007 3,331 2,616 10,986
Becker, Ryan & Co.	13,003 372
Total	3,336,758	1,336,786 852,269	564,717 382,944	459,359 637,752	409,866 1,247,277	1,335,773

THE CHICAGO DAILY NEWS

printed:

1,999,972 lines more than the next morning paper.

2,300,985 lines more than the next evening paper.

1,147,703 lines more than the next daily and Sunday paper combined.

975,896 lines more than all morning papers combined.

343,842 lines more than all other evening papers combined.

1,463,793 lines more than all Sunday papers combined.

Take a look at the map! The South is nearly surrounded by navigable waters. Its position for commerce is not only unsurpassed, but unique.

Fourteen Billions was the value of last year's production. This year will beat it!

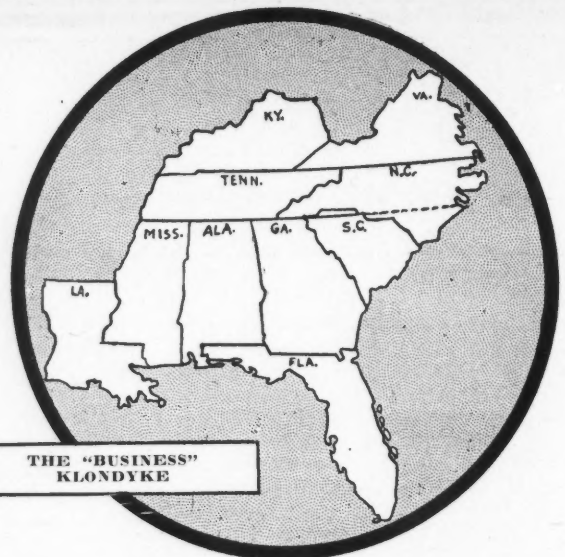
The South raises about everything that can be raised anywhere, and more than a few things wherein it is almost without competition.

Once it was "down south," now it is UP SOUTH!

While it is UP, you are cordially invited to come and get your share of its trade. It has not been satiated with luxuries, conveniences or comforts,—NOW IT WANTS THEM and has the money "easy" to buy them. You can sell them anything good you could sell any discriminating person.

Advertise your goods in these daily papers, read by the home people.

If you want information about prospects in your line, ask the papers for it!



		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA.				
Birmingham Ledger	(E)	33,259	.06	.06
Birmingham Age-Herald	(M)	23,242	.07	.05
Birmingham Age-Herald	(S)	31,700	.08	.06
Birmingham News	(E)	41,000	.07	.07
Birmingham News	(S)	46,000	.08	.08
Mobile Register	(M)	15,351	.04	.04
Mobile Register	(S)	20,286	.05	.05
Mobile News Item	(E)	9,500	.03	.03
Montgomery Advertiser	(M)	18,213	.05	.04
Montgomery Advertiser	(S)	20,783	.06	.05
KENTUCKY.				
Louisville Courier-Journal	(M)	26,294	.10	.07
Louisville Courier-Journal	(S)	49,058	.12	.09
Louisville Times	(E)	43,805	.10	.08
Louisville Herald	(M)	53,115	.07	.07
Louisville Herald	(S)	45,943	.07	.07
Lexington Herald	(M)	9,300	.0215	.0215
Lexington Herald	(S)	9,300	.0215	.0215
TENNESSEE.				
Chattanooga News	(E)	17,833	.03	.03
Chattanooga Times	(M)	25,815	.06	.06
Chattanooga Times	(S)	25,815	.06	.06
Memphis News-Scimitar	(E)	45,000	.11	.10
Memphis Commercial Appeal	(M)	63,981	.12	.10
Memphis Commercial Appeal	(S)	102,081	.14	.12
Nashville Tennessean & American	(M)	36,665	.05	.05
Nashville Tennessean & American	(S)	39,129	.06	.06
Nashville Banner	(E)	50,557	.07	.07
Knoxville Sentinel	(E)	19,036	.03	.04
NORTH CAROLINA.				
Asheville Times	(E)	6,176	.015	.015
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro	(M)	11,893	.03	.025
Daily News	(S)	16,890	.03	.025
Winston-Salem Sentinel	(E)	6,000	.0179	.0179
SOUTH CAROLINA.				
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	18,561	.05	.04
Greenville Piedmont	(E)	4,769	.0143	.0143
GEORGIA.				
Atlanta Georgian	(E)	55,535	.08	.07
Atlanta Sunday American	(S)	100,977	.12	.10
Columbus Ledger	(E)	7,425	.0215	.0178
Augusta Chronicle	(M&S)	6,297	.035	.025
Macon Telegraph	(M)	19,719	.04	.04
Macon Telegraph	(S)	19,719	.04	.04
Augusta Herald	(E)	10,408	.03	.03
Augusta Herald	(S)	10,135	.03	.03
Savannah News	(M&S)	14,037	.04	.03
FLORIDA.				
Pensacola News	(E)	4,623	.0139	.0139
Pensacola Journal	(M)	5,309	.0172	.0172
Pensacola Journal	(S)	5,309	.0172	.0172
Jacksonville Times-Union	(M&S)	24,598	.055	.055
Jacksonville Metropolis	(E)	18,185	.04	.04
LOUISIANA.				
New Orleans Item	(E)	60,756	.10	.10
New Orleans Item	(S)	77,438	.12	.12
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(S)	65,299	.12	.12
New Orleans Daily States	(E)	37,492	.08	.06
New Orleans Daily States	(S)	36,569	.08	.06
VIRGINIA.				
Richmond News Leader	(E)	39,401	.08	.06
Newport News-Press-Times-Herald	(M&E)	10,355	.025	.025
Newport News Daily Press	(S)	6,993	.025	.025
Norfolk Virginian Pilot	(M)	25,691	.05	.05
Norfolk Virginian Pilot	(S)	35,016	.06	.06

WIN THE TRADE THAT STICKS



DAVID LAWRENCE

Interpreter

REAMS of newspaper copy go out from Washington every day, but the article by David Lawrence stands out in sharp distinction.

While others are content to know what happened, David Lawrence insists on knowing **why** it happened and **what** it means.

He adds to his capacity as one of the most efficient reporters in America, the rare ability to interpret events political, legislative, diplomatic, in the light of the history of all these fields.

He also adds a practical idealism which gives striking human color to his work.

Nor has any correspondent a wider acquaintance among the men who are making history at the National Capitol,—nor is any

trusted more implicitly. This means accurate information from authentic sources. It means participation in councils of momentous importance; it means knowledge of what is in preparation, long before it finds its way even into his own dispatches.

The press associations carry relatively colorless matter in abbreviated form. Supplement their dispatches by Mr. Lawrence's illuminating articles and they take on new meaning.

YOU CAN secure this daily article for your paper, exclusive in your city, if the right is not already preempted. It gives dignity, authority and prestige.

Write for the terms on which daily mail or telegraph service will be supplied.

Syndicate Department

New York Evening Post

20 Vesey Street, New York

“Concentration is the Nation’s Watchword”

You can dominate

Philadelphia

at one cost by concentrating in

The BULLETIN

the newspaper “nearly everybody reads”

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.

In Philadelphia there are approximately 375,000 separate dwellings.

Think of the vast daily needs of the third largest market in the United States.

Clothing

Shoes

Hosiery

Underwear

Millinery and Hats

Food and Drink

Soaps and Toilet Articles

Household and

Kitchen Necessities

Furniture, Rugs, etc.

Medicines

Heating and Lighting

Musical Instruments

Automobiles and Accessories

Net paid daily average for November **366,435** Copies a Day

WILLIAM L. McLEAN, *Publisher*

New York Office, Dan A. Carroll, Tribune Building

Chicago Office, J. E. Verree, Steger Building

THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, DECEMBER 8, 1917

No. 26

S. S. CARVALHO LEAVES HEARST ORGANIZATION AFTER TWENTY YEARS OF NOTABLE SERVICE

Highest Salaried General Manager in Newspaper Field, Man of Unerring Business Judgment and Constructive Ideals and Policies in Newspaper Making, Enters Upon New Work as Adviser to Publishers—General Shifting of Mr. Hearst's Forces Result of Change, Bradford Merrill Assuming Many of Mr. Carvalho's Tasks.

THE retirement of S. S. Carvalho from the general management of the multitudinous publication enterprises of William Randolph Hearst occasioned more talk and gossip this week in metropolitan journalism circles than any event in more than a dozen years.

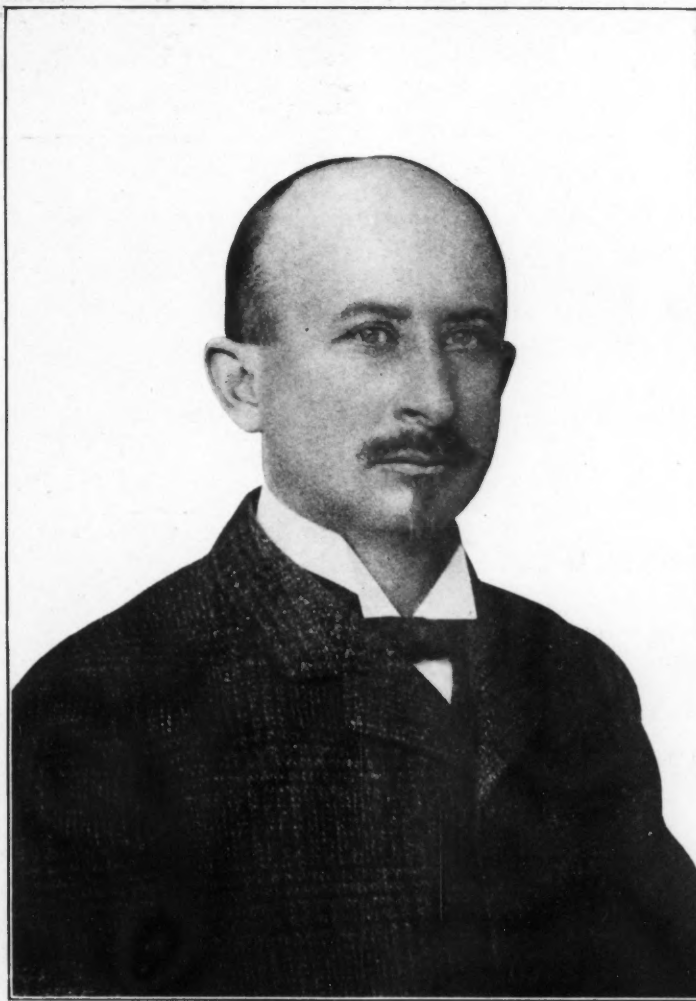
Rumor, report, conjecture, and speculation ran riot along the Row as to Mr. Carvalho's reasons for resigning, as to his successor, and as to other changes in the big organization; for it was known that with one exception Mr. Carvalho was the highest salaried newspaper executive in America, and thus news about Mr. Carvalho was news indeed!

Mr. Carvalho, who has been for more than twenty years the general executive officer and manager of all of Mr. Hearst's publications, including upwards of twelve magazines and periodicals and eleven important daily newspapers located in big cities and many different fields, extending across the continent from Boston and New York to Los Angeles and San Francisco, declined to discuss the reasons for his retiring, beyond saying that he expects to add ten years to his life by being freed from the cares, responsibilities, and duties of so important a post. He expects to act as advisory counsel for a number of big people, and has accepted a satisfactory retainer from William Randolph Hearst.

The most cordial relations have always existed and continue to exist between Mr. Hearst and Mr. Carvalho, and it is said that not a single word of complaint has been uttered by Mr. Hearst in the many years that Mr. Carvalho has worked for and with him.

Mr. Carvalho has located permanently as an advisory counsel at suite 810, 140 Cedar Street, New York city, where he is surrounded by an atmosphere of ease and luxury, the decorations being rare old blue and white Chinese porcelains.

With a record of notable achievements in constructive newspaper-making, covering every phase of effort in that field, ranging through reportorial work, special feature writing, editing, editorial executive work, business management, promotion work on a large scale, organization and reorganization, the solution of big and little problems of newspaper management, the direction of newspaper finances and policies, Mr. Carvalho may well claim special fitness for the work



S. S. CARVALHO.

of counselling publishers as to their problems, of whatever nature.

BRADFORD MERRILL'S NEW DUTIES.

Bradford Merrill, for many years publisher of the New York American, has moved downtown to the Hearst headquarters in the Rhinelander Building, and has announced that he will take over many of the duties of Mr. Carvalho.

Julian Gerard, brother of the former Ambassador to Germany, will continue as treasurer of the Hearst publications

and relieve Mr. Hearst and Mr. Merrill, at the uptown office, of the duties incident to the financial management of magazines and newspapers.

Francis L. Wuerzberg, formerly of the Cosmopolitan and Hearst Magazines, has been appointed assistant publisher of the New York American, which has the largest morning circulation in the New York field as Mr. Hearst's evening paper, the Journal, has the largest circulation in the evening field.

William Woodhead, formerly president of the Associated Advertising Clubs of the World, has been relieved of the management of the Hearst American Magazine—the colored supplement—and has been made advertising manager of Mr. Hearst's Chicago Morning Examiner, of which A. H. Messing is publisher.

A. J. Kobler, formerly of the New York Globe, has been appointed manager of the American Magazine, succeeding Mr. Woodhead.

MR. MERRILL'S WIDE EXPERIENCE.

Bradford Merrill began his career as a reporter on the Philadelphia North American. In 1879 he was successively staff correspondent, telegraph editor, and Sunday editor of the Philadelphia Press; and, in 1886, he became managing editor of that newspaper. In 1891 he became managing editor of the New York Press. In 1896 he was made managing editor of the New York World, and from 1901 to 1907 was financial manager of that newspaper. In February, 1907, he became publisher of the New York American. He was educated in the Boston Latin School and in France, and studied art in Paris. He combines brilliancy of thought, idea, and execution, with tireless energy.

MR. CARVALHO WAS A SUN MAN.

Solomon Solis Carvalho has had a remarkable career. He was born in Baltimore in 1856, and comes of Portuguese ancestry. His father was an artist. He was graduated from the College of the City of New York in 1877. He studied law and was admitted to the New York bar. He began his newspaper work on the staff of the New York Sun, in 1878, working directly under the supervision of Charles A. Dana. Arthur Brisbane was also at that time a reporter on the Sun. They became close friends.

Mr. Carvalho remained with the Sun in various editorial capacities until 1887; then he went with the New York World. He remained Mr. Pulitzer's right-hand man on the morning and evening World from 1887 to 1896, when he joined Mr. Hearst's organization.

Few newspaper geniuses have had the good fortune to uphold the hands of such master journalists as Dana, Pulitzer, and Hearst. This has been the lot of Mr. Carvalho. He has been successful in the Hearst service in a large degree because he has shared Mr. Hearst's

passion for public service, and has obliterated himself, so far as the general public is concerned.

SOME OF HIS ACHIEVEMENTS.

To Mr. Carvalho must be credited the Saturday half-holiday, the Eight-Hour law, and the public-school house as a forum and a civic centre. The ideas were his, and their realization successful because he applied to their consummation sustained effort, which, he holds, is the keynote to success in newspaper making.

Mr. Carvalho had entire charge of the recent Mayoralty campaign in New York city. He directed the fight from start to finish. He permitted others to indulge in billingsgate and slander. He conducted a clean, high-toned, dignified fight, and when the victory had been achieved he did not crow about it.

Mr. Carvalho is a man of independent wealth. His real-estate holdings are held by the G. I. C. Realty Company, of New York.

Mr. Carvalho left the Sun to start the Evening World. Inside of two years he had it on a money-making basis, with the largest circulation in the field. In 1891 he took a trip to Europe to see Mr. Pulitzer. It was at a time when Mr. Pulitzer was in distress. In turn, Col. John A. Cockerill, George W. Turner, and Ballard Smith had left his employ.

Mr. Pulitzer took him for a ride up the boulevard. He said: "Carvalho, hold up your hand—promise me you won't quit." Whereupon Mr. Carvalho promised him that he would not leave while the paper was in distress. On his return from Europe he was met at the dock by the representative of some powerful financial interests, who offered him their support if he would take charge of an important newspaper. He declined the offer.

He said to a friend of his recently that he had used his own judgment and wisdom in his own behalf twice in his lifetime—once when he resigned from the World and went to work for Mr. Hearst; the other time was this last week when he resigned from Mr. Hearst's employ.

When he went into the Hearst service in 1896, Mr. Hearst asked him to name his own salary. He did so. It was one-third of the salary that he had been drawing from Mr. Pulitzer. He established it on that basis on the theory that when a man buys a two-minute horse, he expects that horse to constantly trot at a two-minute gait, which is a handicap to either a horse or a man.

As an instance of the tremendous driving force and capacity of Mr. Carvalho it is related that, on June 1, 1900, he was in Washington city with Mr. Hearst. Mr. Hearst had been considering establishing a paper in Chicago. He asked Mr. Carvalho when he could start it, desiring to get it in shape for the Presidential campaign, as he wished to support in the Middle West the Democratic nominee. Mr. Carvalho thought a moment and said: "We can put out the first papers on the Fourth of July." This was precisely one month and three days off. Mr. Hearst said, "Go ahead." Mr. Carvalho telegraphed to New York, directing that two presses of the New York Journal be taken down and shipped to Chicago by fast freight. R. Hoe & Co. had an octuple press belonging to Mr. Hearst. They were ordered to ship it at once to Chicago. Mr. Carvalho was in Chicago the next day. He hired a loft building on Madison Street and started in to change the building to accommodate a Hearst paper. He hired nearly 500 men, worked them in three shifts. The press pit and foundations



BRADFORD MERRILL.
Posed Especially for THE EDITOR AND PUBLISHER.

LABOR DIFFICULTIES FACE PUBLISHERS

New York Typographical Unions Demand \$1 Increase in Scale for All Three Shifts, Effective January 1—Refuse to Arbitrate.

New York newspaper publishers face a serious labor difficulty. The typographical unions are demanding \$1 a day increase for all three shifts, effective January 1, 1918.

Inasmuch as the New York publishers have always refused to sign the American Newspaper Publishers' Association agreement with the International Typographical Union, which provided for arbitration of all labor difficulties, the unions refuse to arbitrate the present demands. The unions will conciliate, but will not arbitrate, that is, will not submit it to a third party for final settlement.

Publishers declare the demands will not be granted. Soaring costs of operation and high price of news print, among other things, are reasons enough why the increased scale should not be granted, publishers say.

Executive officers of the unions contend that the demands must be granted. They are determined that they shall be granted. They insist that the new scale go into effect the first of the year.

In addition to an increased scale all around, the unions are demanding the abolition of the apprentice system as applied to newspaper offices, and a sev-

were ready by the time the bed plates of the presses arrived. Mr. Carvalho worked night and day. He hired editors, reporters, managers, solicitors, bought horses, and arranged for a delivery service. On the first of July—three days before the Fourth—the Chicago American went out on the street to the tune of nearly 200,000 copies.

In Boston Mr. Carvalho performed a similar feat, only it took six weeks, instead of four.

en-hour day in the months of July and August.

Don C. Seitz, business manager of the New York World, is chairman of the Publishers' Committee. Other members of the committee are the following: Ervin Wardman, vice-president, New York Sun; Herbert F. Gunnison, business manager, Brooklyn Daily Eagle; V. H. Polachek, representing the Hearst organization.

CABINET OFFICERS TO TALK TO EDITORS

Special Meeting of Editorial Conference of New York Business Publishers Association, Inc., Called for Thursday, December 13.

A special meeting of the Editorial Conference of the New York Business Publishers Association, Inc., has been called for Thursday, December 13, at the New Williard Hotel, Washington, D. C.

Cabinet officers and department heads have agreed to tell the editors of the trade and technical papers what has been done and what specific problems await accomplishment.

Secretaries Lane, Baker, and McAdoo, of the Cabinet, will speak. Also Garfield, Hoover, Gompers, Hurley, Taussig, Delano, Coffin, Roper, Davidson, and Dr. Anna Shaw.

A special car will leave New York Wednesday night, December 12.

Elizabeth Jordan Leaves Harpers

Miss Elizabeth Jordan has resigned as literary adviser to Harper & Brothers, to take effect January 1, to become editorial director of the Goldwyn Pictures Corporation. Miss Jordan was on the editorial staff of the New York World for ten years, being assistant editor of the Sunday World for three years, under Arthur Brisbane. She resigned from the World to take the editorship of Harper's Bazaar.

PUCKETTE SUCCEEDS JOHN P. GAVIT

Assistant Managing Editor of New York Evening Post Named Managing Editor—Is Probably Youngest Managing Editor in New York.

Charles McDonald Puckette, assistant managing editor of the New York Evening Post, was appointed managing editor at a meeting of the board of trustees held Monday. He succeeds John Palmer Gavit, who has resigned to become associated with Harper & Brothers. The appointment is effective January 1.

Mr. Puckette is probably the youngest managing editor in New York. He was born in Sewanee, Tenn., in 1887. His father, Charles McDonald Puckette, was at one time political editor of the New Orleans Times-Democrat. He received his academic and college education in Sewanee, graduating from the University of the South in 1907 with the degree of bachelor of arts and in 1908 with the degree of master of arts. He was then twenty years of age.

Immediately after graduation, Mr. Puckette came to New York and did his first newspaper work on the Evening Post. That was in 1908. As a reporter, he was given every possible kind of experience. Later he was made a copy reader. For a time he did desk work. April 2, 1916, he was appointed city editor. In March, 1917, he was made assistant managing editor. Monday of this week he was appointed managing editor.

Mr. Puckette is one of the most brilliant newspaper men in New York. Not only is he a rare executive, but he is also a writer of ability. He has already won an enviable place as a writer. His appointment is an extremely popular one in the Evening Post office. It is a source of no little gratification to his associates, especially his colleagues in the city room, that a man trained in the Evening Post office should have been named managing editor.

"The Evening Post is especially fortunate in having a man like Mr. Puckette in its own organization to take up the duties of managing editor," said Mr. Gavit, to THE EDITOR AND PUBLISHER. "In Mr. Puckette they have just the kind of man needed for the job."

Mr. Puckette's associates have every confidence in him. They know that big responsibilities have been shouldered upon him and they know also he will measure up to those responsibilities and will enjoy genuine success.

Wide Circulation for Message

The Havas News Agency was asked to send verbatim the Presidential message from Paris to the Havas branches or correspondents in Italy, Spain, Portugal, and Switzerland, for publication in the press of those countries. It had been placed in the Havas Paris office for publication in France and the French colonies, including North Africa. Havas was also entrusted to send it verbatim from Buenos Aires to Rio de Janeiro.

Creel to Address Editors

George Creel, chairman of the Committee on Public Information, has accepted an invitation to address a conference of editors at the Indiana war conference, which will be held at Indianapolis on December 13 and 14. Mr. Creel will be the guest of honor at a luncheon to be held on December 14.

NATIONAL ADVERTISERS IN CONVENTION NAME MEN TO AID GOVERNMENT WIN WAR

President Wilson Telegraphs Acceptance of Offer of Services "With Gratitude and Deepest Appreciation"—Association Touches High Water Mark In Most Successful Year In Its History—Papers Presented Show Masterly Grasp of Subjects Presented—Patriotism Dominant Note In Eighth Annual Meeting.



SCENE AT BANQUET OF ASSOCIATION OF NATIONAL ADVERTISERS, BILTMORE HOTEL, NEW YORK, WEDNESDAY EVENING, DECEMBER 5.

THE Association of National Advertisers, at the conclusion of its eighth annual convention, held at the Hotel Biltmore, New York, Wednesday, Thursday, and yesterday, and attended by 192 representatives of its 268 members, elected the following officers and directors:

President, L. D. Jones; advertising manager, Eastman Kodak Company, Rochester, N. Y.; vice-president, Edward S. Babcox, advertising manager, Firestone Tire & Rubber Company, Akron, O.

The following directors were elected for three-year terms: L. R. Greene, Tuckett Tobacco Company, Hamilton, Ont.; Tim Thrift, American Multigraph Sales Company, Cleveland; Brainerd Dyer Aluminum Casting Company, Cleveland; Floyd Y. Keeler, I. W. Lyon & Sons, Inc., New York; R. L. Prather, Thomas G. Plant Company, Boston, was elected for a one-year term.

The other directors are: O. C. Harn, National Lead Company, New York; R. A. Holmes, Crofut & Knapp Co., New York; Edward Hungerford, Wells-Fargo & Co., New York; W. A. McDermid, Gerhard-Mennen Chemical Company, Newark; Charles E. Percy, the Joseph & Feiss Co., Cleveland; G. B. Sharpe, De Laval Separator Company, New York; Edwin L. Shuey, the Lowe Brothers Company, Dayton, O.

John Neville Boyle, 61 Broadway,

New York, was named general counsel. John Sullivan was reappointed secretary-treasurer.

The next meeting will be held in May, 1918. The exact place has not been decided upon.

With an attendance of advertising managers representing approximately \$100,000,000 in advertising accounts annually, the Association of National Advertisers held its eighth annual convention at the Biltmore Hotel Wednesday, Thursday, and Friday. War conditions and the modification of all the business of the country in consequence was the theme running all through the papers presented and the discussion that followed. Willingness and desire to aid the Government by every means possible was taken for granted by all speakers, and all arguments tended to advice and suggestion along that line.

So far as business conditions are concerned, many of the advertising managers among the delegates told of substantial progress made during the year now nearly past, while a few manufacturers of non-essentials spoke with courage of a falling off in their particular lines and with hope for improvement as matters adjust themselves to the altered circumstances. There were none who wore long faces, and none who did not express, as opportunity offered, a determination on their part as individuals, and on the

part of their concerns, that America should emerge from the conflict victor. All their interests must be accommodated to this end they declared.

NAMH ADVISORY COMMITTEE.

To give concrete aid to the Government, the Association appointed a committee of four of its members to the new board that will advise the Government in the matter of advertising. The committee consists of O. C. Harn, of the National Lead Company, New York, Chairman; George W. Hopkins, American Chiclé Company of New Jersey; Edward Hungerford, Wells Fargo & Company, New York, and L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

This committee will cooperate with committees appointed or to be appointed by other advertising, agency, and publishers organizations. The full advisory board, which will take the place of the old board, will be called together for complete organization soon. As a national body it will work in conjunction with the Bureau of Publicity at Washington giving its services to the Food Commission, the Fuel Commission, the Treasury Department as it handles the projected Liberty Loans, and to any other Government department that shall require its services.

This movement, it was pointed out at the convention, is really the out-

come of the work of Miss Eula McClary, who brought about the agreement among many advertisers to inject into their copy during February and March some patriotic sentiment for the purpose of "selling the war" to the public. It is to be permanent while the war lasts.

Matters that the Government wishes to place prominently before the public will be submitted to the whole Board, which will bring the expert knowledge of its members to bear and advise how it may be done. It is confidently expected that the advertising of the new Liberty Loan projected for the first part of the coming year will show an improvement over those of the first and second loans, since, it will be handled entirely according to the advice of these experts in national advertising.

At the first session, on Wednesday, A. C. Reiley, the president, called attention in his report to the membership of the Association, which is now at its apex of 270, an increase of forty-five in the last year. He said that the growth of the Association of National Advertisers in importance and influence was inevitable because of the momentum it had acquired at its very inception. An organization of this kind, he declared, is needed by big buyers of advertising space, so that they may utilize their purchases to the greatest possible bene-

fit. This result could be best achieved, he said, by the buyers getting together, as they did in the semi-annual meetings of the Association, and in other and less direct ways, for needed help and counsel. He also pointed out the advantages of cooperating with other advertising associations, saying that part of the policy of the Association of National Advertisers was to get into cooperative work with other associations of a similar nature.

Mr. Reiley spoke in high praise of the work done during the past year by the Promotion Bureau of the Association, saying that the educational articles sent out by it to the various publications had an excellent effect in fostering economical purchases by the consumer.

Mr. Reiley's address follows:

A. N. A. Service Bureau Proved Most Helpful

"An organization such as ours, representing the great buyers of advertising throughout the country, had long been due—and overdue. We were needed—we have long been needed in the advertising field.

"First and foremost, we advertising managers need each other. We need the help and counsel of each other in the solution of our individual problems and the performance of our individual task. The A. N. A. as an organization was born of this need. Our annual and semi-annual meetings are an expression of this need. But beyond this is another and a greater need: "Advertising as an institution needs us. Our help, our influence, or decisions, if you please, are needed in the settlement of many problems in the field of advertising which cannot be settled and permanently settled save with the full help and cooperation of the great buyers or advertising space.

"I need not at this moment be specific as to the nature of these problems. The main fact I wish to emphasize is that this important function of the A. N. A. is constantly receiving wider recognition from other advertising interests. The past year has witnessed steady progress in the growth of closer cooperation between them and the A. N. A. Since our last annual meeting at Boston we have solicited, and received in generous measure, from the publishers of the country their help and cooperation in a Promotion Bureau campaign designed to place the institution of advertising in its true light before the buying public. Our service to the cause of clean advertising has been recognized by the better class of publishers and has been an efficient help to them in establishing these standards in their own practice. We have also made notable progress in establishing cooperative relations with the American Association of Advertising Agents, and with other purveyors of advertising space or service.

CONFIDENCE GROWING.

"I am glad to report that the attitude of doubt and uncertainty which seemed at one time to exist among many representatives of these interests, as to the plan and purpose of the A. N. A. is being cleared away and giving place to a spirit of greater mutual trust and mutual confidence. I believe that this spirit can and must lead to a recognition by our friends on the other side of the fence of the value and necessity to them of our Association.

