

OHIO STATE UNIVERSITY THE EDITOR & PUBLISHER

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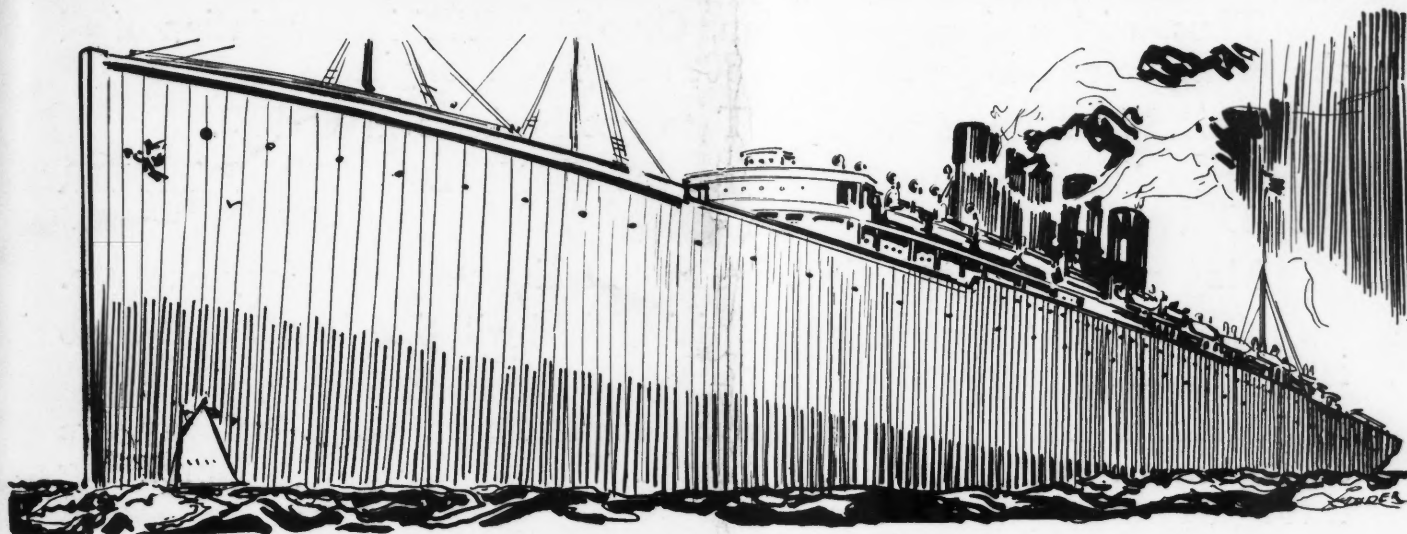
LIBRARY

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

\$2.00 a Year

NEW YORK, SATURDAY, DECEMBER 9, 1916

10 Cents a Copy



Ocean Liner or Cat-Boat?

If you were planning to ship goods across the Pacific, say from San Francisco to Hong Kong, wouldn't you prefer to trust them to a big ocean liner rather than to a cat-boat?

This may appear to be a ridiculous question. It wouldn't seem so absurd if you knew how manufacturers sometimes try to get their goods into the Chicago market.

It hardly sounds possible, but a few manufacturers *have* actually tried to break into the Chicago market without the aid of The Chicago Daily News. Of course these few manufacturers were probably not familiar with the following facts:—

There are approximately 450,000 families in Chicago. The Daily News has a circulation of over 425,000, of which more than 92% is concentrated in

Chicago and suburbs, so you can readily see that disregarding the non-English speaking, The Daily News is read by *very nearly every worth-while family* in Chicago.

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

The wise advertiser ships his goods in ocean liners instead of cat-boats—and when he advertises in Chicago he uses The Daily News.

"OHIO FIRST"

THE population estimate of Ohio, by the Bureau of Census, is
5,181,220

Thus, with a single exception, Ohio is FIRST in population of all the great states lying west of the 80th degree of longitude.

Ohio Newspapers are FIRST to get business in OHIO.

They do this because they have the CONFIDENCE OF THEIR READERS.

Magazines and periodicals are mere trailers—an auxiliary expense.

Explorers in the western advertising field will find *by test* that Ohio is FIRST in responsiveness—FIRST to take hold and last to let go.

National advertisers who have proved this in their own way, are selling immense quantities of merchandise in OHIO, and breaking through into adjoining states.

What these advertisers are doing, you can do!

ADVERTISING IS THE ADVANCE AGENT OF PROSPERITY.

Nowhere else is this truth more pertinent to-day, than in OHIO.

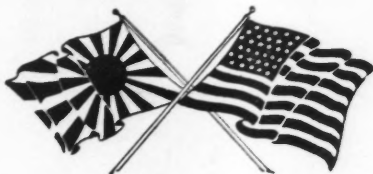
"Ohio First" Newspapers Are Best

		Net paid Circulation	2,500 lines	10,000 lines		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E)	26,541	.035	.035	Dayton News	(S)	20,388	.03
Canton News	(E & S)	12,316	.0214	.0214	East Liverpool Tribune	(M)	4,932	.0115
Chillicothe Scioto Gazette	(E)	2,436	.0057	.0057	Findlay Republican	(M)	5,950	.0093
Chillicothe News Advertiser	(E)	2,451	.0085	.0072	Lima News	(E)	*9,322	.02
Cincinnati Commercial Tribune	(M)	†60,723	.11	.09	Mansfield News	(E)	*7,631	.019
Cincinnati Commercial Tribune	(S)	†26,339	.14	.12	Marion Daily Star	(E)	7,467	.0129
Cincinnati Morning Enquirer, 5c.	(M & S)	56,583	.14	.12	Newark American- Tribune	(E)	5,318	.0085
Cleveland Leader	(S)	117,432	.17	.15	Piqua Daily Call	(E)	4,012	.0072
Cleveland News	(E)	112,513	.18	.16	Portsmouth Daily Times	(E)	9,075	.015
Combination L. & N.		229,945	.30	.26	Sandusky Register	(M)	4,660	.0093
Cleveland Leader	(M)	90,191	.15	.13	Springfield News	(E & S)	12,453	.02
Cleveland News	(E)	112,513	.18	.16	Steubenville Gazette	(E)	3,620	.0143
Combination L. & N.		202,704	.27	.23	Toledo Blade	(E)	50,508	.11
Cleveland Plain Dealer	(M)	143,103	.18	.16	Youngstown Telegram	(E)	16,199	.03
Cleveland Plain Dealer	(S)	181,825	.21	.19	Youngstown Vindicator	(E)	18,658	.03
Columbus Dispatch	(E)	72,120	.10	.09	Youngstown Vindicator	(S)	16,716	.03
Columbus Dispatch	(S)	67,528	.10	.09	Zanesville Signal	(E)	†10,000	.02
Dayton Herald**	(E)	*22,114	.05	.035	Zanesville Times- Recorder	(M)	16,711	.025
Dayton Journal**	(M & S)	*22,430	.05	.035	Totals,		1,762,181	2.9376
**Combination (M & E) 6c. per line.								2.5683
Dayton Journal	(S)	*22,000	.07	.045				
Dayton News	(E)	33,958	.045	.045				

*April, 1916, Gov. statement.

†Publishers' statement. Other ratings, October 1, 1916.

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



Japan and America

THE greatest war in history is raging in Europe. This great calamity has made all nations—both neutral and belligerent—appreciate the importance of friendly relations between all peoples.

Now would seem to be the propitious moment for America and Japan to draw more closely to each other. And in no other way can this be accomplished as speedily and effectively as through a substantial growth in trade between these two nations. It will establish a thorough understanding between the peoples—an understanding that will develop a sympathy and good will, making for mutual profit and happiness.

It is with this object in view that The New York Evening Post will publish on December 30, 1916, the first of a series of special supplements devoted exclusively to Japan and the relations between the two countries.

Men of prominence in Japan and America, including many leading diplomats and statesmen of Japan, have written important articles for this number. The following are among the subjects:

- The Influence of Western Civilization Upon Japan*
- Japan's Contribution to Western Civilization*
- The Industrial Development of Japan*
- Japanese National Ideals*
- Status of Women in Japan*
- Japan as a Factor in International Diplomacy*
- Japan and America—Grounds for Lasting Friendship and Obstacles Thereto*

Already a number of American manufacturers have expressed their desire to become identified with this special supplement and it will contain their business announcements. Manufacturers, to whom this special supplement comes as an advertising opportunity, may participate, providing their advertising is supplied promptly.

For further information address

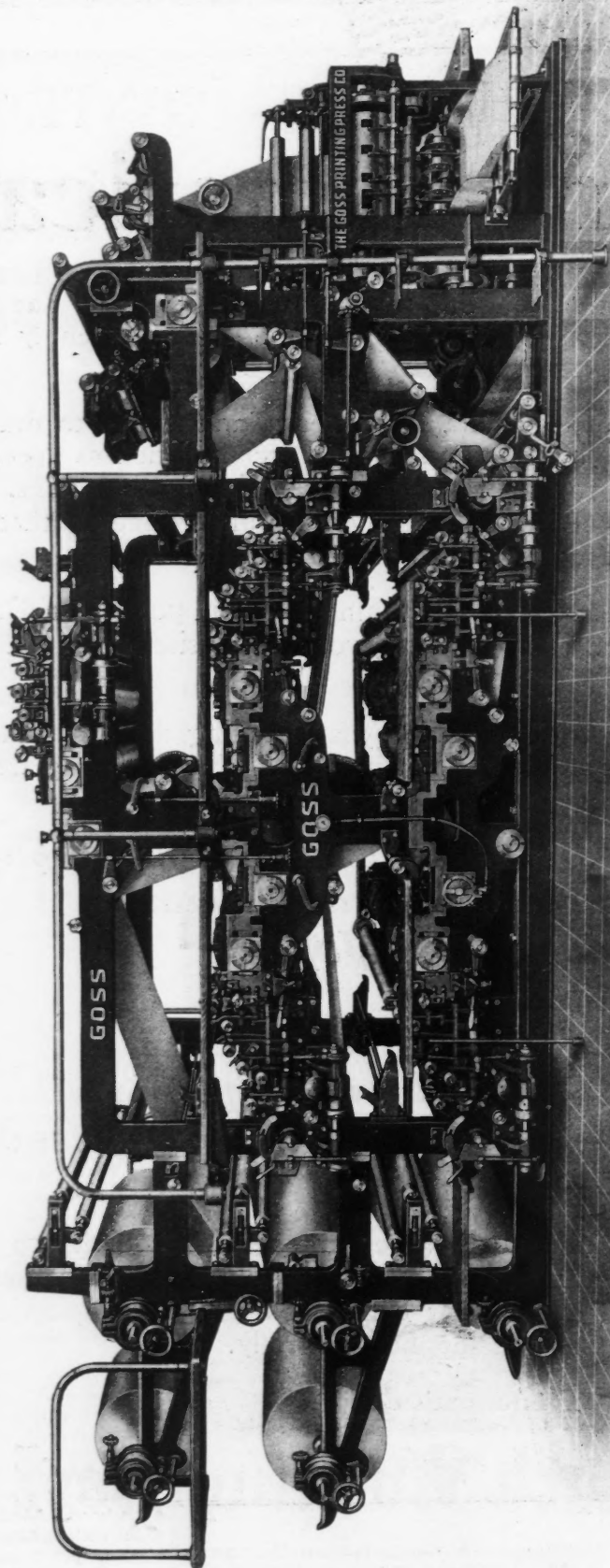
The New York Evening Post

"More Than A Newspaper—A National Institution"

20 Vesey Street

New York

STRENGTH IN NUMBERS



GOSS "HIGH SPEED STRAIGHTLINE" QUADRUPLE PRESS WITH ONE EXTRA COLOR AND FUDGE PRINTING ATTACHMENTS
 WE HAVE JUST COMPLETED SHIPMENT ON

TEN GOSS "HIGH SPEED STRAIGHTLINE" QUADRUPLE PRESSES

FOR

LE PETIT PARISIEN—PARIS, FRANCE

THIS LARGE BATTERY OF GOSS PRESSES HAS A COMBINED CAPACITY OF 720,000 - 4 - 6 OR 8 PAGE PAPERS PER HOUR

NEW YORK OFFICE
 442 WEST 42nd STREET

THE GOSS PRINTING PRESS CO.

THE GOSS PRINTING PRESS CO. OF ENGLAND, HAYES, MIDDLESEX

MAIN OFFICE & WORKS
 16th ST. & ASHLAND AVE.,
 CHICAGO, ILL.

THE EDITOR & PUBLISHER

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

Vol. 49 Copyright, 1916, by The Editor and Publisher Co. NEW YORK, SATURDAY, DECEMBER 9, 1916

No. 26

SEAMAN BUILT ON FAITH IN THE PRINTED WORD

Creator of Frank Seaman, Incorporated, One of the World's Great Advertising Agencies, Is Man of Amazing Versatility and Delightful Human Foibles—Concern Serves but Thirty-three Clients, but Does Annual Business of More Than Five Million Dollars—Institution Is "The Lengthened Shadow of One Man."

THE advertising agency of Frank Seaman, Incorporated, has done a business worth between five and six millions of dollars the past year, yet it has handled but thirty-three accounts.

It is well to be acquainted with the policies and operations of this great advertising house, with 30,000 feet of floor space in the new Printing Crafts Building, with one hundred and seventy-five employees handling the publicity affairs of some of the largest and most conservative advertisers in the world.

Better still is it to have an intimate understanding of the man from whose versatile mind and ingenious hand has sprung the important institution which bears his name.

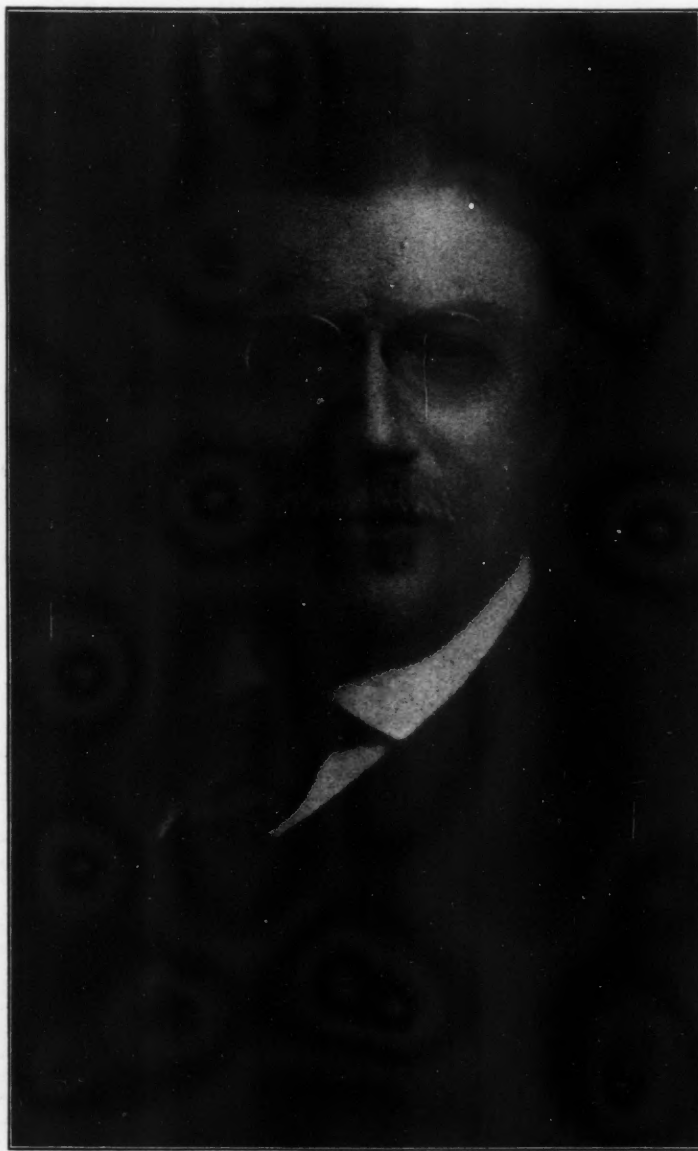
Frank Seaman, though now but in the early fifties, was in fact a pioneer in the advertising agency field. With patience, with understanding of the elements of trade lying between the original producer and the ultimate consumer, with integrity and personally delightful humanness, he has guided his ship from the shallows of a "one-man agency," in the eighties, when men were just beginning to learn that "it pays to advertise," into wide waters of influence and usefulness.

There may be no actual formula for individual success in modern life, but to the observing there are noticeable characteristics common among men who, by the processes of natural selection, become dominant figures in the arts and trades. A review of the life and the works of Frank Seaman shows him to have been peculiarly qualified to become a leading figure in the world of advertising.

A man with less faith in the potency of the printed word could not have done what Mr. Seaman has accomplished. A man with less courage would have been turned aside by the discouragements and vexations of the early struggle. A man less sympathetic with the business affairs of clients, or one who would have yielded to the temptation to slight an account for immediate greater personal profit, could not possibly have established such a bond of confidence as that which exists between the Seaman agency and its clients. A man with less versatility, smaller comprehension of the services an agency may render to an advertiser, could not have made space so rich in returns.

By all the rules of life and the "game" the house of Seaman has accomplished its interesting success through idealism and courage and persistence.

Over the broad fireplace in the log cabin at Frank Seaman's Yama Farms



MR. FRANK SEAMAN.

Inn, in the Catskills, there is graven a legend of significance. It is said to have been coined by Seaman's intimate, that hoary old, pink-cheeked son of the south wind, John Burroughs, the naturalist. It reads:

I Come Here to Find Myself;
It is so Easy to get Lost in the World.

Not the legend, but the philosophy which it points, has probably had as much to do with Seaman's career as any other one factor. It bespeaks the mental habit of concentration. It tells of power to absorb all that is interesting and important of the affairs of an advertiser and reduce that knowledge

to words of common understanding, that he who runs may read.

"It is so easy to get lost in the world" is a slogan which must be coupled, for full significance, with the fact that the Seaman agency, as heretofore stated, did between five and six millions of dollars' business the past year with thirty-three accounts.