"In speaking of the expanding activities of the A. N. A. and of the increasing benefits of these activities to



EDWARD S. BABCOX.
Retired Vice-President of the A. N. A.

each and every member, I cannot refrain from mentioning the service which is now being rendered by our Central Offices through its general data department, its circulation data department, its employment department, and the other channels through which it aims to serve our individual membership. I do not exaggerate, however, gentlemen, when I say that this service is incomparably the most valuable single item in A. N. A. membership. I wish to urge upon every member to utilize the information service.

EACH MEETING HELPFUL.

"And now to the subject of the programme of this eighth annual meeting. We know that the possibilities of these A. N. A. meetings have never yet been realized—that our past efforts in this line have done little more than scratch the surface. Several of the subjects listed for discussion at this annual meeting involve the economics of advertising expenditure, and every A. N. A. member knows that this subject has ramifications which are endless. If each A. N. A. meeting will teach us a little of how to expend our advertising appropriation more wisely and more efficiently, then our members will find they simply cannot afford ever to absent themselves from any A. N. A. gathering. This problem is the greatest that confronts any advertising manager. But there are peculiar conditions at this time which give it a special and ominous importance.

"At our last meeting, which was held last June in Detroit, our country had just entered the great war. The condi-

tions thus created were new to us then, and the process of mental and spiritual readjustment which were necessary to meet these conditions had hardly begun. But six months have passed since then, and we know better to-day what the great war means to us—as individuals—as an association—as a nation. We know how vitally it affects us in our business, in our homes, in every relation of our lives. We have tangible evidence of it to-day in the absent. McGibney, Pangburn, Tetlow, Collette, and Bruggeman, who were with us at Detroit, are now enlisted in the service of the nation, and doubtless before the time of our next gathering more of those whom I see before me now will join those who have already departed to fight the great battle for humanity and civilization. My plea to you is that the reminder afforded by these departures may cause us all to address ourselves earnestly at this meeting to the war problems that confront us. I wanted to see this subject made the keynote of the Detroit meeting, but the time was not ripe then. It is surely ripe now.

HAS DUAL ASPECT.

"There is a dual aspect to this question—I hope we all recognize the fact. Our business interests are involved. Our vital interest as advertising managers is involved. It is up to us to show results under conditions, the like of which none of us have seen before and which none of us ever dreamed or imagined. These conditions have not removed our eternal obligation to make good. They have but intensified this obligation, and have added to it another and higher obligation. Collectively, we represent one of the largest aggrega-

tion of business interests to be found in any association, and on these interests in the ratio of their importance rests the obligation to see the country through. We are no longer working for ourselves alone, or for our companies alone, nor are our companies working for themselves alone. The fusing of all of these usually diverse interests in a common cause is one of the striking phenomena of the times. Let us hope that these times of trouble will teach us and the whole country the value of greater mutual trust and mutual helpfulness. If it does, even the great catastrophe will not be without its compensations.

ANSWERED 3,600 QUERIES.

The report of John Sullivan, secretary-treasurer of the Association, followed after the president's report had been received with applause, and adopted. It was obvious from Mr. Sullivan's attitude that the achievement of the year of which he is the proudest is, to use a word which he himself seems to like, the "departmentalization" of his office. Two of these are the Publishers Data Department and the Export Data Department. In each he has gathered material of which members have availed themselves freely and to their business profit. The other is the Employment Department. Through this he has placed during the last year no fewer than a hundred men and women in positions with advertising managers. His office, he said, has received since the last annual convention 3,600 requests for information and other service, to all of which he has been able to make satisfactory reply. Of these requests, 2,500, in round figures, have been for data upon various subjects, from profit-sharing, its application, its advisability, and its success, to arguments for or against paying bonuses to employees. One of the requests, he said, was for the best arguments and copy for getting over one particular selling point for one member's product. This, he declared, his office had been able to furnish to the entire satisfaction of the inquirer.

As to the relations of the Association of National Advertisers with the American Newspaper Publishers' Association, Mr. Sullivan said they were the most cordial, and that good work was being done by each for mutual advantage. Mr. Sullivan's report follows:

3,600 Bits of Aid Given Advertisers During Year

"Let me say that the membership of the A. N. A. is sending to its central office about 3,600 requests a year for information or other service, and about 50 per cent. of those requests necessitate special research work extending over several days or weeks and, sometimes, months. In many cases the facts given in the answers to inquiries have never before been stated by any one, let alone printed. They are dug out by personal visit, by letter inquiry, by use of the 'phone; and, after they have been obtained, have to be analyzed and synthesized into the form in which they are sent out.

"Here are four examples of inquiries: The locations of the fifty or more base hospitals projected by the Government in connection with prosecution of the war; the products most likely to be classed by the Government as "non-essential"; how will advertising be affected by the war? whether the legitimate rise in prices necessitated by higher costs of raw materials will cause a serious falling off in sales.

"Then, we are asked for data on

(Continued on page 30)

POSTMASTER-GENERAL DEFENDS NEW SECOND-CLASS POSTAL RATES

In Annual Report Mr. Burleson Expresses Belief that Publishers May Readjust Subscription and Advertising Rates to Meet Additional Costs—Defends Zone Rate on Advertising.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, December 5.—The opinions of Postmaster-General Burleson concerning the new postal laws, especially the increase in second-class postal rates, are contained in his annual report. Inasmuch as an effort will be made during the present session of Congress to either amend or repeal the provision in the Revenue bill increasing the rates on second-class mail matter, Mr. Burleson's views are of timely interest.

In his report Mr. Burleson declares that when the bill was under consideration by the House Committee on Ways and Means, he advised the Committee that he did not favor the use of the postal system for raising war revenue.

SAME ADVICE TO SENATE.

"When the bill went to the Senate, I informed the Chairman of the Senate Committee on Finance that I was still of the opinion that the Postal Service should not be used as a means of raising war revenue," writes Mr. Burleson, "but that, it having appeared evident that it was the purpose of Congress to include in the pending measure some provision with respect to postage rates on second-class matter, I felt it my duty to suggest such a provision as would be based upon the principle so long existing in the service of continuing a low flat rate for reading matter for the dissemination of information of a public character, or devoted to literature, the sciences, and the other purposes for which the basic act regulating the admissibility of publications to the mails as second-class matter provided. I pointed out, further, that the character of such publications has materially changed with the development of business and a new element has been introduced which was not conspicuous in the early history of the country, that this new element is the introduction of advertising matter as part of such publications, and that it is common knowledge that this matter has grown to such volume and proportion as to exceed that of the reading matter contained between the covers of many of these publications. The average for all publications is estimated at 40 per cent., and for many individual publications it equals 60 to 70, and in some instances is as high as 80, per cent."

Mr. Burleson says that the provisions of the bill were given very thorough consideration by Congress and its committees, and adds that the Post Office Department "aimed to be absolutely fair."

With respect to the character of the proposed legislation on second-class matter contained in the bill, Mr. Burleson says:

"It continues the existing policy of granting to such publications a low, flat rate for that portion devoted to reading matter. Such policy has been recognized by Congress for many years past, and in my opinion is a wise one. Its continuance as to all reading matter of every kind contemplated by the basic legislation is a complete answer to the criticism that the proposed legislation will build up sectional papers and prejudices. It does not put any greater limitation upon the dissemination of information or the circulation of literature than now exists. Such matter will be free to circulate at the flat rates named in any part of the country, and the publisher who publishes in Maine can have that portion of his periodical so devoted delivered in California with the same expense to him as when delivered in his adjoining town.

"The zone system on the advertising

matter to which it applies is fundamentally sound and entirely fair. The advertising is a strictly business feature of the publications, and it should conform to business principles where the Government is concerned. The advertisements carried the long hauls should pay more than those carried the short hauls. A zone system is based on this just principle.

"As advertising matter is in all respects the same as third-class matter except its method of circulation, a higher rate is fixed thereon. This rate is proportioned according to the cost of handling and transporting it to the several zones. When viewed from a financial standpoint wholly it would be advantageous to the department if the publications transported and delivered as second-class mail were handled through other means than the postal service.

"It has been argued that second-class mail should enjoy the low flat rate of postage because credit should be allowed for the amount of first-class postage revenue which results from it. The truth is that if we allowed the Government for all third-class revenue which it loses on these advertisements because they are mailed as second-class, and the first-class postage that would result from them is sent as third-class, the difference in favor of this claim would be negligible. The same argument for a low flat rate of postage could also be used with equal force for catalogues and third-class mail of all kinds, as they, too, create a large quantity of first-class mail.

"The bill exempts from zone rates advertising where it does not exceed 5 per cent. This is in accordance with the spirit of the original acts. It is believed that at the time the present low flat rate was given, the advertising did not exceed 5 per cent. on the average."

"The rates which apply to reading matter are lower than any ever recommended by any investigating committee, and the final rates for advertising when a part of the periodical are on the average are much lower than the advertiser would be required to pay if such advertising were sent as third-class mail. Even when the maximum rates provided in the law are reached the rate on reading matter will be 5½ cents less than the average cost to the department for the transportation and handling, and a heavy loss will still be incurred.

THINK BUSINESS MAY BE READJUSTED.

"Some publishers claim that they cannot pay a higher rate of postage. It must be conceded that the plea that legitimate business cannot readjust itself to the normal cost of its conduct is without merit. They also claim that the increase on that portion of period-

icals devoted exclusively to advertising matter will result in the discontinuance of advertising and therefore the discontinuance of the periodical, which argues that this business cannot pay its legitimate expenses. This is not believed to be true of the publishing or any other legitimate business.

SOME ABUSES CITED.

"This increase in rates on second-class matter will enable the department immediately after the war to take the first step toward 1-cent letter postage; that is, to recommend that the rate on drop letters be reduced from 2 cents to 1 cent an ounce or fraction thereon, and when the rates on second-class matter more nearly meet the cost of transportation and handling such matter, the final step toward 1-cent letter postage can then be taken.

"The act of March 3, 1879, provides, among other things, that a publication, to be admissible to the second class of mail matter thereunder, shall have a 'legitimate list of subscribers' and shall not be 'designed primarily for advertising purposes, or for free circulation, or for circulation at nominal rates.' It was therefore clearly the purpose of Congress that publications having the second-class mail privileges should be circulated in response to a genuine public demand based on their merits. Notwithstanding this, the practice grew up among some publishers of offering in connection with subscriptions to their publications premiums or other extraneous inducements of such value as to reduce the price received for the subscriptions to such an extent as to make the rate for them merely nominal or free. Arrangements were also made with subscription agents whereby they retained the greater part, and in some cases the entire amount, paid by the subscriber, while in still other cases they were paid in addition a bonus for each name turned in, the agents obtaining the subscriptions by combining several publications in a so called club offer at greatly reduced prices.

"Such methods resulted in greatly inflated circulation, on which increased advertising rates were based. These practices constituted a flagrant abuse of the second-class mail privilege, serving to swell the amount of mail of this class, which is carried at a heavy loss. To correct such abuses, paragraph 3, section 419, Postal Laws and Regulations, was amended on March 30, 1917, so as to set forth more clearly the prohibition of the statute with respect to circulation at nominal rates. To this end the regulation provides that subscriptions are regarded as at a nominal rate when obtained at a reduction to the subscriber of more than 50 per cent. of the regular advertised annual price for a single subscription, whether the reduction be a direct discount or effected through a rebate, premium offer, clubbing arrangement with other publications, or otherwise; also when they are obtained through agents on commission or in connection with clubbing arrangements with other publications when the amount received by the publisher, after deducting a commission or rebate or through other arrangements, is less than 50 per cent. of the amount at the regular advertised price.

APPROVED BY MOST PUBLISHERS.

"The first of these provisions is merely a reaffirmation of what has been the rule for many years. The second is an elaboration of the same rule so as to cover the condition arising from the practice that had grown up, under

which publishers allowed agents to retain the greater part of all of the amount paid by subscribers, the agents obtaining the subscriptions by offering liberal premiums or other extraneous inducements. The regulation has met with the hearty approval of the vast majority of publishers, who were glad to be relieved of the unfair competition which formerly existed.

THE ABUSE OF FRANKING PRIVILEGE.

"The free-in-county mailings of second-class publications amounted during the fiscal year to 60,719,202 pounds, and it is estimated that the free mailings of members of Congress and the various Government establishments under the franking and penalty privileges were somewhat greater. There was, in addition, a large amount of matter mailed free by certain agricultural colleges and experiment stations, as well as literature for the blind, copyright matter, etc.

"Reference was made in my last report to abuses of the franking privilege, which occasionally arise, and it was pointed out that the enactment of legislation such as that embodied in the Printing bill, then pending before Congress, would go far toward confining that privilege to its legitimate function, and thus reduce the amount of franked mail to a minimum.

"It could not be reasonably expected that Congress, with all the information before it and with the facts practically undisputed for a number of years, would continue to pass to others this financial obligation which belongs principally to the publishers, and not expect them to readjust their business so as to make some small contribution to pay this loss in the future."

Auto Editors in Detroit

Automobile editors of New York city papers are flocking to Detroit, for the automobile show, which begins next week, and to look over the general situation. Among the visitors are J. T. Bestar and C. F. Donnocker, of the Herald; W. F. Severin, of the Globe; William Scharton, Staats-Zeitung; Lawrence Hardy, World; William Horner, Brooklyn Eagle; John C. Wetmore, Evening Mail; C. E. T. Scharps, Tribune; C. T. King, Times; Michael Sullivan, American, and Davison Brown, Evening Journal. Burton Brown, of the Sun, and V. J. Burkett, of the Morning Telegraph, will go to Detroit next week.

Tribune Men Get Commissions

Six more names were added to the Chicago Tribune's honor roll when commissions were handed to the men at the second Reserve Officers' Training Camp, held at Fort Sheridan, Ill. They were: Francis L. Haeger, audit department, and Wallace F. Kirk, syndicate department, first lieutenants of infantry; Carl A. Krah, audit department; Frank H. Murray, audit department; and Frank M. Smith, editorial department, second lieutenants of infantry, and Herbert Morton Stoops, art department, second lieutenant of field artillery.

Sell Job Department

The Perth Amboy (N. J.) Evening News recently sold its job department to a new incorporation known as the Perth Amboy Printing Company, of which Arthur E. Warner, Leon S. Colby, and Welcome W. Bender are directors.

Credence is given by thoughtless people to rumor-mongers because of the wide belief that the newspapers are "censored."

WILSON ADVOCATES DEVELOPMENT OF WATER POWER RESOURCES

President Urges Congress to Enact Immediate Legislation to Unharness Natural Resources—Reading of Message Absorbs Attention of Washington Newspaper Men This Week.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, December 4.—The President's message, admitted by all to be one of the greatest, if not the greatest, state paper ever drawn, was the one absorbing subject among newspaper men this week. There were no advance copies available prior to the time of delivery, probably owing to the fact that it contained the President's recommendation to Congress to declare war immediately on Austria-Hungary. It was admitted that the withholding of the message was entirely justified because of this fact.

Never before was James Preston, superintendent of the Senate Press Gallery, more eagerly awaited than when he made his way to the House Press Gallery with the hundreds of copies of the President's message, where Washington correspondents were waiting. Preston received the copies direct from the White House officials in the Speaker's room, and quickly carried them to the Press Gallery, where hundreds of hands were outstretched to get the message on the wires as quickly as possible. The press associations had their wires open and ready for immediate transmission when the word "release" was given.

GREAT WRITERS PRESENT.

The reporting of the President's address recalled scenes of a national political convention. Great writers of the country were assembled to hear it read, knowing that each word had its great significance and would be heard around the world. The expression of each Representative and Senator, to whom parts of the address were thought to be directed, were watched eagerly by the news writers, and each detail of expression of approval or disapproval was promptly recorded. With the exception of one or two persons in the Senate and House, the message was received with wild and uproarious approval. No greater demonstration has ever been given in the House.

The Press arrangements in the House were ideal. Mr. Preston and William Donaldson, the superintendents of the Senate and House Press Galleries, had admitted only the active news writers. The House Press Gallery was the storm centre of those who had been denied admission to the other galleries, but so well were they turned away that the actual news writers had comfortable room for reporting this great address.

One of the most interesting descriptions of the President's message, which was reported in Convention style, short and poignant bulletins, was that made by Arthur Brisbane, of the Washington Times, who reported the address in person. His snappy bulletins described the scene in detail, covering from what the President wore to the salient features of his address and how they were received. Georges Lechartier, of the Petite Parisian, and Hill, of the London Times; David Lawrence, of the New York Evening Post; Sam Williams, of the New York Evening World, and the chief of every important news association and bureau, was on the job in person.

DEVELOPMENT OF WATER-POWER URGED.

The important feature of the President's address, effecting newspapers most materially, were those parts of his address touching upon the development of water-power, urging Congress to immediately enact legislation to use this vast unharnessed resource; the promotion of export trade, urging the passage of the pending Pomerene bill on this subject, which would greatly increase business and necessarily enlarge advertising and other fields of activity which would aid the newspapers financially. The President's recommendation for immediate declaration of war on Austria-Hungary, which would put all Austrian papers in the class of the German papers under the "Trading with the Enemy" act, which requires

them to be licensed by the President and to print their news and comments in parallel columns in English.

That part of the President's message dealing with the question of water-power and our export trade, reads as follows:

"It is imperatively necessary that the consideration of the full use of the water-power of the country and also the consideration of the systematic and yet economical development of such of the natural resources of the country as are still under the control of the Federal Government should be immediately resumed and affirmatively and constructively dealt with at the earliest possible moment. The pressing need of such legislation is daily becoming more obvious.

The legislation proposed at the last session with regard to regulated combinations among our exporters, in order to provide for our foreign trade a more effective organization and method of co-operation, ought by all means to be completed at this session."

Fraudulent Ad Case in Court

The first case prosecuted under the new fraudulent advertising law passed by the last Indiana Legislature, to be heard in the City Court at Indianapolis, was tried a few days ago when the Indiana Coal Agency, a retail company, was charged with false advertising. The company advertised Pocahontas coal at \$7.50 a ton, and a customer who bought and paid cash for six tons alleged that the coal he received was not Pocahontas. Both sides produced maps and charts showing various veins from which coal was taken, and the defence insisted that there are more than ten grades of Pocahontas coal. The company insisted that the Pocahontas coal generally sold in Indianapolis comes from the third and fourth veins, and that it is inferior to the coal it sold. The Court took the case under advisement.

Nix on the Psychology?

Advertising men will be interested in the following advertisement which recently appeared in a New York newspaper:

WANTED—AD MAN for Retail Store.—Must be practical dry-goods man and know the business thoroughly. No "psychology experts" wanted. Address, etc.

The prophetic also is not without honor save in her own country—or city. Note the class eliminated in the following "want" advertisement in a New York daily:

YOUNG LADIES with style and good features to pose for first-class illustrators. No Broadway types. Address, etc.—The Outlook.

OPIE READ HEADS PRESS CLUB

Well-Known Author Slated for Presidency of Chicago Press Club.

Opie Read, author and one-time founder and owner of the Arkansas Traveler, was nominated to head the regular members' ticket at a caucus recently by members of the Press Club of Chicago. He was recently placed on the honorary membership roll, being one of the oldest living members of the organization, but returned to the active list in order to accept the nomination.

Other officers and directors selected at the caucus to be voted on at the regular annual election were as follows: First vice-president, Wright Patterson, of the Western Newspaper Union; second vice-president, Fred J. Squibb, court reporter; treasurer, James Stepcina, banker; secretary, Walter Perkins; librarian, Harry Hargis; directors, Arthur Evans, Chicago Herald; Edward Fullerton, Chicago Tribune; William Shanks, Chicago Examiner.

SKILLED MECHANICS NEEDED

War Department Asks for Help from Associated Business Papers, Inc.

The Aviation Corps of the United States Signal Corps requires a large number of experienced mechanics for ground service work at aerial training stations and at the various camps that may be established on the other side. The kind of men needed for this work are all actively employed in the industries of the country. A very serious problem is presented—obtaining these men with the least possible disturbance to their respective industries and with the least possible hardship to the men and their employers.

Realizing that the business press is closer to the industries of the country than any other outside factor, the War Department has commissioned the Associated Business Papers, Inc., New York, with the chief responsibility for getting the required number of mechanics.

CENTRAL PRESS CHANGES

H. A. McNitt, for Five Years Editor, Appointed Business Manager.

Several changes have been made in the staff of the Cleveland office of the Central Press Association. H. A. McNitt, who has been editor for five years, is now business manager.

A. M. Corrogan, recently city editor of the Cleveland News, has been appointed managing editor. Morris Miller continues as associate editor. Elmer A. Bushnell returns to the staff as cartoonist, and E. S. Goodnow has joined the art staff, which is headed by Richard Sheehan.

"12,200 Ems an Hour"

"12,200 Ems an Hour, a Sequel to 10,400 Ems an Hour," is the title of an attractive little booklet just published by the Mergenthaler Linotype Company, which is a continuation of the story of the remarkable "strings" secured from Multiple-Magazine Linotypes by operators on the Chicago Tribune. Copies may be obtained by writing to the Linotype company.

Circulation Department Leads

The Spokane (Wash.) Spokesman-Review is displaying a service flag with fifty-four stars. Of the total, four are from the editorial staff. The advertising department contributed three men, while twenty-seven members of the circulation department answered the call.

RECEIVE COMMISSIONS

Names of Many Louisville Newspaper Men Appear on Honor Roll.

Several of the Louisville newspaper men who attended the second Officers' Training Camp at Fort Benjamin Harrison, Ind., received commissions. Ulrich J. Bell, formerly of the Courier-Journal, was made a first lieutenant of infantry. John W. Petric, formerly of the Courier-Journal, was commissioned first lieutenant of infantry and has been assigned to service at Fort Sam Houston.

William M. Johnson, son of G. E. Johnson, of the Courier-Journal and the Times, has received a commission as second lieutenant of infantry.

Ernest Helm, of Lexington, Ky., formerly State editor of the Courier-Journal, has been commissioned captain of infantry in the National Army and has been assigned to Camp Zachary Taylor at Louisville.

NEW BOOK BY DON SEITZ

Business Manager of New York World Writes History of Paul Jones.

Don C. Seitz, business manager of the New York World, has just published his book, "Paul Jones: His Exploits in English Seas During 1778-1780," through the Duttons. It has a complete Paul Jones Bibliography and it is illustrated by colored photogravure of a unique wax medallion portrait of Jones in the possession of the author.

In the volume new and interesting light on one of the most romantic and beloved heroes of the whole of American history is cast. The book also contains contemporary accounts collected from English newspapers recording his audacious visits to various towns along the English coastal district.

Largest Sectional Organization

The New England Association of Circulation Managers will hold an anniversary meeting in Boston, January 23, 1917, at which officers for the ensuing year will be elected and other business of a vital character transacted. It is the proud boast of the New England men that theirs is the largest of the sectional organizations, now numbering forty-three active members. An effort is being made to increase the membership before the Boston meeting; and publishers are being urged to take an interest in the work of the organization.

Ad Convention in St. Paul

An advertising convention will be held in St. Paul January 22 and 23 under the direction of the St. Paul Advertising Club. Speakers of national prominence will attend. There will be departmental programmes devoted to financial, community, newspaper, church, and direct-by-mail advertising.

To Edit Kentucky Paper

Col. Edward O. Leigh, for many years managing editor of the Bowling Green (Ky.) Messenger, and late general manager of the American Corporation Service Company, at Frankfort, Ky., has been chosen editor of the Owensboro (Ky.) Inquirer, published by Judge S. W. Hager.

Heads Pen and Pencil Club

Arthur W. Talbot, of the Providence Journal, was re-elected president of the Pen and Pencil Club of Rhode Island at the annual election held Thursday. Elliot L. Thurston was elected treasurer and A. H. Gurney secretary.

Growth and Development of American Journalism

By James Melvin Lee

Director, Department of Journalism, New York University

3. Beginning of Party Organs, First Dailies and Penny Press

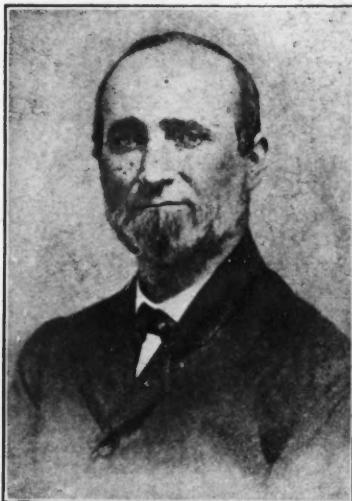
[THE EDITOR AND PUBLISHER *this week* presents the third of a series of six articles, to appear every week, on the growth and development of American journalism. The first appeared in the issue of November 10 and was entitled "Journalism During the Colonial Days." The second, "Newspapers of Revolutionary Period, 1765-83," appeared in the issue of November 24.—Ed.]

WRITING just a year ago for *Munsey's Magazine* (December 1916), I thus outline the changes brought about in the American newspaper of the War of the Revolution: "With the birth of the American republic came the freedom of press. But the newspaper became the organ of the politician; the moral essay was discarded, and its space was given to the political editorial. Even the Government conspired to turn the editor into a political mouthpiece of his party, by making him an officeholder, or by bribing him with Federal advertising. There was no systematic gathering of the news beyond the clipping of items from exchanges. Much of the best news was often the personal letter from a friend visiting in some other State. Later, in special cases, a pony express brought the news items, or a fast boat met incoming vessels and took off the news budget from abroad. The newspaper, still set and printed by hand, cost too much for the working man."

During the early days of the Republic, papers conceived amid intense political feeling and born simply to be bulletin boards for party leaders, continued to increase in number in spite of a high death-rate. At a political meeting it was considered quite proper to pass a resolution calling upon "our party newspapers to attack at once the reputations of all the leading Federalists in the State," or vice versa for most papers were either Federal or Republican.

At times when epidemics appeared in the larger cities, certain publishers of newspapers disinfected their sheets before delivering them to newsboys and post-riders. Frequently, in order that the sheets might not be carriers of disease, they were put in stoves and thoroughly smoked before being wrapped for delivery. In the South, where yellow fever often spread very rapidly, special stoves, built of sheet iron, were designed for this purpose and used tobacco as fuel, but the process was slow, as only one sheet "smoked" at a time. The plan of "smoking" by wholesale from resinous woods was probably more commonly employed in the North than in other sections of the country because of the great infection feared from smallpox. The academic and pedantic newspaper critics, who, like the poor, have been ever present, used to assert at such times that a publisher would perform much more useful service for the public if he would pay more attention to disinfecting the contents of his papers and less to disinfecting the sheets themselves. The latter, so the critics asserted, could be done when necessary by the reader in his own home.

Alexander Hamilton and Thomas Jefferson, though usually classified in histories as statesmen, were also journalists by proxies. Their names are associated with possibly the two best illustrations of the party press and the personal organs—the *Gazette of the*



D. H. CRAIG,
Whose Swift Pigeons Once Carried the News for a Group of Papers.

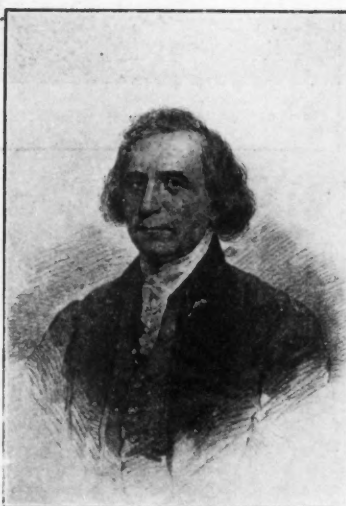
United States and the *National Gazette*. The first of these, edited by John Fenno was the leader of the Federal press and was the political organ of Hamilton; the second, edited by Philip Freneau, was the leader of the Republican press and was the personal organ of Jefferson. Both editors were employed by the Government: Fenno was "the printer" to the Treasury Department at a salary of \$2,500 a year; Freneau held a "clerkship for languages" in the State Department at a salary of \$250 a year. Political discussions in both papers became very heated. Fenno's *Gazette of the United States* stood for the Hamiltonian doctrine of Federal control, modelled after that of England; Freneau's *National Gazette* came out just as strongly for the Jeffersonian principles of popular control dictated by the will of the people. The fight became so open that Washington found it necessary to call his two Secretaries together and ask them to cease their attacks one upon the other, making his appeal that the interests of the country demanded that such attacks as were appearing in the two papers could not work for the good of the Commonwealth. (If Hughes is ever President of the United States, he may have to ask Taft, of the Philadelphia Ledger, and Roosevelt, of the Kansas City Star, to do the same thing.)

The darkest period in the history of American journalism was that which began at the close of the second war with England, a time truthfully characterized as the "period of black journalism," when a greater depth of degradation was reached than was ever touched in the so-called "yellow" period of recent times. Those who look over the papers of this era will find that all of

the customary courtesies of life were put aside; that the papers of both parties employed the vilest, grossest epithets found in the English language; that the newspapers advanced the most atrocious charges against those holding public offices, and even so forgot themselves as to attack wives and sisters in their disgraceful accounts of the personal activities of officeholders.

FIRST BULLETIN BOARDS.

Bulletin boards on which a résumé of the news was posted first appeared during the second decade of the eighteenth century. By 1815 the *New York Mer-*



PHILIP FRENEAU,
Founder of *The National Gazette*, the Organ of Thomas Jefferson.

cantle Advertiser and the *New York Gazette* were posting on boards nailed to their front doors brief statements of the more important items which came to their offices. Other papers in distant cities soon followed the example set by the *New York papers*, and the bulletin boards became an established adjunct of American journalism. The Mexican War and the War of the States increased their usefulness. At one time most of the provincial press got its news of outside happenings from correspondents who visited these bulletin boards and then forwarded the contents to their respective papers, first by letter and then later by wire. Not until the close of the nineteenth century did these pony reports for the smaller dailies completely disappear. The bulletin board has possibly reached its highest development in reporting athletic events. Because of the great interest taken by the American public in baseball, the bulletin board has frequently blocked city streets with its crowd of interested spectators who wanted the news even before it could appear in "sporting extras." The speed with which news has been told by metropolitan bulletin boards is one of the most remarkable mechanical achievements of American journalism. In a baseball game when the ball has been batted

out into the field and has been caught by the centrefielder, this fact has been recorded on a bulletin board fifteen hundred miles away from the game before the ball could reach the home plate in an attempt to put out a man running bases after the fly had been caught.

As the cities increased in size and became more commercial centres, the newspapers became more valuable as advertising mediums. The publishers soon became rivals in the matter of publishing the news of the stores and began to issue their papers more frequently—first, semi-weekly, and, later, tri-weekly. From this it was only a step to bring out a paper every day in the week save Sunday. The first daily newspaper appeared in Philadelphia on Tuesday, September 21, 1784; it was entitled the *Pennsylvania Packet and Daily Advertiser*, and was published by John Dunlap and David C. Claypoole. On December 30, 1839, the paper was merged with the present *North American*, of Philadelphia.

PENNY PAPER OPPOSED.

By the time the *Daily Advertiser* became a part of the *North American*, the penny press, which started in 1830, had



SAMUEL BRANNAN,
Founder of *The Yerba Buena Star*, the first San Francisco Newspaper.

become pretty firmly established. At the start the old six-penny blanket sheets were extremely hostile toward their younger brethren, who were often spoken of as being "cheap penny trash." This resentment was doubtless due to the strenuous competition which the older newspapers were forced to meet in the gathering and selling of news. A large part of the reading public was at first opposed to the intrusion of the penny paper. For some reason, the aristocrats of the day thought that the newspaper was their especial property and should be published for them exclusively. It was something of an honor before the establishment of the penny press to be a newspaper subscriber; it

(Concluded on page 22.)

SOUTHERN PUBLISHERS TO RENEW FIGHT

Campaign for Repeal of New Postal Rate Law to Be Considered at Meeting of Executive Committee of S. N. P. A. at Birmingham.

The executive committee of the Southern Newspaper Publishers' Association, consisting of Victor Hanson, Birmingham News; E. M. Foster, Nashville Banner; C. B. Johnson, Knoxville Sentinel; R. S. Jones, Asheville Citizen; F. C. Withers, Columbia State; W. T. Anderson, Macon Telegraph; W. A. Elliott, Jacksonville Times-Union; S. L. Slover, Norfolk Ledger-Dispatch; M. E. Foster, Houston Chronicle; A. G. Newmeyer, New Orleans Item; H. Giovannoli, Lexington Leader, and W. G. Bryan, Atlanta Georgian, will meet on Monday, December 10, at Birmingham.

The principal topic of discussion will be the effort of the Association to have the new Postal law amended at this session of Congress. The Southern publishers are united in favor of a rational zone system, such as was embodied in the ill-fated McKellar amendment, and it is said to be their present purpose to urge the passage of a new bill in which the principle of the zone system shall be adopted and in which Congress will be asked to go on record as defining the attitude of the Government towards newspapers, its conception of the value of the public service rendered by them, and the establishment of a rate of one cent a pound for second-class matter within the 300-mile zone.

The Southern publishers are distinctly opposed to the plan of aligning the daily and weekly newspapers of the country with the magazines and widely distributed periodicals in the fight for a revision of the new law. They contend that the newspapers occupy a special position, render an absolutely essential service to the Government, and should not be held accountable for the admitted abuses of the second-class mailing privileges.

It is believed that the Inland Daily Press Association will work in unison with the S. N. P. A. in the forthcoming fight for a reasonable postal rate for newspapers, and that this Birmingham conference may start the campaign auspiciously.

Stereotyping Achievement

The Detroit Sunday News for December 2 carried two double-page department-store advertisements, each printed from a single plate, a process never before used by a Detroit newspaper. The plates, measuring 3½ feet in width, weighed 110 pounds each. The stereotyping from the forms was done under supervision of Superintendent E. J. Smith, who says that the new process takes minutes where the former double-truck, joined-page style took hours.

Texas Editors Meet

A. R. Kriechbaum, of the Beaumont (Tex.) Enterprise, was elected president of the Gulf Coast Press Association at the second annual meeting held at Beaumont November 30. L. M. Davis, Port Arthur Record, was named vice-president; C. F. Roberts, Kirbyville Banner, secretary-treasurer; T. J. Fortenberry, Kirbyville, attorney, and the following executive committee; J. B. Powers, Silsbee Signal; G. E. Watford, Lufkin News; Guy L. Tufts, Anahuac Progress.

The verb "to do" is the keynote of progress.

NEWSPAPERS MAKERS AT WORK



EDMUND W. BOOTH.

THE Grand Rapids Press is known as "the newspaper that's a neighbor." To live up to such a slogan would seem, to many newspaper makers, too big a job. Yet, as demonstrated by this successful newspaper, the job is really no more difficult than that of being a good citizen or a Christian—and we have the assurance, as to this latter task, that: "My yoke is easy and my burden is light."

The Grand Rapids Press was founded in 1893, by George G. Booth, who has long been one of the foremost business men of Michigan, and who ranks among the wonder-workers in the newspaper field. He created the Press to be an institution—the sort of newspaper which, as Joseph Pulitzer visualized the World, "should be forever dissatisfied with merely printing the news."

In 1906 the Press moved into its new home—which still ranks among the finest newspaper buildings in the country—and George G. Booth realized that he must find a general manager of an unusual type. He wanted a man capable of making of the Press in very truth "a newspaper that's a neighbor." The search for the right man brought him back to his family circle. One brother, Ralph Harmen Booth, was a newspaper man, at that time pretty busily employed as business manager of the Detroit Tribune. Another brother, Edmund W. Booth, had chosen his life work in another field. For sixteen years he had been a Y. M. C. A. secretary, serving as a special friend and adviser for young men in Detroit, Albany, and in New York city. For seven years, previous to 1906, he had been promoting secretary for all the Y. M. C. A. organizations in Greater New York.

As it was not written in the books, however, that any of the sons of Henry Wood Booth should be lost to the newspaper profession, this prodigal son—prodigal truly in the manner in which he had been using his talents for the good of American youth—entered that sphere of service for which he had been predestined. Edmund W. Booth was placed in charge of the Grand Rapids Press.

He brought to his allotted task not merely the natural newspaper instinct, the inheritance in common of the three brothers, but that knowledge of human beings which comes to a man who deals at close range with young men—who makes their problems his own, and who feels the thrill of their aspirations and dreams. His interest in young life had developed in him the quality of leadership, the knack of organizing, an understanding of human nature, and a sense of moral values.

All of this meant fitness for the larger effort—that of making a newspaper which should be, to all within the radius of its influence, a "neighbor." Thus it has happened that Edmund W. Booth has succeeded in making the Grand Rapids Press one of the notable newspapers of the country. To make of the Press a good "neighbor" he first sought to make of all of its workers a harmonious family. Not within a dozen years has there been, within the big organization a clique or faction. He has secured team-work of that effective kind which comes from real unity of purpose among co-workers. All that is required of a man who works for Mr. Booth is that he shall at all times do his best. This is the spirit of the organization—and it extends to the 1,400 members of the Press' Newsboy Association. Those boys are provided for in the Press Building through such features as an auditorium, swimming pool, band quarters, and a school-room.

Mr. Booth does not manage the Press from his private desk. He spends much of his time in friendly inspection of the different departments, keeping in intimate touch with whatever is being done, suggesting, criticising, commending. His one hobby is to humanize things.

Fettinger Takes Office

T. S. Fettinger, well-known advertising agent of Newark, N. J., has been appointed Tax Commissioner.

New Business Paper Number

The Associated Papers of New York announce that the Northwestern Druggist, of St. Paul, Minn., has been admitted to membership.

ADVERTISING GAINS IN TEN CITIES

Summary of Advertising Shows That Fifteen Out of Ninety-two Newspapers Listed Carried More Than a Million Lines in October.

A summary of advertising during October, by cities, compiled by the statistical department of the New York Evening Post, shows that of the eighteen cities listed, ten show gains and eight show losses. The cities which show gains are: Philadelphia, Washington, San Francisco, St. Louis, Milwaukee, New Orleans, Cincinnati, Cleveland, St. Paul, and Indianapolis.

Of the ninety-two newspaper listed, forty-four show gains and forty-eight show losses. The following newspapers carried more than a million lines of advertising during October:

- (1) Detroit News, 1,711,010.
- (2) Chicago Tribune, 1,534,005.
- (3) New York World, 1,337,110.
- (4) St. Louis Post-Dispatch, 1,307,320
- (5) Philadelphia Inquirer, 1,273,500.
- (6) New York Times, 1,254,096.
- (7) Chicago Daily News, 1,216,017.
- (8) Cleveland Plain Dealer, 1,208,700.
- (9) Washington Star, 1,174,010.
- (10) Cleveland Press, 1,150,800.
- (11) Los Angeles Times, 1,106,100.
- (12) Indianapolis News, 1,079,979.
- (13) Philadelphia Bulletin, 1,071,000.
- (14) Detroit Free Press, 1,013,446.
- (15) Minneapolis Journal, 1,004,122.

Of the ninety-two newspapers listed, the New Orleans States, for the month of October, 1917, shows the largest gain over October, 1916. That newspaper gained 213,300 lines. Arthur Brisbane's Washington Times is the second in the list. A gain of 174,176 lines over October, 1916, is recorded.

A summary by cities follows:

	1917	1916	
New York	10,791,595	11,081,844	290,499 Loss
Chicago	5,097,507	5,341,206	243,699 Loss
Philadelphia	5,831,136	5,772,898	58,238 Gain
Washington	2,884,430	2,633,953	250,477 Gain
San Fran.	2,404,220	2,341,752	62,468 Gain
Los Angeles	4,414,800	4,427,400	12,600 Loss
Detroit	3,735,718	4,333,308	597,590 Loss
Buffalo	2,809,258	2,863,985	54,727 Loss
St. Louis	3,426,641	3,258,616	168,025 Gain
Milwaukee	2,116,443	2,045,398	71,045 Gain
New Orleans	1,875,996	1,563,323	312,673 Gain
Cincinnati	1,349,400	1,307,100	42,300 Gain
Cleveland	3,369,900	3,057,072	312,828 Gain
Baltimore	3,478,223	3,747,457	269,234 Loss
Minneapolis	2,463,432	2,500,698	37,266 Loss
St. Paul	1,712,154	1,650,494	61,660 Gain
Indianapolis	2,193,004	2,148,507	45,097 Gain
Houston	1,246,770	1,259,496	12,726 Loss
Total	61,201,027	61,394,507	193,480 Loss

New Seattle Daily Proposed

Union labor of Seattle is planning a daily newspaper to supplant the weekly Union Record. Probably no other city in the West has become so strongly unionized during recent years as Seattle, and the great increase in the union ranks has given rise to a campaign for a daily paper. Definite plans toward the publishing of the daily paper have already taken shape.

Raise in Price

The New Bedford (Mass.) Standard announces that the Sunday issue will hereafter sell at 5 cents a copy, dealers and carriers to pay 4 cents, except in cases where they sell less than 25 copies, when they will pay a quarter of a cent more per copy.

To Establish Junior Clubs

The Young Ad-Men's Club, of New York, has started to organize the Junior movement in New York, and to establish new Junior clubs.

TOM SAWYER AND HUCKLEBERRY FINN

MARK TWAIN'S GREATEST AND MOST LOVABLE CREATIONS

By Special Arrangement with and Permission of the Mark Twain Estate

Appearing In

A FOUR COLOR SUNDAY PAGE AND A DAILY PANEL

By CLARE VICTOR DWIGGINS

Creator of "Home Wanted By a Baby," "School Days," Etc.

Released Beginning Sunday, January 6 and Monday, January 7

500,000 copies have been sold of "Huckleberry Finn" and "Tom Sawyer."

They are the Two Best Known Boy Characters in the world.

The grey-haired man and the mother of a family will enjoy equally with the youngsters the adventures of Huck and Tom in their Sunday and Daily Paper.

It takes from six months to a year to popularize even the best of new comics. The fame of the most popular characters of America's greatest humorist is already made. They are loved by millions of Americans who will rejoice to be reminded of the old pranks of their favorites and who will watch out with intense eagerness for their new adventures.

Within two weeks of announcing the addition to our four-page printed comic section of "Tom Sawyer and Huckleberry Finn" we closed comic contracts with THE PITTSBURGH DISPATCH, PEORIA JOURNAL TRANSCRIPT, CHARLESTON EVENING POST and the SPRINGFIELD, ILL. STATE JOURNAL.

Negotiations are under way with a number of other papers throughout the country.

Editors and publishers realize at once the unusual value of a comic that features characters that are already famous and already loved.

"Tom Sawyer and Huckleberry Finn"
SUNDAY and DAILY

are beyond rivalry in the comic field as circulation makers and holders.

"DWIG," HAVING ACCESS TO THE WONDERFUL MARK TWAIN COLLECTION IN THE POSSESSION OF MR. ALBERT BIGELOW PAINE AND TO UNPUBLISHED WORKS IN WHICH THE TWO BOY CHARACTERS APPEAR, PICTURES TOM SAWYER AND HUCKLEBERRY FINN IN NEW ADVENTURES TOTALLY UNKNOWN TO THE GENERAL PUBLIC AS WELL AS IN THE OLD AND LOVED ONES.

WIRE NOW FOR OPTION AND WE WILL
SEND YOU SAMPLES AND QUOTE PRICE

*There will be an unprecedented demand for the
Greatest Real Boy Comic Page ever offered*

THE McCLURE NEWSPAPER SYNDICATE, 120 WEST 32nd STREET, NEW YORK

DEFINITIONS OF "INVESTED CAPITAL" WORK INJUSTICE TO NEWSPAPERS

L. T. Golding Points Out that Good-Will and Franchises Have Greater Asset Value than Tangible Property and Should be Considered in Application of New Revenue Law.

By LOUIS T. GOLDING,

Publisher, St. Joseph (Mo.) News-Press.

PUBLISHERS should study carefully the Excess Profits Provision of the War Revenue Act, and particularly the definition of the term "invested capital" used therein, with the idea of calling the attention of every Congressman to the grave injustice done to the newspaper business by this definition. The second proviso, (b) of Clause A, Sec. 207, provides that good will, trade-marks, trade-brands, franchises, or other intangible property may be included as "invested capital" if paid for in cash,

"but good will, trade-marks, trade brands, franchises of a corporation or partnership, or other intangible property, bona-fide purchased, prior to March 3, 1917, for and with interests or shares in a partnership or for and with shares in the capital stock of a corporation (issued prior to March 3, 1917), in an amount not to exceed, on March 3, 1917, twenty per centum of the total interests or shares in the partnership or of the total shares of the capital stock of the corporation, shall be included in invested capital."

The intent of this clause is apparently to lay a disability upon the intangible property of newspapers (which, of course, is their principal possession), while they are still in the hands of those who have created them. If, however, a successful newspaper has been sold, the purchaser may take credit for these intangibles at the price he paid for them. Such an attitude on the part of the Government toward the newspaper business is as objectionable as it is inexplicable. It is unfair and oppressive to say in effect to the men who have by their skill and industry created good will and other intangible values that they must sell them if they would realize their value. Further, it reduces newspaper publishing to the mere level of money-making, because it puts a premium on the sale of newspapers as business enterprises rather than their retention by their creators as institutional forces.

DEFINING "INVESTED CAPITAL"

Aside from the abstract question of the justice of the law, there is a practical question at present as to its interpretation. The Commissioner of Internal Revenue is now framing the regulations under which the War Revenue act is to be enforced and laying down the departmental view of the meaning of the various portions of the law. He has invited the opinions of certain selected persons in various industries as to the proper method of computing "invested capital," and has referred such opinions to a Board of Excess Profits Advisors, which has been created for the purpose of considering the questions growing out of the administration of the law. Pending the action of Congress in amending the Revenue Tax law, I would suggest that it might not be improper for newspaper publishers to interest themselves in the matter of the interpretation of the law as it stands. Doubtless the Commissioner of Internal Revenue would be glad to have the views of publishers upon a matter which so vitally concerns one of the leading industries of the country.

The 20 per cent. limitation clause above referred to should be interpreted to mean that each one of the various forms of intangible property referred to may be included in "invested capital," subject, of course, to the 20 per cent. limitation. To interpret the 20 per cent. limitation as covering all forms of intangible property for which capital stock may have been in good faith given would be to run counter to the intention of Congress and to do a great injustice to those businesses, which, like newspapers, have their principal investment in intangible property. The act divides the intangible property into five classifications: (1) good will, (2) trade-marks, (3) trade-brands, (4) franchise of a corporation or partnership, (5) other intangible property. If Congress had intended to make the 20 per cent. a bulk limit on intangible property, it was unnecessary to have specified five different forms. Its purpose would have been effected merely by the use of the last classification—"intangible property." But since the five-fold classification was used, the purpose seems clearly to have

been to indicate that as one or more of those forms of intangible property had been acquired by a corporation for capital stock on a basis of fair cash value, it was to be admitted to "invested capital" at that value with a stock limit of 20 per cent., or one-fifth.

As there are five classifications of intangible property it is to be presumed that Congress in choosing that number and assigning to each a fifth of capital stock, intended to provide for those businesses where tangible property is more valuable than tangible, and represents a much larger portion of capital invested. The most important and valuable possession of a newspaper is its good-will; next, its name or trade-mark, and next its franchise in the Associated Press or other news-gathering association. These are the prerequisites of successful newspaper publication. The use of tangible property, such as presses, type, etc., may be procured by rental without the investment of any capital, but the intangible property must be acquired by purchase or created through expenditure. To assume that Congress meant to say that all forms of intangible property should only represent 20 per cent. of the total capital stock is to believe that the national legislature went deliberately counter to business custom, State legislation, and court action, and the action of United States revenue collecting officers.

INTANGIBLE ASSETS MOST VALUABLE.

Business custom recognizes as of substantial value to newspapers, all forms of intangible property mentioned in the act. The value of newspapers, properties is fixed by these elements much more than by physical property. State legislation has recognized property right in the names (trade-marks) of publications and State courts have protected that right. The Treasury Department, through the office of the Commissioner of Internal Revenue, has collected taxes based upon the value of these intangible factors. In making return of the value of the capital stock of newspaper corporations for the capital stock tax, as required by the act of Congress of September 8, 1916, honest publishers returned the value of the intangible property of their newspapers at large sums,

and in some cases at twice or even thrice the inventory value of their tangible property.

The value of the intangible property of newspapers has been investigated by public officers. A notable case occurred a few years ago in New York when Joseph I. Berry, Transfer Tax Appraiser of the State of New York, held open hearings and took the testimony of a large number of newspaper publishers in ascertaining the value of the New York World and the St. Louis Post-Dispatch, as part of the estate of the late Joseph Pulitzer. Mr. Berry rendered a decision, laying down a method for ascertaining the value of good-will. He found that the good-will and the Associated Press franchise of the Post-Dispatch were worth \$1,434,110, more than twice the value of good-will. He found that the paper. In the case of the New York World, the good-will and Associated Press franchises were found to be worth \$1,291,802.25. In arriving at these figures, the morning and evening franchises of the Associated Press held by the New York World were appraised at \$240,000 each, and the evening franchise held by the Post-Dispatch at the same amount. Inheritance taxes were levied upon the estate of Mr. Pulitzer on the basis of the figures above given.

INTERPRETATION OF LAW.

Even if the Commissioner of Internal Revenue should interpret the law so that the various forms of intangible property would be admitted as "invested capital" under the 20 per cent. limitation as outlined above, the principle of discriminating against intangible property, at least for newspapers, would be unjust, but some relief would be temporarily obtained. Few newspapers probably would be able to prove intangible property under all five heads, but practically all of them could show value under three classifications, and possibly a good many under four.

The attitude of the Secretary of the Treasury and the Commissioner of Internal Revenue is one of openminded-

ness. They are confronted with a very complicated and difficult problem in the interpretation and enforcement of this law. They are anxious that it should be interpreted and enforced justly, and now is the time to give them all the light that they can have. If the newspapers have been, as I believe they have, unjustly treated in this law, they should point out the fact, not only to their Congressmen, that the law may be amended, but to the executives charged with its enforcement, that its injustice may bear as lightly as possible.

Reporters Must Pay Their Way

Of the newspapers of the United States the Seattle Times probably has the most rigidly enforced rule against the acceptance of passes. Col. C. B. Blethen, editor of the Times, has announced a penalty of immediate discharge to any employee who gains free admittance to any entertainment, meeting, theatre, dance, or event of any kind where paid admission is required from the general public. Times reporters must pay their own way wherever they go and then submit their expense accounts.

Issues \$250,000 Worth of Bonds

The Tacoma Tribune Publishing Company has issued bonds to the amount of \$250,000, secured, as is usual in such transactions, by a mortgage on the plant and leasehold of the paper. No change of management or ownership is involved, so far as known, the Fidelity Trust Company, of Tacoma, acting, as formerly, as trustee for the bond-holding owners.

Boost Tobacco Fund

The Pittsburgh Dispatch Tobacco Fund for Soldiers climbed \$6,000 as a result of the popularly priced concert by the Russian Symphony Orchestra on Thanksgiving evening. Two thousand dollars was paid for an autographed copy of Sergeant Empey's book, "Over the Top." Other copies were sold at \$500, \$200, and several at \$50.

"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.

NEWSPAPER GRAVURE PRINTING PAYS

Norman E. Mack, Editor and Owner of the Buffalo Times, Tells of His Experiences in Producing Sunday Rotogravure Supplements.

The production of rotogravure supplements for Sunday newspapers is in its infancy, in the opinion of Norman E. Mack, editor and owner of the Buffalo Times, after a year's experience in issuing such a section as part of the Buffalo Sunday Times.

Mr. Mack also gave it as his belief, in an interview with a representative of THE EDITOR AND PUBLISHER, that all of the extra work and heavy expense attached to rotogravure sections "in general—if the publisher is patient and uses the section to good advantage—ultimately will bring more than satisfactory results." No one, Mr. Mack explained, can expect "to clean up a town in a few weeks. People are not so ready to change their Sunday newspaper, or add another to it."

As to advertising, Mr. Mack said: "The Sunday Times, in the past six months, has shown big advertising gains, and naturally there must be some reason for it. I am inclined to believe the fact that we issue such a beautiful section has had a great deal to do with it. Summed up, our results have been satisfactory in a circulation way and in an advertising way."

BIG DEMAND FOR WAR PICTURES.

At this time, particularly, Mr. Mack thinks, a rotogravure section has strategic value. "With American troops on the firing line," he explained, "there is a greater demand than ever before for war pictures, and there is no possible way for newspaper purposes in which they can be produced to equal the rotogravure process."

The Buffalo Times's rotogravure section is composed of eight pages. Four of these are devoted to local pictures and four to those of a general or national character. The use of advertising space in the section is growing steadily, and still greater gains are looked for.

"There is a big improvement in rotogravure over the old half-tone process," Mr. Mack continued. "At first we had all the trials and tribulations that beset any one who uses rotogravure for the first time. There is nothing in printing that I know of which can be half so aggravating as rotogravure production."

GETTING SATISFACTORY RESULTS.

"Even in the oldest plants, those which have had experience with the process for years, it occasionally is necessary to make over a cylinder. But we are over the early stages now, and can tell with fair certainty what our results will be. I think we are producing a rotogravure section that compares favorably with the best in the country. However, we are not using the high quality of paper that some New York papers use, but at the same time our production is very satisfactory."

"We are satisfied with the results we have obtained, and they have been satisfactory, considering the conditions which prevail in Buffalo. This is a city in which it is hard to get quick results, speaking from the newspaper standpoint."

"Another point in favor of rotogravure is the way it is regarded by advertisers, especially the big ones, and department stores, whose heads think a roto-

gravure fashion page, which is a feature of our section, is a wonderful production.

POPULAR WITH ADVERTISERS.

"The fact that old established rotogravure sections now are carrying pages of advertising, some copy from advertisers who never before used a page, is greater proof of the way in which a rotogravure section is regarded by general advertisers.

"One big objection to rotogravure by newspapers that now are not in the field is the expense. There is no question whatever that rotogravure production is very costly, and that a section devoted to it will add considerably to the cost of issuing a Sunday paper. But like all good things, it is high, and in this case it is higher than usual.

"And, then, rotogravure is something that a newspaper may be proud of. It adds to the prestige and standing of a paper, as witness the example of the New York Times."

Press Club Elects

The annual meeting and election of officers of the Baltimore Press was held last Saturday. The election resulted as follows: President, G. Franklin Wisner; vice-president, Walter R. Hough; secretary, W. Oscar Anderson, jr.; financial secretary, James F. Hayward; treasurer, Edward H. Pfund; board of governors, George W. Worsham, jr., Leslie Rawls, Howard S. Biscoe. G. Franklin Wisner, Walter R. Hough, W. Oscar Anderson, jr., James F. Hayward, Edward H. Pfund, and Norman Clark.

Ohio Newspaper Women Meet

At the annual meeting of the Ohio Newspaper Women's Association, held recently at Columbus, Miss Pearl Helfrich, of Bowling Green, was chosen president. Other officers chosen were Mrs. Mary Wilson, Lebanon, secretary; Miss Henrietta Granel, Cleveland, vice-president; Mrs. A. Fitch, Cincinnati, treasurer. Mrs. J. W. Freeland, former president, was elected honorary president for life.

Earl Loses Libel Suit

A verdict for the defendant has been given in the suit of Edwin T. Earl, owner of the Los Angeles Express and Tribune, against the Los Angeles Record. Mr. Earl brought an action for \$150,000, alleging libel in an article published in the Record declaring that he was the political "boss" of Los Angeles.

A Good Plan to Copy

Members of the Grand Rapids (Mich.) Press editorial staff have organized a permanent fund maintained by a small percentage contribution from each week's salary with which to back up six of their number in various branches of the service. Their first donation will be Christmas gifts.

California Editors Meet.

The California Press Association is meeting in San Francisco to-day. Advertising rates, cost findings, news print paper, church advertising, food control, and the curbing of free publicity agents are among the topics on the programme for discussion by the publishers.

Splendid Denver Record

The Denver Publishing Company, publishers of the Rocky Mountain News and the Denver Times, has thirty stars on its service flag. Samuel S. Sherman, general manager, believes "that no newspaper of its size in the United States can show such a record."

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

A Striking Example of Southern Enterprise



NEW HOME OF BIRMINGHAM NEWS—VICTOR H. HANSEN, Publisher

ON OCTOBER 3 The Birmingham News opened its new building to the public. Fifteen thousand visitors passed through it that day.

In the composing room the center of attraction was a new battery of three Model 9 Linotypes for the ad alley and five Model 18 and one Model 19 for news and classified.

Performance without parallel inspired this order for modern Linotypes.

For genuine merit there could have been no test more reasonable, more just, more fair.

Let us submit the figures for modernizing your plant. You incur no obligation.

Mergenthaler Linotype Co.

Tribune Building, New York

Chicago

San Francisco

New Orleans

Toronto

WAR DEPARTMENT TO STANDARDIZE DISTRIBUTION AT CAMPS

Conference Between Circulators and Officials at Philadelphia Results in Formulating Tentative Plans for Uniform System of Handling Newspapers for Soldiers.

THE conference, originally scheduled for Washington, between circulation managers of daily newspapers and representatives of the Commission on Training Camp Activities, was held at the North American Building, Philadelphia, Wednesday. During the meeting it developed that the War Department was desirous of establishing a ruling that would govern the distribution of newspapers at all camps and cantonments on a uniform basis, and enable soldiers to get their desired papers at the earliest possible time. The post exchange officers, it was stated, labored under the difficulty of getting proper civilian help, and often have placed the contract for handling the papers with individuals who have not met the responsibility properly.

Sale price was also under discussion, and the advertised price was set forth as the one to be adopted, not allowing the soldier boys to be held up.

Reviewing the conditions as existing, it was made plain that the most expeditious method of clearing the situation would be through the post exchanges handling the circulation on the same basis as a wholesale agent, receiving the lowest wholesale rate and receiving all the profits earned. To facilitate matters, it was thought advisable to have but two deliveries a day to the post exchanges, morning and night. This would place all under the same conditions, and the papers would then be placed on sale at the time the soldiers would prefer. To avoid difficulty in keeping accounts with newspapers, a uniform system of billing was suggested, which would enable post exchange officials to keep track of sales with a minimum amount of work.

NO FAVORITISM IN DISPLAYING PAPERS.

The problem of display at post exchanges was easily disposed of, as it was the unanimous opinion that papers having the largest sales should have equal display privileges.

As to the matter of transportation, it was deemed best for all concerned to ship as inside mail, relying on coöperation from the post authorities in getting papers to the soldiers as early as possible. It is conceded that prompt and efficient service to the soldier was essential, as he depends on his home paper for news of personal interest to him, and it should be the duty of both the newspaper and the Commission to see that it reaches him promptly.

The following resolutions have been forwarded to the various Circulation Managers' Associations for endorsement, and will be presented to the Secretary of War for consideration:

RECOMMENDATIONS TO WAR DEPARTMENT.

At a conference held at Philadelphia, December 5, 1917, between Major R. H. Kimball, Commissioner on Training Camp Activities, and various circulation managers of daily newspapers, in which the leading sectional associations of circulation managers in the United States were officially represented, the following recommendations were adopted, for submission to the Secretary of War, relating to the sale and

distribution of newspapers at training camps and cantonments:

(1.) That at all camps and cantonments newspapers should be sold at the advertised prices, thus preventing the soldiers from being made the victims of petty extortions.