Frank Seaman says that the chief "trouble" with the United States of America is that it is so large few can comprehend its possibilities. It is a place to get lost in, and the way to find one's self is not to climb to the highest peak and look around, but to retreat to a log cabin and think in the dark.

And the advertising world is large and bewildering, and Seaman points his compass and charts his routes by the firelight, under Burroughs's warning legend. He has never been known to seriously lose his way.

The intensive character of the Seaman agency is accounted for by two main reasons. The head of the house becomes a perfect "fan" on the business of a client, and will not undertake an account which he has not studied in the most minute detail, becoming as intimate with the operation as any officer of the corporation.

Secondly, it became apparent to Mr. Seaman that the interests to which one agency could justly apply itself were limited, and recent years have found him declining to handle numerous accounts that were proffered to him, some of them highly potential of profit.

Rather than "getting lost" in the mazes of commerce, wherein hundreds of hands beckon to him to come and interest himself, Seaman has selected his fields, and he ploughs them deep. His associates say that to him an advertising account becomes something akin to a fascinating hobby. It lives with him.

That's the way Seaman plays the game of life. Collateral proof is found in a survey of his personal hobbies, the foibles and fancies that dynamic men attach to themselves for the purpose of gaining relaxation from the stress of business.

At the Yama Farms Inn, a veritable paradise of a country place, the advertising man found amusement in playing the hook-and-line game with big, scrappy trout. It was a fascinating diversion. He stocked the glittering mountain streams and fished to some purpose. He studied the ways of fish, and he made a discovery. Considering the rapidity of increase and the costs of production, together with the value of the product, not to mention its destruc-

bility, he one day announced to his friends that about the most profitable commodity that an up-State farmer might raise was trout.

He had the facts and figures to show that the man who produced hay, fruit, or live stock, and glibly announced that his returns were at the rate of \$150 an acre a year, was a mere piker, compared with the possibilities in "trout farming." There is no reason, said he, why a man could not convert a farm into a trout hatchery, providing he had the natural water supply, and make the land return \$550 an acre.

That was Seaman concentrating on a given point.

AN AUTHORITY ON DIVERSIONS.

In just this way he has become an authority upon a widely assorted list of interesting diversions. Few men in this country know more about ceramics, for instance. Other gentle vagaries are prize pink pigs, Jersey cattle, Japanese art and other Oriental lore, corpulent squabs, colonial furniture, literature, the applied sciences, nature studies with John Burroughs, and the "Perils of Pauline." Of every one of these catholic abstractions you will find Seaman a "fan."

And they are all represented at his farms, even to the moving-picture layout. In fact, concerning this latter fancy, if Frank Seaman were not so busy with his thirty-three accounts and his various fobbles, there is every good reason to believe that he would be making Griffith look to his laurels in the production of silent spectacles on the screen.

"The pictures get me," he remarked to a friend. "They make the world move rapidly. You can have your sympathies, apathies, antipathies moved and gratified in an hour there. The pictures shake up a man's mind. They make you think."

INCIDENTS OF EARLY CAREER.

Mr. Seaman insists that there was nothing remarkable about his early years. His boyhood was spent in the village of Pittsford, N. Y., where the only picture show was a magic lantern in charge of the visiting missionary lecturer from Japan. If one wishes to connect causes and effects he may reason out that it was the Japanese missionary, whom Mr. Seaman tells about, who first set up in his mind a desire to visit the land of the Mikado, a desire that years later he gratified.

Following his experience as a printer, wherein, he says, he "lost" \$9,000 in one year by failing to add the cost of ink to his charges, he started a one-cent newspaper at Rochester, selling it at the end of a year.

It was in 1882 that he came to New York and opened a modest office at Broadway and 18th Street. His first account was the Albany Paper Company, which he handled successfully. His second client was the Rock Island Railroad, first of a long list of transportation accounts which have been handled by his house.

His business grew and prospered. From a one-man, personally-conducted agency, it has become a recognized force in the advertising world, with the president of the corporation surrounded by a corps of assistants comprising some of the best talent in America.

It was when he was thus established as an institution that Mr. Seaman indulged his passion for travel and found time to ride some hobbies. Remaining for six months in the land of chrysanthemums and cherry blossoms, where he was given an audience by the mikado and came into intimate association with the build-

ers of the modern Japan, such as the Marquis Ito, Count Iuowye, and Count Okuma, he returned to America with a consignment, resembling a cargo, of wonderful Oriental curios.

A WONDERFUL MOUNTAIN RETREAT.

These to-day comprise some of the most interesting features of the Catskill Mountain retreat, which is fashioned with a Nipponese atmosphere, with its lotus pools, tea-houses—actually imported entire—some splendid Japanese tapestries, fine pottery, and a wealth of such lore.

This was the beginning of Yama Farms Inn. Artists came to paint the Iris pools, spanned by quaint bridges; poets embroidered sonnets on the charms of Yama No Uchi; authors littered the place; naturalists, scientists, out-of-door enthusiasts ran up from New York for the week-ends.

With a hospitable disposition and four bed-rooms at his disposal Mr. Seaman was at his wits' ends. Then came an inspiration. On the estate was an ancient farm house in a fair state of repair. A wide veranda was built around it and some of the partitions gave way to spacious rooms. Soon it became necessary to add a wing, then another wing. The rooms were known by names instead of numbers, according to the type of furniture and decoration used.

There was a "George Washington room," a "General Putnam room," a "Meadow room," a "Chinese room," and soon the fame of Yama Farms Inn spread broadcast.

Along with the prize cattle and pigs the farm is notable for its flocks of black Minorcas and barred Plymouth Rocks, Chinese pheasants, and a rather amazing line of squabs.

A Holland gardener has achieved some miracles in the growing of fruit and vegetables. It is back in the cool recesses of Jenny Brook Glen that the thousands of lustrous trout hide their brilliancy, while on the mountain sides there are plenty of fat partridges awaiting the gunner.

"The idea being," as Mr. Seaman said, "that if you have plenty of milk and eggs and squabs and trout and game, your friends really cannot go away feeling hungry."

RARE COLLECTION OF CHINA.

Aside from the advertising business and the movies, Mr. Seaman's passion runs to a collection of china. His trophies include some wonderful specimens of Old Blue, Bennington ware, Mulberry, Wedgwood, and the collector has continued to accumulate this class of art until he has completed working sets of each type of china. Yama Farms Inn has probably the most wonderful collection of china in the United States, because there is sufficient of each of the beautiful types to appoint a table, and it is a fact that these works of beauty are actually used to hold pie and roast beef, rather than merely to adorn the collector's galleries.

Mr. Seaman's collection of Old Blue is the particular despair of rival collectors. He has, for instance, one of the celebrated "Sandusky plates," and the last quotation on this commodity in the open market was \$1,200 per plate. Experts claim that the collection, entire, is worth in the neighborhood of \$200,000.

In addition to the china there are sideboards filled with Sheffield ware and much solid hammered work in silver, all of which, by the way, is in daily use in the Inn.

SECRET OF HIS SUCCESS.

But it is in the old log cabin, on the estate, that Mr. Seaman may be found, busy, always busy, at work or at play.

THREE MEN REPRESENT READERS OF NEWSPAPERS

Detroit News-Tribune Investigates All Stories, Wars Constantly on Inaccuracy, Makes Corrections Gladly, and Has a Code of Honor that Staff Members Are Required to Absorb.

Very few newspapers have men whose sole business it is to represent the readers. The Detroit News-Tribune has such a committee. It is made up of three experienced newspaper men, who do not write a line for the papers. It is their business to seek criticisms. One man reads the paper daily. He makes a thorough job of it, and when he gets through, he makes comments as though he were in no way connected with the News. He has the view of the man in the street. Two men work with him. One of them goes out daily and investigates stories to ascertain whether the people about whom they have been written have been fairly treated; whether their names have been spelled correctly, or their street numbers have been accurately given. He does not wait for a complaint to come into the office. It's his business to check up the stories first. The third man mixes with the crowd on the street, mingles with the storekeepers, and associates with men on the street cars. He talks to anybody and everybody about things printed in the News-Tribune, and he brings back unvarnished opinions gathered from the men and women who buy the paper.

The rules that govern the editorial staff are in a large part responsible for this.

WHAT THE PAPER SHOULD BE.

Editor-in-Chief E. G. Pipp's suggestions to the staff give his idea of what the paper should be. His summary, in part, is as follows: The paper should be vigorous, but not vicious; interesting, but not sensational; fearless, but fair; accurate; ever striving to gain and import information; bright, but not sacrificing information to brilliancy; uplifting; the word RELIABLE should be stamped on every page.

To obtain this result, Editor Pipp says it is necessary to employ only men and women of character to do the writing and editing. If an error is made, two duties are imposed: one to the person misrepresented, the other to the public. No reader of the News, he says, should be left misinformed about any man, and

It is here that you may buttonhole him and hear him say: "Most of my success in the advertising business is attributable to the good fortune of securing the services of splendidly capable assistants. We have long worked on the theory that an advertising agency owed more to a client than the mere writing and placing of copy. We try to go to the limit in the interest of a client. It seems trite to say it, but nevertheless it is quite true, that our agency performs for the advertiser service which is obviously due to him, and if the advertised commodity were mine in actuality I would not, because I could not, do more to promote its use. Therefore, if anything is to be said of our agency it is that we strive every day to advertise efficiently and make it pay the maximum revenue to the space investor. I wish that we were able to do more. There is a limit and we have reached it. We do not solicit new accounts because we feel that we could not do justice to them and to the old ones. We have assisted at building up some very large businesses. Hence and obviously those are our first responsibility."

corrections should be given freely, gladly, not grudgingly, in larger type than the error. If a reporter gets drunk, people speak of him, not by name, but as a reporter for the paper for which he works; the man who drinks or misrepresents is not retained on the staff. Reporters should give information, tell both sides, refrain from imparting opinions, leaving the reader to draw his own conclusion. No issue is worth advocating, that is not strong enough to withstand all the facts the opposition can hurl against it. Kindly, helpful suggestions will direct officials in the right, where nagging will keep them stubbornly on the wrong side; but that does not mean that there should be any lack of diligence in watching for and fighting intentional crooks. If a man fails short, his attention should be called to the fact; if he cannot measure up to the staff, it is but just to him and to the paper that he should be replaced. Stories should be brief, but not meagre. There is an interesting feature in every story, if the reporter will dig for it. Untruth, due to carelessness or excessive imagination, injures the paper as much as though intentional. The complaints of the poor and lowly must receive the same consideration as of those more favored in life. Simple, plain language is strongest and best; a man of meagre education can understand it, while the man of higher education relishes it. Big words are not necessary, and few understand Latin or French phrases. If one is fair, he need not worry about liberal laws. Always give the other fellow a hearing. It is not necessary to tell the people that the paper is honest, bright, alert, or that a story appeared exclusively; if true the public will find it out. Time heals all things but a woman's damaged reputation; be careful and cautious in dealing with any man's reputation, but be doubly so—and then some—when a woman's name is at stake; do not by direct statement, jest, or careless reference, raise a question mark after any woman's name if it can be avoided—and it usually can be; even if a woman slips, be generous. It may be the crisis in her life; printing the story may drive her to despair; kindly treatment may leave her with hope; no story is worth ruining a woman's life—or man's, either. Keep the paper clean in language and thought; if in doubt, think of a thirteen-year-old girl reading it. Do not look on newspaper work as a "game." Take nothing from another paper without credit, labelling it "Exchange" is not fair.

MASON SUCCEEDS McKAY

Chicago Evening Post Makes Change of Managing Editorship.

The Chicago Evening Post on Monday carried an editorial page announcement, signed by John C. Shaffer, as follows:

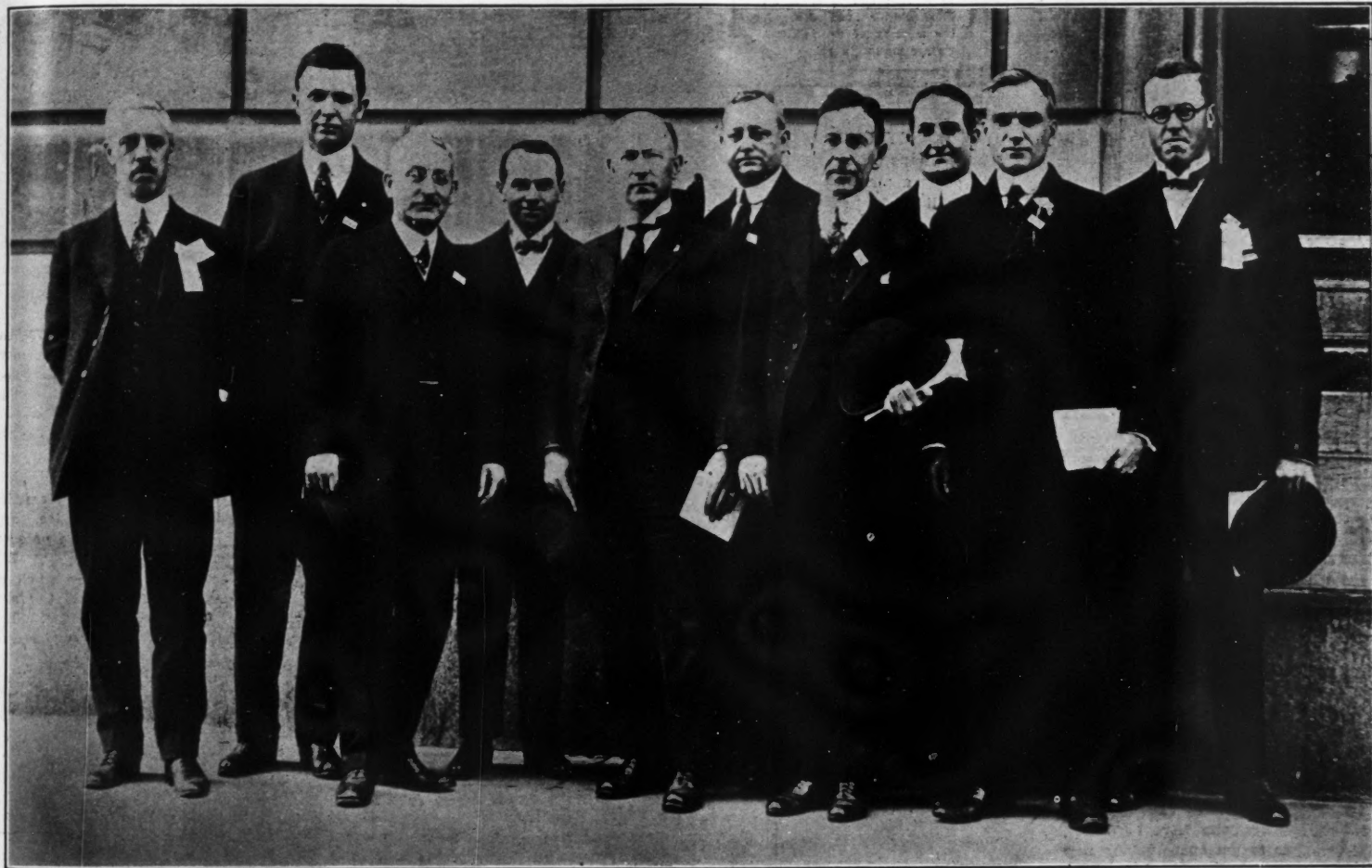
"Mr. W. K. McKay, managing editor of the Chicago Evening Post, has resigned to enter another field of journalism."

"Mr. Julian S. Mason, who has been a member of the staff of the Evening Post for ten years, and chief editorial writer for the last six years, assumes to-day the duties of managing editor."

Mr. McKay has been managing editor of the Post for several years, and was instrumental in carrying out policies that substantially increased the circulation of that paper. Under his direction, the Post, which had formerly been of an extremely conservative type, became more "popular" in the sense that it paid more attention to obtaining and displaying local news.

NATIONAL ADVERTISERS MEET IN CONVENTION

Three-Day Session at Boston Attended by Men Who Handle Appropriations for 252 Concerns, Totalling Over Ninety Million Dollars a Year—Annual Banquet Brought Together 175 Members of the Association and 200 Guests—Problems of Business Discussed by Men Widely Known in Advertising Field.



OFFICERS AND DIRECTORS OF ASSOCIATION OF NATIONAL ADVERTISERS.

Posed at Boston specially for THE EDITOR AND PUBLISHER.

Reading from left to right: John Sullivan, sec.-treas. A. N. A.; G. B. Sharpe, De Laval Separator Co., New York, vice-president; Edwin L. Shuey, The Lowe Brothers Company, president; Harry Tipper, The Texas Company, director; O. C. Harn, National Lead Co., director; A. C. Reiley, Remington Typewriter Co., director; L. B. Jones, Eastman Kodak Company, director; J. N. Boyle, general counsel; A. E. Walton, Burroughs Adding Machine Co., director; Floyd Y. Keeler, I. W. Lyon & Sons, director.

BOSTON, Dec. 6.

(Special to THE EDITOR AND PUBLISHER.)

FOR the first time in its history, the Association of National Advertisers, composed of managers who handle the appropriations of 252 national advertisers in the United States, totalling more than \$90,000,000 a year, held its annual dinner outside New York when 175 of the 252 members of the Association, together with more than 200 guests, concluded the first day of their annual meeting with a banquet at the Copley Plaza this evening.

Not only did the diners include national advertisers and men prominently identified with all the various phases of advertising, but many of the best-known sellers of advertising space in the country were present, including departmental heads of the greatest magazine publications.

The speakers of the evening were Lieut.-Gov. Calvin Coolidge, who responded to the toast, "New England," Dean Edwin F. Gay, of the College of Business Administration of Harvard University, who spoke on "Business

Standards"; Frank P. Sibley, a local newspaper man who related his "Humorous Experiences on the Mexican Border," and Herbert S. Houston, president of the Associated Advertising Clubs of the World, who brought the greetings of the parent organization to the national advertisers. President E. L. Shuey, of the Lowe Brothers' Co., of Dayton, O., was toastmaster.

Others at the speakers' table were G. B. Sharpe, of the De Laval Separator Co., of New York; O. C. Harn, of the National Lead Company, of New York; Tim Thrift, of the American Multigraph Co., of Cleveland, and Harry Tipper, of the Texas Co., of New York. One lone woman was in the throng. She was Miss A. O. Cole, a member of the Association. Paradoxically enough, Miss Cole's mission in life is the promotion of the sale of safety razors.

THE FIRST DAY'S SESSION.

The convention opened Wednesday, with E. L. Shuey, of the Lowe Brothers Company, of Dayton, Ohio, president of the organization in the chair. Mr.

Shuey, in extending felicitations to the members on the success of the past year's work, expressed gratification over the large attendance at the meeting.

He also called attention to the fact that not only was it the first time that the meeting had ever been held outside of New York, but that the organization had established another precedent in inviting a large number of sellers of space, to meet the members and to discuss with them the common problems of advertising.

President Shuey referred to several new features that have been instituted, including the territorial lunch conferences held through the winter at Boston, New York, Philadelphia, and elsewhere. He stated that the past has been unquestionably the most successful in the history of the organization.

Secretary-Treasurer John Sullivan, in his detailed report for the year, called especial attention to the headquarters work, particularly with reference to its circulation audits and arrangements for the collection and distribution of ad-

vertising data. He stated that there are at the present time more than eight thousand items in its data file and that the prospects are that this number will be doubled within six months.

HOUSTON TALKS OF VIGILANCE

Herbert S. Houston, president of the A. A. C. of W. delivered a very interesting address on the vigilance system adopted by the parent organization to stamp out dishonest practices in advertising. He described in detail the system of indexing known crooks, their methods of operating and the particular strong points and weaknesses of each.

Mr. Houston reviewed in some detail the work of the organization during the past year in securing legislation long sought for by advertising interests. Through the efforts of the A. A. C. of W. laws of this character have been passed in thirty-five States with every prospect of at least four States adopting similar measures within the coming year. Among the measures in which the Association is interested is

(Continued on page 10)

P. O. DEPARTMENT HITS AT FREE PUBLICITY

Asks Publishers if Chevrolet Reading Notice of November 19 Was Published in Consideration of Advertising, and If So Why It Was Not Marked "Advertisement."

Free publicity and "news" stories printed about advertised articles in a newspaper, and not plainly marked "advertisement" are under consideration by the Post Office Department, with the possibility of prosecution under the Bourne act, of August 24, 1912. The inquiry now being instituted among twenty-five or thirty-five newspapers in different cities is as to whether a reading notice was published because advertising space was purchased or promised, and whether or not the same notice would have been published had not the advertisement been printed or promised. This brings up the whole question of free publicity, not only of automobile notices, but of theatrical criticisms, real estate developments, and similar news. If the "news" stories are confined to those who advertise, and it appears that they are printed in consideration of the purchase of space in the advertising section, the failure of a publisher to mark the notice "advertisement," in the opinion of the department, requires an explanation.

The letters sent out hinge on "news" story of the winning of a contest by the Chevrolet car, printed, presumably, simultaneously in different cities.

Whether complaint was filed by a disappointed manufacturer or dealer, or by a publisher who failed to get the advertising, or whether the information was gathered by the department, is not known. Nevertheless, letters of inquiry have been forwarded to newspapers asking them to explain how this "news" story happened to appear in the paper. The question as to whether the article was printed with the understanding that the manufacturer or dealer should purchase space in the newspaper is asked pointedly.

The inquiry is a body blow at the free publicity agents who have been working overtime to get space in the newspapers for which they do not pay, and strikes at a system which publishers have long recognized as vicious in principle and wrong in practice. In this particular case, however, the matter is confined to the question as to whether or not publishers have complied with the law.

The clause under which the Post Office Department is acting is this paragraph of the act of August 24, 1912.

All editorial or other reading matter published in any such newspaper, magazine, or periodical for the publication of which money or other valuable consideration is paid, accepted, or promised shall be plainly marked "advertisement." Any editor or publisher printing editorial or other reading matter for which compensation is paid, accepted, or promised without so marking the same, shall upon conviction in any court having jurisdiction be fined not less than fifty dollars (\$50) nor more than five hundred dollars (\$500). (Act of August 24, 1912.)

New Link in Chain

System On the Farm is the name of an addition to the well-known System publications of A. W. Shaw, of Chicago. The new magazine will make its first appearance on January 1, 1917, and will be to the farmer what System is to the business man.

By the Side of the Road By Thomas Dreier

My religion lies solely in an effort to deal honestly with the eternal obligations of life; to waste no time wondering at mysteries, but to stand uncovered before the marvels of fact; to advance and yet leave no wound from my heel upon another's faith; to render homage to the lowliest labor; to survive at no cost to others; and to make my pilgrimage ever towards the world's well-spring of inexhaustible knowledge. My faith lies in the immortality of the four seasons; the mastery of the individual over self; and a life everlasting through the good we accomplish in this vale not of tears, but of hope. —Frank L. Packard.

ONE OF MY CHERISHED beliefs is that perhaps within ten years there will come a man who will gather up all the little faiths of the millions of men and women and out of them create a faith great enough to serve all—perform once more the miracle of the leaves and fishes.

This man will not come out of the Church, but out of the world in industry. He, too, will be a laborer—just as in an older time there came a man whom we sometimes call The Carpenter. He will take the flickering emotions of those who believe and out of them create a flame whose light will help men discover beauty in themselves and in the new world.

As individuals we can call forth such a man. Out of our desire for him he will spring to serve us. We can prove the truth of "Ask and ye shall receive."

IT IS SAFE TO SAY that more newspaper men wear out than rust out. Some of those who are killing themselves by too much speed may learn something from the story that Walter Hale tells of a certain New Yorker, who declared that he went through the Louvre in thirty-five minutes, but could have made it in twenty if he had had spikes on his shoes. The art of living leisurely is the greatest of all arts, and no man with I-wish-I-had-spikes-on-my-shoes thoughts knows what it is.

A MAN MUST BELIEVE in something greater than he knows. In youth it is well to find a faith, either in a church or out of it, which will sustain one. This faith, out of which springs contentment, cannot be secured by fighting for it. It comes only to those who quietly and confidently yield themselves up, trusting that the universe is governed by law and they will be cared for.

I recently read about a young man who was distressed because he lacked his faith and did not know how to acquire it. His friend to whom he confided asked, "Did you ever learn to float?"

"Yes, I did," was the surprised reply.

"And did you find it easy to learn?"

"Not at first," he answered.

"What was the difficulty?" his friend pursued.

"Well, the fact was I could not lie still; I could not believe or realize that the water would hold me up without any effort of my own, so I always began to struggle, and, of course, down I went at once."

"And then?"

"Then I found out that I must give

up the struggle, and just rest on the strength of the water to bear me up. It was easy enough after that; I was able to lie back in the fullest confidence that I should never sink."

So must a man trust himself to the great laws of the universe. Let him, if he chooses, give these laws personality and call them God. But this trust he must have if he would know what happiness and contentment are. That religion is true which gives to its followers these two things. Where happiness is, where contentment of spirit is, there is Heaven. And Heaven is entered only through abandonment—only through the Gate of Great Faith.

A YOUNG ENGLISHMAN, a university man, too, did not believe in doing any original thinking in the fields of religion and philosophy. He never talked about what he believed. He thought that such talk was indecent. Outwardly he was orthodox. He respected all the conventions. His life was dull. He always practiced restraint, and if he had any hidden fires of emotion they were killed off. To express feeling seemed to him to be sinful.

Suddenly he found himself "somewhere in France." He was in constant danger of being blown to pieces. Outwardly he was calm, but below the surface things were happening. His old code of good-natured selfishness no longer served. Against his will he had to do some original thinking.

It was then he discovered that he had read too little. When he was very young, he had been compelled to read the Bible, and in his school-days he had studied Latin syntax, and in later life he had become familiar with the teachings of Omar Khayyam. Seeing his comrades killed and maimed, he was forced to define his duty in life. Neither Omar nor the Latin syntax helped him very much. He was also shy of the Bible. He had heard somewhere that of late years the Bible was a bit discredited.

One afternoon when he was in the support trench the Germans began sending their shells toward him, the range lengthening about twenty-five yards every six shells. He wondered if he would be at the end of one of those twenty-five-yard raises. He tried to be a fatalist. He even tried to read a funny paper, but nothing he did took away his fear. When he was moved into the firing trench things were worse. It was not until after many weeks that he became an officer and was kept so busy looking after his men that he had no time to think about himself, that he learned the greatest lesson of his life—that the roots of courage are unselfishness.

LIBERTY NOW GLOWS NIGHTLY

New York World's Efforts Crowned with Historic Success

The New York World is receiving from all parts of the country congratulations upon its accomplishment, last Saturday, of its purpose in having the Statue of Liberty, in New York harbor, properly illuminated.

The ceremonies went through without a hitch and culminated with a dinner at



EARL HARDING.

which President Wilson, Ambassador Jusserand, representing France, and about 1,100 lesser notables were present.

With commendable modesty, The World subordinated itself as much as possible during its campaign to raise \$30,000 for lighting the statue. The World itself needed no advertisement and was performing a public service. It was a service which supplemented that performed by Joseph Pulitzer when his pleas to World readers raised \$100,000 with which to build the pedestal on which the statue stands.

The task of relegating The World as much as possible to the background and keeping the cause in the foreground was assigned to Earl Harding, of The World staff, who superintended all the details of raising the \$30,000 and acknowledging the receipt of every contribution, and who arranged with fine diplomacy for all the features of the notable celebration. While all this work was upon his shoulders Mr. Harding was "loaned" by The World to the Democratic National Committee to assist that body at headquarters, just as he did four years ago. It was a pretty big job for one man to perform, but if there were any complaints as to the way in which he handled it they have not been heard around The World office.

The World, in its issue of last Sunday, broke a record for unique display on its first page. On either side of the cut of the globes and liberty statue which have long formed The World's emblem in its title were Webster's words: "God grants liberty only to those who love it and are always ready to guard and defend it."

One of the practical and pleasing results of the celebration was the quick recognition by the press of the nation of the significance of the event and of the high motives of The World in clearing the way for the Federal Government to keep Miss Liberty aglow in New York Harbor.

Don't worry about what they or you say might be done; worry about what you know you can do for your own betterment, and habitually neglect.—E. W. Howe.

WIDE-OPEN SPLIT IN PAPER PRICES FORESEEN

Capital Attracted by Present High Prices Will Push Increase of Production—Standard Oil Company Gets into the Game—Significance of Promises for 1918.

Sufficient new white paper tonnage has been promised for 1918 to split the market wide open. It is the opinion of many students of paper conditions that before the year 1917 is very old, manufacturers will be breaking to cover, and will offer quotations for future deliveries that will be surprisingly low. The present high prices have attracted outside capital, and new mills that will go up with a rush order are assured. A number of old plants propose to enlarge and new ones will be constructed.

The paper committee of the American Newspaper Publishers' Association is cooperating with new propositions, and as a result of this policy, it is expected that publishers will be directly interested in a large number of news print manufacturing concerns in the future, which will bring about a policy of cooperation with the publishers, to the best interests of both. Hundreds of tons of new news print is assured for 1918. This is expected to affect the 1917 price before the year is well advanced.

The new tonnage coming into the market in 1918 will stabilize prices, reducing them to a lower level, and still make it possible for manufacturers to earn previous profits of from \$10, \$15, and \$20 a ton, which, it is declared, is the amount they have made in the past.

KRAFT ECONOMY EFFECT.

In the meantime, the campaign to induce merchants to economize in the use of kraft and other grades of wrapping paper is well advanced. It has been started in New York city by the American Newspaper Publishers Association. The Fifth Avenue Association, comprising 700 merchants, has entered into the plan, and every effort will be made to cut down the use of wrapping paper, which has been going up in price so rapidly. The lessened demand for kraft and other grades will relieve a number of machines, and make them available for the manufacture of news print. The campaign is extending all over the United States, and will eventually reach every town. The American Newspaper Publishers Association is sending out a series of advertisements to its members to cover a ten days' campaign. Proof-sheets of a page from the Washington (D. C.) Star is to be enclosed, showing what has been accomplished in that city, where not only have ten tons of old newspapers been salvaged daily, but the consumption of wrapping paper has been reduced forty tons a day. This will be developed into a national campaign, the retail merchants being as much interested as the newspapers, for kraft, wrappers, and tissues have increased tremendously in price. Merchants who formerly paid 3½ or 4 cents a pound for kraft are, some of them, paying as much as 11 cents a pound to-day.

The wastage in New York city is enormous. Articles of apparel from dry-goods stores, in many cases, are first wrapped in an excess of tissue, which it is hoped to cut down, and then enclosed in a paper box, which, in turn, is frequently wrapped with several sheets of kraft, where one would do the work as well. The campaign in Manhattan will be for a reduction along all

NEWSPAPER MAKERS AT WORK



JAMES C. DAYTON.

THE above photograph shows Mr. Dayton in a familiar attitude—riding his favorite hobby.

Mr. Dayton is publisher of Mr. Hearst's great evening newspaper, the New York Journal. Here you see the man in action. He's concentrating, and usually out of such concentration comes some happy result. For instance: Last month Mr. Dayton managed to concentrate 754,834 lines of paid advertising into 588 pages of the Journal. Some concentration, when you consider that this was 44 more pages of advertising than appeared in the Journal in November, 1915.

James C. Dayton has an analytical mind. He is quiet, unassuming—a thinker, and yet, withal, strong, forceful, aggressive. When you present a proposition to him he weighs the argument carefully as you proceed, and when you have finished he has reached a sound conclusion. When he has expressed his judgment or opinion you know that his decision has been formed impartially.

One of the traits of his character that stands out prominently is the manner in which he denies credit for the advances made by the Journal generously passing it along to others. If it happens to be circulation—and circulation with the Journal is a big item, something like 850,000 average per day for

lines. A nation-wide policy of the same kind, it is calculated, will bring the demand beneath the supply, and, hence, break the market, not only of other grades, but of news print as well, for the machines will then be driven back to the making of the cheaper grade.

STANDARD OIL RUMORS.

In this connection, it is stated, but not confirmed, that Standard Oil interests have been attracted by the unusual profits in the paper-making industry, and have recently purchased substantial interests in a number of mills which specialize in the making of news print and higher-priced grades.

The agitation in the newspapers, and the printing of news of the great prof-

the month of November, with a waste of less than a thousand—why, the circulation director is the one who should be praised. If it happens to be advertising—the advertising manager; and then there are the editors who make the paper, and the general management controlling and who should be credited with the entire success. When he gets through he leaves nothing in the form of praise for himself. All of which stamps him as a force.

It is that talent which caused him to be selected publisher of the Evening Journal.

Mr. Dayton started with the George Batten Advertising Agency something like sixteen years ago. Two years later he came to the Evening Journal as an advertising solicitor, subsequently having charge of the special soliciting force that represented all of Mr. Hearst's newspapers in the foreign field. Then he was appointed advertising manager of the Evening Journal, and about three years ago was given the title of publisher.

He is one of the most approachable men and a good listener. He inspires the confidence of callers, which probably explains his success as an advertising manager. He has the faculty of crowding a vast amount of business into every hour without seeming effort. That's because business is his hobby—he makes it a pleasure.

Its that have accrued to paper makers in the past, have stimulated idle capital of which there is a surplus in the country at the present time, to make definite inquiries, with the result that new mills will be rushed to completion as rapidly as possible. The competition between the new and the old mills will restore former conditions, and cause present paper makers to revise their estimates and prices to protect the future of their business, though this will not in any way affect the plans to increase the tonnage, for which there is a legitimate demand.

The easiest task an employer of labor has to face is to induce his employees to accept a raise in salary.

STATE MAY ESTABLISH ITS OWN PAPER MILL

Minnesota Legislature Will be Urged to Sanction Project and Utilize Millions of Acres of Virgin Forests Owned by the Commonwealth—What Editor Frank A. Day Says.

The State of Minnesota is quite likely to establish a print paper mill. Frank A. Day, editor of the Fairmont Sentinel and former Lieutenant-Governor, in a letter to the State Board of Control, which has charge of all State Institutions and holds the purse-strings, urges that such a mill be erected at the St. Cloud reformatory.

Mr. Day says the project will be brought before the legislature and will probably be endorsed by the Minnesota State Editorial Association at its annual convention in St. Paul in February next. In his usual fiery manner, he speaks of the proposed innovation as a means of defence against "the infamous extortions of the paper trust."

"The proposition is entirely practicable and simple," he says. "Minnesota owns of her own right millions of acres of virgin forests which contain the raw material for all the paper used in Minnesota. In these forests are unharnessed water-powers enough to move the machinery of the largest plant in the State."

PRISONERS COULD BE USED.

"In the State reformatory are hundreds of men who could be utilized to tremendous advantage in lifting a burden from the newspaper fraternity of Minnesota. The proposition is one that should appeal not only to every member of the legislature and the Governor, but to every taxpayer in Minnesota, because the infamous extortions of the paper trust, directly or indirectly, affect every one in the State."

Mr. Day will ask Gov. J. A. A. Burnquist to recommend the plan in his message to the legislature. The law now forbids State institutions from manufacturing articles made by free labor. It also would prevent the use of pulpwood from State lands until it had first been sold to the highest bidder, at public sale.

The editors of Minnesota newspapers have never yet failed to effect any object upon which they were united in demanding. The Legislature is non-partisan, so strict party interests are a thing unknown in that body.

TEXAS MANAGING EDITORS

Discussed Revision of State Libel Laws at Annual Meeting.

The Associated Press Newspaper Managing Editors' Association, of Texas, in its annual meeting at Port Arthur, discussed a proposal to draft amendments to the Texas libel laws and make an effort to secure their passage through the Texas Legislature at the coming season. The Texas Libel laws, which are said to be the most stringent in the United States, have long been a big problem for Texas editors, and many efforts at their revision have proved futile.

Officers were elected for the ensuing year as follows: W. P. Hobby, Beaumont Enterprise, president; Joseph Emerson Smith, San Antonio Express, secretary. Beaumont was selected as the place for holding next year's meeting. The editors were entertained on the Gates Preserve, near Port Arthur, during their visit.