(2.) That a uniform system of monthly statements should be adopted, through the use of a form to be worked out from suggestions of the Audit Bureau of Circulations and the American Newspaper Publishers' Association, the purpose being to standardize the keeping of accounts and records at the post exchanges.

(3.) That all newspapers of same class should have equal representation and display on the stands whenever possible.

(4.) That newspapers be forwarded to all post exchanges by inside mail.

(5.) That, to facilitate distribution, post exchanges should arrange for two deliveries a way, at a stated hour, morning and evening, at all camps and cantonments.

THOSE IN ATTENDANCE.

Those attending the conference were: Major Richard Huntington Kimball, Commissioner on Training Camp Activities; Edward W. Coffin, Assistant Director of Publicity, Training Camp Activities; A. E. MacKinnon, circulation director, Philadelphia North American; Frank A. Clark, circulation manager, Philadelphia Public Ledger; J. M. Annenburg, Schenectady Union-Star; William Henry, New York American, representing the New York State Circulation Managers' Association; A. R. Michener, Harrisburg Telegraph; M. E. Zepp, Washington Times, representing the Interstate Circulation Managers' Association, and Edward Gans, of THE EDITOR AND PUBLISHER, New York, representing the Ohio State, Illinois, and the New England Circulation Managers' Associations.

Canadian Paper Companies Healthy

MONTREAL, December 3.—It is evident that the pulp and paper companies in Canada are not nearing liquidation, if their subscriptions to the Victory Loan can be taken as a criterion. The Riordon Pulp & Paper Company, and the Laurentide Company, Ltd., have each subscribed a million dollars to the Victory Loan, while Price Bros. subscribed \$250,000. Other paper companies made large subscriptions.

Philadelphia Newspapers

Sworn circulation statements made by each Philadelphia newspaper to the United States Post Office Department for the six months ending October 1, 1917:

Evening Bulletin	363,115
Inquirer	179,277
North American	145,641
Record	123,249
Public Ledger	104,778
Evening Ledger	98,418
Press	38,911
Evening Telegraph	27,400

The Evening Bulletin
PHILADELPHIA

OF INTEREST TO CIRCULATORS

Frank Howard Whittaker, circulation manager of the Jackson (Mich.) Patriot, was married November 28 at Jackson to Miss Christine Doris Oliver.

No boys or girls under fourteen years of age will be allowed to sell newspapers on the streets of Atlanta, according to the terms of the ordinance which has become effective. After certain hours of the night they must be sixteen years or over to sell their papers. All newsboys or girls must wear a badge which will be issued by the Chief of Police, after investigation of their ages, etc., has been made.

Agents Hold Closed Meeting

A closed meeting of the Western board of the American Association of Advertising Agencies was held at the Hotel La Salle, Chicago, Saturday, December 1, to discuss methods to secure closer coöperation between the A. N. P. A. and the agencies. James O'Shaughnessy, executive secretary of the A. A. A. was in Chicago and spoke at the gathering.

You do not stand still—you move all the time. See that you are moving in the right direction.

JAMES REILLY DEAD

Was Managing Editor of Wall Street Journal.

James Reilly, managing editor of the Wall Street Journal, died Tuesday night in a hospital in Paterson, N. J. He was taken ill in his home in Ridgewood on Thanksgiving Day.

He was alone when seized with vertigo. While making his way to a telephone to summon aid he fell down stairs. His back rested against a steam radiator after he became unconscious. It was not until Sunday morning that his plight became known.

News Values

In an industrial town of about 14,000 inhabitants, we are quite free from air raids, yet I find this news is the best seller. A new British offensive hardly sells a couple of dozen extra copies. A naval "scrap" or battle is my next best seller.—[F. R. S., the Newspaper World, London.

Installing New Press

The Pottsville (Pa.) Journal is installing a new Goss high-speed twenty-four-page perfecting press. The entire mechanical plant is being improved with new equipment.

The Baltimore News

Net Sunday Circulation

is now averaging

Over 99,000

Sunday Dec. 2,	-	99,361	net
" Nov. 25,	-	95,817	"
" " 18,	-	101,217	"
" " 11,	-	102,001	"
" " 4,	-	99,302	"
" Oct. 28,	-	101,206	"

THE SUNDAY NEWS with 92,000 to 95,000 LOCAL circulation in Baltimore City and immediate suburbs, is now going into from 15,000 to 25,000 more BALTIMORE HOMES than either one of the Sunday morning newspapers.

THE NEWS is succeeding on Sunday, as it is every other day of the week because it is fulfilling the first function of a newspaper—IT IS PRINTING THE NEWS, accurate news, and the very latest news WHILE IT IS STILL FRESH!

Don't you want your advertising in such a newspaper?

The net circulation gain of the NEWS on Sunday, December 2nd, over the same Sunday one year ago, was 31,943—the gain of the last or 2 o'clock edition over the one edition published last year was 9,603.

By error the average net figure for November appeared in last week's advertisement as over 100,000. This should have been 98,931

Surely you want your advertising in such a growing paper

For Better Business In Baltimore Concentrate In

The Baltimore News

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

WESTERN NEWSPAPER UNION CHANGES

E. W. Julian, Former Manager of New York Office, Appointed Assistant General Manager with Headquarters in Omaha.

E. W. Julian, formerly manager of the New York office of the Western Newspaper Union, has been appointed assistant general manager, with headquarters at Omaha, Neb., where the general offices of the company are located. Edward C. Johnston has been



E. W. JULIAN.

transferred from the management of the Detroit office and succeeds Mr. Julian in New York.

The vastly increased business of the Western Newspaper Union by reason of the recent purchase of the plate and mat business of the American Press Association, so multiplied the duties and responsibilities of H. H. Fish, vice-



EDWARD C. JOHNSTON.

president and general manager, that it was necessary for him to arrange to shift some of his tasks. For the important post as his assistant the selection fell upon Mr. Julian, who has had a long and varied experience in the activities of the company. For the present Mr. Julian will remain in New York.

Ernest W. Julian is a native of Indiana, but a product of the country newspaper office of western Nebraska. He learned the printers' trade in the office of the Dawes County Journal at Chadron, Neb., and later owned and

edited that paper. Answering the call to wider fields, he worked for two years as a reporter on the Omaha Bee. His early training gave him a well-rounded course and practical experience in every phase of newspaper work—both country and city. His understanding of and sympathy with the problems of both country and city publisher, resultant from that early experience, have contributed largely to his subsequent successes.

In 1900 Mr. Julian joined the forces of the Western Newspaper Union. Then followed a wide and varied experience in every department of the extensive activities of his company. A wide acquaintance with publishers in many States was the result of his work as traveling representative of the Omaha, Lincoln, and Chicago offices. In 1904 he was appointed manager of the Lincoln branch, in 1908 manager of the Oklahoma City branch, in 1916 manager of the New York branch, and this latest promotion to the responsible and important position of assistant general manager finds Mr. Julian admirably equipped because of the extensive and intensive training he has enjoyed.

Seven years ago, after graduating from the academic and law departments of the University of Nebraska, studying a year at Harvard, and finishing up his education with a six months' tour of Europe, Edward C. Johnston donned overalls and jumper and went to work in the Oklahoma City office of the Western Newspaper Union. He learned the business from the bottom up. He went through every department in the local branches at Oklahoma City and Sioux City. In 1914 he was promoted to the management of the Little Rock office, and in 1916 was transferred to Detroit. His selection to command one of the biggest and most important branches of the Western Newspaper Union is in recognition of exceptional ability and proved worth.

W. E. Lowes Promoted

W. E. Lowes, assistant general passenger agent and director of advertising for the Baltimore & Ohio Railroad system, has been named general passenger agent of the system and will continue to direct the advertising of the company.

NEWSPAPER AD FIELD

W. Wesley Knorpp, for the past seven years advertising manager of the San Diego (Cal.) Evening Tribune, has been appointed assistant business manager of the Arizona Republican, Phoenix.

Brent W. Cahoon has joined the advertising staff of the Cheyenne (Wyo.) Daily State Leader.

James B. True, Jr., of the Chicago Tribune, has been transferred to the New York office. He was formerly in charge of the merchandising service department, and in the East will become a member of the selling staff. He succeeds J. Evans Hessey, who has resigned to join the British aviation service.

L. A. Webster, formerly advertising manager of the Omaha World-Herald, has joined the advertising department of the Milwaukee Journal. He was for several years with the Chicago office of O'Mara & Ormsbee, special representatives.

Some State, Is New Jersey —Has Become A Dominant Industrial Factor

With great steel and wire mills, big automobile plants, new ship-building yards, giant thread and silk mills, chemical plants producing \$50,000,000 worth of materials, woolen mills turning out \$42,000,000 worth of goods, electrical appliance concerns with an output of \$23,000,000, jewelry manufactures aggregating \$11,000,000 in value, and a hundred and one other industries doing similar stunts, New Jersey must be regarded not only as "America's playground, not only a place of suburban homes, but a pulsing, throbbing, enterprising money-making state, the inhabitants of which are keenly intent on sending it forward, and who are interested in every phase of its development and prosperity.

Naturally these folk support, and religiously read, the *home papers*. They are indispensable—even where the big city papers invade—and the *home papers* must be used by any advertiser who wants to *cover* the Jersey field.

These Enterprising Papers Are On The Job In Jersey

Paper	Circulation	Rate 5,000 lines	Paper	Circulation	Rate 5,000 lines
Asbury Park Press (E)	7,336	.0207	Passaic Herald (E)	5,680	.015
Atlantic City Press (M)			Passaic News (E)	7,256	.0215
Union (E)	14,343	.0350	Paterson Press Guardian (E)	13,953	.03
Camden Courier (E)	11,434	.025	Paterson Sunday Chronicle (S)	8,534	.03
Elizabeth Journal (E)	14,909	.0318	Perth Amboy Evening News (E)	7,000	.018
Hackensack Record	5,426	.0178	Plainfield Courier News (E)	7,280	.0215
Newark Sunday Call (S)	44,795	.14	Union Hill (Weehawken)		
Newark Star Eagle (E)	51,213	.10	Hudson-Dispatch	14,000	.02

PRESS ASSOCIATION IN BANKRUPTCY

American Press Association, West Virginia Corporation, Subsidiary of New York Corporation, Files Petition in Bankruptcy.

A voluntary petition in bankruptcy was filed Monday in the Federal District Court, New York, by the American Press Association, a West Virginia corporation, and a subsidiary of the American Press Association of New York, organized under the laws of this State. The principal claims against the West Virginia concern are James Farjeon, \$1,094,677; Leon M. Medem, \$37,000, and Albert Jones, \$10,000. The petition states that at a special meeting of the directors of the company, held at 225 West 39th Street, on November 26, resolutions were adopted directing the officers of the company to file a petition, and to ask for the appointment of a receiver to take over the Association's affairs.

Charles A. Brodek, 44 Cedar Street, attorney for the American Press Association, made the following statement:

"The concern that went into bankruptcy is a West Virginia company, formed in 1906, and is not to be confused with the larger and much older company, the American Press Association of New York, organized under the laws of New York State, whose offices are in the same building. I may say that the West Virginia company was, in a sense, a subsidiary of the large New York company, and the judgment for \$1,094,677 recovered by Farjeon was on a claim of the American Press Association, the New York corporation, assigned to Mr. Farjeon.

"Eliminating a New York damage suit in which a nominal claim for about \$37,000 is made, the bankrupt company's liabilities, other than its debt to the American Press Association of New York, is approximately between \$7,000 and \$8,000, so that practically the entire loss in this failure is borne by the New York corporation, which is perfectly able to meet it without the slightest impairment of its financial standing and responsibility."

The American Press Association of New York was established in the early '80's and serves some 10,000 to 12,000 country newspapers, according to Mr. Brodek.

FORD SUIT AGAIN IN COURT

Chicago Tribune Asks That \$1,000,000 Libel Suit Be Dismissed.

The Chicago Tribune's motion to dismiss the \$1,000,000 libel suit brought against it by Henry Ford was argued in Wayne County Circuit Court in Detroit November 28. The Tribune's attorneys argued that the making of Solomon Brothers, news agents, co-defendants in the suit did not bring the case within the jurisdiction of the Michigan courts, inasmuch as Solomon Brothers constituted only a travelling representative in the State, and not a permanent representative.

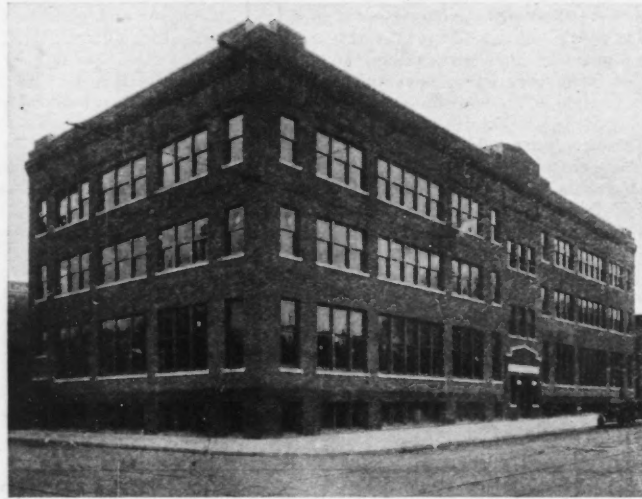
Mr. Ford, who appeared on the stand, said he knew nothing of the reasons for seeking trial of the case in Michigan by making the news agents co-defendants, as he had left all details to his attorneys.

The Circuit Court will consider the evidence submitted and rule on the question of jurisdiction soon.

News Bureau Does Bit

The Tri-State News Bureau, of Pittsburgh, is flying a service flag with eleven stars.

MINNEAPOLIS DAILY NEWS JUSTLY PROUD OF FINE NEW, WELL-EQUIPPED HOME



NEW HOME OF THE MINNEAPOLIS DAILY NEWS.

THE Minneapolis Daily News is justly proud of its new home at Sixth Street and Fourth Avenue, South. The building was begun March 3, 1917, and was first occupied November 19. It is three stories high above the basement and is built along modern fireproof lines. The architecture is simple and of modern American business style, with the treatment suggestive of the purpose for which it is to be used. The exterior is of light colored tapestry brick, with trimmings of dark brick and limestone. The name of the building is inscribed on a large stone tablet above the entrance on Fourth Avenue.

The building is entirely fireproof, including steel window sash, except in the walls facing the open street, and is equipped with an automatic, dry-pipe, sprinkler system, of the latest and most effective pattern. In the mechanical section of the building the wainscoting is of glazed brick. The floors in the main lobby and main staircase are of terrazzo with a marble base, in part of the pressroom and in the toilet rooms of cement, and in the rest of the building of maple.

The mechanical rooms of the building are equipped with every modern appliance that can add to the rapid operation of the plant, including cranes, elevators and trucks for handling the huge rolls of paper, specially designed lifts, chutes and tables for the handling of copy forms and plates, and the most effective modern devices for handling the papers as they come from the press, delivering the bundles and sacks to the mailing platform.

The building has 157 feet, 4 inches frontage on Fourth Avenue, and 66 feet frontage on Sixth Street. The building contains 42,000 feet of floor space.

One of the features of the building is a room for the society editor and women reporters.

The new press installed by the Daily News is a Goss straight-line high-speed, low construction, 7-unit press, which can be run as one machine, using all or any number of the units, or which can be separated and operated separately in sextuple or octuple groups. The sextuple portion of it is for black printing only and when run independently has a capacity of 72,000 papers an hour. It will produce papers from four to 48 pages and will deliver them folded to either half or quarter page size.

The octuple part of the press is in four units and is equipped for printing black only on both sides of four sheets of paper. In addition it is equipped with four extra color printing ink fountains, so that when desired this section of the press can be utilized for printing any combination of colors. This portion of the press has a capacity of 72,000 an hour and will deliver newspapers of from four to 64 pages folded in half or quarter page sizes.

These presses, when operated at full capacity, require seven rolls of paper, each 72 inches wide, weighing a ton each. All of them running simultaneously at the press speed of 72,000 papers an hour. When the press is in operation there passes through it a strip of paper approximately a mile and three-fourths in length. It is so constructed that each unit is supplied with two rolls of paper in position ready to run, so that as one roll is exhausted, the other can be started by bringing the press to slow speed and pasting the lead end of the new roll on the tail end of the exhausted roll, the exhausted rolls being replenished while the press is running.

The press carries, in running position, 14 rolls of paper, each weighing approximately a ton. To fully equip this press an entire carload of paper is required.

Cement Era Co. Sold

The International Trade Press, Inc., Chicago, announces the purchase of the Cement Era Publishing Company, including its monthly publication, the Cement Era and several trade directories and annuals. The Cement Era has been consolidated with the Cement World and International Trade, both published by the International Trade Press, Inc., and the new publication is known as the Engineering and Cement World.

Noteworthy Advertisement

During the Victory bond campaign in Canada, the Vancouver (B. C.) World donated a page advertisement which consisted of a three-column cartoon, with the caption, "These Counted Not Their Lives Dear, Buy Bonds—There's a Reason," entirely surrounded by casualty lists. The appeal was much more impressive than any use of display type could produce, and called forth much favorable comment.

Philadelphia

Is

a

Morning

Newspaper

City

NATIONAL ADVISORY BOARD SUBMITS BOND ADVERTISING REPORT

William H. Rankin, Vice-Chairman, Contrasts Enormous Waste Which Marked the Two Campaigns, with Conservation Spirit Preached so Widely by Those Directing the War.

HOW the great drum fire of advertising swept the country and made possible the success of the second Liberty Loan has now been made public by the National Advertising Board of the Associated Advertising Clubs of the World through its vice-chairman, William H. Rankin.

When the banks and bond salesmen went over the top at the beginning of the second campaign, the "Liberty Loan Idea" and the desirability of Government bonds as an investment was so firmly fixed in the minds of the people of the United States that twice as many bought certificates of the second issue as did of the first.

It is now a matter of history how, in answer to personal, telegraphic, and letter requests from newspapers in all parts of the country, 1,105 page newspaper advertisement mats were mailed from Chicago, 495 from New York, and 500 were furnished at the request of the foreign-language department at Washington. Copy for 3,000 additional advertisements was also furnished.

COSTS OF ADVERTISING.

The report shows that the costs of advertising in some of the cities per \$100 bonds sold, were as follows: Muncie, Ind., 2.4 cents; Chicago, 2.7 cents; Saginaw, Mich., 2.7 cents; Davenport, Ia., 2.9 cents; Utica, N. Y., 3.9 cents; Clinton, Ia., 5.4 cents; Adrian, Mich., 5.5 cents, and Columbus, O., 6.8 cents.

The success of the "Chicago plan of advertising," which has received high praise from the Government, is demonstrated by reports from Washington, D. C., where the N. A. B. furnished the newspapers with twenty-five full-page mats. The Washington Star, on November 2, showed their complete campaign. Through an expenditure of \$15,000, they exceeded their maximum quota (\$20,000,000) and sold \$23,000,000 worth of Liberty Bonds, to 84,388 people, at a cost of 65-1,000th of 1 per cent. in advertising.

In Chicago, the report declares, \$177,000,000 were sold to 239,500 people, at an advertising cost of 27-1,000th of 1 per cent., 2.7 per \$100 bond sold. More than one-fifth of the total subscribers to the Liberty Loan were from the Chicago district; 1,950,000 out of a total of 9,500,000. This includes twelve Federal Reserve districts.

WHAT THE RESULTS PROVE.

Results prove, therefore, that less than 5 cents per \$100 Liberty bond in any given community is sufficient for a localized advertising campaign—and 10 cents for every \$100 bond to be sold would give the Government an advertising campaign, both local and national, that would help sell bonds to 25,000,000 people.

Attention is called to the fact that \$2,000,000 to \$3,000,000 spent in advertising by patriotic business men on Liberty bonds created a good-will trademark value to the Government of at least that amount for the name "Liberty" in connection with the bonds, that is an asset to the Government which they can cash in on in future bond issues—even to a greater extent than in the first two campaigns. It is also interesting to note that this campaign did not cost the Government one cent.

Included in the report made by Mr. Rankin is the following:

"The National Advertising Board, through its district chairman and the newspaper men, made it possible for the Chicago plan of newspaper advertising to be successfully used from the Atlantic to the Pacific.

"Out of the great mass of Liberty Loan advertising three facts stand in bold relief:

ENORMOUS WASTE REVEALED.

"(1.) While the advertising for the first and second Liberty Loan will stand for all time as a memorial to the patriotism and loyalty of American business men, advertising, and newspaper men, it at the same time reveals an enormous waste in energy and manpower which is in striking contrast to the spirit of conservation preached so widely and so wisely by those who are directing us in our preparations to win the war. There is no doubt that if the same total amount of money that was spent by the various local committees had been spent in one great centralized campaign, its extent and effectiveness could have been increased 200 to 300 per cent. Comparison of the Chicago and New York campaigns proves this.

"(2.) The Chicago campaign thoroughly demonstrated the fact that an effective advertising campaign for the Liberty Loan, completely covering the newspaper field, can be run at a cost so low that it will be well within the appropriation by Congress, and removes the argument that the Government cannot advertise the Liberty Loan on account of the excessive cost of going into all the newspapers. As shown, all the newspapers in Chicago were used and the cost was only 2.7 cents per \$100 bonds sold.

"(3.) Advertising is needed most for the future in the smaller towns and in the farming communities.

LESS THAN \$3,000,000 NEEDED.

"With an appropriation of from \$2,500,000 to \$3,000,000 every newspaper in the United States could be used adequately. Not only would the people of the United States be educated to buy Liberty Bonds, but they would also be thoroughly sold on the purposes of the war.

"From reports received, and also the experience of district chairmen of the National Advertising Board in twelve Federal Reserve districts, we may confidently say Liberty Bonds can be sold at a less total expense with advertising than without.

"That is to say, if each Federal Reserve district was allowed, say, one-tenth of one per cent. for expenses, Chicago, for instance, would have had \$177,361 for expenses to sell what we did sell—\$177,361,000. We actually spent \$62,621 (or 27-1000 of one per cent.), in Chicago, which would have left \$114,740 for other expenses. However, Chicago business men and bankers cheerfully paid the advertising bill for the Government, because they knew it was necessary."



When Winter Comes WISCONSIN Is The Ideal State To Cultivate With Newspaper Advertising

The product of the farms, the dairies and the mines has been turned into cash. The days are short, the nights long, and the population well paid, well to do, highly literate, steady and safe, READS.

And Wisconsin people are intensely loyal to their own state. They are proud of it. They patronize their home papers in preference to those of the large centers nearby, more than do the inhabitants of any other state located near such centers, as New York, Chicago, Boston, etc.

If You Want To Reach Wisconsin People You've Got To Use Wisconsin Newspapers

There should be no doubt in your mind about having Wisconsin on your list of states. If you haven't distributed—get it. You're missing something if you don't. Wisconsin papers will help you get it. And they will move your goods off the shelves or the floor quicker than by any other known method.

Wisconsin has had an exceptionally prosperous year and offers a market second to none in the country. The best way to reach that market is through this list of strong newspapers.

	Circulation	Rate for 5,000 lines
Beloit News (E)	* 6,000	.02
Eau Claire Leader-Telegram (M&E&S)	*† 8,282	.0286
Fond du Lac Commonwealth (E)	*† 5,106	.0143
Green Bay Press Gazette (E)	* 9,261	.02
Janesville Gazette (E)	*† 7,373	.0214
La Crosse Tribune-Leader Press (E & S)	*† 14,324	.025
Madison, Wisconsin, State Journal (E)	* 13,385	.03
Madison, Wisconsin, State Journal (S)	* 10,199	.03
Milwaukee Evening Wisconsin (E)	* 36,896	.06
Milwaukee Journal (E)	* 110,964	.12
Milwaukee Journal (S)	* 97,349	.12
Milwaukee Leader (E)	* 36,843	.07
Milwaukee Sentinel (M&E)	* 49,665	.08
Milwaukee Sentinel (S)	* 51,677	.11
Oshkosh Northwestern (E)	*† 13,277	.03
Racine Journal News (E)	*† 7,219	.02143
Racine Times-Call (E)	* 6,050	.0150
Sheboygan Press (E)	*† 5,497	.0143
Superior Telegram (E)	* 14,254	.03

* A. B. C. Statement April, 1917.
† Commercial survey of city sent on request.

EDITORIAL

THE SMITH RESOLUTION

THE news print agreement entered into last week, through which manufacturers who dominate the industry concede the vital point of Federal control of maximum prices, and through which relief is to come from panicky conditions, does not obviate the need of Congressional action.

The Smith resolution, now pending, should be passed. It is on the Senate calendar, and may be called up for consideration at any time. Senator Smith is said to be holding conferences now with officials of the Federal Trade Commission, in an endeavor to ascertain how the enactment of the Federal Control bill would affect the status of the new agreement, and whether it is believed that a proper measure of relief is to be expected without Congressional action.

It is the view of those best informed as to conditions that the Congress should enact the Smith resolution. The New York agreement is a commercial treaty, to which the Government is a party, and for the enforcement of whose terms the Department of Justice is armed with conceded power. But the parties to the agreement do not represent the whole news print industry, nor is it possible to enforce the agreement upon others than those who have signed it.

The Smith resolution would place the entire matter under the control of the Federal Trade Commission, whose authority would not then be open to debate. It would be a simple matter to have a provision made for a News Print Controller, to act for and with the Trade Commission, and to be clothed with powers similar to those vested in the controllers of food and fuel. This has been done in Canada; and, as the news print industry on this continent is thoroughly internationalized, and as we must secure concert of purpose and action with our neighbor-nation, we might profitably adopt the Canadian plan of a controller, with defined and ample authority.

If the New York Agreement is a good thing—a big forward step toward the restoration of a normal market, as is admitted by nearly all publishers who have studied the situation—then it is advisable, and highly important, that the principle of Federal control embodied in that agreement should be made universally applicable; that the legal basis for it should be unquestioned and that confusion as to the status of the whole matter should be ended. The Smith resolution, amended to provide for a News Print Controller, will accomplish these things.

THE EDITOR AND PUBLISHER is informed that Senator Smith, author of the bill and chairman of the Senate Committee on Printing, is anxious to have the views of publishers as to the need, under present conditions, for prompt action on his resolution. He believes, it is said, that the measure will pass the Senate if pressed to a vote. Publishers should urge action.

IN THE FOGS AND CLOUDS

HAROLD BELL WRIGHT, author of "The Eyes of the World," is quoted as saying: "To attempt to gain anything like a clear view of the world's activities through the fogs of prejudice and the clouds of self-interest that hang always about the local newspaper is a hopeless task."

Yet a majority of the world's peoples succeed in getting a clear view of passing events through the "fogs" and "clouds" which encompass the newspapers. Mr. Bell's indictment would outlaw the newspapers. If true, it would follow that they serve only to befuddle, to mislead, not to inform and instruct. If Mr. Bell is right, newspapers are not merely non-essential, but a menace.

THE EDITOR AND PUBLISHER is not inclined to comment at any length upon an expression of opinion which would have been considered foolish and out of date even a hundred years ago. The question arises, however, as to how much of this particular author's prosperity is due to generous reviews of his books in the columns of these same newspapers—how far they have helped him, from their places in the fogs and clouds, to secure a reader-following?

THE brave man carves out his fortune, and every man is the son of his own works.—Cervantes.

"INVESTED CAPITAL"

IT would appear that the Excess Profits provision of the War Revenue act, unless it shall be revised, will bear with special hardship on newspapers. For it is permitted that only 20 per cent. of the total capital stock of a corporation shall be estimated as covering all intangible assets, such as franchises, trade-marks or brands, and good-will.

As pointed out by Louis T. Golding, in a communication to THE EDITOR AND PUBLISHER, the intangible assets of a newspaper are of far greater value than its physical assets. Yet, in determining "invested capital," for the purpose of computing profits, these factors of enduring value are held to total but one-fifth of the capital investment.

Every day of the year a newspaper adds materially to its capital investment in the asset of good-will—spends money from which no immediate commercial return is anticipated, but which does add to the prestige, to the institutional value of the property as a whole. Every campaign of public service—and these things cost money—strengthens the asset-value of THE NAME OF THE PAPER.

Expert appraisers of newspaper properties have always placed a high valuation on good-will—and rightly, for it is an asset whose creation has demanded continuous investment, and without which a newspaper would be merely a printing office. Often a newspaper which does not earn actual dividends is sold at a price based upon its intangible asset-value, this far outweighing its investment in equipment.

The limitation placed upon the valuation of intangible assets, in estimating invested capital, should be revised by the Congress. Newspapers should be permitted to include under this head a reasonable appraisal of good-will, such an appraisal, for example, as would be made in fixing the taxable value of a newspaper property in the process of levying inheritance taxes.

THAT the first function of advertising is to inform is well illustrated through a recent instance in Philadelphia. The local branch of the Packard Motor Company used attractive display space in the Evening Bulletin, advertising the Packard Trucks, and announcing that "immediate delivery can be had on a number of these." The ad served to remind officials of the Pennsylvania Warehousing and Safe Deposit Company that they could use an additional supply of Packard Trucks of large capacity; and, to use the words of Mr. Levering, the treasurer of the corporation, "informed us that the trucks were ready for delivery, of which fact we were not aware." Within a few hours after the ad appeared in the Bulletin, Mr. Levering had purchased four six-ton trucks, all that the Packard Company had on hand at the time. Thus advertising, carrying INFORMATION—in this instance of great news value—serves both seller and buyer. In this instance, too, is illustrated the superiority of newspaper over periodical or magazine advertising. The message of the Packard Company was a news message, so it was placed in a newspaper. The result desired was achieved overnight.

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

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

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S. S. CARVALHO.