ASSOCIATION NATIONAL ADVERTISERS MEET IN ANNUAL CONVENTION

(Continued from page 7)

in the enactment of legislation providing against substitution of non-advertised for advertised goods.

O. C. Harn, advertising manager of the National Lead Company of New York, who represents the A. N. A. on the national commission, gave a detailed report of the recent progress of that organization.

Several men nationally known as big sellers of advertising space discussed some of the problems which they face. William Boyd, advertising director of the Curtis Publishing Co., described the Curtis plan of circulation-getting from a standpoint of a national advertiser, and his colleague, P. S. Collins, general manager of the same company, described the scholarship plan adopted by his company, the advantages of their system of employing boy salesmen and some of their agency methods.

Mr. Collins paid his respects in no uncertain terms to the clubbing methods and premium offers with which many publications seek to uphold their circulation. "If the Curtis publications were able to sell at a lower price as a part of a clubbing proposition they would be equally able to sell at a lower price to individuals."

PREMIUM PLAN DISAPPROVED.

Of the premium plan Mr. Collins expressed his strongest disapproval, declaring that if a publication cannot be sold on its merits it can't be sold otherwise. He said he did not believe in mixing up the sale of magazines and pie plates.

Speaking of the boy salesmen plan, Mr. Collins said that a large portion of the success of selling through boys lay in the fact that they afforded the Curtis publications quick and easy introduction to possible patrons. The college education prizes offered by the same company do not furnish a very large percentage of the subscriptions, according to Mr. Collins, who declared that the company retained this method largely for its psychological effect.

"Selling the Small Town Consumer," was the subject of an address delivered by F. W. Nye, advertising manager of To-day's Housewife.

"The magazine production in this country is far too large and is too greatly centered in the larger cities," said Mr. Nye. "Statistics show us that most of the wealth and 75 per cent. of the autos in this country are in the towns."

Mr. Nye gave other interesting and voluminous statistics in regard to magazine readers. He said that forty-six individual members of the A. N. A. had responded to a questionnaire which he recently put out by estimating the number of magazine-reading homes in this country at from two million to eighteen million, the average estimate being seven million. Mr. Nye's own estimate is that there are twelve million such homes in this country to-day, as against only two hundred and fifty thousand in 1890. Into these homes, he pointed out, go fifty-five million single issues of weekly and monthly magazines, excluding religious magazines, farm and class periodicals, or more than twice the combined circulation of all the newspapers in the United States.

"It is the small town magazine reader who has been most recently educated to respond to national advertising," said Mr. Nye. "It is these who have been educated to demand painted houses, talking machines, player pianos, hot and

cold-water systems, cameras, automobiles, and the like."

CHURCH PLAN SUCCESSFUL.

H. L. Vonderleith, circulation manager of To-day's Housewife, gave a description of the methods employed by his concern to reach its field. Of particular interest to the members was his description of the results attained by the use of the much-abused "church plan."

"We have worked this plan successfully with over 40,000 churches," said he. "Under it we are able to secure a type of woman as our solicitor who could not be induced under any other circumstances to solicit subscriptions. These women, many of them of high social standing, step into their automobiles and get dozens of subscriptions 'for the good of the church,' thus enabling us to reach a class it would be difficult to gain access to in any other way. Our publication shows greater percentage of renewals from this plan than from any other source except from direct subscription."

Perhaps the most interesting discussion of the day took place when George E. Cook, editorial director of Mother's Magazine, arose to defend the instalment plan, to describe the best-known plans in use, and to enumerate the plans that have been discarded and the reasons why they have been found unsatisfactory. Mr. Cook insisted that instalment circulation was not the "rotten" kind that it has been accused of being, but that the magazine which seeks it must have a canvassing organization that is real. "It is harder to sell by mail than by personal appeal," said Mr. Cook. "Only 4 per cent. of the instalment readers can be made cash subscribers."

COOK CIRCULATION METHODS.

Mr. Cook then outlined the methods widely known as "Cook circulation," which most magazines will not admit that they use, although Mr. Cook contended that it was some of the best circulation they had. The Cook plan is to sell magazines C O D. This obliges him to maintain a canvassing organization with 25 branch offices and 1,500 employees, who include branch managers, crew managers, and crews. Besides these he must employ collectors, who in turn must be bonded. Most of the collectors employed by the Mother's Magazine, said Mr. Cook, are local residents and women. If a subscriber is not interested in going on paying her instalments the instalment stops and the magazine stops. Mr. Cook said that he did not believe in the policy of offering bargains, and because of this policy his subscriptions are more easily renewed.

Mr. Cook and a questioner on the floor created considerable merriment by their attempts to define "that micro-organism known as 'net.'" Finally, amid great laughter, they agreed that with the multitudinous systems of accounting in vogue, "net" is a wild animal still at large."

Thursday's Proceedings

(Special to THE EDITOR AND PUBLISHER.)

BOSTON, December 7.—With 185 of its total membership of 252 present, the Association of National Advertisers on the second day of its seventh annual meeting, to-day voted to establish a press bureau to call attention to nationally advertised products, as distinguished from those not so advertised. They passed resolutions commending the action of many periodicals

and newspapers, in raising their selling prices to meet the increased costs of white paper and other materials and labor, and discussed circulation methods and problems with many big sellers of advertising space.

Round table discussions of the findings of committees on conference topics occupied the attention of members at to-day's sessions. These discussions will continue through to-morrow evening when definite action will be taken by the Association on the several matters in question.

A. C. G. Hammesfahr, vice-president and general manager of Collier's Weekly was the first speaker at to-day's conference. He discussed circulation as it affects the advertising policy. Manager Hammesfahr explained in detail the Collier system, which is chiefly to the public direct, through the medium of a large corps of solicitors who worked out of the eighty-six branch offices of the organization. To these offices is entrusted not only the work of getting new subscriptions, but of following up the collections for those already obtained. Manager Hammesfahr said that Collier's prides itself particularly on the thoroughness of its system of collection.

The matter of giving premiums with subscriptions was treated at length by Mr. Hammesfahr, who stated, in reply to a question, that in giving premiums, his publication was trying to carry out the policy of its founders in placing really good literature in the homes of workmen of America, and that it did not consider the premium valuable merely as a method of getting new subscriptions.

"Collier's does not overlook the value of the premium as a subscription getter," said Mr. Hammesfahr, "but from the very nature of premiums—serious high class books only—we feel sure that we are drawing to ourselves the highest type of readers. In the last thirty years we have sold 75,000 books in the United States."

Farm circulation was discussed by C. E. Burns, circulation manager of Farm and Home, who declared that the farm paper was a trade paper operating in a distinct field, and one that was not an easy one. Mr. Burns pointed out that on an average, farm homes are about two miles apart, a fact that makes circulation getting much more difficult than in cities and towns. The speaker criticized the A. B. C. circulation blank as failing in several regards, chiefly in that it does not call attention to reader interest, and does not differentiate between several classes of farm papers.

"The national advertiser should pay less attention to circulation methods, and more to the quality of readers being secured," said Mr. Burns. "National advertisers should make a careful analytical study of the editorial quality of each of these papers. If the advertiser is not a farmer himself he should have them analysed by practical farmers in the territory each paper served."

Mr. Burns also suggested that advertisers personally visit the publication offices of the farm papers. There they could examine the mail, read letters from subscribers, and have access even to the complaint files.

G. B. Sharpe, advertising manager of the Delaval Separator Company asked Mr. Burns about the duplication of farm papers. He declared that Illinois, for one State, is particularly top-heavy with this class of periodicals.

"There are 250,000 farmers in that State," said Mr. Sharpe. "Fifteen per cent. of these read no farm papers. In the remaining 220,000 farm homes, from

750,000 to 800,000 copies of farm papers are going each issue. This means that in many homes there are all the way from two or three to eight or ten copies of these farm papers. That is a very expensive situation for the advertiser." It was suggested that the entire farm paper situation called for an analytical house to house investigation such as R. O. Eastman is now carrying on in Ohio to help to determine the comparative reader value of the different magazines.

"What Circulation Is," was the subject of a paper read by B. A. McKinnon, circulation manager of the Pictorial Review, who expressed doubt of the value of the Eastman investigation. He declared it could be no more indicative of actual conditions, than a straw vote is in national elections, because of the small percentage of people that can be canvassed. "After all," said Mr. McKinnon, "it is the reader interest which is the final sum and substance of the entire matter; it is the vital and only real means of pulling power."

The evils that have arisen out of the practice of substitution among many retailers all over the country, were discussed by N. L. Mead, advertising manager of the B. V. D. Company, of New York. F. C. Bingham, advertising manager of the Charles E. Hires Company, of Philadelphia, also spoke on the topic, which was discussed at length by the members.

The resolution in reference to the selling price of newspapers and other periodicals, was introduced by Edward Hungerford, advertising manager of the Welis Fargo Company. It reads as follows: "Whereas, because the cost of white paper has made such unprecedented increases during the past two months, and the costs of other materials and labor have also made large increases, many newspapers and periodicals have been compelled to raise their selling prices to their readers, therefore be it,

"Resolved, that we sympathize with their efforts to maintain their high standards of advertising, in accordance with the declaration of principles established by this Association at Dayton, Ohio, in May of this year, without detracting from the quality of their editorial and news services, and that it is the sense of the Association of National Advertisers that its approval be given to such reasonable increase in the selling prices of newspapers and periodicals."

Kansas Editors Meet

Twenty-five owners of daily newspapers in Kansas met at Kansas City, December 5, and took steps to meet the news print crisis confronting them. It was stated that many saw danger of being unable to get print paper. George W. Marble, editor of the Fort Scott Tribune-Monitor, was chosen to present the case of the Kansas publishers to the Federal Trade Commission at Washington on December 11. He will also get into touch with the Kansas delegation in Congress and lay the facts before them.

Aided Comrade's Family

Employees of delivery and mailing departments of Greater New York's newspapers turned out in force Wednesday to lend a helping hand to the family of a deceased comrade in the form of a reception at Webster Hall, on East 11th Street. Harry (Butch) Fein, a member in good standing for many years, ended his life recently because he feared he could not support his wife and six children. Fein's friends wanted to help the fatherless children.



Ohio Publishers Endorse Linotype All-Slug Way by Purchasing

THREE Model 5, one Model 18 and three Model 8 Linotypes have been ordered for the new composing room of the Columbus Daily Monitor.

Eight Model 8 Linotypes are now being installed in the plant of the Columbus Dispatch, replacing the first Linotypes shipped to Columbus—more than twenty-one years ago.

One Model 8 and two Model 19 Linotypes, one Ludlow Typograph and a Linotype Lead and Rule Caster have just been added to the mechanical equipment of the E. T. Miller Co.,—a leading commercial plant of Columbus.

41 Linotypes
7 Ludlow
Typographs
2 Lead-Rule
Casters

LINOTYPES

Cleveland Press	6
Cleveland Leader News.....	11
Cincinnati Post	5
Toledo News Bee.....	1
Columbus Monitor	7
Columbus Dispatch	8
E. T. Miller Co., Columbus.....	3
Total.....	41

LUDLOW TYPOGRAPHS

Cleveland Press	2
Cincinnati Post	2
Toledo News Bee	2
E. T. Miller Co., Columbus.....	1
Total.....	7

LEAD-RULE CASTERS.

Cincinnati Post	1
E. T. Miller Co., Columbus.....	1
Total.....	2

These recent installations strikingly illustrate the success of the modern ALL-SLUG method. The decision of these seven well-known Ohio publishers is an endorsement of the LINO TYPE and the LUDLOW TYPOGRAPH that you cannot afford to overlook.

MERGENTHALER LINO TYPE COMPANY

Tribune Building, New York

CHICAGO
1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

POSTMASTER-GENERAL'S NEW RECOMMENDATIONS

Annual Report Urges Increase of Second Class Matter Rates to Make Possible Penny Postage on Drop Letters—Would Bar Ads of Many Newspaper Prize Schemes.

The annual report of the Postmaster-General, made public to-day, contains many valuable recommendations of interest to owners and publishers of newspapers. The Postmaster-General makes some highly important recommendations as to changes in the law relating to second-class mail matter, under which newspapers are mailed and impresses upon Congress the importance of amending the criminal code so as to make the laws more stringent as to fraudulent advertising.

The recommendations of the Postmaster-General are regarded by Congress as being of the highest importance, and always receive the closest attention by both Senators and Representatives. His recommendations as to second-class mail matter read:

SECOND-CLASS MATTER.

Despite the material increase in the cost of print paper, mailings of newspapers and periodicals as second-class matter at the cent-a-pound rate and free of postage in the county of publication showed no sign of diminution during the fiscal year 1916. On the contrary, such mailings were greater than ever before, aggregating 1,202,470,676 pounds, an increase of 93,184,891 pounds or 8.4 per cent., over those of the fiscal year 1915, the postage derived from such mailings amounting to \$11,383,530.02. As pointed out in previous reports the cost of handling and transporting second-class matter is several times the revenue received therefrom, and as the volume of such matter is constantly increasing the necessity of taking some step to readjust the rates thereon becomes more and more apparent.

Now that Congress has provided a solution of the railway mail-pay problem, if even a moderate step should be taken requiring those using the second-class mail privilege to pay a fair part of the cost of that service, it would then be possible to revise the rates on first-class mail and provide for penny drop-letter postage at all post offices, and it is earnestly recommended that this be done. In my last annual report reference was made to the report of the Commission created in 1911 under a joint resolution of Congress to investigate the subject, which, after finding the cost of handling and transporting second-class matter to be several times the revenue therefrom, recommended that the postage rate thereon be increased from 1 cent a pound to 2 cents a pound, and attention was called to a further recommendation on the subject made by the Department in January, 1914, in a letter addressed to the joint committee of Congress before which the question of proper rates of postage on second-class matter was then pending. In this letter it was recommended as the initial step in the direction of a readjustment of the postage rates on second-class matter on the basis of the cost of handling and transporting it that the rate on publications issued less frequently than weekly and on weekly publications other than newspapers be increased from 1 cent a pound to 2 cents a pound, leaving for future determination an additional increase if same should be found necessary or desirable.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THE MAN WHO TRIED TO LICK THE EDITOR.

FLAT RATE PROPOSED.

As an alternative to this plan it is recommended that a flat rate of 1 1-3 cents a pound on all second-class mail matter subject to the 1-cent-a-pound rate be considered, if such plan be regarded as more just and equitable. If neither one of these changes be adopted, and it is thought that there should be a distinction between advertising and other matter carried in any of such publications, it is then recommended that the rate of postage on publications entered as second-class matter issued less frequently than weekly, and on weekly publications other than newspapers, shall be 1 cent a pound or fraction thereof, except for such part of the publication as is composed of sheets devoted in whole or in part to advertising matter, the rates of postage upon which shall be the same as the rates which are applicable to third- and fourth-class matter, respectively, for the matter as it would be classified under those classes. This would not change the rate on newspapers, and would continue the 1-cent-a-pound rate on all matter other than advertising contained in other periodicals, but would apply higher rates to advertising matter carried in periodicals other than newspapers. Such higher rates would conform to the rates on third-class matter where applicable, and to the zone rates applicable to fourth-class matter in other cases. Such a plan makes a distinction between newspapers issued as frequently as once a week and other publications, which distinction appears to be in accord with the initial act of 1792, and, although assimilating the advertising matter contained in other periodicals, with its character under other classifications of third- and fourth-class matter, it nevertheless would continue the low rate on

all subject-matter other than advertising in such periodicals, in accordance with the policy expressed in the later enactments of Congress. As pointed out in the last three reports, until some such action shall be taken to properly readjust rates on second-class matter no serious consideration can be given to plans for revising and reducing rates on first-class mail.

INQUIRY INTO ABUSES.

The amount of advertising and rate of compensation therefore which a publication can obtain depends primarily upon the extent of its circulation, and by reason of this all sorts of ways and means are used to get subscriptions. Some of these methods are not subject to criticism; others constitute a flagrant abuse of the second-class mail privilege. A few of the latter, such as the use of premiums or other extraneous inducements and the practice of allowing agents to retain the entire amount paid by the subscribers, were discussed in some detail in my last report. As a result of such methods the circulation of many publications is inflated to an unreasonable extent and out of all proportion to a circulation in response to a genuine public demand based on their merits. During the past year these abuses have been made the subject of careful inquiry, with a view to taking such corrective action as may be necessary to prevent them.

In reference to fraud advertisements and newspaper prize schemes, the Postmaster-General says:

The department has continued strictly to enforce the laws authorizing the issuance of fraud orders against concerns and persons using the mails to defraud, and has closed the mails to

more fraudulent enterprises than during any previous year of the Administration, thus saving to the public many hundred thousands of dollars of which it would otherwise have been defrauded. The effect of the attitude of the department in this connection is apparent in the higher advertising standards now in force throughout the country and in the decrease in the number of flagrantly fraudulent schemes now attempted to be operated through the mails.

NEWSPAPER PRIZE SCHEMES.

So profitable are lotteries and kindred prize schemes to the promoters that the mails are still sought to be used in their operation, and all kinds of subterfuges are employed in an endeavor to evade the laws aimed at the suppression of such enterprises.

In addition to the lottery feature connected with these schemes, many of them abound in fraud. One particular kind of prize swindle against which many complaints were received was a plan by which itinerant piano sellers disposed of inferior instruments at excessive prices by what is commonly known as the fake contest and prize credit voucher method. In an effort to close the mails to such enterprises criminal proceedings were instituted in a number of these cases, and thus far the courts have declared the plan of business to be fraudulent.

Some publishers of newspapers and periodicals continue to rely upon different forms of prize schemes for increasing their subscription lists, which schemes are usually furnished and conducted by outside promoters engaged in that particular line of business, the publishers themselves having little or nothing to do with the actual operation beyond publishing the matter upon their responsibility and paying for the subscriptions so secured. To make the plans attractive often many thousands of dollars are offered as individual prizes. In one case arising during the year the prizes amounted to over \$1,500,000. Complaints against the unfair manner in which some of these alleged contests are conducted are numerous, and many of the higher class publications are now abandoning such methods of obtaining subscriptions.