THE big news of the week in the newspaper world is the resignation of S. S. Carvalho from the general management of the Hearst organization. To a majority of newspaper men, Mr. Carvalho has always seemed to be a man of mystery. In the long years of arduous work through which he has passed, and which have left him with an abundance of spirit of youth, with enthusiasms undiminished and the capacity for great and sustained effort unimpaired, he has lived in his work and found his pleasures in these gray, exalting tasks which repel most men.

His aloofness from the social phases of newspaper life, his concentration on serious things, his absorbing passion for achievement, his intolerance of palterers—these things have contributed toward building about him a structure of mystery and conjecture.

Yet, to his friends and intimates, S. S. Carvalho has always been known as the simplest and kindest of men, eager to reward good work, full of enthusiasm for a new idea, interested in the aspirations of those about him, devoted to his home life, and loyal to the core to the interests entrusted to him.

When Mr. Carvalho joined Mr. Hearst's forces he brought to that organization what was greatly needed in those early days—a constructive and organizing mind, with the ability to coordinate all of the diverse elements in the big organization, and to make of the whole a smoothly working machine. He eliminated waste, eliminated duplication of effort and aided Mr. Hearst in the building of an enterprise whose vastness is hardly realized even by his fellow-publishers.

HENRY CLAY TERRY is dead. For forty years he had been a reporter on the New York newspapers. For twenty years past, up to the night before his death, he had been with the New York American. The "Deacon," as he was affectionately called, never violated a confidence. He knew New York perhaps more intimately than any other man. He knew particularly well the sources of news in the big city. Of the Police Department, of its dominant men across a period of two-score years, he knew the history, traditions, policies, motives, and performances. Crooked police officials feared him, honest ones sought his counsel about their problems. His newspaper-sense solved scores of criminal mysteries. He was a man of whimsical turn, passionately fond of practical jokes. Every man who has ever known him will be able to relate anecdotes illustrating his eccentricities, his sterling qualities, his daring, his relentless way of dealing with those who sought to have a little fun at his expense. It has been said of him that "he was always comforting the afflicted and afflicting the comfortable." He always balanced accounts—but gave more than he received. This was equally true of his service to newspapers, of his relations with people in private and public life. He will be remembered long as the best all 'round news reporter of his time.

ON December 11, 1916, Henry Branson Varner, editor of the Lexington (N. C.) Dispatch, filed with Attorney-General Gregory a complaint and evidence against the illegal practices of the leading news print manufacturers. This was the first real shot fired in the battle which closed recently in a New York Federal Court with the fining of some indicted manufacturers and the adoption of an agreement for Federal control of prices. Mr. Varner is not the publisher of a powerful metropolitan newspaper, but of a country paper. Having waited for other men to take the initiative, and seeing no evidence that they were going to do so, Mr. Varner stepped into the breach and did the thing which was in all minds. He is entitled to the credit, and to the appreciation, of his brother-publishers everywhere.

POSTMASTER-GENERAL Burleson thinks the new postal law is admirable—in which view he has whatever satisfaction may be derived from standing alone.

PERSONALS

NEW YORK—Carl Dickey, rewrite man on the Times, who was recently operated on for appendicitis, returned to work Monday.

Helen Appleton Read is covering the art field for the Brooklyn Eagle. Her work has been exciting favorable comment from both artists and gallery owners.

Ray Herman, cartoonist, is a new man on the Evening World. He takes the place of Jack Callahan, who recently joined forces with the Evening Journal.

Rheta Childe Dorr, who went to Russia for the Evening Mail, has now written a book based upon her personal observation and experience. It is entitled "Inside the Russian Revolution," and has been published by the Macmillan Company.

Franklin P. Adams, formerly of the Tribune, has just issued through the Houghton Mifflin Company, a new book entitled "Among Us Mortals." It is illustrated with cartoons by W. E. Hill.

W. B. McCormick, formerly art critic of the Evening Mail and who is now on the editorial staff of the Army and Navy Journal, has been succeeded by Miss E. W. Powell.

R. F. R. Huntsman, president of the Brooklyn Standard Union, is at Cohoke, Va., "living on wild turkey, wood-cock, quail and Mallard duck, and other things which have to be shot before they are 'et.'" Mr. Huntsman will spend a month in all at the Pamunkey Hunting Club.

Frank Rogers, of the World art staff, was called this week to begin soldiering at Yaphank. Before his departure his fellow-workers presented him with a comfort kit, a sweater, a helmet, socks, and various other useful remembrances. "Frankie" was so overcome that he could not speak his thanks, but later he wrote them and posted them on the art-room bulletin board.

OTHER CITES—William B. Rugles, former sporting editor of the Galveston Daily News, won a commission as second lieutenant in the Officers' Training Camp, at Leon Springs, Tex.

Lawrence W. Collins, formerly a reporter on the Galveston News, won a commission as first lieutenant.

James H. Hale, former assistant city editor of the Dallas Morning News, won a commission as first lieutenant in the Second Officers' Training Camp, at Leon Springs.

H. D. Slater, president and editor of the El Paso Herald, was recently commissioned a captain of infantry at the conclusion of the Leon Springs (Tex.) Training Camp.

Glen Condon, managing editor of the Tulsa (Okla.) World, resigned December 1, and will sail shortly for Europe at the request of a number of business men of Tulsa. After seeing the war at close range, Mr. Condon will return to the United States and devote his full time to war work.

John F. Bolger, of the Grand Rapids (Mich.) Press, received a commission as second lieutenant at the Second Officers' Training Camp, at Fort Sheridan.

Fred W. McKechnie, manager of the Portland (Ore.) bureau of the United Press and former Portland representative of THE EDITOR AND PUBLISHER, has enlisted in the navy. He left Portland this week for the navy radio school at Mare Island, Cal.

George A. White, who was Sunday editor of the Portland Oregonian until he accepted the office of adjutant-general of the Oregon National Guard

I HAVE expended; I have given; I have kept; I have possessed; I have lost. What I formerly expended, I have; what I gave away I have.—From the "Gesta Romanorum."

three years ago, is now major-adjutant-general in the Sixty-sixth Artillery Brigade, recently encamped at Mineola, L. I.

Two Oregon newspaper men won commissions at the second officers' training camp at San Francisco. Roscoe Fawcett, sporting editor of the Portland Oregonian, is first lieutenant in the non-flying section of the Signal Corps, and James E. Montgomery, of Marshfield, formerly editor of the Hood River (Ore.) Glacier, is a first lieutenant, Signal Reserve Corps, aviation. Lieut. Montgomery has taken up his duties at Fort Vancouver.

H. S. Purser, who has been doing desk and street work in the Southwest for the last six years, has been named managing editor of the Waco (Tex.) Daily Tribune.

Thomas R. Johnston, assistant city editor of the Fort Wayne (Ind.) Journal-Gazette, has resigned to accept a position as director of publicity for the agricultural extension department of Purdue University.

Walter S. Greenough, of the Indianapolis News staff, has been appointed regimental adjutant of the First Regiment of Indiana National Guard, recently organized to replace the First Regiment that was taken into Federal service.

Stewart Olivier, late owner of the Baltimore News, which he recently resold to Frank A. Munsey, has enlisted in the Government service for ambulance duty in France.

Alfred Cowles III, formerly of the editorial staff of the Spokane Spokesman-Review, who has been spending the last two years at Colorado Springs, Col., has passed his preliminary examination for the aviation branch of the army service.

J. C. Kaynor, editor and publisher of the Ellensburg (Wash.) Record and president of the Washington Press Association, has been appointed regimental color sergeant of the second company of the Washington State Guard.

F. L. Steenrod, who has been foreman of the composing room of the St. Louis (Mo.) Star for the last sixteen months, has resigned to become managing editor of the Tulsa (Okla.) World, a morning newspaper.

John C. Roberts, jr., son of the owner of the St. Louis Star, has returned from France, where he went in June with the American Field Service.

CHICAGO—J. C. Burton, at one time feature writer for the Record-Herald, and later with the automobile department of the Tribune, has joined the reportorial staff of the Evening American.

Michael W. Strauss, a graduate of the Northwestern University, recently became a reporter for the Evening Post.

Herman G. Seely, of the reportorial staff of the Herald is receiving congratulations on his latest book, "A Son of the City," which recently appeared.

Victor Barnett, a reporter for the Evening American, who was called for the national army, has been made sergeant of infantry at Camp Grant, Rockford, Ill.

Harold W. Belcher, for the last eight months a member of the rewrite staff of the Syracuse Post-Standard, has joined the reportorial staff of the Herald.

Alfred Hauser, recently a reporter

for the Herald, has joined the staff of the Tribune and is doing general assignments.

Lieut. Walter Douglas Read, formerly of the Daily News, and now of the One Hundred and Twenty-third Canadian Infantry, is convalescing in Toronto, Canada, from wounds received in the battle of Vimy ridge and from heart trouble due to shell shock.

Opie Read, jr., son of Opie Read, author and the oldest active member of the Chicago Press Club, was made a lieutenant of infantry at the Reserve Officers' Training Camp at Fort Sheridan, Ill.

Herman G. Seely, author and reporter for the Herald, has joined the Base Ordnance Department of the army and is now at Columbus Barracks preparing to leave for France.

WASHINGTON — LaBert St. Clair, until recently of the Capital staff of the Associated Press, has been made assistant to the Director of the Liberty Loan Publicity Bureau, Oscar Price.

James D. Preston, superintendent of the Senate Press Gallery, announces that he will place a service flag in the Senate Press Gallery in honor of the fifteen members of the Gallery with the colors.

Wells Hawks, newspaper writer and publicity man for many years, has been transferred from the N. S. Navy Recruiting Bureau in New York city to the Bureau of Navigation at the Navy Department in Washington. There he will do general publicity for the service. Hawks was enrolled in the Navy last March as an assistant paymaster with the rank of lieutenant.

PROVIDENCE—Walter S. Ball, Sunday editor of the Journal, is now a staff correspondent for the Journal and Bulletin "somewhere in Europe." He is accompanying Gov. Beekman, of this State.

Percy J. Cantwell, of the Journal, is among the lieutenants recently commissioned at Plattsburgh.

James S. Nolan, editorial writer for the Evening News, has taken the place of Charles Inman as city editor.

PITTSBURGH.—R. E. Allen has succeeded Frank Kirkpatrick as city editor of the Post. Mr. Kirkpatrick is now city editor of the Oklahoma City Daily Times.

Kathryn Romanoff, society editor of the Gazette has gone to New York to become secretary to Herbert Kaufman, the well known feature writer.

M. H. Hall of the Gazette-Times is now with the Pittsburg Post.

Charles Cross has been made assistant city editor of the Post.

George M. Baker, sports cartoonist of the Post, has entered Columbia University, New York, for training as a scenic artist in the American Camouflage Unit.

ALBANY, N. Y.—Miss Irene Craigie and Miss Geraldine Murray are new members of the reportorial staff of the Knickerbocker Press. Miss Murray is a graduate of the New York State College for Teachers' Journalism course. Miss Craigie is a former member of the staff of the Catskill Times.

T. Austin Fitzpatrick, formerly of the Knickerbocker Press and Argus staffs, has joined the staff of the Syracuse Post-Standard.

Mack Alden, a former member of the Knickerbocker Press copy desk, is on the copy desk of the Syracuse Post-Standard.

OMAHA—Rolland F. Jones, former city editor of the World-Herald, was commissioned a first lieutenant at the Fort Snelling training camp.

John V. Beveredge, formerly night editor of the Associated Press here, was commissioned a second lieutenant at Fort Snelling.

C. N. Ironside, formerly of the Duluth News-Tribune, is now day telegraph editor on the Bee.

Russell Phelps, who left the Bee to enter the Fort Omaha Balloon School, is back on the Bee, and has taken the job of assistant city editor.

Visitors to New York

Col. R. O. Davies, publisher, Palm Beach (Fla.) Daily News.

George D. Kilborn, Nevada State Journal, Reno.

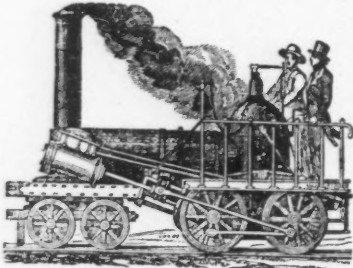
Vision, energy, and enterprise, embodied in the men who make a newspaper, assure a daily yield of "fruits after their kind."

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

STORY OF GROWTH OF AMERICAN JOURNALISM

(Continued from page 11)

was somewhat similar to having a piano in the house. But when newspapers sold for a penny a copy, they crept into the pockets of the workingman to be glanced at hastily at his noonday lunch and to be read religiously after his evening meal. Naturally, politicians bitterly opposed this new press, and did what they could to prevent it from feeding at the political crib of State and national advertising. Nevertheless, the new journalism, opposed to politics and independent in spirit, continued to thrive. It was said that in ten years it did more good by exposure of municipal



NEW YORK SUN'S EXPRESS

scandals than the older press had done in twenty. In the birth of the penny newspaper may be found the beginning of the independent press in America. The new press, when it discussed politics, did so without taking orders from Washington; it ceased to be a minor or a servant controlled by party class or personal clique. The penny press brought several changes in the manufacture and marketing of newspapers. Among these were the use of steam to turn the press and the employment of boys to sell single copies, in addition to distributing papers among regular subscribers. The greater demand for larger editions, the competition to be first in news, the better facilities for gathering items, the deeper interest taken in civic improvement, the changes in the body politic, the expansion of the country, the increase of literacy among all classes with the introduction of compulsory education—all these things brought readjustment in the printing and making of newspapers.

Possibly Samuel Topliff made the first attempt to gather news to be retailed among several newspapers. Establishing his headquarters in a "news-room" in the Coffee Exchange in Boston, he made a specialty of the reports of the market and the commercial news of Boston harbor. He kept a log-book in which captains of boats which had just arrived wrote the news they had picked up at foreign ports. This log-book was available to the Boston newspapers—for a consideration. The Boston Transcript availed itself of such an opportunity when it brought out its first issue in 1830.

PIGEONS CARRIED NEWS.

While Topliff was busy in Boston, Arunah S. Abell, of the Baltimore Sun, and D. H. Craig were busy experimenting the possibility of using pigeons to carry news. Headquarters were established in Baltimore, and here the pigeons were trained; at one time over four hundred were kept in a house on Hampstead Hill near the Maryland Hospital for the Insane. The pigeon express first ran—or, rather, flew—from Washington to Baltimore; later, Washington dispatches were carried by pigeon relays to Baltimore, Philadelphia, and New York. The headquarters at the last place was a coop on top of the Herald building. Incidentally, it may be remarked that it was not until the beginning of the twentieth century that

the Herald did away entirely with its carrier pigeons.

Other papers shared in the honor of its development, but the pony express was really started by the Sun, of Baltimore, Md. Local newspapers had supplied their customers with the President's messages as follows: They purchased supplements previously printed in Washington, but bearing the title of their papers, and then distributed them upon their arrival to readers. In December, 1838, however, the Sun hired a representative to bring with the help of "a Canadian pony as nimble as a goat, and as swift as the wind," a copy of the message to the Sun office on Light Street. Within five minutes after its arrival forty-nine compositors were hastily putting it into type, and in two hours this newspaper had the message on the streets of the city. This was the beginning of the famous pony express of the Sun. From that time forward, until the invention of the telegraph, the pony express was used to bring messages of the Presidents to Baltimore; from this point they were relayed by fresh expresses to New York and other cities. Through the help of its horses the Sun was enabled to give its readers President Harrison's Inaugural Address on the same day that it was delivered. But it was in the war with Mexico that the pony express reached its highest development. The pony express was then often spoken of in the press as the "sixty horse-power," because sixty blooded horses were used in forwarding the news. To reduce the tremendous expense incurred by the Sun, a number of northern papers, notably the New York Herald and the Philadelphia Public Ledger, cooperated in the scheme. Later, the Crescent City, of New Orleans, joined the combination, whose overland express, making the trip from New Orleans to Baltimore in six days, so often beat the Southern mail from New Orleans to Washington that the Post Office authorities started an investigation, but on finding that they were fairly beaten in the game to be first with the news, they then tried to throw all sorts of obstacles in the way of their rival news-carrier.

FEATURE STORY APPEARS.

The Mexican War not only put the news in newspapers, but it developed war correspondents who put the heart-throb into their stories. From 1845 newspapers became more human, not only in their subject-matter, but also in their mode of treatment. "The feature story" which began to make its appearance reached its height development in the stories of the "sob sisters" of the present-day journalism.

Journalism history repeated itself on the Pacific Coast. In the East presses which printed early newspapers had often done previous service on religious tracts; on the Pacific Coast the printing press was first brought either to promulgate the Catholic faith among the Spanish-speaking population, or to support the principles for which the Mormon Church stood. Later, these same presses were used to print the newspapers. Just as the colonial newspaper never forgot the arrival and departure of ships, so the early press of the Pacific Coast featured marine intelligence. Again, just as Henry Ingraham Blake, the first star reporter in American journalism, knew the name of every vessel docking at the port of Boston, so the nautical reporter on the early San Francisco paper knew every clipper ship which passed through the Golden Gate. The arrival of these fast boats in San Francisco had another

news value in that they brought news from home. These clippers were met in the harbor by rowboats, which took off the news, just as it had been done at an earlier period in Boston and New York, and then hastened to the port. Their budget of news was promptly seized at the dock and rushed to the newspaper offices, where the more important facts in an abbreviated form were put into type at the earliest possible moment.

The early American newspapers were filled with long extracts from English newspapers because the American colonists were especially interested in what England and the Continent were doing. In the same way the early papers on the Pacific Coast contained column after column of reprint from the Eastern papers for its settlers, who wanted the news from home. Pacific Coast journalism passed through the same vicious personal era as that found in the East. Quarrels between editors became frequent, and newspapers were not considered interesting unless they were lambasting some one. Often these editorial battles led to others on the field of honor, where the number of editors killed was undoubtedly larger because the Westerners shot straighter.

FAST PRESSES NEEDED.

The penny papers, with their larger editions, demanded fast presses. To meet this increased requirement Robert M. Hoe tried numerous schemes, but finally found that the way to print rapidly was to take the type from the flat bed and put it on the cylinder. This was done by making beds in the cylinder—one for each page of type. The column rules, which held the type in place, were shaped like the letter V, and thus acted as a wedge when the thin edge was pushed toward the axis of the cylinder. Around the large-type cylinder were grouped four impression cylinders, at which sheets were supplied to the press, usually by boys. The first press with type on its cylinder was made for the Philadelphia Ledger in 1846. Its capacity per hour was

about eight thousand papers printed on one side only.

When the War of the States broke out, circulation had increased so rapidly that it was impossible for either the New York Tribune or the New York Herald to meet the demand for papers, and Richard Hoe was negotiating with Greeley and Bennett for the construction of twenty-cylinder type-revolving presses to meet the situation. Meanwhile, Charles Craske, a stereotyper by the clay process, had been experimenting with the papier-maché process in an attempt to apply it to newspaper pages. His experiments were carried on in rooms provided by the New York Tribune, which had reached the point where it must have the faster presses already mentioned or set its pages in duplicate, as had been the practice of the London Times before it adopted the papier-maché process. His idea was to cast the whole page after the manner now employed, but in his experiments, covering over two years, he failed to make satisfactory progress because he attempted to cast the plates type-high. It was only when he reached the conclusion to cast a thin plate and then to compel press-builders to change the cylinder that he succeeded in overcoming his difficulty. When in August, 1861, the Tribune commenced to print from curved stereotyped plates of whole pages the newspaper as it is known to-day had arrived.

(To be continued December 22.)

The Best Known Slogan
in St. Louis



Trade Mark Registered

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

The New York Times, in November, 1917, led all New York morning and evening newspapers in advertising, publishing 3,880 columns (1,149,134 agate lines).

In 11 months of 1917 The New York Times published 11,382,578 agate lines of advertising, 921,047 lines more than in the corresponding period of 1916.

PUBLISH NEWS PRINT MILL DIRECTORY

Paper Committee of American Newspaper Publishers Association Compiles Valuable Information About News Print Industry.

A directory of news print paper mills in the United States and Canada has been published by the committee on paper of the American Newspaper Publishers Association.

Below is given an alphabetical list of the news print paper mills in the United States and Canada. The figures given are the actual average production of the several mills. A number of mills have been omitted from this list, which were included in a A. N. P. A. former list, such as the Berlin mills, Hawley mills, the Floriston mill, and a number of the International plants, which are no longer manufacturing news print. The list follows:

UNITED STATES.

Company and mill location.	Capacity per day. Tons.
Alexandria Paper Co., Alexandria, Ind.....	35
Champion Paper Co., Carthage, N. Y.....	32
Cleveland Paper Mfg. Co., Cleveland, O.....	13
Cliff Paper Co., Niagara Falls, N. Y.....	41
Consolidated W. P. & Paper Co., Grand Rapids, Wis.....	134
Crown Willamette Paper Co., West Linn., Ore., and Camas, Wash.....	374
DeGrasse Paper Co., Pyrites, N. Y.....	175
Dells Paper & Pulp Co., Eau Claire, Wis.....	34
Finch, Pruyn & Co., Inc., Glens Falls, N.Y.	110
Fitzdale Paper Co., Fitzdale, Vt.....	41
Gould Paper Co., Lyons Falls, N. Y.....	87
Grandfather Falls Co., Merrill, Wis.....	32
Great Northern Paper Co., Millinocket, Me.; Madison Me., and East Millinocket, Me.	640
Hennepin Paper Co., Little Falls, Minn.....	30
High Falls Pulp & Paper Co., Chateaugay, N. Y.....	24
Inland Empire Paper Co., Millwood, Wash.....	25
International Paper Co., Glens Falls, N. Y.; Fort Edward, N. Y.; Chisholm, Me.; Berlin, N. H.; Niagara Falls, N. Y.; Orono, Me.; Ticonderoga, N. Y.; Wilder, Vt.; Watertown, N. Y.; Palmer, N. Y., and Bellows Falls, Vt.....	1,327
Itasca Paper Co., Grand Rapids, Minn.....	28
Minnesota and Ontario Power Co., International Falls, Minn.....	236
Nekoosa-Edwards Paper Co., Port Edwards, Wis.....	33
Northwest Paper Co., Cloquet, Minn., and Brainerd, Minn.....	100
Oswego Falls Pulp & Paper Co., Fulton, N. Y.....	30
Pejepscot Paper Co., Lisbon Falls, Me., Brunswick, Me.....	126
Pettibone-Cataract Paper Co., Niagara Falls, N. Y.....	26
Remington Paper & Power Co., Norwood, N. Y.; Norfolk, N. Y., and Raymondville, N. Y.....	150
St. Croix Paper Co., Woodland, Me.....	130
St. George Pulp & Paper Co., Norwalk, Conn.....	30
St. Regis Paper Co., De Feriet, N. Y.....	145
Tugarts Paper Co., Felt Mills, N. Y.....	40
Tidewater Paper Mills Co., N. Y. City.....	100
Watab Pulp & Paper Co., Sartell, Minn.....	60
West End Paper Co., Carthage, N. Y.....	36
Wisconsin River Pulp & Paper Co., Stevens Point, Wis.....	57
Total.....	4,481

News Print Economy 'or Waste of the New York Newspaper
November, 1917, Compared with November, 1916. (In Pages)

Compiled by Jason Rogers, publisher of the New York Globe, from figures furnished by Statistical Department of New York Evening Post.

Total Pages Printed		Gain or Loss.	Total Vol. of Advtis'g		Advertising Gain or Loss.	Total Reading		Reading Gain or Loss.	
1917.	1916.		1917.	1916.		1917.	1916.		
American.....	896	848	48 gain	356	331 1/4	24 3/4 gain	540	516 3/4	23 3/4 gain
Commercial.....	256	296	40 loss	57 1/2	74 1/2	17 loss	198 1/2	221 1/2	23 loss
Herald.....	824	866	42 loss	242	303	61 loss	582	563	19 gain
Sun.....	626	608	20 gain	153 3/4	163	9 1/4 loss	472 1/4	443	29 1/4 gain
Times.....	940	926	14 gain	485 1/4	460	25 1/4 gain	454 3/4	466	11 1/4 loss
Tribune.....	638	604	34 gain	172 1/2	177 1/2	5 loss	465 1/2	426 1/2	39 gain
World.....	874	860	14 gain	475 1/4	482 1/2	7 1/4 loss	398 3/4	377 1/2	21 1/4 gain
Total.....	5,054	5,006	48 gain	1,942 1/4	1,991 3/4	49 1/2 loss	3,111 3/4	3,014 1/4	97 1/2 gain

Total Pages Printed		Gain or Loss.	Total Vol. of Advtis'g		Advertising Gain or Loss.	Total Reading		Reading Gain or Loss.	
1917.	1916.		1917.	1916.		1917.	1916.		
Journal.....	620	588	32 gain	333	318 3/4	14 1/4 gain	287	269 1/4	17 3/4 gain
Mail.....	434	390	44 gain	208 3/4	210 3/4	2 loss	225 1/4	179 1/4	46 gain
Post.....	522	516	6 gain	130 1/4	142 1/2	12 1/4 loss	391 3/4	373 1/2	18 1/4 gain
Sun.....	458	452	6 gain	224	243 3/4	19 3/4 loss	231	208 3/4	22 1/4 gain
Telegram.....	616	594	22 gain	296 1/2	293 1/4	3 1/4 gain	319 1/2	300 3/4	18 3/4 gain
World.....	484	466	18 gain	252 1/2	228	24 1/2 gain	231 1/2	238	6 1/2 loss
Globe.....	404	386	18 gain	222	221	1 loss	182	165	17 gain
Total.....	3,538	3,392	146 gain	1,667	1,658	9 gain	1,871	1,734	137 gain

Total Pages Printed		Gain or Loss.	Total Vol. of Advtis'g		Advertising Gain or Loss.	Total Reading		Reading Gain or Loss.	
1917.	1916.		1917.	1916.		1917.	1916.		
Eagle.....	844	864	20 loss	299	320 1/4	21 1/4 loss	545	543 3/4	1 1/4 gain
Standard Union.....	370	400	30 loss	204 1/2	206 3/4	2 1/4 loss	165 1/2	193 1/4	27 3/4 loss
Total.....	1,214	1,264	50 loss	503 1/2	527	23 1/2 loss	710 1/2	737	26 1/2 loss

Total Pages Printed		Gain or Loss.	Total Volume Advertising		Total Pages Reading	
1917.	1916.		1917.	1916.	1917.	1916.
Morning.....	5,054	5,006	1,942 1/4	1,991 3/4	3,111 3/4	3,014 1/4
Evening.....	3,538	3,392	1,667	1,658	1,871	1,734
Brooklyn.....	1,214	1,264	503 1/2	527	710 1/2	737
Total.....	9,806	9,662	4,112 1/4	4,176 3/4	5,693 1/4	5,485 1/4

CANADA.

Abitibi Power & Paper Co., Ltd., Iroquois Falls, Ont.....	217
Belgo-Canadian Pulp & Paper Co., Shawinigan Falls, Que.....	190
J. R. Booth, Ottawa, Ont.....	136
Brompton Pulp & Paper Co., East Angus, Que.....	55
Canada Paper Co., Ltd., Windsor Mills, Que	40
Donnacona Paper Co., Ltd., Donnacona, Que.....	110
E. B. Eddy Co., Ltd., Hull, Que.....	55
Fort Frances Pulp & Paper Co., Ft. Francis, Que.....	130
Jongiere Pulp Co., Jongiere, Que.....	210
Laurentide Co., Ltd., Grand Mere, Que.....	30
News Pulp & Paper Co., Ltd., St. Raymond, Que.....	30
Ontario Paper Co., Ltd., Thorold, Ont.....	160
Pacific Mills, Ltd., Ocean Falls, B. C.....	185
Powell River Co., Ltd., Powell River, British Columbia.....	225
Price Bros. & Co., Ltd., Kenogami, Que.....	190
Spanish River Pulp & Paper Mills, Ltd.; Sault Ste. Marie, Ont.....	220
Espanola, Ont.....	170
Sturgeon Falls, Ont.....	60
St. Maurice Paper Co., Ltd., Three Rivers, Que.....	110
Total.....	2,425

Grand total, 7,106 tons per day.

Included in the directory is a list of news print mills by States, together with detailed information about the mills. The names of the officers of the paper companies with the names of the sales manager set in italics, is also included.

The directory includes also a list of paper and board mills which buy waste paper, a list of dealers in paper waste, and a list of paper-trade associations related to the news print industry.

Addresses of sales offices and names sales managers of the different companies are given below:

- St. George Pulp & Paper Co., Norwalk, Conn.
- Alexandria Paper Co., Alexandria, Ind., J. C. Yule.
- Pejepscot Paper Co., W. H. Parsons & Co., 111 Broadway, New York.
- International Paper Co., 30 Broad Street, New York.
- Great Northern Paper Co., 30 East 42d Street, New York, W. C. Powers.
- St. Croix Paper Co., H. G. Craig & Co., 52 Vanderbilt Ave., New York.
- Northwest Paper Co., Cloquet, Minn., C. I. McNair.
- Minnesota & Ontario Power Co., Andrus Bldg., Minneapolis, E. W. Backus.
- Hennepin Paper Co., 1128 Plymouth Bldg., Minneapolis, B. F. Nelson.
- Watab Pulp & Paper Co., Sartell, Minn., O. L. E. Weber.
- Champion Paper Co., Seaman & Co., 200 Fifth Ave., New York.
- West End Paper Co., Carthage, N. Y., E. B. Sterling.
- St. Regis Paper Co., H. G. Craig & Co., 52 Vanderbilt Ave., New York.
- Tugarts Paper Co., Watertown, N. Y., George C. Sherman and J. V. Baron.
- Oswego Falls Pulp & Paper Co., Fulton, N. Y., H. L. Paddock.
- Finch, Pruyn & Co., Glens Falls, N. Y., C. A. Woodcock.
- Gould Paper Co., H. G. Craig & Co., 52 Vanderbilt Ave., New York.
- Tidewater Paper Mills Co., Perkins, Goodwin Co., 33 W. 42d St., New York.
- Cliff Paper Co., Niagara Falls, N. Y., A. C. Hastings.
- Pettibone-Cataract Paper Co., Niagara Falls, N. Y., N. J. Bowker.
- Remington Paper & Power Co., Seaman & Co., 200 Fifth Ave., New York.
- Cleveland Paper Mfg. Co., 209 St. Clair Ave., East Cleveland, O., C. A. Dunklee.
- Crown Willamette Paper Co., Alaska Commercial Bldg., Louis Bloch.
- Fitzdale Paper Co., I. Gilman & Co., 86 Hanson St., New York.
- Inland Empire Paper Co., Millwood, Wash., W. A. Brojean.
- Dells Paper and Pulp Co., Eau Claire, Wis., W. L. Davis and S. R. Davis.