DECREASE IN PRINT STORAGE

Western American and Canadian Mills Have 4,333 Tons on Hand.

According to a letter from G. F. Steele, secretary of the News Print Manufacturers Association to members the production of news print in the Canadian and the western United States mills is about 2,500 tons daily. The decrease in storage stocks amounts to 271 tons. The stocks on hand amount to probably 4,333 tons, equivalent to something like one and one-half day's production. Production has decreased slightly in the Western mills, due to accidents on account of the unusual strain with which machines and men have been operating. There has been no diminution in demand, the letter states but it seems certain that after the apex of fall demand has been reached, which should occur shortly, that an opportunity will be afforded for the accumulation of stocks against spring requirements. November production and shipments from the Western mills averaged from 92.3 to 97.9 per cent. for production and 92.4 to 98.7 per cent. for shipments, while in the Canadian field production was at the 100 per cent. mark, with shipments running from 99.3 to 102 per cent.

The St. Louis Star Joins United Press

*Just Another Big Step Forward by St. Louis'
Livest and Fastest Growing Newspaper*

¶ The St. Louis Star now has the complete leased wire service of the UNITED PRESS—the world's greatest news gathering organization for afternoon newspapers.

¶ During the past year The Star has installed two new high speed ultra-modern newspaper presses, two new semi-auto plate machines, the Monotype system of non-distribution and a complete composing room equipment of modern steel furniture.

¶ The St. Louis Star's growth in circulation for the past six months has been the marvel of Western Journalism. The circulation increase has been accompanied by a corresponding growth in advertising.

¶ For FOUR consecutive months, including November The Star has printed more Local Display Advertising than the Globe-Democrat, the Republic or the Times.*

¶ The Star is gaining in circulation prestige, pulling power and advertising patronage. Foreign Advertisers will do well to investigate the *present* newspaper situation in St. Louis before making up their lists.

**Precedent is a Dangerous
Guide in St. Louis NOW.**

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY
Chicago Philadelphia New York

*Figures are for Week Days Only as The Star does not issue a Sunday Edition.

NEWSPAPER MAKING

How Tips from Robin Damon, Publisher of the Salem (Mass.) News Brought About a Revolution of Methods, with Big Economies in the New York Globe Office and May Do the Same Elsewhere.

By JASON ROGERS,
Publisher of the New York Globe.

IN my observation among the daily newspapers of the country I have been surprised at the really wonderful efficiencies of many of the small city newspapers as compared with the ruthless waste and prodigality of our big city newspapers.

As I have frequently stated at newspaper gatherings, the best ideas for new efficiencies are developed in the smaller offices, where "necessity being the mother of invention" they just have to do things to get by, while we are too bound up in webs of tradition and habit.

On November 16 I received this letter from Robin Damon, publisher of the Salem (Mass.) News:

"Dear Sir: We little fellows in the suburbs watch the movements of the men in charge of the big papers. You have been quoted at some length and frequently regarding the newspaper situation—and just now the situation is acute.

"Some old timer is accused of nodding, and there's also a wise saying about the beam in the eye. Hence I should like to know just why your paper considers it necessary to use about 2,500 inches in a year for the enclosed (Figure 1).

The Globe

NEW YORK, MONDAY, OCTOBER 23

Published and owned by the Commercial Advertiser Association, Globe Square, New York. H. J. Wright, President; William Stillaber, Jr., Treasurer; Jason Rogers, Secretary.

Entered at the New York Postoffice as second-class matter.

PUBLICATION OFFICE, GLOBE SQUARE
WASHINGTON OFFICE, Times Building
CHICAGO OFFICE, Tribune Building
LONDON OFFICE, 9 Waterloo Place, Pall Mall, E. W.

SUBSCRIPTION RATES:
One Year, \$6.00; Three Months, \$1.50
Six Months, \$3.00; One Month, .50

STATEMENT OF CIRCULATION.

The daily average and paid circulation of The Globe for the month of September, 1916, was 230,753
The daily average and paid circulation of The Globe for the month of September, 1915, was 184,532

The Globe is a member of the Audit Bureau of Circulations.

THE GLOBE is not responsible for any unsolicited manuscript which is not plainly marked with the name and address of the sender and accompanied by stamps for return.

The Globe does not knowingly accept false or fraudulent advertising or other advertising of an objectionable nature. Readers of The Globe will confer a favor if they will promptly report any failure on the part of an advertiser to make good any representation contained in a Globe advertisement.

"Why should nearly an inch of space be given to the information about the Globe being entered as second-class matter? One inch across the column should be sufficient for the whole matter, for it never is changed. Note how we cover the same thing (Figure 2)."

SALEM EVENING NEWS

Salem News Publishing Co.

Entered at Post Office in Salem, Mass. as Second Class Mail Matter.

MONDAY, NOVEMBER 27, 1916.

Immediately on receiving the tip I referred the matter to our editor and wrote Mr. Damon a pleasant little note of thanks together with a proof of the heading in abridged form (Figure 3),

The Globe

Published and owned by the Commercial Advertiser Association, Globe Square, New York. H. J. Wright, President; William Stillaber, Jr., Treasurer; Jason Rogers, Secretary.

Entered at the New York Postoffice as second-class matter.

SUBSCRIPTION RATES: One Year, \$6.00; Six Months, \$3.00; Three Months, \$1.50; One Month, .50.

and received this most informative and valuable reply, which I am taking the liberty of spreading before all newspaper makers for their use.

"Dear Sir: I have your letter with proof enclosed. I am pleased that you have seen the point and acted so quickly. Recently I have been working here over the waste problem, for I be-

lieve that every extra lead or space used that does no good or serves no purpose should be eliminated. It is surprising what a lot of space printers throw away in a single edition because it is easier to drop in a lot of leads than to find things that just fit the space. Of course, I know that in the rush of closing pages a lot of things must slip by, but my notion is that if certain rules regarding the small things are adopted only a small per cent. of wasteful instances will appear daily.

"We average on this paper about ten pages daily, where a few weeks ago it took twelve pages for the same amount of advertising, and as a rule there was what the editorial department calls 'plenty of room for everything.'

"This condition came from the fact that the size went to twelve pages when there were three, four, or five columns extra beyond the regular run of advertising for ten pages. As a matter of fact, it took but little encouragement to jump to twelve pages, for with twelve machines we always have several hundred columns of hoos standing, and there seem to be many illustrations—coming from the I. U. S. service. We have so much filling material that a twelve-page paper seems nothing.

"Then a man in charge of the editorial department seemed surprised when I told him that he was wasting money.

"Why, it doesn't cost anything, for we have so much type and so many illustrations we could run twelve pages every day, and I think it would be a good plan," That was his response. And it happens that I have a rather enterprising young man as foreman, who is anxious to make a good paper.

"I came back from a summer in Maine the middle of October, and since then I have been working on the 'efficiency and economy' idea, because while in the woods I paid a number of visits to the paper mills, and the information I was given gave me a number of serious thoughts, for I saw more wrapping paper coming out than white news—and the price quoted for next year—oh hinted, for the mill men will not set a price—has been astounding, even with our small edition.

"Since I have been on the job here I have talked with five different publishers, and I have been surprised to learn that they were in total ignorance of the great waste permitted in the different offices.

"After my talks with the responsible men, and careful observation of the newspapers, I agree with Mr. — of the Berlin Paper Company, who told me that newspaper publishers would be bankrupt if their enterprises demanded the careful supervision given ordinary manufacturing concerns. This reminds me that at the big plant of the United Shoe Machinery Company, located near here, the technical department has just expended \$250,000 in perfecting an appliance used in lasting shoes that now saves a silver of leather no thicker than a pin.

"Every newspaper in the United States is wasting from columns to pages of space—simply throwing away the money, because no one gives attention to the many little places where people with no thought of cost toss away the pennies.

"I have been trying to get three papers now running 7-col. 13-in. pages to adopt the 8-col. 12½-in. pages. In one case this would save \$25,000 a year in white paper, to say nothing of the saving in matrix paper, ink, power, freight, etc. Yet the manager says that he cannot make the change on account of some 'finkering' needed on the press. I offered to put in a new press if he would give me half the saving for ten years. And he hangs back." Yet I know his present plant could be changed for less than \$1,000 in a month's time, and make the tremendous saving.

"In this office, with a daily edition of 19,000 at present, we are saving an average of two pages a day. Six weeks ago we were running 21,250 daily, but non-return, cutting down all free copies, and watching papers as though they were dollar bills, has saved over 1,200 daily—and we now collect more cash from sales than we did two months ago. We also increased mail subscriptions to 50 cents a month. Many papers have adopted most of this plan, but the saving is little compared to the amount that could be cut off by digging into the details of every page of the paper.

"With a paper like the New York Globe I think it is moderate to estimate that the adoption of even a small part of the ideas we have put into force here would save \$50,000 yearly—and I should not be surprised if the sum was double.

"Of course, this requires some cooperation from the editorial department, yet the greater part of the work can be done with little reference to the 'men upstairs.' In fact, with one paper I have sort of advised on the subject, two pages a day were cut off before the men with the green eyeshades knew what was going on. With their active interest in the matter the paper was given several extra columns for news after the business department had taken its share of the saving.

"When I take a day and look over the exchanges coming here it fairly makes me itch to get hold of the managers and tell them what wasteful rascals they are in every department. Yet my few interviews have usually ended in 'Oh, well, we cannot run things that way.'

"If you look over every paper you will see that the one thing I criticised in the Globe is a waste in all.

"A good way to find out just how space is wasted would be for you to ask the composing-room to send you 50 ordinary 2-point leads and stack them up on your desk. Measure the pile, and you will see that it represents some space. Then go over the pages of the Globe and count the number of places where there are extra leads. Include in your requisition an order for ten of the dashes used in heads. You will find that the dashes make an inch or more. Again go over the pages and note where dashes are used that do no good, tell nothing, but take space.

"To illustrate this point I am enclosing a few slips from this paper's work. We run an average of 40 columns of reading matter daily, and I was surprised to find that five columns were wasted. This five columns saved is one of the reasons why we have saved paper, for, as stated before, an extra three to five columns translates the size up a couple of pages in the average office.

"The answer to my plan has usually been that the details are too petty, yet one plain lead saved each day on a single page amounts to 365 in a year, and with a 20-page paper it is 7,300 leads. Save 100 leads on a page, and it is quite a number. You can easily find out by using the sample pile of 50 leads. I have not seen a newspaper that did not have fully 100 extra leads in the average page. Then add the unnecessary dashes, and the saving would be enough to buy several linotype machines each year.

"I do not advocate rescuing white space where it will conflict with artistic effects, or injure the papers. My theory is that few, if any, readers of papers notice the points I am working on—at least we have not heard a word of criticism.

"In my investigation I have found that the matters I speak of have always—or nearly always—been arranged by some printer, and therefore millions of dollars are wasted by the newspapers of this country on the more or less haphazard notions of men receiving from \$15 to \$35 a week.

"I think if you get your editorial men into your office and ask them if they know just why a certain amount of space is used between certain places on the pages they will be unable to answer, except that the custom has been to run things in the way they are shown.

"Here is where the efficiency and economy expert gets in his work. And I think that the newspapers of the country would receive more benefit from this sort of thing than they will ever get from trying to regulate the price of paper. It is no wonder paper makers think they can flim-flam newspaper publishers when they see what idiots the publishers have been for so many years. The publishers allow irresponsible men to spend their cash, and few even realize how the money is going to waste—and if they do have a dim notion of the matter they look at their own product with eyes that do not see.

"Of course, there are hundreds of ways by which space can be saved without injuring the value of a paper, but I will not bother you with citing them now; yet if you feel interested in the subject I should be pleased to go into details at length—and if you care to send me the Globe for a time I should like to go over the columns, and I think I could point out places where your printer-men could save you a lot of cash. This is provided you do not find your own force willing to join your efforts. And that is quite a serious problem.

"Here I have found it necessary to personally supervise every page for a number of days, and even then the old-timers will return to their old habit of 'leading out' a column instead of finding something that is a snug fit. We now have pages without a single lead, making a non-distribution scheme, although we haven't the machinery for that system.

"This is a very long letter, but it happens that for the past month I have been working about eighteen hours a day in this office and two others on the interesting subject, and so I am overflowing with ideas on the topic.

"I am—or was—a practical printer, so that I am able to pick flaws where the ordinary manager depends upon his printers for information. One publisher told me: 'Why, what's a lead, anyhow?' When I handed him one he replied: 'Oh, that little thing doesn't amount to anything.' Yours very truly,

"(Sgd) R. DAMON."

Mr. H. J. Wright, the editor of the Globe, armed with the material furnished by Mr. Damon, went over the whole matter with our foreman and an almost complete revolution took place in the Globe office. I hate to make an estimate of the waste space they eliminated, but sincerely believe that we are getting anywhere from six to eight more columns of honest reading matter in the forty-five to fifty-five we run a day than we formerly did.

As I wrote Mr. Damon my hat is off to him. I have long known his wonderfully successful newspaper which dominates its field with a thoroughness I think unequalled in the country. He has worked hard since he started the News in 1880, beaten off all competition, and to-day holds absolute monopoly of all approaches to Salem, Mass., through newspaper advertising.

I cannot refrain from making a few extracts from another letter from Mr. Damon which accompanied a careful digest of a week's file of the Globe which Mr. Damon very kindly made, and to which I shall again refer in subsequent articles.

"Dear Sir: I have just returned from a week's vacation and found your letter and a bundle of Globes. Your letter expressed my own opinion of a lot of metropolitan publishers. I have an idea that many of them would fall down hard if they were taken from their rich feeding grounds and compelled to scratch a living from a country city.

"It must seem rather a nery performance for me to even pass a word of criticism on an effort like the Globe, yet, taking the bundle of papers as an invitation, I spent Sunday evening in going over the papers. I enclose a few notes I made on the paper.

"In considering my criticism you should take into consideration that my sole experience has been gained in this rural community and its adjoining towns, for I personally started the News when I was seventeen years old, back in 1880, when a hand filled with type and a press just big enough to print only a single page at a time seemed sufficient for a daily paper in a city like Salem, which at that time had five weekly publications. Now there are only one old-time weekly, kept alive through sentiment, and the News. Naturally there have been many competitors.

"For many years I personally conducted every department, and it was my regular duty to see every page before it was made up, and also look after the pressroom. I at first picked up a lot of type in the advertising department. In such ways I secured a practical knowledge of all the work on a country daily, although I had carried on a job-printing office for several years as an amateur printer before starting the paper.

"For a number of years now I have been away from six to eight months each year, my regular time for continuous work here being from the middle of October to the first of February. The remainder of the time I am either in the Maine woods or in Florida. Short trips keep me posted. It happens that I am now on the job, and hence I have gone through your paper.

"You may find nothing of value in the notes, and if you do not get even a hint worth taking the work will still be both pleasurable and profitable to me, for I find that by making such close examinations of many other papers I am getting a lot of information that has proven valuable.

"I am enclosing a page from the Bridgeport Telegram, one of my pupils. The mechanics on the paper are poor workmen, but what you see is a great improvement over former conditions.

As a result of Mr. Damon's suggestions we have cut out columns of waste space in the Globe every day and are giving the reader just that much more real reading matter or saving the money that would have been wasted. In a subsequent article I am going to show these comparative results more clearly.

(Next week Mr. Rogers will touch upon advertising department organization and support.—EDITOR.)

Metropolitan Boston Trade Investigations

If 55% of Metropolitan Boston dealers complain of the manner in which your goods are packed; if 65% criticise your package inserts; if 70% claim your container is decidedly unattractive and suggest a change of label—you would have something to think about.

And if Boston dealers are prejudiced against your sales policy, your advertising, counter displays, window displays and direct-by-mail literature—you would like to know it, because you could adjust matters and cut the waste down.

If Boston dealers favor you in every way, you want to know it—because it will confirm your opinions regarding this territory.

You want to know these things because you believe in basing your plans on facts—not guess-work. It is the function of the Merchandising Service Department of the Boston American to make local trade investigations—to dig out marketing facts—to give advertisers a comprehensive outline of market conditions—to help them save money.

This department deals with merchandising facts only. The reports are not essays on the value of advertising media—they contain only sales facts. No obligation entailed. Write or call for complete details regarding this department—find out how we work—what we have on file here—and how we can help you.

BOSTON AMERICAN
NEW ENGLAND'S GREATEST HOME NEWSPAPER

New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

HOW TO INCREASE NEWSPAPER REVENUES TO MEET HIGHER COST OF NEWS PRINT

Raising Advertising Rates 12½%, Increasing Price from One to Two Cents, Wholesale Rates from 60 Cents to \$1.10 a Hundred Copies Will Provide Income to Cover all Added Charges for White Paper — Valuable Editorial Features Should be Retained and Paper Improved.

By FRANK J. ARKINS.

It is possible to solve the advance in the price of news print from .02 "Sidewalk Delivery," to .0310 cents a pound "F. O. B. Mill," without disturbing present profits, or impairing the newspaper investment. There are three methods. The first is to reduce the size of the newspaper one-third, in order to absorb the increased cost. To this there will be a cry of protest, not only from the publisher, but the reader. The second is to pass along to the advertiser the entire increased cost. The increase would be in some instances almost prohibitive and the experience of the trade seems to be against any such foolhardy course. The third is to pass the increase along impartially to the advertiser and the reader, for it must be remembered that they are the ultimate consumers for whom the product is made. Any plan looking to meeting the new price of news print must include, in addition, the freight charge, which has always heretofore been paid by the manufacturer.

The practice of taking it out of the payroll, by cutting down the reportorial staff, lopping off a few editors, dropping features, cartoons, and the like will not do. Such a course would be suicidal.

Instead of making the quality of paper inferior, publishers must seriously consider the question of making the product superior to anything heretofore put out. The quality of the paper must be improved. The reader must be satisfied. If he is convinced that the paper is worth two cents, he will pay the price without quibble. Mr. W. J. Pattison, of the Scranton Republican, has demonstrated this fact.

THINGS TO CONSIDER.

The advance in the price of news print is equal to 64½ per cent. This means that every possible economy must be effected. You must absolutely eliminate all free publicity. You must make 200 words do the same work in 1917 that 310 words do now. You must dispense with the joys of giving big display space to book schemes and contests selling dictionaries for the other fellow and boosting circulation at the expense of newspaper good will. You must make two lines of reading do a little better than the work of three. You must condense, boil down and saw off the edges. Local news must be condensed, editorials made shorter, telegraphic happenings brief. The ax must be used on everything—but nothing must be overlooked. About one-third of the news that is now crowded out by longer stories, must be squeezed into the paper in the future, for the policy you intend to adopt, if you would meet the increased cost of news print, and still maintain your present profits, will require that you give the other fellow a whole lot better paper than he has been getting. He must have his money's worth.

GETTING DOWN TO FIGURES.

You have been paying .02 cents a pound for your paper. The manufacturer has paid the freight, storage, cartage, and the insurance. Not only that, he has warehoused for you the surplus you will use at the busy season of the year. You buy, we will say, 1,000 tons

annually, which cost you in 1916 \$40,000. That is the price you figure you can afford to pay, and it is all you intend to pay out of present revenues, for you have made up your mind that you do not intend to decrease your profits by one penny—and you are sensible.

If you cut down the size of your paper one-third, you will reach the goal for which you are striving, for your \$40,000 will buy 645 tons of news print, at the .0310 price, leaving you a consumer of 355 tons less than last year. You cut down your news and features, you suffocate the life of your paper—the reading matter. Plainly, that policy would be ill-advised.

The second way is to pass the entire increased cost on to the advertiser and continue to sell the paper to the subscriber at one cent. Manifestly this would be a very difficult undertaking. Advertisers could worry along for a while insist that such an increase in advertising rates is unfair, prohibitive, and unjust.

The third way is to pass on to the advertiser an equitable increase in rate and call upon the reader for a little co-operation in his own interests—a 100 per cent. paper.

REVENUE FROM CIRCULATION.

A newspaper using 1,000 tons of news print yearly would have a circulation of about 15,000 daily, and its advertising revenue would amount to about \$110,000 a year. This brings one to the consideration of advertising rates and the advisability of raising them. Those who have discussed the matter agree that an increase of 12½ per cent. is a fair increase. Most merchants will meet such a moderate raise. Few believe that it would be prudent or possible to raise the price more than that amount. Even such a moderate increase would involve some loss of business. Then again, it must be remembered that it will take a full year to reach every rate in the paper, and this estimate must be discounted on that score, in each case. On the whole, there would be a gain, though just what amount is not known. It might be as much as ten per cent. It is believed that amount may be figured on. Accepting ten per cent., the publisher will have an additional advertising revenue of \$11,000 with which he may purchase approximately 177½ tons of news print, at .0310 cents a pound. Then comes the question of subscriptions. You are getting 60 cents a hundred for your papers, from which you should derive a revenue of \$28,080 a year. You are going to increase the street sales price from one to two cents, which will require you to raise the street and dealer rate from 60 cents to, say, \$1.10 a hundred copies. This will increase your revenue from subscriptions to \$51,480, an increase of \$23,400 over your former amount. This \$23,400 will buy the balance of your paper requirements of 177½ tons and leave a balance of approximately \$12,400 for freight, cartage, storage, handling, and insurance. Not any too much for that purpose, but covering your requirements.

To recapitulate: One thousand tons

cost \$40,000 in 1916—as against \$62,000 in 1917. This additional twenty-two thousand, the difference between the 1916 price of ".02 sidewalk" and ".0310 mill" price for 1917, will be available through the following sources: Ten per cent. increase in advertising rates; \$11,000 increase in subscription rates to boys, carriers, and dealers, \$23,400. Total increased revenue, \$34,000, assuming that you hold your volume of business and your circulation or figuring that your increase in circulation and advertising in the year will offset any losses in advertising and circulation.

The balance of \$12,400 is available for freight, storage, cartage, warehousing, insurance, etc. If the freight rate is 25 cents it will take \$5,000 of the above amount to pay the bill, leaving \$7,500 or \$600 a month for cartage, storage, warehousing, and insurance. So you see it can be done by following the path of least resistance as the middleman does, passing it on to the ultimate consumer. But where is it all going to end? The middleman says, "I should worry." The editor looks more closely into the justice of things.

Now as to the making of the paper. Editors must give a wider range of reading, keep up the cartoon and the comic service, maintain all the features, boil the news down, and keep boiling it down. Cut out introductions and start with the story. Dig right into the facts at the start. Make the paper more readable—get the worth of the work the editorial department is turning out every day. Send less to the waste basket and more into the forms, but cut it to the bone. That is what the reader wants. Variety is his idea, and the greater the variety, the better he likes it. He gets more for his money, and if he is satisfied, the advertiser will not complain.

ADDING A COLUMN TO EACH PAGE.

Then, if you are wise, you will press the measure down and let the "good stuff" run over. You might as well, in fact it will pay you to increase the reading matter in your newspaper. To do this you must increase the number of columns to the page from seven to eight. This may be done by substituting a 12-em column for 13. Seven 13-em columns equal 91 ems, plus six 7 point rules, total, 133 points. Eight 12-em columns equal 96 ems, plus seven 6-point rules, equals 138 ems wide. The margin will be narrower, but you will have gained a column to the page, which is one more page for every eight-page section of your paper. That will help some, for it will give you more room for reading matter. It may be necessary to make an alteration in the press to accomplish this. Where it is impossible, owing to the character of the press, to add the extra column—and such cases are mighty few—from five to seven lines may be added to the length of the columns. It is not much, but it will help. Instead of using 7 point machine dashes between news items, have them cast on a five-point body. The saving of two points, in a paper containing 200 items, means 57 lines of reading matter—and you can say a great deal in 57 seven-point lines. Cutting out rules between advertisements where borders answer the same purpose, frequently amounts to a great many inches. The whole idea may be summed up in a nutshell: To get more revenue, to pay the increased cost of news print, you must charge more for your service. To satisfy the other man on the score of price, you must improve the quality of your service.

PHILANTHROPIST PAGE ACQUIRES TWO PAPERS

Buys Tulsa (Okla.) Democrat and Morning and Sunday Times, in Which to Preach the Gospel of "A Square Deal to All," the Governing Principle of His Life.

"Think Right," the only motto seen upon the walls of the Home for Orphans founded and maintained by Charles Page, the millionaire publisher and philanthropist, at Sand Springs, Okla., is now to experience a more extended application through the purchase by him of the Tulsa Democrat, to which has been added the Tulsa Morning and Sunday Times, the latter a seven-day newspaper. Armed with these two vehicles of thought, Mr. Page is in a position to preach the gospel of "A Square Deal to All," which has been the hobby of his life-time.

For years Charles Page has operated his extensive oil and business interests for humanity's sake, all profits being conserved for the benefit of the Home for Orphans which he founded at Sand Springs about nine years ago. With this idea as a nucleus has sprung a world of individual enterprises which have met with unusual success. Among them may be enumerated the town of Sand Springs where now 5,000 people reside on what was formerly an out-of-the-way place in an Indian country; cultivation of the most successful 1,200-acre farm in Oklahoma; operation of a \$100,000 semi-charitable hospital; development of oil and gas property totalling about 150,000 acres; an electric-light plant for Tulsa and Sand Springs, and a big water-bottling company.

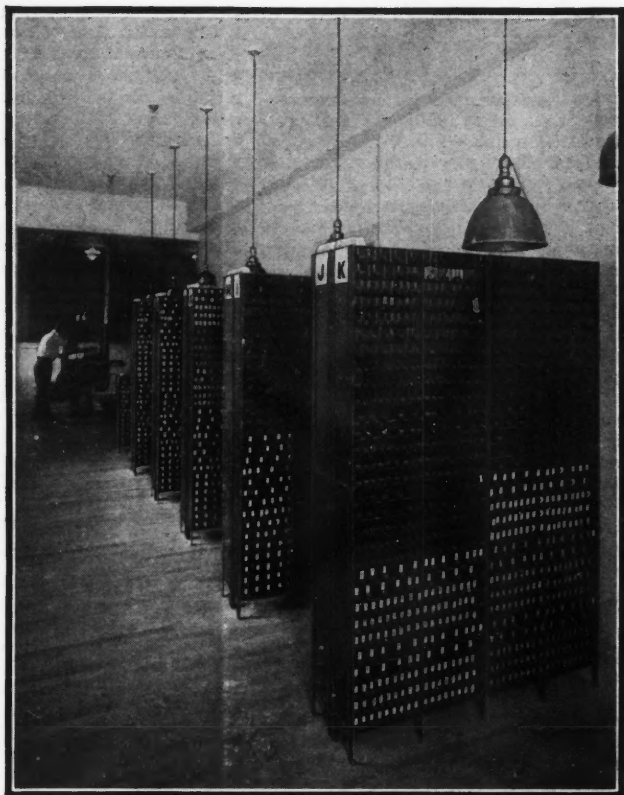
With the exception of his oil and gas development, all these business enterprises, including the railway line connecting Tulsa and Sand Springs, have been brought into existence through the unfolding of the humanitarian idea that had its exemplification in the Home for Orphans at Sand Springs.

PAPERS WILL AID PHILANTHROPY.

No surprise was occasioned at the entrance of Mr. Page into the newspaper game in Tulsa. For the past ten years he has lived for the people and his benefactions have become a matter of national comment. Every child brought under his influence has been made a better boy or girl through the contact. He has been one of the greatest givers to charitable and humanitarian enterprises in the Southwest, and no strings have been attached to his donations. He has felt that he has been handicapped in not being able to spread his views upon questions in which he is vitally interested, so that all the people may know and understand; but now as publisher of two daily newspapers he can work out his theory, that a newspaper should exist for the uplift of humanity, and not for the purpose of extending the interests of any individual or political or social clique.

In the purchase of the Tulsa Democrat and establishing of the Tulsa Morning and Sunday Times by Mr. Page, their success in the field covered is assured. Both newspapers are edited in conformity to the desires of their owner, whose spirit is exemplified in the works to which he has turned his hands.

Mr. Page is now about fifty-five years old. Born at Stevens Point, Wis., he was educated in the school of hard knocks, and is therefore in a position to appreciate the struggles of the indigent in fighting the world's great battles.



Monotype Type & Rule Caster and Storage Cabinets for Non-Distribution

NON-DISTRIBUTION: The system by which each compositor is continuously supplied with new type, spacing material, high and low leads, slugs, and rules, directly from the Monotype Type & Rule Caster, which makes this material so economically that whole pages after use are melted up to make new material. Thus, Recasting replaces Distribution.

Putting "dis" in the discard in the Seattle Times composing room

The *Seattle Times* has added to its wonderfully equipped plant two Monotype Type & Rule Casters and a complete Non-Distribution System—"the greatest composing room economy since the invention of hot metal composing machines."

The addition of these two Monotype Type & Rule Casters and a complete equipment of Monotype sorts cabinets and boxes mean just this to *Times* advertisers—advertisements will appear daily in a brand-new typographic dress—type, rules, and borders.

The *Times* has solved the secret of attractive and economical newspaper advertising typography and will improve the appearance of its paper while saving the expense for distribution.

Non-Distribution means that rush orders for big advertising space can be handled more quickly. And because there is plenty of type, rule, and spacing material the ad men can work to better purpose and with greater efficiency, which often means the getting of business that might otherwise be lost.

The Monotype created the only real Non-Distribution System and the equipment to use with it. Let us tell you more about this system. Send for folder on Non-Distribution.

A Statement from the Publishers of The Times

Seattle, November 15, 1916

Lanston Monotype Machine Co.
Philadelphia, Pa.

Gentlemen:

We take pleasure in expressing our extreme satisfaction with the two machines which we now have had for almost six months.

There is no question at all that the Non-Distribution System is the ideal thing and we are getting to it as rapidly as possible. We have had no trouble at all with the machines and will be glad to recommend them to any purchaser.

Sincerely,

C. B. BLETHEN, Editor.

Lanston Monotype Machine Co. Philadelphia

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

THE JOURNALIST

Devoted to Newspapers, Authors, Artists, Publishers and Advertisers

Vol. XIV No. 12 New York, December 5, 1891.
Price Ten Cents.

[The following paragraphs are a digest of news from the Journalist, and tell what were the most interesting topics of discussion in the newspaper and advertising fields twenty-five years ago this week.—Ed.]

The annual Press Club election resulted in a sweeping victory for the regular ticket. The contest, however, was an exciting one. When the polls were opened at 10 A. M. a score of voters were ready to deposit their ballots. The financial secretary was kept busy giving receipts for dues and restaurant charges, as members in arrears were not permitted to vote. More than \$1,110 was taken in during the day. As high as \$40 was paid for the privilege of voting. Men who had not crossed the threshold of the Club in two years were on hand. Gen. Felix Agnus, proprietor of the Baltimore American, made the trip to New York expressly to vote the regular ticket. Barclay Gallagher also journeyed from Baltimore to vote for Cockerill. W. J. Arkell came from Canajoharie to boom the ticket on which he was running. Erastus Wiman, Robert B. Roosevelt, F. B. Thurber, Col. William Z. Brown, Col. Elliott F. Shepard, Joe Howard, jr., Rufus Hatch, Walter P. Phillips, John Kellar, Chester S. Lord, George Spinney, and a score of others of prominence put in their ballots.

The result of the election was as follows: For president, John A. Cockerill, 247; George H. Fleming, 122. For vice-president, George W. Price, 232; Thomson P. McElrath, 137. For second vice-

president, J. C. Clarke, 254; John Henderson, 111. For third vice-president, Frank A. Burrelle, 234; John Brockway, 131. For treasurer, William Gibson, jr., 210; John C. Hennessy, 165. For financial secretary, Charles Henry George, 242; Jerome Brady, 127. For recording secretary, David G. Baillie, 250; Walter S. Murphy, 118. For corresponding secretary, James C. Summers, 266; John T. McKechnie, 102. For librarian, J. Frank Clark, 241; W. H. Hoyt, jr., 127. For trustees, William J. Arkell, 231; Thomas H. Evans, 228; Charles C. O'Hennessy, 249; Oscar W. Riggs, 240; H. D. Winton, 212; J. I. Charlois, 213; James A. Gill, 229; Charles Francis Hart, 239; Edward Bunnell Phelps, 209; George F. Spinney, 176; Horatio C. King, 133; Charles J. Smith, 137; W. G. F. Price, 123; P. J. Hanaway, 141; Leslie C. Bruce, 120; Alfred C. Fenn, 141; M. T. Richardson, 105; Samuel C. Austin, 142.

Charles McCloy, who had been city editor of the Evening Sun for some time, became managing editor in place of Arthur Brisbane, whose resignation took place the previous week.

The Times changed its price from two to three cents. There was no change in the size of the paper or the quality of matter furnished, and the inference was that the Times people believed that the public had been getting more than they had been paying for. The comment of one paper in regard to this increase in price was, "The Times usually occupies a peculiar position politically, and is of peculiar interest to both Democrats and Republicans. It is the acknowledged organ of mugwumpery, and for these reasons, aside from its eccentric news and editorial features, it has a chance of making its experiment a success."

Arrangements for the approaching convention of the International League of Press Clubs at San Francisco were practically completed at a meeting of the governing board of the League.

The San Francisco Press Club subscribed \$1,500 to a fund for the entertainment of the visiting delegates, and it seemed certain that over \$10,000 would be expended to make the stay in 'Frisco a pleasant one. The New York Press Club was entitled to twelve delegates—the dropping of forty members from the rôle the previous week having deprived the Club of the right to send thirteen men. The naming of the delegates was to be left to the president of the Club.

Arthur Brisbane, following his resignation as managing editor of the Evening Sun, commenced to do special work for the World.

Editors in Knife Duel

At Parkersburg, W. Va., as the result of political editorials of an acrimonious character during the campaign, S. Jack, editor of the Roane County Reporter, a Democratic paper at Spencer, stabbed S. A. Simmons, of the Times-Record, the Republican paper, nine times Sunday night. Mr. Simmons, who is in a hospital at Spencer, may not recover. The editors met in the street, and Simmons is alleged to have struck Mr. Jack several times on the head with his cane. The latter then drew his knife and used it with telling effect. The affair has caused a big sensation in Roane County. Neither has been arrested.

GAINS 483 AD PAGES, USES LESS NEWS PRINT

New York Newspapers Printing 509 Less Pages of Reading Matter During November, 1916, Compared with 1915—Printed a Total of 26 Less Pages, but Showed a Gain of 483.

New York morning and evening newspapers printed 26 less pages in November, 1916, compared with the same period in 1915. The morning group of papers printed 80 pages less, the evening group 54 pages more, than a year ago. The combined group printed 483 more pages of advertising during the month of November just past than was the case twelve months ago, the morning papers being credited with 287 more pages, the evening group with 196 pages more. The gain in pages is approximate, the number of lines to the column varying, while the number of columns to the page are not the same in all. These figures are calculated exclusive of the amount printed by the Press one year ago, that paper having been consolidated with the Sun. Adding the saving of 26 pages to the total gain in pages of advertising matter, the net white paper gain or saving for the month just closed amounts to 509 pages, there being that much less reading matter printed in November this year, compared with 1915. That this policy of news print conservation has not affected circulation is evidenced by the fact that gains are generally reported. Advertising losses were shown by only one paper.

The figures for each group, calculated in agate lines, and compiled by the New York Evening Post, follow:

Papers:	—Lineage—		—Pages—	
	1916.	1915.	1916.	1915.
Evening Post ...	337,622	298,703	516	492
Mall	499,451	425,401	390	400
Globe	523,201	448,343	386	436
Evening Sun ...	577,302	485,995	452	398
Journal	754,834	668,023	588	550
Evening World..	540,315	515,420	524	462
Telegram	694,611	559,127	588	548
Eagle	758,387	751,155	852	942
Standard Union..	489,794	472,964	400	414
Totals	5,175,517	4,625,131	4,696	4,642
American	804,479	804,030	848	950
Herald	717,568	622,375	866	794
Staats Zeitung..	384,629	386,024	566	590
Sun	385,901	326,210	606	648
Times	1,089,614	905,026	926	884
Tribune	420,694	321,638	604	608
World	1,142,390	948,341	860	882
Totals	4,945,272	4,313,644	5,276	5,356

KENTUCKY DAILIES ORGANIZE

Strong Association Formed to Protect Mutual Interests of Members.