Consolidated Water Power & Paper Co., Grand Rapids, Wis., George W. Mead.

Grandfather Falls Co., Merrill, Wis., W. J. Sullivan.

Nekoosa-Edwards Paper Co., Inc., Port Edwards, Wis., L. M. Alexander.

The Wisconsin River Paper and Pulp Co., Neenah, Wis., C. A. Babcock.

CANADA.

- Spanish River Pulp and Paper Mills, G. H. Mead Co., Dayton, O.
- Fort Frances Pulp and Paper Co., Ltd., International Falls, Ont., E. W. Backus.
- Abitibi Power & Paper Co., Ltd., Geo. H. Mead Co., Dayton, O.
- J. R. Booth, Ottawa, Ont., H. R. Erskine.
- St. Maurice Paper Co., Ltd., Canadian Export Paper Co., Ltd., Canada Life Bldg., Montreal.
- Brompton Pulp and Paper Co., Canadian Export Paper Co. Ltd., Sun Life Bldg., Montreal.
- Laurentide Company, Ltd., Canadian Export Paper Co., Sun Life Bldg., Montreal.
- The E. B. Eddy Co., Ltd., Hull, Que., G. H. Millen.
- Price Bros. & Company, Ltd., Canadian Export Paper Co., Sun Life Bldg., Montreal.
- Jongieres Pulp Co., Ltd., Canadian Export Paper Co., Ltd., Sun Life Bldg., Montreal.
- Belgo-Canadian Pulp and Paper Co., Canadian Export Paper Co., Ltd., 71 Sun Life Bldg., Montreal.
- Canada Paper Co., Ltd., Windsor Mills, Que., H. B. Donovan.
- Powell River Co., Ltd., 1120 Plymouth Bldg., Minneapolis, N. R. Long.
- Pacific Mills, Ltd., Standard Bank Bldg., Vancouver, B. C.
- Anglo-Newfoundland Development Co., Ltd., Grand Falls, Newfoundland, W. Scott. Mills taken over by the American Newspaper Publishers Association, Publishers Paper Co., World Building, New York.
- Itasca Paper Co., Grand Rapids, Minn., output sold to St. Paul Dispatch; High Falls Pulp and Paper Co., Chateaugay, N. Y., output sold to New York World; De Grasse Paper Co., Pyrites, N. Y., output sold to New York World; Ontario Paper Co., Ltd., Thorold, Ont., output sold to Chicago Tribune; Donnacona Paper Co., Ltd., Donnacona, Que., output sold to New York Times; News Pulp and Paper Co., Ltd., 31 Herald Building, Montreal, output sold to Montreal Star.

THE BALTIMORE AMERICAN
THE BALTIMORE STAR
BALTIMORE, MD.

announces that after January 1, 1918, they will be represented in the national advertising field—United States and Canada—by

VERREE & CONKLIN, Inc.

NEW YORK: Brunswick Bldg. CHICAGO: Steger Bldg. DETROIT: Free Press Bldg.

MANY NATIONAL ADVERTISERS PLAN TO INCREASE APPROPRIATIONS

Interviews with Delegates to Convention of A. N. A. Show Outlook for Bigger Business and Greater Expenditures for Advertising During Coming Year. Feeling of Optimism General.

WHETHER or not wise advertisers are planning to cut down the volume of their advertising because of war conditions has been a subject of much speculation among sellers of white space. In some quarters it has been said, with a measure of conviction that seemed to argue direct information, that the coming year would see advertising greatly diminished. Many advertising agencies declared themselves ready for poor business, taking it as one of the inevitable consequences of the war.

To furnish to its readers some first-hand information on this subject, THE EDITOR AND PUBLISHER asked a number of advertising managers, who attended the convention this week of the Association of National Advertisers, what were their plans for the coming year. Their replies, so far as the inquiry extended, leaves no room for any pessimism on the part of the advertising agencies nor of the publications carrying the copy of national advertisers. No effort was made to select any particular concerns, nor any special line of business endeavor, an effort having been made to secure representative opinion. The replies follow:

A 20 PER CENT. INCREASE.

R. Calvert Hawes, of the Baker-Vawter Company, manufacturers of loose leaf ledgers, Benton Harbor, Mich.:

"The advertising appropriation of our company is always based on its volume of business for the year just passed. The volume of sales, we believe, cares for itself automatically. This year has been a decidedly good one for us, and accordingly we have increased our advertising appropriation for 1918 by 20 per cent. The coming year, in my opinion, will be more prosperous than any this country has had. We want our share of this prosperity, and we know no better way to get it than to advertise for it. This is preëminently the time for big advertising, and the advertising manager who is a piker and advises his company to hold off would better quit the business, and the sooner the better, for his employers and himself. I look for the issuance of bread tickets this year, but that will come because of food conservation, not because of lack of money. There will be more money in circulation than ever before. I find a little pessimism in the East, but nowhere else. I have just made a trip of observation through the West as far as Oklahoma and in the South. Everybody I have seen in those sections expects a banner year. It will be a repetition of what occurred in Canada after the first year of the war, when prosperity inundated the country. I shall make another observation trip soon, this time to the Pacific Coast, and I'll warrant everybody between my office and the ocean will tell me that 1918 holds a greater volume of business than the biggest year since the nation was established."

TO INCREASE, IN SPITE OF CAUTION.

W. A. McDermid, Gerhard Mennen Chemical Company, Newark, N. J.:

"We have increased our advertising

appropriation for the year about 6 per cent. If we were at all certain about the readjustment of our affairs, just what shape they will take, because of war conditions, we should increase it more. In the interest of the Government, however, we must arrange to use less tin for our containers than formerly, and the probable change in the character and cost of our containers makes us cautious. Also, our raw material is affected by Government requirements, and we must modify our plans accordingly. But even with all this, we see no reason for cutting down our advertising, and if matters affecting us were a little less uncertain, would see every reason to increase it."

TO KEEP PEOPLE FROM FORGETTING.

J. M. Hewitt, Pittsburgh Steel Company:

"The volume of our advertising will be the same for 1918 as it was for 1917. I need not speak of the great increase in our business since the war. Everybody is familiar with it, and I suppose many believe we might be the first to cut down. Still, with the enormous amount of business we are certain to do during the next ten years, advertising or no advertising, we shall not let up. There is no reason to increase our appropriation, but, on the other hand, there is no good reason why we should diminish it. We'll keep people from forgetting us, anyway."

OUTLOOK BRIGHT.

A. C. Reiley, Remington Typewriter Company, New York:

"Our company has not yet decided upon the size of its advertising appropriation for 1918. There is plenty of time for that. But I can say that there is no reason for curtailing it. Ours is a semi-war industry, you see, and we have done a splendid business all the year. Next year will be even better, we are assured, and I believe the same will be true of most other industries."

TO STAND PAT.

Charles E. Percy, the Joseph & Feiss Co., men's clothing, Cleveland, O.:

"We shall not increase our advertising appropriation for next year, but we shall not curtail it. Our difficulty is to

get material. Given that, and we would be out for business with an increase as big as the best of them, proportionately. Meantime, we are not going to allow the public to forget us."

NO BACKWARD STEP.

S. Roland Hall, Alpha Portland Cement Company, Easton, Pa.:

"We shall keep our appropriation where it is. Our line is much affected by the slump in building operations, of course, and in present conditions it might be unwise for us to do any more than we have been doing."

FOR A SUBSTANTIAL INCREASE.

W. S. Lockwood, Toledo, O., Scale Company:

"We have no fixed advertising appropriation, and we shall go right ahead booming our business through the advertising columns. The probability is that we shall expend ten or fifteen per cent. more next year than we have this year. We are doing a big business, and advertising will help us to do more. Every month of 1917 has shown a business increase with us. The months of October and November each gave a substantial advance over the same months of 1916, notwithstanding that we had foreign business during those months last year and none this. Put us down as aiding in the prosperity of the country, and, incidentally, our own, by spending more money in advertising during 1918 than during 1917."

NOT TO CURTAIL.

Edward Hungerford, Wells-Fargo & Co., New York:

"We have made no plans for curtailing our advertising."

TO ADVERTISE AS USUAL.

Archibald C. Reid, Toch Brothers, paints:

"The question of the advertising appropriation for the coming year has not yet been presented to our officials, but it is practically certain that it will not be diminished. There will be a little more concentration, however. Business has been good this year, and there is every reason to believe it will be better next year. Why should we cut down our advertising?"

"LEST THEY FORGET."

Karl Kendig, Whitman & Barnes Manufacturing Company, tools:

"We shall not lessen our advertising appropriation for 1918, but will maintain it about where it is now. We must keep ourselves before the people, lest they forget. After the war is over we shall do the biggest business in our history. Material for tools is hard to come by just now, and so every tool-user is holding fast to what he has, fearful that if he slackens his care he will be with-

out the means for conducting his business. Everybody is repairing his tools and holding them together as best he may, waiting for the time when the material will be cheaper and the supply of the finished product more plentiful. When they can get new tools, and at a reasonable figure, the rush of business will be great. That's the time when we want them to know we are on earth, and, for that reason, we shall keep right on using our accustomed space."

NO RETRENCHMENT LIKELY.

B. H. Rowley, Joseph Dixon Crucible Company, Jersey City, N. J.:

"Our fiscal year begins with the month of March, so I am not in a position to say just now what our advertising appropriation will be. I feel sure, however, that it will at least not be any smaller than the one fixed last March."

INSURING THE FUTURE.

R. D. Baldwin, Simonds Manufacturing Company:

"We shall increase our advertising appropriation for next year about ten per cent. We feel that we ought to keep up our gait, and even do a little better, so far as dollars are concerned, as a measure to insure our future. Our factories are running to their limit, of course, but we shall continue advertising so that when the war ends we shall still be in business. Prosperity will be at least as great next year as it has been this year, so far as I can see, and perhaps greater. Firms may not be making the same degree of profits as formerly, but counting in pieces produced or in dollars and cents, the results are just as good."



INTERTYPE

"The BETTER Machine"

The Intertype slogan is more than an advertising phrase.

It represents the aim of every worker in the Intertype organization.

INTERTYPE CORPORATION

Executive Offices

50 Court St. Brooklyn, N. Y.

The House of Taylor



HOTEL MARTINIQUE

BROADWAY, 32D STREET, NEW YORK

One Block from Pennsylvania Station

Equally convenient for amusements, shopping or business.

157 Pleasant Rooms, with Private Bath

\$2.50 PER DAY

257 Excellent Rooms, with Private Bath, facing street, southern exposure,

\$3.00 PER DAY

Also Attractive Rooms from \$1.50

The Restaurant Prices are Most Moderate

400 Baths
600 Rooms

NATIONAL AD MEN HERE IN FORCE

Large Attendance at New York Convention of A. N. A. Indicated Importance of Meeting—Roster of Members Present.

The following members of the Association of National Advertisers were in attendance at the New York convention this week:

- L. E. Fisher, General Fireproofing Co.
- W. Heckman, Welch Grape Juice Co.
- Mr. Vos, Texas Co.
- H. H. Parker, Macbeth Evans Glass Co.
- E. I. La Beaume, Hercules Powder Co.
- T. F. Pevear, Stin-Bloch Co.
- M. G. Bennett, Samuel Cabot, Inc.
- H. V. Jamison, American Sheet & Tin Plate Co.
- T. J. Wright, Felt & Tarrant Mfg. Co.
- C. W. Kip, Corona Typewriting Co.
- H. A. Smith, Bausch & Lomb Optical Co.
- G. Gallow, Waldes & Co., Inc.
- M. T. Dannreuther, Waldes & Co., Inc.
- S. R. Hall, Alpha Portland Cement Co.
- Gordon W. Kingsbury, Diamond Crystal Salt Co.
- R. R. Moore, Diamond Crystal Salt Co.
- B. M. Pettit, J. I. Case Plow Works.
- W. H. McLauthlin, Walter Baker & Co.
- F. H. Gale, General Electric Co.
- R. A. Holmes, Crofut & Knapp Co.
- F. W. Taft, Carter's Ink Co.
- Miss Stephenson, Pennsylvania Rubber Co.
- Mr. Kellogg, Burroughs Adding Machine Co.
- Tim Thrift, American Multigraph Sales Co.
- W. I. Shugg, Winchester Repeating Arms Co.
- G. L. Sullivan, Fisk Rubber Co.
- A. H. Hinds, A. S. Hinds Co.
- H. L. Corey, Champion Spark Plug Co.
- H. W. Prentis, Armstrong Cork Co.
- C. H. Reed, Electric Storage Battery Co.
- Edward Hungerford, Wells Fargo & Co.
- R. C. Haws, Baker-Vawter Co.
- L. L. King, Goodyear Tire & Rubber Co.
- D. L. Brown, Goodyear Tire & Rubber Co.
- W. R. McNeil, Bird & Son.
- A. H. Loucks, Burroughs Adding Machine Co.
- W. H. Dawson, Atlas Powder Co.
- O. A. Brock, Keystone Steel & Wire Co.
- C. H. Clark, Robbins & Myers.
- N. L. Mead, B. V. D. Co.
- F. Dickinson, Hupp Motor Car Co.
- O. C. Harn, National Lead Co.
- A. O. Aulahaugh, Firestone Tire & Rubber Co.
- J. C. Bowen, Lehigh Portland Cement Co.
- Howard Rhode, Lehigh Portland Cement Co.
- Paul Sutcliffe, Edison Storage Battery Co.
- E. W. Lewis, Timken-Detroit Axle Co.
- R. J. Walsh, R. Wallace & Sons Mfg. Co.
- H. A. Norton, R. Wallace & Sons Mfg. Co.
- L. H. Nutting, Southern Pacific Lines.
- T. F. Flanagan, Pyrene Mfg. Co.
- W. M. Ringer, Berlin Mills Co.
- F. Nelson Carle, General Vehicle Co.
- F. H. Cole, Peter Henderson & Co.
- Harold Thresher, Colgate & Co.
- B. Lichtenberg, Alexander Hamilton Institute.
- J. L. Given, H. J. Heinz Co.
- A. J. Barnes, Shepard Electric Crane & Hoist Co.
- W. G. Snow, International Silver Co.
- C. H. Schlabach, Hygienic Products Co.
- C. K. Woodbridge, Kellogg Products, Inc.
- F. A. Wilson-Lawrence, Welch Grape Juice Co.
- A. C. Kelley, Remington Typewriter Co.
- Mrs. Cahn, E. & Z. Van Raalte.
- E. Reid, Westinghouse Lamp Co.
- W. C. Freeman, Stromberg-Carlson Tel. Mfg. Co.
- Harry Tipper, The Automobile.
- G. D. Johnson, Johnson & Johnson.
- G. G. Fox, Aluminum Cooking Utensil Co.
- P. V. D. Lockwood, New York Central Lines.
- F. R. Davis, General Electric Co.
- G. M. Davis, Cleveland Metal Products Co.
- J. B. Hill, I. W. Lyon & Sons, Inc.
- W. B. Hay, A. S. Hinds.
- D. E. Andrews, Sharples Separator Co.
- Astolf Levin, Sharples Separator Co.
- R. E. Ramsay, Art Metal Construction Co.
- H. F. Morris, Hickey-Freeman Co.
- Hack W. Speare, Todd Protectors Co.
- H. H. Squire, Hinde & Dauch Paper Co.
- J. A. Davis, Daniel Green Felt Shoe Co.
- L. A. Selman, Beaver Board Companies.
- W. P. Werheim, Pratt & Lambert, Inc.
- Lloyd Mansfield, Buffalo Specialty Co.
- B. H. Rowley, Joseph Dixon Crucible Co.
- A. L. Dewar, Jr., Welch Grape Juice Co.
- Karl Kendig, Whitman & Barnes Mfg. Co.
- E. B. M. Wortman, Yawman & Erbe Mfg. Co.
- W. H. Marsh, Burroughs Adding Machine Co.
- C. E. Percy, Joseph & Fels Co.
- F. N. Sim, Timken-Detroit Axle Co.
- S. E. Baldwin, Willard Storage Battery Co.
- S. Van Ness, Dennison Mfg. Co.

- E. S. Babeox, Firestone Tire & Rubber Co.
- J. S. Martin, Remington Typewriter Co.
- C. Elvin, Imperial Life Assurance Co. of Canada.
- W. A. Lydlatt, Association of Canadian Advertisers.
- R. L. Prather, Thomas G. Plant Co.
- R. D. Baldwin, Simonds Mfg. Co.
- L. C. McChesney, Thomas A. Edison, Inc.
- E. L. Shuey, the Lowe Brothers Co.
- P. L. Thomson, Western Electric Co.
- L. B. Jones, Eastman Kodak Co.
- A. H. Dessau, Stanley Works.
- A. C. Kelley, Remington Typewriter Co.
- H. P. Menlendyke, U. S. Cartridge Co.
- S. H. Myers, National Lead Co.
- F. Y. Keeler, I. W. Lyon & Sons, Inc.
- G. B. Scott, Henry Teltow Co.
- S. Simpson, Raybestos Co.
- Mr. White, Baker-Vawter Co.
- R. H. Babbitt, Jr., Weir Stove Co.
- O. C. Mosley, American Sugar Refining Co.
- Malcolm Moore, Blaisdell Pencil Co.
- Ward M. Canaday, Willys-Overland Co.
- Mr. Beard, Colgate & Co.
- W. A. Martin, Jr., D. E. Sieber & Co.
- A. C. Reed, Toch Bros.
- G. B. Sharpe, De Laval Separator Co.
- Ira Fleming, Geo. P. Ide & Co.
- Mont H. Wright, John B. Stetson Co.
- L. W. Wheelock, Stephen F. Whitman.
- Marvin E. Griswold, Griswold Mfg. Co.
- A. K. Barnes, Armstrong Cork Co.
- A. M. Stewart, Nestle's Food Co.
- H. W. Alexander, Society for Electrical Development.
- A. P. Rapetti, Gerhard Meinen Chemical Co.
- W. A. McDermid, Gerhard Meinen Chemical Co.
- D. R. Curtenius, Kalamazoo Stove Co.
- H. W. Wack, Murphy Varnish Co.
- L. C. McCresney, Thomas A. Edison, Inc.
- A. L. Tisch, Paige-Detroit Motor Car Co.
- E. K. Woodrow, Krohn-Fechheimer Co.
- W. W. Storms, National Lead Co.
- G. M. Lauck, American Sugar Refining Co.
- Carl J. Schumann, Moller & Schumann Co.
- J. D. Ellsworth, American Telephone & Telegraph Co.
- E. St. Elmo Lewis, Campbell-Ewald Co.
- D. R. Rutter, E. I. du Pont de Nemours & Co.
- F. P. Connolly, Valentine & Co.
- C. W. Dearden, Strathmore Paper Co.
- R. D. Smith, S. D. Warren & Co.
- Dr. B. L. Dunn, Oneida Community, Ltd.
- R. S. Hulbert, Oneida Community, Ltd.
- W. A. Hart, Detroit Steel Products Co.
- H. S. Quine, Goodyear Tire & Rubber Co.
- W. M. Zintl, John Lucas & Co., Inc.
- F. L. Pierce, Remington Typewriter Co.
- H. F. Miller, Goulds Mfg. Co.
- Truman A. De Weese, Shredded Wheat Co.
- G. M. Prentiss, Standard Oil Cloth Co.
- O. B. Carson, American Optical Co.
- J. S. Wichert, Mellen's Food Co. of North America.
- Ralph Templeton, Whitman & Barnes Mfg. Co.
- F. C. Myers, Society for Electrical Development.
- F. Foster, Society for Electrical Development.
- R. B. Davis, Raybestos Co.
- A. W. Jones, De Laval Separator Co.
- Mr. H. High, De Laval Separator Co.
- N. H. Boynton, National Lamp Works of General Electric Co.
- F. W. Nash, General Chemical Co.
- W. A. Blackman, Dennison Mfg. Co.
- P. Will, Sill Stove Works.
- A. L. Daniels, Robert H. Ingersoll & Bro.
- O. M. Goge, Robert H. Ingersoll & Bro.
- H. S. Trump, Aluminum Cooking Utensil Co.
- J. D. Chappell, Winchester Repeating Arms Co.
- Mr. Wilkins, General Electric Co.
- J. G. Lamb, Scott Paper Co.
- G. B. Heckel, New Jersey Zinc Co.
- C. H. Chapin, General Fireproofing Co.

Foolish Questions

"Father," asked the small boy, of an editor, "is Jupiter inhabited?"

"I don't know, my son," was the truthful answer.

"Father, are there any sea serpents?"

"I don't know, my son."

"Father, what does the North Pole look like?" But, alas! again the answer: "I don't know, my son."

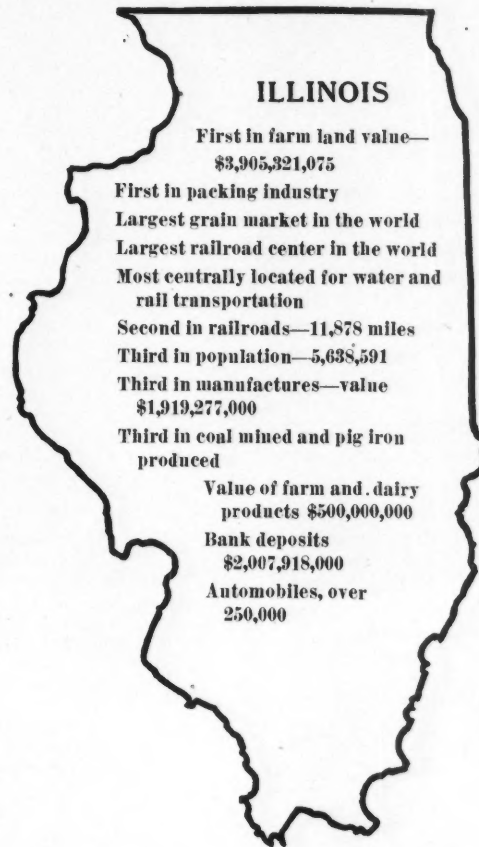
At last, in desperation, he inquired with withering emphasis:

"Father, how ever did you get to be an editor?"—[Mutual Magazine.]

An hour of to-day devoted to a task of yesterday is a mis-spent hour.

The real things in this world are usually accomplished by men while working "overtime."

ILLINOIS—No Camouflage Here— Prosperity is Real!



ILLINOIS

First in farm land value—
\$3,905,921,075

First in packing industry

Largest grain market in the world

Largest railroad center in the world

Most centrally located for water and rail transportation

Second in railroads—11,878 miles

Third in population—5,638,591

Third in manufactures—value \$1,919,277,000

Third in coal mined and pig iron produced

Value of farm and dairy products \$500,000,000

Bank deposits \$2,007,918,000

Automobiles, over 250,000

With such wealth, industry and commerce, Illinois offers a wonderful market for national advertisers.

And Illinois will have constantly increasing prosperity on account of its varied and nationally needed industries whether the world war is continued for a long or a short period.

To get advertising profits from this market there is no better way than by advertising in the following foremost Illinois newspapers which practically cover the state like a fall of snow.

	Paid	2,500	10,000
	Cir.	Lines	Lines
Aurora Beacon News (E)	15,664	.04	.04
Bloomington Pantagraph (M)	16,677	.03	.03
Chicago American (E)	326,998	.42	.38
Chicago Examiner (M)	193,000	.30	.25
Chicago Examiner (S)	513,000	.53	.46
Chicago Herald (M)	179,184	.36	.25
Chicago Herald (S)	211,763	.40	.28
Chicago Journal (E)	108,220	.24	.21
Chicago Daily News (E)	392,001	.43	.43
Chicago Post (E)	55,477	.25	.12
Chicago Tribune (M)	381,675	.50	.35
Chicago Tribune (S)	614,418	.60	.45
Elgin Courier (E)	7,517	.0143	.0143
Rate after April 1st, 1918—2c. per line flat.			
Freeport Journal-Standard (E)	6,154	.015	.015
Galesburg Evening Mail (E)	9,147	.015	.015
Moline Dispatch (E)	9,061	.025	.025
Peoria Star (E)	21,201	.045	.035
Quincy Journal (E)	7,534	.02	.02
Rock Island Argus (E)	6,400	.015	.015
Springfield State Register (M)	20,492	.035	.035
Sterling Daily Gazette (E)	5,228	.017	.017
Government Circulation Statements, October 1, 1917.			

DIFFICULT TO GET GOOD CARRIERS

It Pays to Get Right Boys at Any Reasonable Cost and Trouble, Says Circulation Manager of South Bend (Ind.) Tribune.

By F. M. HATCH,
(Circulation Manager, South Bend (Ind.) Tribune.)

First, personally and very carefully look over the field in both city and country districts; find out whether the general sale of your paper on the streets, on the stands, and in the hands of various agents who handle all sorts of papers is satisfactory to the publication which you represent. This means whether the proportion of the circulation which your paper secures is a large enough percentage of the total number distributed in that territory to be a fair return to your publisher for the capital invested and the kind of paper he is publishing in that territory. Find out whether your paper for several years past has maintained a leading position in comparison with the local and metropolitan papers in your district, say, within a radius of fifty miles of your publishing office.



F. M. HATCH.

On the principle that the home-delivered circulation is absolutely the most desirable kind of circulation, and is distinctly a growth rather than a boom, begin organizing your force. Don't try to plant and cultivate, on an exclusive plan, your own crop between the rows in a field where there is already growing a stronger and healthier crop than you can reasonably expect to raise under existing conditions. Build circulation, route by route, district by district, preferably along lines of transportation and travel from the centre out, and in the hands of boys you have examined carefully before they enter your service. Train them as friendly employees. Do not sell to them as if you were dealing to jobbers or salesmen in the general line of news-stand or street-circulation business, but treat them as a part of the sales department organization of your paper.

Out of thirty-five commissioned officers in our new National Army eight of them, but a few years ago, were exclusive carriers in our sales organization. The two highest grades in the ward schools and the first and second-year high school furnish the best material for exclusive carriers. If these prospective carriers are admitted with the idea that they are to receive real business training in the way of meeting the people successfully in a business way, and in the collection of money and keeping of accounts you will secure a higher grade of workers.

GETTING A LINE ON THE BOYS.

Antecedents are most important in this preliminary examination. "Like father, like son" is a good proverb. Ask each applicant immediately after you find out his social and business pedigree "what were your department marks?" as shown on the last report sent by your school-teacher to your parents? You will find that the best reference you can get as to the probable usefulness of that young man is a cor-

TO DOUBLE THE ADVERTISING SPACE

GORDON H. CILLEY, advertising manager of the Philadelphia store of John Wanamaker, announces that it is planned to use this season double the amount of advertising space used last season. This policy is adopted in order to overcome selling handicaps imposed by war conditions, to properly educate people as to the new complexion of buying problems, and to establish the great store still more firmly in public esteem as a service institution. The Wanamaker example should be cited, by publishers everywhere, to any and all merchants who may be inoculated with the virus of timidity and over-caution. It is an example which the wise will follow and the foolish ignore.

rect answer to your question as to how he conducted himself in the schools, and whether he took an interest and a pride personally in that report. Juvenile delinquents and abnormally astute youngsters are the bane of circulation men. It is the steady, sturdy, average school-boy, with good antecedents and good department marks, that you want. Treat these boys right and you will find they are by preference, as well as by exclusive training, your best asset in circulation work. A big touring car passing the office a few years ago ran down a Tribune carrier. His bicycle and papers rolled out with him from under the car. The boy was carried across the street to a surgeon's office, and as I bent over him with the bone of his right limb protruding through the cloth of his pantaloons, he said, "Who will carry my route to-night?" "Without a whimper from him, the surgeon set the broken limb, the boy turned and said, "I'll be all right in a little while." This young man is now a sophomore of Dartmouth College, and in the last two months has won a place in the Lafayette Aviation Corps, in France. He is now a student pilot, riding the clouds of the world's greatest battlefield in the fight for human liberty.

GET THE BOYS TO HELP.

In some ways, I think we circulation men had better ask the boys how to do it. A nucleus of boys like this will gather other boys of the same sort around them. Pay each boy cash for each new order, and a cash bonus for collecting over 75 per cent. of his outstanding bills each Saturday morning. Each carrier gets his dollar in change and his bills with a ruled sheet and a pass-book in his envelope when he goes out on his route Friday evening. Saturday, 1 P. M. finds every one of these envelopes returned to the office, cash counted, bills checked up, and bills to be collected during the interval between this and the next collection day charged against each carrier. Aside from the mail subscriptions, which are paid strictly in advance, our publishers get the cash every Tuesday for all papers issued up to and including the preceding Saturday. Street boys pay for their papers as they get them, news-stand and other collections are made by the carriers on their weekly rounds. The country agents are handled on the same principle, they are put under bond on the start and the money is returned, in most cases, weekly, by money order, check, or coin-card in a stamped office envelope sent to them for that purpose. Cash prizes and bonuses for increase in new business are used as incentives to build up both city and country organizations. These are the principle points in getting exclusive carriers and steadily increasing the business which they handle.

Paper Raises Price

The New Britain (Conn.) Evening Record has increased its price per copy from one cent to two cents.

SIXTY OPERATORS IN SERVICE

Traffic Department of Associated Press Reports Splendid Record.

Sixty of the "best telegraph operators in the world" have left the service of the Associated Press and now are "doing their bit" in the Signal Corps of the United States army, according to the Associated Press's traffic bulletin for December. The men who have enlisted represent almost 10 per cent. of the number of expert operators employed by the great newsgathering organization.

At the beginning of the war Melville E. Stone, general manager of the Associated Press, sent a message to the traffic men in which he said that "while we would reluctantly part company even temporarily with any of the splendid men in our service, we recognize the imperative need of the Government that every man shall do his duty," and gave assurance that "the service record of no operator will be impaired during any period of service of the Government."

To Move National Republican

George B. Lockwood, publisher of the Muncie (Ind.) Press and the National Republican, has announced that he will leave Muncie and locate in Washington, within a short time, and that he will publish the National Republican there. It is a Republican political paper, with a large national circulation. He has not yet announced any reorganization of the Muncie Press.

Plan Publishers' Meeting

The executive committee of the Southern Newspaper Publishers' Association will meet in Birmingham Monday and will decide the time and place of the next annual meeting.

RESTRAIN ALABAMA PAPERS

Prohibited from Printing Advertisements Relating to Sale of Liquor.

BIRMINGHAM, Ala., December 1.—Circuit Judge Locke to-day granted the petition of Attorney-General Martin for a temporary injunction restraining the Birmingham Age-Herald and the Birmingham News from publishing advertisements pertaining to the sale of alcoholic liquors. The action resulted from the publication by the papers of a statement of the United States Brewers' Association in regard to the disassociation of beer from distilled spirits. No date was set for argument on a motion to make the injunction permanent.

The Alabama laws prohibit the distribution in the State of publications containing liquor advertisements.

MONTGOMERY, Ala., December 1.—A temporary injunction restraining the Montgomery Advertiser and the Montgomery Times from publishing advertisements relating to the sale of liquor was granted here to-day by Circuit Judge McChord on application of Attorney-General Martin. The papers published the same statement of the United States Brewers' Association as did the Birmingham Age-Herald and the Birmingham News. Argument on a motion to make the injunction permanent will be heard next week.

Call Now Evening Paper

Starting Monday, the New York Call, which has been deprived of its second-class mailing privileges, was converted from a morning into an evening daily newspaper. Charles W. Ervin, managing editor of the Call, has announced that "because of recent strictures by the Post Office Department, and terrorism by New York news distributing corporations, the Call would handle its own distribution."

Of course, news print, under price regulation, will cost more than two years ago—everything does. But prices hereafter will be based upon manufacturing costs and reasonable profits—and that means a square deal all around.

"A pessimist is a man who has lived for a month with an optimist," said Mark Twain.

Daily News Halftone Page

Following the successful lead of the Philadelphia Evening Ledger, the St. Louis papers, and the Boston Record, many newspapers are now considering the addition of a solid page of pictures.

We announce a daily Photo News Page in Matrix Form

We expect to bring out this page as soon as preparations can be completed. It will be seven columns wide, and length will be as desired in each case.

If you are interested, wire or write our New York office quickly.

Central Press Association

World Bldg., New York

Frederick Bldg., Cleveland

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE CITY EDITOR FINDS THAT THE CUB REPORTER HAS MISSPELLED THE BOSS'S NAME

WE contend that Clifford B. Knight, cartoonist for the Hartford Courant, has given us a "Little Tragedy of a Newspaper Office" which will roll you off your chairs.

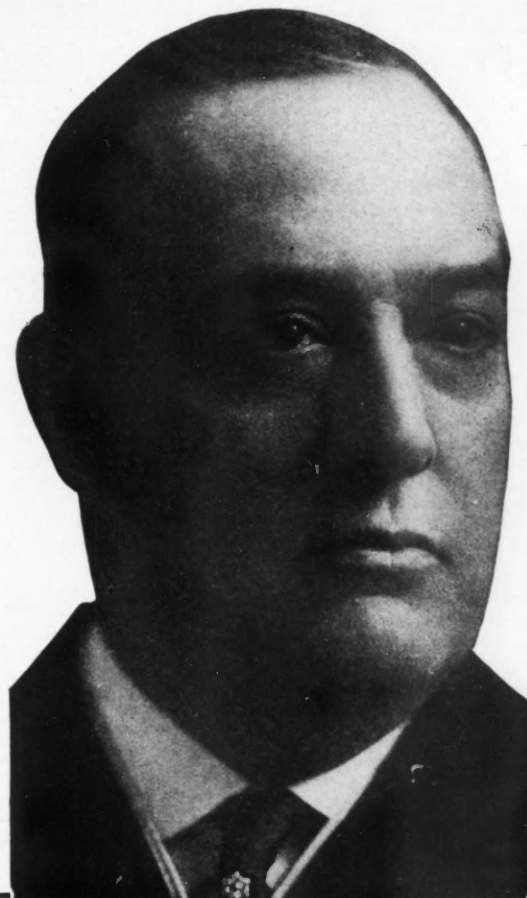
It's all there, words and music. In South Norwalk, Conn., in the days before furniture was straight up and down, as if it had been chopped out with an ax, there was born a baby that cried more than most of them, and when he wasn't busy crying, is said to have been drawing crude pictures on the sides of his crib.

He was named Clifford Burnham Knight, but even with this handicap lived and finally decided he would have to earn a living if he didn't want to break his habit of eating three times a day.

He went to Akron, O., where City Editor "Bill" Weygandt, of the Beacon Journal, gave him his first cartoon job. He covered the office with chalk dust while he dug out likenesses of prominent rubber magnates on the Hoke plates, which he unloaded himself. Finally, he decided he was losing about \$2,000 a month and Cleveland was losing the services of a future Satterfield. So one day he sewed \$8 inside his vest and visited the Sixth City, where he found an uncertain sort of job on the Leader, which then existed by the grace of Dan Hanna. Later, he went to Hartford, Conn., and has been employed as chalk-plate cartoonist, by the Post, and more recently with the Hartford Courant. Besides this, he is doing a cartoon every month for the Medical Pickwick (New York) and the Policeman's Monthly (New York). He also contributes work to the American City (New York).



CLIFFORD B. KNIGHT.



Do Advertising Agents Read THE EDITOR AND PUBLISHER

?
They Do

FRED. C. WILLIAMS, Advertising Agent, 108 Fulton Street, New York, in expressing his opinion of THE EDITOR AND PUBLISHER, touches the fundamental factors of service-value in the making of a successful trade newspaper. He says:

"An Irishman is alleged to have said when asked his opinion of whiskey that "all whiskey is good, but some is better than others." I am not prepared to prove that the Irishman was either right or wrong, but I do know that his remark may be applied to newspapers with telling force. Every paper has a certain value from a publicity standpoint, "but some is better than others."

"This is perhaps more particularly true of publications representing the various trades. In every trade there seems to be one paper that stands out by comparison with the others. Such a one has earned its reputation and prestige by keeping its readers posted on everything that affects the particular trade it represents; by watching and fighting legislation inimical to the interest it stands for and by making itself the mainstay of that interest."

"From the fact that THE EDITOR AND PUBLISHER does all that is detailed above, it has come to be of much value to the space buyer and should I think be a splendid medium for newspaper publishers to exploit their wares."

As a space buyer, Mr. Williams sees in THE EDITOR AND PUBLISHER the mirror and interpreter of the newspaper industry. It keeps him in touch with changing conditions in the newspaper field, so that he may better appraise advertising opportunities as offered by the newspapers of any particular territory.

And when a space-buyer says that THE EDITOR AND PUBLISHER should be a splendid medium through which publishers may talk to advertisers, the observation is not an idle one.

THE EDITOR AND PUBLISHER

Suite 1117, World Building

New York City

PUBLISHERS ADVISED TO ACCEPT NO CONTRACTS OVER \$2.85

Paper Committee of the A. N. P. A. Urges Publishers Not to Sign News Print Contracts Except Under the Terms Which Will Be Adjusted by the Federal Trade Commission.

THE Paper Committee of the American Newspaper Publishers' Association very strongly advises all publishers against signing any contract for news print paper at a price over \$2.85 at the mill for a year's supply, except as provided for under the terms of the New York agreement between the manufacturers and the Government.

This action of the Paper Committee was called forth by the action of many manufacturers in offering publishers alternative paper contracts; one at a price of 3 cents under the so-called standard form of contract providing for a year's supply in which the publisher in accepting that price must waive all his rights under the New York agreement. The alternative contract is under the terms of the settlement as agreed upon and signed.

The effort of the manufacturers seem to be directed, it is said, to getting their customers to waive settlement provisions in the belief that the prevailing price after April 1st to be established by the Federal Trade Commission will be in excess of the maximum 3-cent price fixed by the agreement and controlling to that date.

WHAT THE AGREEMENT PROVIDES.

It will be recalled that every manufacturer who signed the agreement is bound by its terms to offer his paper to his customers under the terms of that agreement, and that each customer has a right to voluntarily make an independent contract, if he so desires, upon written request, to be filed with the Attorney-General by the manufacturers making contract and upon the Attorney-General's consent thereto. Such a contract may be made on any terms so approved.

In discussing the subject with THE EDITOR AND PUBLISHER, A. G. McIntyre, special representative of the Paper Committee, said: "It must be considered that, in addition to the Federal Trade Commission fixing the price, they fixed the terms and conditions of the contract, which amounts to a saving of many dollars a ton through overweight and other bad features, which, to make any contract equitable, must be corrected."

"A publisher cannot waive his right under this agreement on price, without also waiving his right to have his contract terms altered. The Federal Trade Commission have signified very recently that they still consider for the year 1917 a price of 2.50 f. o. b. mill a fair price. They have undertaken the task of fixing from April 1 next year until the end of the war a fair price which, without doubt, will be on the scale of a 2.50 price for 1917, plus increased costs of 1918 over 1917. This is practically the terms of the Great Northern contract to all its customers, and is endorsed by the Paper Committee as being a price fair and reasonable.

NO THREE-CENT AGREEMENT.

"With the situation as it now stands, any publisher would be unwise to accept any contract except one the terms of which will be adjusted by the Federal Trade Commission, and no matter what terms and price he may receive, he has the satisfaction of knowing that they are right. The systematic campaign through some of the trade papers and other circles to make publishers believe that the Federal Trade Commission acceded to this present 3-cent price, is incorrect. There is a decided attempt being made to install in publishers' minds the belief that the Commission will fix a price for next year higher than 3 cents. Certainly, of course, they may do this, but manufacturing costs must increase enormously over anything in prospect at the present time to warrant such a price. The Paper Committee is in close touch with the costs of

materials and supplies for the operation of mills in Newfoundland, and are following paper-making materials markets very closely.

"With the prospect in view of so many prices being fixed by the Government, such as coal, copper, wool, chemicals, and steel supplies, the indications are that the prices of these paper-making materials will not be very materially increased, at least during the next year, over last, and that, therefore, a price based on cost for 1918 should be a very fair proposition and give a very satisfactory price.

"There is no doubt that the basis of operation between publishers and manufacturers under this agreement will be fair. No matter what else is offered to a publisher, he should be willing at all times to put his business on such a basis. Unless a contract is at 2.85 f. o. b. mill or less for 1918, with a promise of supply till the war is over at Federal Trade Commission prices, it cannot hope to be better than this. Arrangements for the decisions will be based on accurate knowledge and desire to do what is right.

"The Committee therefore urges every one to sign only contracts under the agreement signed November 26, for there is absolutely no possibility of there being any better than these terms offered, as no manufacturer will sell his paper under better prices and terms than this, regardless of what camouflage the alternative contract may carry."

TIPS TO THE AD MANAGER

GEO. DE LAVAL BLISS, 21 Park Row, New York, placing orders with a selected list of newspapers for Jones & Allen Co., medical.

BLOOMINGDALE-WEILER ADVERTISING AGENCY, 1420 Chestnut Street, Philadelphia, placing 4 in. 10 t. orders with some Pennsylvania newspapers for John Wanamaker, Philadelphia.

JOHN L. CLOUGH ADVERTISING AGENCY, Merchants' Bank Building, Indianapolis, placing orders with newspapers in selected sections for Dyer Packing Co., "Alice Beans," Vincennes, Ind.

DANIELSON & SON, 96 Westminster Street, Providence, R. I., placing orders with a few newspapers in selected sections for the United Lace & Braid Mfg. Co., "Beaded Shoe Laces," Auburn, Providence, R. I.

GREEN-LUCUS ADVERTISING Co., 21 West Fayette Street, Baltimore, again placing orders with a few newspapers in selected sections for E. Rosenfeld & Co.,

"Faultless" Pajamas and Night Shirts, Baltimore and New York.

GUNDLACH ADVERTISING Co., People's Gas Building, Chicago, placing orders with some New York city newspapers for American Can Co., "Rex" Visible Typewriter, and "American" Adding Machine, 309 Broadway, New York.

J. B. HAINES, Bailey Building, Philadelphia, again placing orders with some Pennsylvania newspapers for Bailey, Banks & Biddle Co., jewelry, 1213 Chestnut Street, Philadelphia.

OTTO J. KOCH ADVERTISING AGENCY, University Building, Milwaukee, again placing copy with newspapers for holiday trade, for Parker Pen Co., "Parker Lucky Curve" Fountain Pens, 310 Mill Street, Janesville, Wis.

ERICKSON COMPANY, INC., 381 Fourth Avenue, New York, handles the advertising of the Chalmers Knitting Company, Amsterdam, N. Y., underwear manufacturers.

BARROWS & RICHARDSON, Philadelphia, handles the advertising of Huyler's, New York.

NOLLEY ADVERTISING AGENCY, Baltimore, placing orders with newspapers in selected sections for Electrical Products Company, "Electrical Faucets," 6 South Calvert Street, Baltimore.

REDFIELD ADVERTISING AGENCY, 34 West 33d Street, New York, renewing some newspaper contracts where they have expired, for American Lead Pencil Company, "Venus" Pencil, 220 Fifth Avenue, New York.

THOMAS ADVERTISING SERVICE, Heard Building, Jacksonville, Fla., placing small orders with newspapers in selected sections for Hotel Albert, Saxonville, Fla.

VANDERHOOF & Co., Marquette Building, Chicago, making up a list of publications for Tuthill Spring Company, 760 Polk Street, Chicago.

FRED C. WILLIAMS, 108 Fulton Street, New York, again placing copy on contracts for Tetley's Tea.

VANDERHOOF & COMPANY, Marquette Building, Chicago, have secured the account of the Tuthill Spring Company, 760 Polk Street, Chicago, and are making up lists of publications.

WITH THE AD AGENCIES

William Hancock Payne, formerly advertising manager for the firms of Wanamaker & Brown and William H. Wanamaker, Philadelphia, has opened an advertising agency under the name of Hancock-Payne Advertising at 1632 Real Estate Trust Building, Philadelphia. Mr. Payne was formerly night editor of the Philadelphia Press, and before that a member of the staff of the Evening Telegraph.

I. Lund, who was with Critchfield & Co. for four years, and with Lord & Thomas for one year, has just left the latter agency to join the staff of William J. Morton Company's Special Agency in their Chicago office.

John A. Butler, former copy director for H. W. Kaster & Sons' Advertising Company, and more recently with Vanderhoof & Co., Chicago, has joined the copy department of Ruthrauff & Ryan, Inc., New York.

Gus H. Dirhold, who for the past year has been managing editor for Hardware and House Furnishing Goods, Atlanta, Ga., has resigned and will reopen an advertising office in St. Louis.

Charles Proner, for four years advertising manager of the Smith & Hemenway Co., Inc., maker of "Red Devil"

tools and hardware specialties, Irvington, N. J., has joined the Wales Advertising Company, New York.

H. S. McCauley, formerly of the Chicago Examiner reportorial staff, is now in the copy department of the McJunkin Advertising Company. Mr. McCauley has worked extensively on newspapers in the West and on the Pacific Coast, and was at one time auto editor of the Salt Lake Herald-Republican. He will do trade-paper and newspaper write-ups for the McJunkin people.

James Mackay, chief of the service department of the H. E. Lesan Advertising Agency, and Charles Lansdown, manager of the Chicago office, have become stockholders in the agency, and will be made officers and directors at the annual meeting in February. H. E. Lesan, Francis H. Sisson, E. K. Gordon, James Mackay, and Charles Lansdown are now the owners of the Lesan business. All are active in the management, except Mr. Sisson, who left the vice-presidency and general management of the agency to become assistant to the chairman of the Railway Executives' Advisory Committee, and is now vice-president of the Guaranty Trust Company, of New York, retaining his financial interest in the Lesan Agency, however.

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

BEST CONVENTION A. N. A. HAS HELD

A. C. Reiley, Retiring President Sees Much Help for Members in Excellent Manner In Which Papers were Prepared.

"This convention," said A. C. Reiley, the retiring president of the Association of National Advertisers, to THE EDITOR AND PUBLISHER, "was without doubt the most valuable this organization has ever held. Indeed, it sets a high mark to be aimed at by succeeding conventions. In other years we have had excellent papers; but however good those papers were, they fall short of the excellence of those presented here. In other years we touched the high spots. This year every subject discussed has been gone into so thoroughly that there has been little room for general discussion after presentation. The papers were uniformly valuable, and I feel sure that every man who attended goes home with an added interest in his business and an increased knowledge of its many intricacies. And I want to say now, that every man who presented a paper at the convention got right down to brass tacks. There was no beating about the bush, and no long introductions obscured the subjects nor wearied the auditors.

"I am proud of my fellows when I remember that patriotism and loyal adherence to the country in this war, coupled with an earnest desire to give aid to the Government, was the dominant note. 'Business and the War' might be called the subject of all discussions, formal and informal; and not a man who rose to his feet articulated a selfish word concerning conditions. Some of the business represented by our membership have suffered, some have profited, by the war, but every man at the convention showed himself an ardent patriot."

HELPING SMALL PUBLISHERS

Report of Federal Trade Commission Recites How Relief Was Obtained.

WASHINGTON, December 5.—The report on news print and book paper industries, as contained in the annual report of the Federal Trade Commission, has just been made public. The report contains a review of all the decisions of the Commission and contains much valuable information relating to the business interests of publishers. A complete citation of all decisions are printed in the order of their rendition.

A brief history is given of the activities of the Commission in connection with the news print situation, reciting the facts of the investigations and hearings, the indictments of the manufacturers, the critical situation in which publishers had been placed because of the artificial shortage of paper and its high price, the arbitration agreement, its subsequent failure, the action of the Government in commandeering paper for its use at a reasonable price, etc.

How the Commission had brought relief to the smaller publishers through the cooperation of two paper mills, the Berlin, of Portland, Me., and the Northwest Paper Company, Cloquet, Minn., furnishing sheet paper at the rate of \$3.25 at the mills, is related.

Byron Norrell, editor of the Ada (Okla) Evening and Weekly News, and former president of the Oklahoma Press Association, and Miss Gertrude Case were married at Ada, Okla., on November 28.

TIPS TO DEALERS

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

DOVER, Del.—New York Feature Syndicate Corporation; to do a general printing and publishing business; capitalization, \$100,000.

MORRISTOWN, N. J.—Passaic Valley Chronicle; capitalization, \$25,000; incorporators, A. Vance Pierson, Viva M. Gordon, Joseph Weimer.

NEW YORK.—Wolf Advertising Co.; capitalization, \$250,000; incorporators, E. F. and D. Wolf; place of business, 600 West End Avenue.

BOSTON.—Northeastern Publishing Co.; capitalization, \$200,000; incorporators, F. S. Auerbach, Anna B. McHugh, J. F. Carney.

NEW ENTERPRISES

BAXTER SPRINGS, Kan.—Since the first of December the Daily Citizen, a new daily here, has been published by the Baxter Springs News

SUSPENSIONS

NORRISTOWN, Pa.—The Pennsylvania Trust Co. has been appointed receiver for the Daily Register Publishing Co. here.

ST. JOHNSBURY, Vt.—The Caedonian Company, Inc., of which W. J. Bigelow, formerly night editor of the Burlington (Vt.) Free Press, is the president, has filed a petition in bankruptcy. The liabilities are \$24,411.27 and the assets are given as \$22,359.80. There are ninety-three unsecured claims. The company published a daily and weekly.

CHANGES IN INTEREST

CASPER, Wyo.—Percy E. Cropper, for several years mining editor of the Deseret Evening News, Salt Lake City, and well-known in the intermountain country, has purchased a controlling interest in the Daily Press here. Mr. Cropper has taken charge.

Ad Agencies Combine

The Doremus & Morse and Russell Law Advertising Agencies were consolidated on December 1 under the firm style of Russell Law. The advertising agency business will be conducted under the above title at 31 Nassau Street, New York city. The Walter L. Houghton Advertising Agency (Inc.) was consolidated with the Redfield Advertising Agency on December 1. The business of these firms will be continued under the firm style of Redfield Advertising Agency (Inc.), at 34 West 33d Street, New York city. The officers of the company are as follows: C. S. Redfield, president and treasurer; Tyler L. Redfield, first vice-president, and Walter L. Houghton, second vice-president.

Plan Big Ad Campaign

David Carneiro & Co., 50 East 42d Street, New York city, will inaugurate a large advertising campaign, using daily newspapers, on their "Matte Royal," a Brazilian tea, with L. Roy Curtiss in charge of advertising for the company. Picard & Company, Inc., 50 East 42d Street, New York city, will place the account.

No newspaper, having its full share of the classified advertising of its field, ever failed.

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.

Table listing member newspapers by state: ALABAMA, CALIFORNIA, GEORGIA, ILLINOIS, IOWA, LOUISIANA, MICHIGAN, MINNESOTA, MISSOURI, KENTUCKY, MONTANA, NEW JERSEY, NEW YORK, OHIO, PENNSYLVANIA, TENNESSEE, TEXAS, UTAH, VIRGINIA, WASHINGTON, NEBRASKA, and NEW YORK. Each entry includes newspaper name, location, and circulation statistics.

ROLL OF HONOR

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

Table listing member newspapers under the Roll of Honor: ILLINOIS (SKANDINAVEN), GEORGIA (BANNER), KENTUCKY (MASONIC HOME JOURNAL), NEBRASKA (FREE PRESSE), NEW YORK (BORLETTINO DELLA SERA, DAILY DEMOCRAT), and PENNSYLVANIA (DAILY DEMOCRAT).

A. N. A. HOLDS EPOCH MAKING MEETING

(Continued from page 8)

such matters as duplicating machines, employees' benefit associations, profit-sharing systems, the new war taxes and advertising, the best arguments and copy for "getting over" one particular selling point of a member's product, the market for a product affected by war conditions, competitors in the field, etc.; how best to solve the difficulties presented by the limited market for a very special product.

SIMPLE ONES DIFFICULT.

"Some of the apparently simplest inquiries result in the longest chases. For instance, a query as to the author and publisher of a booklet entitled "Prospecting for Prospects" took the data department through every available list and record of books published, to many a man who "might know," until, finally, Miss Williams came upon an obscure clue leading to the discovery that the booklet was one that had been developed and published by an A. N. A. membership concern.

"The data department is asked for such things as trade lists, lists of agencies' accounts; systems for advertising departments, information about motion-picture advertising, and every other form of publicity; statistical information of every conceivable description; there is scarcely a new service or marketing proposition that shows its face that we are not asked to examine and report concerning its outside and inside. We are asked for copies of various kinds of laws; dealer-relation data galore; export data, also galore; sales department data, such as map and tack systems, use of salesmen's automobiles, salesmen's contests, contracts with salesmen, salesmen's report forms, sales manuals, quota systems, etc., etc.; information as to trade marks. In fact, there is scarcely anything under the sun in the field of marketing and a few other fields that we are not asked about.

PUBLICATION DEPARTMENT.

"I want to give you some information about the publication data department. In the last year we have had to double its staff. It is fast becoming the greatest clearing house of publication data in the country. As you know, the department is sending you copies of audit reports and publishers' statements on the basis of the lists of publications you are using, also digests of members' opinions of publications, based on their use of the media. But it is also getting in increasing quantity requests for information that involve lengthy research, visits to publishers' offices, etc.

"The number of publishers' representatives who visit the department to impart information is very great. The department gives such information as the making up of publication schedules according to the experience of firms advertising in summer or in winter; whether certain publications can be dropped and fewer publications in a specified territory employed more profitably; the leading publications in many kinds of marketing fields; the possibil-

ity of getting certain publications to use publicity matter, and how to send such matter out; one afternoon, at 4:30, some weeks ago, a telegram was received from a member asking for lists of trade publications in a number of classes. The information required was such as could not be obtained from any directory, and the compilation necessitated a good deal of inquiry. The department, however, considered that the information was wanted urgently, else the member would not have wired, and, although two people had to remain until eight o'clock, the complete information was mailed the same night.

AVAILABLE TO ALL.

"The other day a member sent in a list of six questions on farm publications, to answer which will involve an immense amount of work. But the work will be done, and, when done, it will be available for any other member who may want it. And many members who use farm publications will certainly want the data.

"The time will come when the publication data department will have a field man or field men out investigating many publication conditions that are now obscure.

"Of the work of the employment bureau and of the promotion bureau you have been informed from time to time. The former has succeeded in placing about 100 men during the last year, and is prepared to do more if the shortage of men anticipated should occur. The promotion bureau has sent out four articles designed to educate the public as to the economic function of advertising in the merchandising of goods. A very large number of all kinds of publications have printed these articles.

"Actually the A. N. A. in its general work is a standardizing institution. It is all the time making standards that sellers of space, material, and service are usually glad to adopt, and the adoption of which makes it easier and more economical for you and for them to conduct business.

NO FILM BUREAU YET.

George Frank Lord, manager of the advertising division of the du Pont de Nemours Company, followed Mr. Reiley's paper, after his report, on "The A. N. A. and the Movement for Circulation Audit Standards," with a full and frank dissertation on "Shall We Establish an A. N. A. Film Bureau?" In the discussion that followed it appeared that the members were not at all certain of the advisability of taking a posi-

tive stand on this question at present. I seemed to be the consensus that the time for final decision had not yet arrived, and that the question would better be left for later developments.

At the afternoon session a paper on "War and Advertising," read by Edward Hungerford, advertising manager for Wells-Fargo & Co., claimed the attention of a full attendance. He took up the criticism on advertising made by R. D. Affleck, of Chicago, who maintains that advertising creates desire, desire creates demand, and demand stimulates consumption. What is needed now, under the economic conditions forced upon the country by the war, Mr. Affleck maintains, is decreased consumption. He argues that this could be brought about by a decrease in advertising. He urges that, instead of regulating the supply of goods brought to the market by manipulation of transportation facilities, it would be better to lessen the demand by curtailing the volume of advertising.

Mr. Hungerford declared he was utterly opposed to any attempt to diminish consumption, or to attempt to diminish it, by any such means.

"I do not believe," he said, "that consumption should be controlled by curtailing advertising, assuming for a moment that that result would follow. But to argue that it would materially reduce consumption is the best word for advertising that could be spoken.

SHOULD NOT CUT DOWN.

"There is one thing that we should consider. The magazines, periodicals, and daily newspapers that have carried the copy of the national advertiser, the publications that are worth while to the country, have been built up at great expense by some of the best organizers of the United States. They should not now, in these times of war and storm and stress, lose the result of their efforts. Whatever our business conditions, even though we are sold out for years to come, as some of us are, and even if advertising now cannot add to our income by so much as a single dollar, we should add to maintain these institutions of our country.

"Rather than curtail the volume of our advertising, let me suggest a way by which we can be of real assistance in conservation. If we do not need advertising for selling goods, we can make our copy really and helpfully constructive. We can change it from its usual form and tell people how to conserve the goods already sold. For instance, the automobile manufacturer

can tell people how best to use a car so as to get the longest wear and the most economical service from it. Makers of tires can instruct their customers by advertising in how to care for their tires and make them last longer. You will readily see from even these brief examples how the idea can be applied to other products. Let us do this rather than, at one bloody stroke, cut off the advertising media we have needed in the past, and shall need in the future."

BRITAIN'S CONTROL OF BUSINESS.

"The Possible Readjustments of Business Based on the Experience of Great Britain" was the title of a paper presented by F. A. Wilson-Lawrenson, sales manager for the Welsh Grape Juice Company. Mr. Wilson-Lawrenson spent three months working with Food Director Hoover, and had further prepared himself for his subject by recently called advices from England.

There are sixty-eight distinct occupations, he said, in which employment of people in the British Isles between the ages of eighteen and sixty-one is absolutely prohibited by the Government. They include practically all the non-essential manufactures, such as carriage makers, advertising agencies, paper makers, general printing, and lithography. The edict of prohibition, he declared, has put a great many concerns out of business, so far as the manufacture of their own product is concerned. Some of them told the authorities they had efficient, working establishments, which ought not to be forced to remain idle. These the Government has licensed and started to making munitions, instead of the non-essentials they formerly turned out. As a conse-

The Evening Mail

New York

Last year GAINED
178,965 lines

of

Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

MEMBER A. B. C.

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

The PITTSBURG 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



MR. EDITOR

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

THE NEWSPAPER
ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

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.