Representatives of newspapers published in Lexington, Paducah, Henderson, and Owensboro met in Louisville on December 4 and formed an association to be known as The Kentucky Dailies. All daily newspapers outside of Louisville will be eligible for membership.

Edward J. Paxton, proprietor of the Paducah Sun, who issued the call for the meeting, was elected president of the league. The next meeting will be held in Lexington the first Monday of March, and at this meeting representatives of dailies in Frankfort and Ashland will be present.

Those attending the meeting were Harry Giovannoli, of the Lexington Leader; Edward J. Paxton, of the Paducah Sun; Leigh Harris, of the Henderson Gleaner; Lawrence W. Hager, of the Owensboro Inquirer, and George M. Fuqua, of the Owensboro Messenger. Graham Vreeland, of the Frankfort State Journal; Charles I. Stewart,

of the Lexington Herald, and John J. Berry, of the Paducah News-Democrat, were unable to be present, but are quoted as being in sympathy with the object of the meeting.

The general object of the association is to protect the common interests of the "inland dailies" of Kentucky. Subjects discussed included the cost of print paper and the rates received for subscriptions and advertising.

The sense of the meeting was that an increase in the subscription rate would be justifiable under existing conditions. The meeting definitely went on record as favoring charging the highest local rate for all political advertising. The association will cooperate with other agencies which are investigating the high cost of print paper.

The association will meet every three months to discuss business conditions affecting daily newspaper publication. The outlook is that all of the State's small city dailies will enlist in the association, which will be affiliated with the State Press Association.

PAPER WORKERS' PAY RAISED

International Company Gives Increase to Eleven Thousand Employees.

The International Paper Company, under date of December 1, has issued a circular to its employees in which it announces "additional compensation" to all. The notice states, in part:

"In view of the increased cost of living under present general conditions in this country, the company feels that its employees should receive some additional compensation, and, until further notice, it has been decided that the most satisfactory way to meet this condition, temporarily, would be to pay the employees of the company, on the 15th of each month, 10 per cent. of the wages earned during the previous month. No employee is entitled to this pay unless he is still in the service of the company on the date of the payment."

Under this arrangement, all employees will, on December 15, receive an amount equal to 10 per cent. of the salary received during November. Eleven thousand employees are affected by the increase.

HASKIN ON PAPER MAKING

Tells How News Print is Manufactured From Forest Trees of Canada.

The Haskin letter of November 27 gives an interesting account of the paper-making industry, taking as an example a Canadian plant with a capacity of 100 tons daily which employs 200 woodmen to fell the trees, and 250 workmen at the mill. The investment represented in the plant is \$2,000,000, the entire product of the mill being consumed by a single American daily. The letter tells interestingly the manner in which the wood is sent down the stream at high water, the way it is barked, ground and the sulphite made, the manner in which the raw materials are mixed, and brought to the machines, and the way in which the finished product is delivered in rolls at the other end, starting with a mass of watery pulp, coming out dry and firm.

Annual Meeting Tennessee Press

The annual meeting of the Tennessee Press Association was held November 29 at the Y. M. C. A. Auditorium in Nashville. Hervey Whitfield, of Clarksville, presided, and newspaper men from all parts of the State were present. Luncheon was served at noon. The print paper situation was thoroughly discussed.



RUTH CAMERON'S "SIDE TALKS"

Ruth Cameron makes life a little happier and a little more understandable to millions of people every day.

Any editor who wants to make his paper more wholesome and more helpful, and cleaner, and more inspirational, can do so by adding Ruth Cameron's "Side Talks" to his list of features.

"Side Talks" get into people's hearts without being sobby. They are sensible, not sensational. They are simply the plain, sympathetic expression, each day, of Ruth Cameron's mature, womanly philosophy of life.

Send for two or three weeks' samples of "Side Talks."

THE
GEORGE MATTHEW ADAMS
SERVICE

8 W. 40th ST., NEW YORK

THE NEW YORK HERALD

Printed

6 0 4

more columns of advertising
in October and November 1916

than in the corresponding months of last year.

This is the testimony of the
better class of Advertisers.

DOROTHY

Writes Her Nationally Famous D

THE WHEELER

BEGINNING JANU

THE Wheeler Syndicate, Inc., has pleasure in announcing that, beginning Monday, January 15th, 1917, DOROTHY DIX will write exclusively for it her sane, sweet, sensible, sympathetic articles—the sort that have given her national fame, endeared her to the hearts of millions, established her as the most written-to American of her time, and which now make her, week in and week out, the highest paid woman writer in the world's history.

IN the years that DOROTHY DIX has been writing, her articles have caused an uncounted multitude of newspaper readers (men as well as women) to write to her for advice—comfort—help, until today she stands a veritable little sister to all the world through the medium of her printed word and her personal letters to all who have called on her for aid. And DOROTHY DIX occupies this unique position because she is a woman with a head as well as a heart—because she understands the problems, the temptations, every phase of the every-day life of the great mass of the people (who constitute the backbone of a newspaper's circulation and prosperity) as no other writer before the American public today.

DOROTHY DIX

Dorothy Dix Articles Exclusively for

SYNDICATE, Inc.

JANUARY 15, 1917

TIME-tested and proved as to their universal helpfulness—more popular today than ever before—the **DOROTHY DIX ARTICLES** will enable any newspaper (faced with rising news print costs) to cut down its reading and other feature matter materially and at the same time strengthen its hold on its readers by giving them a strong service of nationally proved merit and interest in place of a miscellaneous assortment of mediocre matter lacking the gripping appeal of **DOROTHY DIX** to the common humanity in every one.

THREE articles a week will be released. Wire in at once for terms of this premier service by the world's highest paid newspaper woman. And be sure you address your telegram to

THE WHEELER SYNDICATE, Inc.

373 FOURTH AVENUE
NEW YORK CITY

THE EDITOR & PUBLISHER

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

New York, December 9, 1916.

The man that makes a character makes foes.—Young.

THE tradition that a news story must be thrice-told is passing. If a story is clearly summarized in the headlines, there is little need of an "introduction."

THE man who has a reputation for saying what is in his mind "in few words" is always listened to with attention and interest. The same is true of a newspaper.

IF the average editor should figure out how much space is wasted in a year through "introductions" to news stories, he would adopt the policy of Editor Victor Morgan, of the Cleveland Press, and cut them out.

IS there any reason, creditable to those holding it, why every American newspaper which carried any story whatever about the flood-lighting of the Liberty Statue should have failed to mention the fact that the New York World was responsible for the event?

"WE have reduced consumption of white paper nearly 25 per cent., and our paid circulation is higher than it was on August 1." No; this is not a mere economic fairy story. It is the related experience of the Montgomery (Ala.) Journal. In a great majority of instances, cutting off all waste circulation results in an increase of PAID circulation.

IT is hard to recall a better example of prestige-advertising than that of the Chicago Tribune, in the issue of THE EDITOR AND PUBLISHER of December 2, headed: "The Chicago Tribune and the Election." This advertisement dealt wholly—and strikingly—with the matter of the Tribune's INFLUENCE in its field. It is in line with the new trend in "advertising advertising."

IS there any more reason why a newspaper should have a "free list" than that a grocer should have one? Does not the recipient of a free copy of a newspaper imagine that he is getting something which does not cost the giver anything? Perhaps he would not feel right about accepting from a grocer a dozen eggs or a pound of butter every week as a gift. Why should he not pay for his paper?

CARLISLE N. GREIG, who has just joined forces with J. H. Ward in the establishment of the new firm of Greig & Ward, in Chicago, has certain qualifications which give to his work for newspapers especial value. He knows how to advertise advertising—and how to make trade newspaper advertising OF ADVERTISING an effective factor in selling space. The new firm, with such clients as the Chicago Daily News, Cleveland Plain-Dealer, and St. Louis Republic should play an important part in the drama of newspaper competition now opening.

LORD NORTHCLIFFE AS A MAKER OF NEWS

ALFRED HARMSWORTH (Lord Northcliffe), foremost publisher of the world, has emerged into the limelight this week as the controlling and dominating power in British politics.

From chronicler and publisher of the news Lord Northcliffe has developed into a maker of news.

The British Cabinet crisis, according to all authoritative comment, was precipitated by the Northcliffe newspapers, the London Times and Daily Mail.

These newspapers have been aggressively independent from the beginning of the great European struggle, fearlessly criticising men and methods, and often drawing upon their proprietor accusations of sensationalism from the conservative elements in British public life.

Lord Northcliffe has never faltered, however, in his efforts to drive out of power the bunglers and palterers who menaced the success of the Allied cause.

Differing in purely political views from the one other strong man of the British Empire, Lloyd George, Northcliffe has nevertheless been, and continues to be, the most powerful supporter of the Welsh statesman. To this alignment of the two men who wield the greatest influence with the British people is due the dissolution of the Asquith Cabinet.

It is obvious that Lord Northcliffe might hold any position in the new Government to which he might aspire. But it is equally obvious that he will prefer to remain outside the Cabinet, continuing to exercise the function of unofficial prime minister, making and unmaking Governments as patriotic considerations influence him.

Alfred Harmsworth's first publication was called Answers, and upon its success has been founded his great chain of newspapers and periodicals. It would seem that his present task is to find "answers" to the most serious problems that have ever faced the British people.

DECIDING ON THE NEW RATIO

NEW conditions force readjustments of ratio-standards which determine the "balance" between text matter and advertising in newspapers.

Some of our great metropolitan dailies, with issues varying in size from twenty to thirty-two pages, have been cutting down text matter, in recent months, to a point far below the fifty-fifty standard. In large issues, whether the newspaper sells for one or two cents, the half-and-half ratio is neither practicable nor necessary. ADVERTISING HAS NEWS VALUE. It is no longer "dead matter." It pulsates with up-to-the-minute interest to a majority of readers. Nowadays advertising requires less "carrying" matter than formerly.

In fixing upon a workable rule for governing the size of issues, a fifty-fifty standard may be safely followed up to twelve pages. In additional pages, made necessary by the volume of advertising in hand, the ads should have the right of way. In deference to both advertisers and readers, who still expect to find reading matter on practically every page of a newspaper, these added pages should carry about 25 per cent. of text matter. This may be decreased on occasion—without serious impairment of the prestige or value of the paper.

Records show that newspapers every-

where are printing less pages—but more advertising. The new trend is general. It will be followed until a new and sound ratio has been found. The important factor is that editors and publishers are getting away from the old idea that text matter must predominate in volume. Editorial condensation is the new aim—and better newspapers will result from more intensive editing. Higher advertising rates will lead to better advertising copy—and better results to advertisers.

To "sacrifice" mere volume of text matter is to give a better net product. The editors who are able to tell the news with word-economy will not merely serve their readers—they will materially help the publishers to solve the problem of increased costs.

ADVERTISING — INDUSTRIAL AND POLITICAL

AN editorial in the Philadelphia Evening Telegraph, pointing out the propriety, and the value to the people, of corporation advertising, includes a brief for political advertising as well.

THE EDITOR AND PUBLISHER has welcomed and encouraged that character of corporation advertising exemplified in the campaigns of such concerns as the Bethlehem Steel and Borden Milk Companies. The advent of advertising of this character forecasted the elimination of the political lobby—the end of the policy of secrecy, of buying needed legislation, which had been followed by so many corporations for long years. The appeal to public sentiment, to the reason and to the sense of fairness of the people, is in the interest of not only the industries concerned, but of the people whose money and favor make such industries profitable.

It is not to be contended that newspapers should devote their space, without charge, to controversies which at bottom are matters of purely business concern. There are many instances in which advertising can serve a great industrial interest quite as well as it can serve a department store. For the corporation has something to sell, and a message to deliver to the people who will eventually buy its product. This message, belongs in the advertising column—rarely, indeed, to the editorial columns of a newspaper.

The case of political advertising is different. Here a policy of the newspaper is involved. That which gives character to a newspaper, as to an individual, is the code of ideals for which it wages battle. For this code it stands. For the prevalence of certain principles it fights—fights in the interests of the people. It may be mistaken in its advocacy of these principles—but if it is sincere in its belief in them it MUST try to make them prevail. Its readers believe that it is incorruptible. The belief is almost always well-founded. But perhaps in the last stages of a campaign comes the check book of the opposition, as a nullifying factor, into the fight. For pay the newspaper permits this opposition to use more space in its columns in confusing people about the issues than it can give to informing them about them. The people read and are influenced by advertisements QUITE AS MUCH AS BY EDITORIALS. If this were not true, advertising would not "pay." In a full-page ad a clever writer, with the help of type-emphasis of a striking kind, may make an attack upon the editorial ideals of a newspaper so convincing, so plausible, that it will undo the work of the editor—or, at least, partially nullify it.

WHAT WOULD BE THOUGHT OF A METHODIST PREACHER WHO, FOR PAY, PERMITTED A PRESBYTERIAN PREACHER TO ADDRESS HIS FLOCK IN A PROSELYTING WAY? COULD NOT ANY CLEVER ADVOCATE OF A RIVAL CHURCH UNDO THE WORK OF A MINISTER, DISTURB THE THOUGHT AND LOYALTY OF HIS FOLLOWERS, IF PERMITTED THE SAME PRIVILEGE WHICH SO MANY NEWSPAPERS ACCORD TO HOSTILE POLITICAL PARTIES?

PROTEST OF THE ADVERTISERS

THE advertisers are beginning to protest against the policy adopted by some publishers of passing on to them the whole burden of increased publishing costs. The protest has not assumed any large proportions, but it was inevitable that it should come.

For the thousandth time THE EDITOR AND PUBLISHER must remind both publishers and advertisers that ADVERTISING IS A COMMODITY. When the cost of producing a commodity has increased, its selling price must be increased. But the newspaper itself is also a commodity. And as the cost of making it has increased materially, so the selling price must be increased.

To increase the selling price of a one-cent newspaper, however, means to DOUBLE THAT PRICE. The reader, accustomed to buying his paper for one cent, may have some ground for objection to paying twice as much. Not that this ground is valid—FOR THERE IS NOT A ONE-CENT NEWSPAPER PUBLISHED WHICH IS NOT WORTH TWO CENTS TO EVERY ONE OF ITS READERS. But the DOUBLING of the price is the feature which presents the difficulty. While, in readjusting advertising rates, this is not necessary, as no daily newspaper would consider the policy of immediately doubling its advertising rates. Here the increase may be made on a basis of unquestioned fairness.

The advertiser, as well as the reader, has always secured his commodity too cheaply. This has not always worked to his benefit, for he has not always made the best use of his space. Paying a more reasonable price for space, he will make a more profitable and intensive use of it. It is to his interest, unquestionably, that his newspaper should not deteriorate in quality—as it must do if faced with inevitable deficits. It is in his own interest, therefore, that THE COMMODITY OF ADVERTISING SPACE SHOULD SELL AT A PRICE PERMITTING A FAIR PROFIT TO THE SELLERS. If this cannot be done it will mean that advertising space will not pay a fair profit to those who buy it, either.

WHEN the Pittsburgh papers increased their prices to two cents some local agitators persuaded the newsboys to go on strike. They argued to them that the new price was a burdensome tax on them—as it meant doubling the price to the reader AND INCREASING IT 25 PER CENT. TO THE NEWSBOYS. When the newsboys find time to do a little figuring for themselves, they will be inclined to chase these agitators out of town. The newsboys may be stampeded once in a while, as in this instance; but, generally speaking, they have good business sense; and they will realize that higher selling prices for the papers mean greater profits for themselves. And as soon as this fact becomes clear to them they will fall in line and do their part in boosting the papers at the new prices.

PERSONALS

To scramble through this random business with hands reasonably clean, to have played the part of a man or a woman with some reasonable fullness, to have often resisted the diabolic, and at the end to be still resisting it, is for the poor human soldier to have done right well.—Stevenson.

NEW YORK.—Theron Bamburger, recently of the Philadelphia North American, has joined the copy desk staff of the New York Journal.

John H. Powers has resigned his connection with the Kelly-Smith Co. to become associated with the Scripps newspapers.

Roy D. Moore, Western business manager of the International News Service, was in New York this week in conference with General Manager Wilson.

Irwin Barbour, of New York, who had charge of the New York night office of the International News Service during F. B. Attwood's vacation recently, has been transferred to the Washington Bureau. John E. Nevin, who now has charge of both the day and night staffs in Washington, has recovered from a threatened attack of pneumonia, and is again on duty.

OTHER CITIES.—Fred W. Scott, formerly business manager of the Austin (Tex.) Statesman, and afterwards connected with the management of K. Lamity's Harpoon, published at Austin, is seriously ill in a sanitarium at Austin.

John McCune, who has been with the Colusa (Cal.) Sun Publishing Company for twenty-five years as its foreman, became general manager on December 1. William J. Voss, formerly of Colusa, has returned to become news editor of the Colusa Sun, succeeding Frank Fogalsang, resigned.

Mrs. Lavinia G. Graham, a prominent newspaper woman, who has been in the East during the past year, recently arrived in Los Angeles, and was tendered a luncheon by a number of friends at the Hotel Alexandria.

Dr. James A. Macdonald, late of the Toronto Globe, in a lecture before the St. Paul Institute on November 28, summarized the common points of interest between people on both sides of the boundary and termed the United States and Canada the next hope for Europe.

Charles E. Witt, editor of the Shellrock (Ia.) News, has been appointed private secretary by Governor-elect W. L. Harding, of Iowa.

Lester M. Hart, a Portland, Me., newspaper man, and for fifteen years a Legislative reporter, has been appointed private secretary by Governor-elect Carl E. Milliken, of Maine.

William J. Weber, of Elizabeth, N. J., has been appointed circulation manager of the Elizabeth Times.