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

quence, they are earning more money now than ever before.

Notwithstanding, Mr. Wilson-Lawrenson said, many of the concerns continue to advertise the goods they no longer produce. There is, he declared, no let-up in the advertising of these concerns, the argument being that they cannot afford to lose the contact between the past and the future. They are keeping their products before the minds of the English people against the time when they can resume manufacture. In this way, they say, they will be able to retain the momentum acquired before they ceased making their products, and not be forced to overcome the inertia which would otherwise follow.

SOME GAINS HEAVY.

Some concerns not engaged in manufacture, he said, have kept up, and even increased their advertising, and, as a consequence, have shown larger profits than in normal times. He cited Lipton's teas, which, he said, advertised more extensively than ever, and, as a consequence, showed a profit double that earned before the declaration of war. The employees of Selfridge's great department store, he related, fearing a huge falling off in business, offered to work for half-pay during the war. They were told that their managers were not sure that business was going to be bad, and that there was no present need to cut pay and make living at the increased cost of food more of a problem. The house increased its advertising, and, as a result, raised the sales in a single year to \$15,000,000, an increase of \$2,500,000 over the year before, with a corresponding profit.

There are 5,000 Government-controlled establishments in Great Britain to-day, concluded Mr. Wilson-Lawrenson, since every going line of business endeavor must be licensed, and not one of them has deemed it profitable to discontinue, or even to curtail, its advertising.

500 ATTEND BANQUET.

More than 500 advertisers, advertising agents, newspaper and magazine executives crowded into the banquet-room of the Hotel Biltmore Wednesday night to attend the annual dinner of the Association. The room was beautifully decorated with the flags of the Allies. Long before the guests were seated it was evident that a rousing, patriotic note was to be struck. Advertising was to go further in mobilizing its resources to help win the war. The gavel fell. All joined in singing the Marseillaise in honor of Stephane Lauzanne, editor of Le Matin, Paris, one of the speakers of the evening.

The patriotic spirit was rampant. Enthusiasm ran high. It struck the top round when Toastmaster Reiley read a telegram from President Wilson accepting the services of advertising men throughout the country.

"Mr. Creel, Chairman of the Committee on Public Information, has told me of the generous mobilization of the advertising forces of the nation in support

of the effort of the Government to inform public opinion properly and adequately," said the telegram. "America asks nothing for herself that she does not ask for the rest of the world. Our devotion to great principles is not stained by any selfishness. This purity of purpose commands absolute openness in every approach to our people and the peoples of the world. The great advertising bodies constitute a medium peculiarly fitted to make a frank presentation of America's meaning and purpose in an hour when full understanding is so necessary to success. I accept your services with gratitude and deepest appreciation."

MONTH OF PATRIOTIC ADVERTISING.

Carl Boyer, representing the Committee on Public Information, explained just what the Government would ask of the advertising bodies of the United States. He told first of the plan to make March a month of patriotic national advertising. During that month all national advertising appearing in newspapers and magazines will sound the patriotic note. The plan has not only the endorsement of the Government, but also of such organizations as the American Newspaper Publishers Association, Association of National Advertisers, American Association of Advertising Agencies, and organizations representing all classes of periodicals, including the trade press and farm press.

Mr. Boyer said the Government was not inclined to assume any leadership in enlisting the advertising forces of the country in the war's cause. Each of the organizations would be asked to do its part. No organized programme was contemplated.

Theodore E. Burton, former United States Senator, was the first speaker. His topic was, "The Present Crisis." He declared that the American people were just beginning to realize the gravity of the great world conflict.

WAR CALLS FOR SACRIFICE.

"Each man must do not only his bit but his whole duty," said Senator Burton. "This war calls for sacrifice. It has resulted in the creating of new relationships between Government and citizens. One of the cheering facts about this war is that it is bringing forth daily fine examples of splendid service. Every

tripe American is his brother's keeper to-day."

Senator Burton told of Germany's plan of a world conquest. He explained Germany's designs on Belgium and Holland. He said that if the Germans had succeeded in taking Paris during the early part of the war, many of these ambitions would have been realized. He concluded by saying that this world war "is our war. We are not fighting England's war or France's war. It is our war."

Major George Haven Putnam, a Civil War veteran, spoke on "The Call of the Republic." His was an excellent address. He said that most men to-day were concerned with getting a living. And most of them, too, were next concerned with what to do with it when obtained.

"Getting a living to-day means serving the Republic," he said.

Major Putnam described and likened the days of Lincoln to the days of to-day.

TROUBLES TO-DAY NOT NEW.

"In those days we had long-haired men and short-haired women who rush-

ed to Washington to tell Lincoln how to run the Government," he continued. "We had that class of people who discouraged recruiting. There were those who spoke against loaning money to the Government." And, with arms upraised and fist clenched, he said: "We took care of those people in those days, and we must take care of them to-day."

Major Putnam said that the people of the United States must admit no discouragements. He said the Allies' triumph was inevitable.

"Prussian militarism must go," he said. "We will know no other end."

To Reach the Rich Trade of Kansas
Topeka Daily Capital

Net Circulation
(latest Government report)

33,924

It's sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

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.

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

SERVICE FLAGS

for the
HOME, OFFICE, CHURCH,
FACTORY, SCHOOLS and
FRATERNAL SOCIETIES

All Sizes—Popular Prices
Immediate Delivery
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

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

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
CONKLIN } Representatives } New York
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

USE
UNITED
PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

Stephane Lauzanne, the brilliant editor of Le Matin, Paris, gave one of his characteristically fine, stirring addresses. "France is fighting for an ideal," said Mr. Lauzanne. "You know that ideal. We insist upon respect for humanity, regard for international law, for all of the fine things of life. We are giving our lives for that ideal. We prefer to die than live with a degraded people. And a German triumph would mean just that."

FRENCH ARMY NOT EXHAUSTED.

Mr. Lauzanne said that the French army was frequently referred to as an exhausted army. He said the French to-day were holding two-thirds of the western line. He said that to-day there were more than 2,750,000 Frenchmen on the western front.

"Eighty-two German divisions face the French army," said Mr. Lauzanne. "Surely a large number to be needed to hold an exhausted army."

Mr. Lauzanne said that to-day there were no small and large Allies. "All are great," he said.

Mr. Byoir, of the Committee on Public Information, was the last speaker. In the course of his remarks he paid high tribute to George Creel, Chairman of the Committee. He said that Mr. Creel was receiving the criticism of the entire Committee, that he was doing a great service, that he offered no complaints, that his whole heart was in the nation's work.

The Association replied the next day to this message, sending the following telegram:

HONORABLE WOODROW WILSON,
President of the United States,
The White House, Washington, D.C.

The Association of National Advertisers in annual convention acknowledges with enthusiasm and a deep sense of responsibility your telegraphic acceptance of our service to aid the Government in enlightening public opinion on the vital issues of the war. We again pledge to you the wide experience of the two hundred and sixty-eight leading national advertisers in doing whatever you wish us to do to aid the purpose of the Government in the execution of any or all of its publicity and advertising plans, which are so essential to ultimate victory and enduring peace.

Association of National Advertisers, Inc.

INVESTIGATING THE MARKET.

Thursday's morning session was entirely occupied with papers and discussion on the subject "Investigating the Market. Getting the Data About the Market Preliminary to Preparing the Advertising Campaign." There were three papers—by Truman A. De Weese, of the Shredded Wheat Company, Frederick W. Nash, General Chemical Company, and R. A. Holmes, Crofut & Knapp Company.

One point brought out prominently by Mr. De Weese was the value to the investigator of the machinery accomplishing the same thing which has been established by the American Newspaper

Publishers Association, and also of the facilities in this direction afforded by a number of individual newspaper offices. The speakers emphasized the necessity of making full investigation of the market before beginning a campaign of advertising. It is necessary, they agreed, not only to get the opinions of experts, but also to pursue the search down to the consumer himself.

At the same time, Mr. Nash showed, there are a great many erroneous conclusions that can be arrived at by going to the extreme. There are some products, he declared, that need no investigation. Hats, for instance, which everybody wears, even though everybody may not consider them a necessity.

Mr. Holmes pointed out the danger of delay in making an investigation too exhaustive by following the rules of such procedure, instead of common sense. "You will remember," he said, "that in the Boxer rebellion in China the allied forces were to move upon a given point. The Germans followed all the set rules of warfare in marching to it. But they followed the rules so well that when they arrived they found that the Americans had taken a short cut, being guided by common sense, and were already encamped."

After the adjournment of the morning session the members got together in various rooms for the divisional luncheons, in the following groups: Drugs and drug specialties; paints and varnishes; automobiles and automobile accessories. The remainder divided into groups representing marketing and marketing outlets.

LIBERTY LOAN WORK.

"Business and the War" was the topic for the afternoon session, which convened at three o'clock. O. C. Harn, National Lead Company, presented a paper on "The Liberty Loan and Business." He spoke of the good work done by the National Advertising Advisory Board in the two Liberty Loans, and discussed at some length of the opportunities and the difficulties that would confront the advertising organization in their work with the Government.

Tim Thrift, American Multigraph Sales Company, read a paper on "Copy that is and That Isn't," which, despite its odd name, was full of information and useful lessons for the delegates. "The Standards of Profitable Advertising," by George French, editor of the Advertising News, closed the session.

An evening session followed, at eight o'clock, where a special program was presented on the subject "Export Advertising and Selling." David L. Brown, of the Goodyear Tire and Rubber Company, led the discussion of this interesting topic.

"What Progress has been made in 1917 in the Elimination of Fraudulent Advertising?" a paper by R. L. Prather, of the Thomas G. Plant Company, opened the morning session of the last day of the convention. He was followed by W. A. Martin, Jr., of D. E. Sicher &

Co., with "A New Slant on the Question of Fraudulent Advertising." Both had given much time to the preparation of their papers, and that they covered the subject thoroughly was evident from the remarks that followed in the general discussion.

After the election of officers for the ensuing year, R. H. Lee, of the New York Tribune, spoke on "Conserving Confidence."

The closing session, in the afternoon, was devoted to a general discussion of all papers presented before on "Business and of the War," a "Round Table" discussion of "Direct Mail Advertising," "Taking Steps to Offset Any Slump in Business that May Occur an Account of Conditions Caused by War", and "Methods of Preventing Waste of Advertising Literature Distributed Through Dealers."

An address by the newly-elected president brought the convention to a conclusion.

SEEKS RULING ON TAX LAW

Sec. Neal, of Associated Business Papers, Asks Light as to "Intangible Property."

Jesse H. Neal, executive secretary of the Associated Business Papers, 220 West 42d Street, New York city, has submitted a brief to Daniel C. Roper, Commissioner of Internal Revenue, Washington, asking for a ruling as to the application of sections 207, 208, and 209 of the excess profits section of the War Revenue bill.

Mr. Neal states that the fundamental principles are exactly the same in the case of newspapers and trade papers.

The brief says that there is danger that the Government may do publishers the very grave injustice of classifying nearly 100 per cent. of their capitalization as "intangible property" solely because it is largely represented by a subscription list, rather than by buildings and commodities.

Want To Buy a Morgue?

For Sale—75,000 envelopes and 175 boxes of clippings covering prominent persons, places, news events, etc. Unique and invaluable. Revised to date. For appointment to inspect write

E. H. EATON

225 W. 39th Street/ New York City

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.

Food Medium
of
New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue Lytton Building
NEW YORK 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.

The
Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

SPECIAL MEETING OF A. B. C. POSTPONED

Audit Bureau Officials Decide to Fix a Later Date for Chicago Convention, Probably January 4—Technical Difficulties Encountered.

Special to THE EDITOR AND PUBLISHER.

CHICAGO, December 7.—The special meeting of the membership of the Audit Bureau of Circulations, scheduled to be held in Chicago on December 14, has been postponed. This is said to have been definitely decided upon at an executive session held by officials of the Bureau to-day, and it is explained that technical conditions which have arisen render the postponement necessary.

January 4, 1918, is now mentioned as the probable date for the meeting, but a positive decision as to this has not yet been made, nor is it expected before next week.

Coming to New York

Edmund Walker has resigned his connection with the Keeley-Handy Syndicate, Chicago, to accept a position with the accounting department of the New York Times.

Announcement is made of the marriage of Miss Lydia Klopsch, daughter of Mr. and Mrs. Charles W. Klopsch, of Chicago, to Ernest G. Hirsch, manager of the Advertising Club of Chicago.

THE Indianapolis Star reaches more people on rural routes than any other Indianapolis paper.

The Shaffer Group:

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

Hearty co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

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.

OHIO CITY EDITORS TO HOLD CONVENTION

Notable Programme Prepared for Third Annual Meeting of Association at Columbus, January 19-20—Gov. Cox to Deliver Address.

The third annual convention of the Ohio City Editors' Association will be held at the Hotel Virginia, Columbus, January 19 and 20.

The meeting opens on Saturday, with registration of delegates and visitors. The first business session will be held at 11 A. M., when delegates to the national convention will be chosen.

On Saturday afternoon, January 19, at four o'clock, there will be a reception and entertainment by the Columbus Automobile Club, at their clubrooms in the Virginia Hotel Building.

On Saturday evening, January 19, at 7:30 o'clock, the annual banquet will be held in the Rose Room of the Virginia Hotel. The banquet will be Hooverized, the menu being suggested by Fred C. Croxton, State Food Administrator, who is one of the speakers of the evening, his subject being "Food and the Newspaper." Other speakers are Gov. James M. Cox, who will talk on "What the Newspaper Can Do to Aid in the War"; Mayor George Karb will deliver the address of welcome; Clyde P. Steen, president of the Association, will make the response; George Creel, Chairman of the Committee on Public Information, Washington, will speak on "The Censor's Censure," and Max B. Cook, city editor of the St. Louis Republic, will tell of the capture of Dr. Karl Graves, famous German spy, through his own efforts and a number of impromptu speakers.

On Sunday morning, January 20, at 10 A. M., the annual business session will be held, for the election of officers and selection of the next meeting-place. An address is to be made by Claud J. Deigle, managing editor of the Milwaukee leader, on "The Experiences of a non-Socialist on a Radical Newspaper." Other speakers include Philip D. Sherman, professor in English and editor-in-chief of the Oberlin College News Bureau; George Burbá, of the Columbus Dispatch; A. P. Sandles, editor of the Putnam County Sentinel, Ottawa, and a former State official; John B. Snook, Congressman, Paulding, O., "The News Print Situation," and Ralph H. Keller, city editor of the Tiffin Tribune, who is now in the service of his country at Camp Sherman, Chillicothe, on "How It Feels for a City Editor to Be in Khaki."

Business sessions and round-table discussions on all newspaper topics will continue throughout the day.

Johnson Goes to the Tribune

J. A. Johnson, assistant in the circulation department of the New York Times, has accepted the position of circulation manager of the New York Tribune, and will enter upon his new duties on Monday, December 10.

LEGAL NOTICE

Advertisements under this classification, thirty cents per line. Count six words to the line.

International Paper Company

The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1½%) on the preferred capital stock of this Company, payable January 15th, 1918, to preferred stockholders of record at the close of business January 4th, 1918. Owen Shepherd, Treasurer.

New York, November 28th, 1917.

HELP WANTED SITUATIONS WANTED

Advertisements under this classification, twenty cents per line. 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.

Editorial Writer

High-grade publication has opening for a clear and forceful writer on daily news events and general affairs. He should be thoroughly conversant with public life and men, particularly of Pennsylvania, New Jersey, and Delaware, and possessor of a literary style. Preference will be given to good, practical newspaper man who has had Philadelphia experience. Applications will be held in strictest confidence. To secure interview, please send samples or specimens of your matter, and full details as to personality, experience, etc. Address EDITOR, P. O. Box 479, Philadelphia.

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, care Editor and Publisher.

FOR SALE

Advertisements under this classification, twenty cents per line. Count six words to the line.

Trade Paper

Established over 25 years. Small, but good field. Can be somewhat changed in character and field increased immensely. Present owners tied up in other capacity. Address X 3506, care of Editor and Publisher.

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.

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.

Business Manager

Shoulder some of your worries on me—I'm accustomed to hard work. You'll find me absolutely reliable, energetic, adaptable, experienced as reporter, editor, and business manager. Successfully employed as manager of small daily, but seek job with larger possibilities. Address X 3508, 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.

Advertising Manager

desires change to daily over 5,000 circulation; Central States. Married; of clean-cut character, energetic, with ten years' experience. Address X 3502, care of Editor and Publisher.

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 X 3504, care of 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.

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.

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.

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.

Newspaper Executive

Young man with fifteen years' experience in newspaper business office and familiar with all its branches, would like to correspond with a paper where there is an opportunity for obtaining an executive position. If after ability was proven would like to obtain a modest interest if agreeable. Address X, 3510, care of Editor and Publisher.

Composing Room Foreman

Live wire; can absolutely make good, combining greatest economy with highest efficiency; have successfully handled two biggest newspapers in large Eastern city; 40 years old; conservative, tactful executive; expert in up-to-date methods; can refer to two most prominent newspaper executives in United States; go anywhere; salary consistent with results accomplished. Address X 3507, care of Editor and Publisher.

Leaves Worcester Gazette

Charles H. Pugh, business manager of the Worcester (Mass.) Evening Gazette, has resigned to join the Boston office of the Curtis Publishing Company.

To make things better is better than to make the best of things.

\$10,000 available for first payment on an evening newspaper property. Tennessee and North Carolina locations preferred.

Proposition Q. A.

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 employees 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.

GOSS OCTUPLE STRAIGHTLINE PRESSES

with Two or Four Folders

For sale by

WALTER SCOTT & COMPANY
Plainfield, New Jersey

The True News

—FIRST—

Always—Accurately

International News Service
World Bldg. New York

HENRY C. TERRY, OLD REPORTER, DIES

Served Forty Years on Assignments and Was New York's Most Picturesque Newspaper Man—Set Many Records for Efficiency.

Henry C. Terry, better known among his associates as "Deacon" Terry, died suddenly of heart disease in his home at 83 Booraem Avenue, Jersey City, on the morning of December 1. He was sixty-two years old.

Mr. Terry was the most picturesque figure in New York newspaper work. For more than forty years he had been a reporter on metropolitan dailies, covering every possible kind of an assignment. He always "landed" his story, no matter how difficult nor how involved the conditions under which it had to be obtained. His "nose for news" was of the keenest, his ingenuity in digging out facts shamed the trained New York detective force on many occasions, and his presentation of them in weaving his story, terse, coordinate, and lucid.

He first became well known among his fellow-workers when, in 1877, news of Gen. Grant's condition was difficult to obtain. The "Deacon" organized the men who were on the "death-watch" with him into the "Fifty-Million Club," which so impressed upon Gen. Grant's relatives and friends the fact that fifty million Americans were eagerly watching for news of the former President's condition, that there was less difficulty in getting it for publication. He won entrance to a cell in Bloomingdale Insane Asylum in 1889 by posing as an escaped patient. Reporters from all the New York papers had been denied admission when they sought to verify rumors that the inmates were being abused. "The Deacon" gathered material for a story that shook the entire State and brought about an investigation which resulted in reforms in all New York institutions of a similar character.

ORIGIN OF NICKNAME, "DEACON."

He went to the home of Cyrus W. Field when a rumor persisted that the great man was dead and that news of his demise was suppressed because of the effect it would have upon Wall Street securities. With the aplomb and air of confidence that got him many a beat, he said to the maid:

"Tell my old friend Field that Deacon Terry is here."

"Why, Deacon," the maid replied, "Mr. Field has been dead two weeks."

That was how Terry came to be known as "The Deacon," and that was how his paper exclusively published the first actual announcement of Mr. Field's death.

Posing as a clergyman, he once gained access to the cell of a famous murderer, who confessed to him. "The Deacon," however, had got more than he bargained for, and felt that the circumstances would not permit its use. He never betrayed the murderer.

HELD CONFIDENCES SACRED.

Indeed, he never betrayed anybody. His was undoubtedly a more intimate familiarity of the working of the Police Department than was ever the

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

property of any official in it, and an acquaintance among its personnel that none other enjoyed. He knew more of the underworld, too, probably, than any other man in New York. Yet, in the most strenuous investigations made into the Department, and in the most trying times for gamblers and other crooks, hundreds of whom he knew by name, he never wrote nor told what had come to him in confidence, though he was trusted with weighty matters by policemen and crooks alike. He did, though, from both, gain information that made him invaluable to his paper in covering stories of criminal offenses, and of wonderful assistance to other reporters working with him on a combination.

For the last fourteen years "The Deacon" covered the Criminal Court Building for the New York American, and his smiling greeting, "Cheer up" is remembered by hundreds of judges, lawyers, and city officials.

The funeral, on December 3 from his late home, was attended by many public officials and newspaper men.

The pallbearers were Nathaniel P. Babcock and William E. Laubenstein, close business associates of Mr. Terry; Isaac D. White and John Slaight, of the New York World, and E. Percy Howard and John A. Hennessey, of the New York Press Club. Some of those who attended the services were Edward Swann, District Attorney; James E. Smith, Assistant District Attorney; William Boyle and Isaac Van Leer, of Mr. Swann's staff; Judge James Wall, of Jersey City; Raymond Torrey, William Hoster, William A. Willis, Cloudsley Johns, Dunean Curry, Willis Holly, Charles E. Still, William H. Clark, Wellington Wright, Frank L. Hopkins, George S. Edgecombe, and Capt. Harrie Davis.

Among the representatives of the New York Press Club present were Thomas Ford, W. Ward Damon, F. I. Cadwalader, William H. Penny, Ralph W. St. Hill, P. F. Handy, J. R. Caldwell, H. B. Swope, J. I. Charloupis, J. Earl Clauson, Edward W. Drew, Charles W. Price, George F. Spinney, Patrick T. Reihan, G. M. Beattie, A. F. Curtis, George F. Lyon, Caleb H. Redfern, and E. J. Tinsdale.

To do a thing well—whether it is writing an editorial or an advertisement—do it at the moment when your impulse is under the spur of enthusiasm and clear thinking.

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

OBITUARY NOTES

WILLIAM H. LOOMIS, one of the best known newspaper illustrators in the country, died of pneumonia last Thursday in the Hahnemann Hospital. His career began in Providence, and for twenty years he was engaged with New York newspapers. His service for The World consisted mainly of news illustration, which was notable for its free, pen-and-ink style. Many important court trials were reported by him with striking effect.

DAVID WILLIAM HIGGINS, veteran Pacific Coast newspaper man and founder of the San Francisco Morning Call, died in Victoria, B. C., last Friday, his eighty-third birthday. He was born in Halifax and went to San Francisco in 1856 via the Isthmus of Panama. He founded the Call the year he arrived. He became publisher of the Victoria Colonist in 1860 and held the position until 1885. For years he edited the Vancouver World. Higgins was a member of the British Columbia Parliament from 1885 until 1898.

LAFAYETTE PARKS, former publisher of the Fitchburg (Mass.) Daily News, died last Friday at his home in Brooklyn. He was born March 7, 1874, in Oswego County, N. Y. For a number of years he was a news desk editor on the New York Evening Telegram and recently was with the Associated Press.

OTTOMAR REINECKE, editor of the Buffalo Freie Presse, died November 27 at his home in Buffalo. He was born in Germany in 1840.

JOHN H. GOLDFRAP, for many years on the staff of the New York Evening World, died recently at his home on Staten Island, N. Y.

J. T. HEWITT, one of the best-known sporting writers in the Far West, who left Vancouver, B. C., as a lieutenant in the 143d "Bantam" Battalion, which was recruited in Victoria, B. C., was killed at the front on November 10, according to a cable message received in this country this week. He was employed on the staff of the Winnipeg Telegram as a sporting writer for three years,

leaving that position to become sporting editor of the Victoria Colonist in 1907. In the following year he accepted the position of sporting editor of the Vancouver Province, which position he held until he gave it up to enlist as a private in the 67th Battalion Western Scots, attaining to the rank of corporal in the machine-gun section of that battalion. When the 143d Battalion, B. C. Bantams, was formed, Hewitt was given a commission in that unit and did excellent recruiting work for the battalion up to the time when he left with it for overseas.

GEORGE C. S. BOBERT, well-known New Jersey newspaper man, died Sunday at Bayonne, N. J. He was born in Paterson, October 22, 1862.

JOHN R. DONEHO, well-known West Virginia editor, died Thanksgiving evening at his home in New Cumberland, W. Va. He was eighty-three years of age.

J. W. PAIGE, aged seventy-six, inventor of the Paige typesetting machine, died penniless Tuesday in a Chicago infirmary.

In spite of the operation of the selective draft, enlistments for all branches of the national service continue—and these include a high quota from the newspaper and advertising industries.

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.



ADVERTISERS

If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in

THE NAUTICAL GAZETTE

the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year
20 Vesey Street, New York

Hemstreet's PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

Are You Getting Your Share?

During one month of 1917 the exports of the United States to

Argentine	Dutch West Indies	Mexico
Brazil	Ecuador	Peru
Central American States	French West Indies	San Domingo
Columbia	Hayti	Uruguay
	Venezuela	

Show a grand total of \$43,943,959

In the same month United States exports to Canada were \$75,736,134

The significance of the figures to the American manufacturer may be that he should do more to develop the South and Central American markets, but if he is not getting his share of this splendid Canadian business, he is missing an opportunity in a market that is already opened and where pioneer work is unnecessary.

There are only two countries, the United Kingdom and France, that take more American goods than Canada takes. If it were not for war orders there would be only one.

The ease of doing business in Canada and the absence of marine risks and insurance are also factors that should influence Americans to open up the Canadian market.

Canada is a country of daily papers. The magazine field is covered largely by English and American periodicals.

The daily papers listed on this page reach about two-thirds of the population of the Dominion.

The advertising manager of any of them, or any recognized Canadian advertising agency will give information regarding dealers or methods of distribution in Canada.

PROVINCE OF ONTARIO Population 2,523,274

	Circulation.	Lines.	Net Paid
	2,500-10,000		
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0525	.05
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	39,944	.06	.05
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.025	.0225

PROVINCE OF QUEBEC Population 2,002,731—English 397,392 French 1,605,339

Montreal Gazette (M) (2c-36 yr.)	38,000	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-35 yr.)	20,426	.051	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

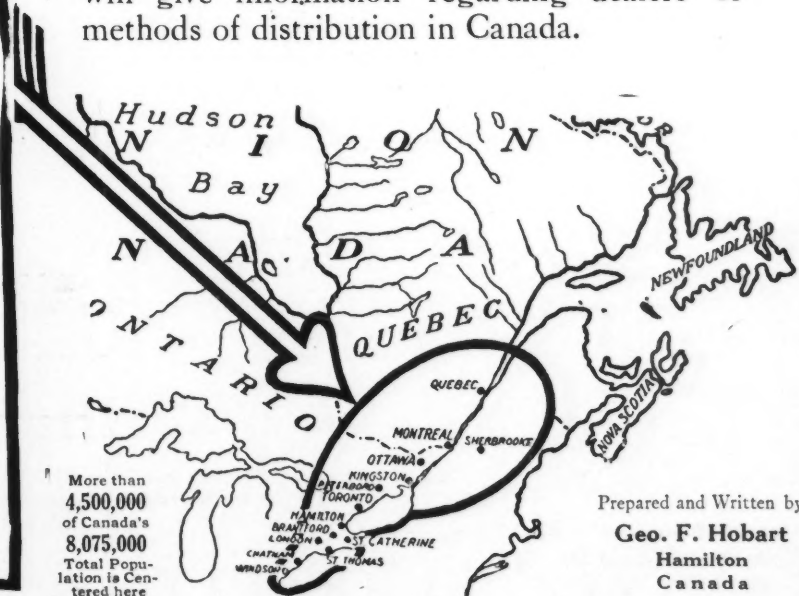
978,258 1.4042 1.1344

The newspapers listed on this page offer 978,258 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

Make your own deduction as to whether that is not Low Cost Advertising, bearing in mind that the territory is covered most intensively, and that it covers fourteen of the principal Cities of the most populous portion of prosperous Canada and their suburbs, and covers them well with Newspapers of High Standing and Reputation.

Suppose you had this tremendous Publicity Force working for you; don't you think you would soon feel the benefit?!

(c)



More than
4,500,000
of Canada's
8,075,000
Total Population is Centered here

Prepared and Written by
Geo. F. Hobart
Hamilton
Canada

Facts Advertisers Should Know

NO. 6

An exact record of all advertising experience regarding results per dollar expended would be invaluable to the man seeking to create a market for a new article or to stimulate the sales of one already well known.

Those of us who have been in the business for thirty or more years and whose inclination it has been to carefully watch the numerous campaigns which have been launched from time to time and with more or less accurate knowledge of results secured, are reluctant to express a definite opinion regarding the easy road to success.

We have seen the monthly magazine and periodical come and go as an effective medium for exploitation and have seen the read-in-the-home evening newspaper discount its morning contemporaries in volume and results to local retail merchants.

We have seen big, spread-eagle campaigns of wonderful intensity produce practically no results, while others of comparatively small size have scored big and successfully for those with an article of general utility, heralded by selling talk which won the confidence of the people.

It is obvious that the men conducting a successful newspaper know their town and its people and as a rule will be found willing to give most valuable advice to the man wishing to increase the sale of his goods in their town.

Advertisers should appreciate that the modern newspaper finds its greatest success in developing a clientele of pleased customers who get results, rather than merely seeking copy to keep the columns full. The day of copy chasing is past.

200,000
a Day

THE NEW YORK GLOBE

Member
A. B. C.

Offers the prospective advertiser service and advice built up by years of conscientious study of advertising and merchandising experience in the greatest market place on earth.

New York, December 5, 1917.

JASON ROGERS, Publisher.

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