After a year at the head of the Wilmington (O.) Daily News, Howard L. Burba has resigned to accept the position of managing editor of the Lima (O.) Times-Democrat. At one time in his newspaper career Mr. Burba was city editor of the Lima News, evening contemporary of the Democrat.

BOSTON.—Carl Upham, formerly managing editor of the Record, has joined the "lobster" staff of the American.

Samuel Carrick, of the Journal sporting staff, is taking the second week of his postponed vacation.

Joseph Pesa, formerly a Boston newspaper man and more lately press agent for two of the leading theatres of this city, is now publicity representative of the Atlas Film Company, of New York.

Bert Ford, one of the star men on the American, has returned to his work on the staff of that paper after several months at the border as a war correspondent.

A. W. Cullis, is filling in on the district desk of the Post. Joseph Carlin is taking the desk vacated by George B. C. Rugg, assistant city editor of the Post, who is on sick leave.

Charles Merrill, of the Globe, is at Ossipee, N. H., covering the early developments of the Small murder trial.

J. A. Tyson, of the rewrite battery of the Post, has severed his connection with that paper and gone to New York, where it is reported he has a good scenario writing position.

Louis Raycroft has been appointed secretary of the famous Newsmakers Club.

Samuel Bowles has joined the staff of the Boston American as a special writer.

Warren Dyer, of the Globe staff, holds the record for low cost of repairs for his automobile among Boston newspaper men. Mr. Dyer has a car that is popularly known as a flivver. He has driven the same 4,500 miles at a repair expense of 30 cents.

Fred H. Thompson, night city editor of the Post, says that winter is the best time for autoing, and will drive his car all winter. Several machines are owned by members of the staff, but they have been housed for the months of snow and ice.

James Walsh has been doing the shorthand work for the Post in connection with the Billy Sunday sermons. The pot-hook men say that Sunday is the despair of all reporters, for his speed of delivery frequently rises to 300 words per minute.

Frank Joyce, day city editor of the Associated Press, has taken up the habit of early morning plunges at the L Street bathing stretch.

Frank Sibley, of the Globe, has secured several lecture engagements since his return from the border.

Albert I. Prince, of the Journal, is writing the Billy Sunday leads for that paper, and is the recipient of many compliments for the good work he is doing.

Clifton Loring is doing City Hall for the Boston American.

Clayton Young has joined the staff of the Record.

Frank Meloon, formerly of the American, is now night editor of the Advertiser. Joseph McVicar has been made managing editor of the Advertiser. He is a young man of varied newspaper experience.

WASHINGTON, D. C.—Mark Watson, formerly of the Washington bureau of the Chicago Tribune, has been transferred to the New York office of that newspaper, where he will contribute financial articles.

Marvin Creager, telegraph editor of the Kansas City Star, has arrived in Washington to take charge of the bureau of that newspaper. Mr. Creager succeeds Roy Roberts, who will look after the happenings of the State Legislature at Jefferson City, Mo., this winter.

William A. Bird, jr., of the New York Tribune bureau, is receiving the felicitations of his friends as "Daddy Bird," a junior member arriving at the home recently.

Caryl N. Odell, Andrew R. Kelley,

and Henry Surguy will composed the Capitol force of the Washington Herald.

Kent R. Cochran has arrived in Washington as manager of the Pacific News Service, an organization that is being represented in the Capitol for the first time.

Aaron B. Rosenthal, of the Milwaukee Journal, who was recalled to the home office soon after the adjournment of Congress, has returned to Washington to resume his work at this end.

Lawrence Todd, of many years' experience in legislative and newspaper work, and recently secretary to Representative Meyer London of New York, has resigned to take up newspaper work, being accredited to the Wilmington Evening Evening.

Sam M. Williams is again in Washington, associated with the New York Evening World staff.

Edward C. Easton has been added to the staff of the Philadelphia Inquirer.

Theodore H. Tiller has returned to Washington to resume his legislative correspondence for the Munsey newspapers. For the past six weeks, Mr. Tiller has been at Gulfport, Miss., as the publicity expert for the Mississippi Centennial Exposition, which opens a year hence.

PROVIDENCE, R. I.—Frederick R. Barkley has returned from his wedding trip through New York and is back at his desk in the Journal office.

Sam Otis, former night rewrite man, has been made assistant telegraph editor on the Journal.

Arthur W. Talbot, of the Providence Journal, is the candidate for president of the Pen and Pencil Club. It is expected he will be elected without opposition.

William Tugman, F. R. Barkley, and Larry Gardner, former Springfield Republican men now on the Journal, will attend a dinner of old staff men of the Massachusetts paper in Boston next week.

PITTSBURGH, PA.—W. H. Barr is now editorial writer on the Pittsburgh Leader, succeeding "Jack" Hollis, the latter being editorial writer at the Pittsburgh Dispatch.

Martha Root, editor of the Pittsburgh Index, was called to Cambridge Springs by the death of her mother.

Lesser Samuels, local dramatic critic, addressed the Pittsburgh Philo-Drama-

tists on "Dramatic Criticism as a Fine Art."

R. E. Allen has gone to the Boston American from the Pittsburgh Post editorial department.

E. Ross Bartley is now assistant night manager of the Pittsburgh A. P. office. Mr. Bartley comes from the Ohio State Journal, Columbus.

Miss Florence Rook, daughter of Col. Rook, of the Pittsburgh Dispatch, is prominent in the Pittsburgh Branch of the American Girls' Aid and taking an active part in the sale of goods made by French soldiers.

E. B. Speer, formerly of the Pittsburgh Dispatch and Ira N. Hull, lately news editor of the Pittsburgh American Press Association office, have issued the first number of the Midland Herald, in the new steel town near Pittsburgh.

Lillian Russell was received as a member of the Pittsburgh Woman's Press Club on Monday. Miss Russell in private life is the wife of A. P. Moore, editor-in-chief of the Pittsburgh Leader.

Fred J. Wilson, manager of the International News Service, was recently the guest of the Pittsburgh Post and Sun.

Florent Gibson, assistant sporting editor of the Pittsburgh Post, spent Thanksgiving with his mother in Canton, O.

Robert A. Goshorn, well known in newspaperdom in Pennsylvania, is the editor of a new monthly published in Pittsburgh in the interests of police and firemen.

Daniel A. Murphy, manager of the Central News Photo Service, visited the Post and Sun on his recent visit here.

H. W. Bloomfield, formerly connected with the Wheeling (W. Va.) News, has succeeded C. W. Voitle as manager of the Washington (Pa.) News.

VISITORS TO NEW YORK

Henry N. Rickey, Cleveland, Ohio, editor-in-chief, Scripps newspapers.

W. B. Berry, the Ottawa (Can.) correspondent of the Philadelphia Public Ledger, New York Journal of Commerce and New York World.

W. B. Colver, editor-in-chief of the Clover Leaf Papers with headquarters at St. Paul, Minn.

Fred B. Foulk, librarian and exchange editor, Cleveland (O.) Plain Dealer.

The Springfield Union
has renewed its contract
for the Haskin Letter
for another year.

The Reason—

The returns from a questionnaire show that 66% of our subscribers read the Haskin Letter every day.

M. S. Sherman
MANAGING EDITOR

**"The Fastest Growing Newspaper
in New York"**

OVER HALF MILLION

lines of advertising

GAINED

by

The Evening Mail

in the past six months.

514,654 Lines

That is a greater gain than was made by
any other New York Evening Newspaper.

HERE ARE THE FIGURES:

(Gains in advertising, in columns, from
June 1 to November 30)

Mail - - -	1,762	Journal - - -	802
Sun - - - -	1,714	Globe - - - -	747
Telegram -	1,413	Post - - - -	513
World - - -	272		

THERE IS A REASON

The Evening Mail has a greater purchasing power, per copy, than any other New York evening paper of the same or greater circulation.

PERSONALS

(Continued.)

CHICAGO.—T. A. Read and Joseph C. Swerling have joined the staff of the Chicago Tribune. Mr. Swerling was formerly with the Chicago Herald.

E. H. Davenport, formerly of the Chicago American staff, has been made editor of White City News, the organ of one of Chicago's largest amusement parks.

Jay Williams, of the Chicago Examiner, has been conducting that paper's campaign for electrification of Chicago railroads.

Sheppard Butler, of the Chicago Tribune staff, has been made automobile editor. He succeeds J. C. Burton, resigned.

MILWAUKEE, WIS.—J. L. Fredenburg has resigned as telegraph editor of the Evening Wisconsin to join the copy desk force on the Free Press.

Daniel Coleman, who represented the Sentinel as staff correspondent on the Texas border for several months, is reading copy on the Evening Wisconsin.

H. A. Simons, formerly of the Sentinel, has gone to the Chicago Examiner as a rewrite man.

Chester Vonier has resigned from the Free Press to join the Sentinel staff.

Aaron B. Rosenthal, Washington correspondent for the Milwaukee Journal, has returned to the national capital. Rosenthal handled State politics for the Journal during the recent campaign.

SAN FRANCISCO.—Paul Neiman, who recently resigned as manager of the Portland Bureau of the Pacific News Service is now on the San Francisco Chronicle desk.

Elfred Eddy, formerly with the editorial staff of the Los Angeles Tribune, is now on the copy desk of the San Francisco Call.

Mr. McClellan, of the San Francisco Daily News, recently went East to join the staff of a labor journal in Duluth, Minn.

Thomas Bourke, who is connected with the editorial staff of the Chicago Record-Herald, has arrived here for a short visit.

CANADA.—Hugh McInnis, recently editor of the Summerside (P. E. I.) Journal, has received an important appointment in the Militia Department at Ottawa. He was at one time editor of the Charlottetown (P. E. I.) Examiner and later on the staff of the Halifax (N. S.) Herald.

W. M. Seanlon, formerly city editor of the Regina (Sask.) Leader, who enlisted with the first Canadian contingent, has been awarded the military medal for bravery in the field. He was well-known in Canadian newspaper circles being connected at various times with the Ottawa Journal and the Montreal Herald.

Frank C. Hoy has resigned as business manager of the Toronto World and is now engaged in the production of pictorial sections for a number of Canadian dailies including the Toronto News, Peterboro Examiner, St. Thomas Journal, Niagara Falls Review, Kingston Whig.

Ed Boehringer, of the Cleveland (O.) News, has resigned to become publicity manager for the Ohio State Anti-Tuberculosis League.

R. J. Scott has been appointed cartoonist for the Cleveland (O.) News, to take the place of Ole May, who resigned several weeks ago to go West.

Editor's Broadening Course

Ben A. Neal, editor of the Washington (Ga.) Reporter, a semi-weekly newspaper, has been named as secretary to Hoke Smith, United States Senator from Georgia. Mr. Neal, in his paper, says he has no idea of going to Washington permanently. He wishes to put in a winter studying life in the national capital and broadening his views, and he thinks this a good way to do it.

E. M. Foster Hit by Auto

As Edgar M. Foster, business manager of the Nashville (Tenn.) Banner, stepped from a street car in Louisville, Ky., a few days ago he was struck by an automobile. Both his legs were fractured, two ribs were broken, and his nose was broken. He was unconscious when taken to a hospital, but is now resting as comfortably as might be expected.

"Tom" Watson Acquitted

Thomas E. Watson, author and editor, was acquitted by a jury in the Federal Court at Atlanta, Ga., of the charge of sending obscene matter through the mail. The matter for which he was indicted and tried was a series of attacks on the Catholic Church. It was the second time he was tried.

President to Resume Talks

President Wilson, it is expected, will resume talking direct to the public via Washington's 300 newspaper correspondents during the present Congress session. His regular schedule of routine, to be arranged next week, will include conferences with newspaper men—reviving a custom discontinued when the international situation became so acute two years ago that such meetings proved embarrassing to the Government.

French Editor Lectures

M. Stephan Lauzanne, editor of Le Matin, the Paris daily, lectured Thursday night at the Musée d'Art Français, 599 Fifth Avenue, New York, on "With the French soldiers in the trenches before Verdun." The lecture was illustrated by new slides from the French Ministry of War.

Newspaper Man Missing

G. B. Kipp, a former Toronto, Can. newspaper man, who was in France with the 95th Battalion, has been reported missing since October 8. He is twenty-three years of age and unmarried. A brother is L. F. Kipp, city editor of the Montreal Herald, and another brother is on the staff of the Western Associated Press, at Winnipeg.

Editor Boosts His Rival

Thomas Brooks Fletcher, editor of the Marion (O.) Tribune boosted his rival editor, Senator Warren G. Harding, for the Presidential nomination on the Republican ticket in 1920, in a recent speech before the Shelbyville (Ind.) Chamber of Commerce.

Life Saved by Tin Helmet

Captain A. B. Smith, formerly of the Toronto Star staff, who was wounded in France, has been invalided home. He received a captaincy in the field, and was one of the first Canadians to witness the tanks in action.

Not many news stories are spoiled through condensation.



E. S. CONE,
New York



A. F. LORENZEN
Chicago



J. E. WOODMAN
Chicago



A. H. YOUNG
New York



A. C. BUNN
New York



E. E. PATTON
New York



W. E. HASKELL
New York



H. W. BEYEA
New York



H. G. SCHRYVER
New York



GEO. M. KOHN
Atlanta



O. G. DAVIES
Kansas City



R. J. BUELL
Detroit

Facts for Advertisers

If you want both Daily and Sunday circulation, the **PITTSBURGH POST** and the **PITTSBURGH SUN** give you the most for your money.

If you use Sunday issues exclusively, the **POST** gives you the greatest value.

If you confine your patronage to week-day issues the combination of the **POST** and the **SUN** is second.

*Not only do the **POST** and **SUN** occupy a commanding position in quantity of circulation, price considered, but in quality—purchasing power—these two papers stand without a peer in the "Steel City."*

Every week and every month for the past three years the **POST** and **SUN** have shown a gain in local advertising, in foreign advertising and in circulation, and they are still gaining. Today, beyond any question in advertising value the **POST** and **SUN** stand first in Pittsburgh. The rates are flat. The papers are first in quality as well as quantity of circulation.

PAPER	NET PAID CIRCULATION	LOWEST RATE	AMOUNT OF CIRCULATION FOR EACH CENT PER LINE
POST (SUNDAY)	156,077	.14 flat	11,148
SUN (DAILY)			
POST (DAILY)	116,803	.12 flat	9,733
SUN (DAILY)			
POST (SUNDAY)	92,602	.10 flat	9,260

Now is the time to make contracts for the **PITTSBURGH POST** and **SUN** and to give them all the copy you send to Pittsburgh.

PITTSBURGH POST PITTSBURGH SUN

"Pittsburgh's Cleanest Newspapers"

CONE, LORENZEN & WOODMAN

PUBLISHERS' REPRESENTATIVES

NEW YORK

CHICAGO

DETROIT

KANSAS CITY

ATLANTA



L. B. ALLEN
Chicago



HENRY C. JANN
Chicago



R. J. BUELL
Detroit

OHIO STATE JOURNAL
Columbus, Ohio

Published for over 100 years
Daily & Sunday
Only morning daily
newspaper in Columbus
Greatest Pure Food Advertising medium
in Ohio

Read by more women than any
other Columbus newspaper,
Represented in the foreign
advertising field, East & West,
for 17 years
by

J. P. MCKINNEY & SON

334 Fifth Avenue, New York

122 So. Michigan Avenue, Chicago, Ill.

**The Holiday Book Number**

of

The Nation

(published November 30)

Contains **13,485** agate lines of
paid Advertising—

This is the largest volume of ad-
vertising ever carried in a single
issue of *The Nation*, and ex-
ceeds that of the Holiday Book
Number of 1915 by 3,294 lines.

The following is a record of the
advertising appearing in the
HOLIDAY BOOK NUMBER

of

The Nation

for the last six years

1911—5,296 agate lines

1912—6,956 agate lines

1913—8,104 agate lines

1914—8,450 agate lines

1915—10,191 agate lines

1916—13,485 agate lines*William S. Preston*

Advertising Manager

**MORE NEWSPAPER ADS
FOR WILLYS-OVERLAND****Appropriation for Dailies of the United
States to Be Increased 20 Per Cent.—**

**Total Expenditure of This Automobile
Co. for 1917 to Be \$3,250,000—Newspapers
Most Effective in Sales Promotion.**

Newspapers will get 20 per cent. more
advertising from the Willys-Overland
Company during 1917 than for the year
just closing. The appropriation of the
company for the next twelve months, it
is said, will total \$3,250,000, the largest
in the history of the organization. The
decision to increase the newspaper ad-
vertising account is due to the excellent
returns given by America's dailies.

The effect of the larger newspaper
advertising campaign, coupled with the
manufacture of a product of wider scope
and adaptability, has resulted in a ma-
terial reduction in the per-car cost of
the company's advertising.

The change in policy has been due,
in a large measure, to the wider market
the newspapers have brought to the
company, because of the intensive cam-
paigns they conduct in the populous
communities which they serve.

THE DETERMINING FACTOR.

Just what proportion the advertising
expense will bear to the gross value of
manufactured cars is not known. The
low cost of newspaper advertising, re-
sults in sales considered, has determined
the company to extend its campaign
among the dailies, in order to develop a
field that gives constantly greater re-
turns.

It is reported that magazine and
farm-paper accounts are to be reduced,
but this is denied in Toledo. The exact
manner in which the appropriation will
be apportioned is not yet known, but
that there will be a general readjust-
ment seems to be evident, first in the
increase of 20 per cent. in the amount
the company will expend with the news-
papers, and the manner in which they
will rely, upon them to a greater extent
than ever before to push national sales,
and, secondly, in the total increase in
the general advertising appropriation.

The combining of national markets by
the newspapers, the cooperation ren-
dered in the pushing of nationally ad-
vertised products, the character of the
service rendered by the dailies to na-
tional advertisers and the manner in
which they have surveyed their respec-
tive fields for the benefit of the adver-
tisers, have opened up possibilities to
manufacturers that have and are at-
tracting a constantly enlarged amount
of newspaper advertising appropriations.
The increase of 20 per cent. to the
newspapers by the Willys-Overland
Company is in recognition of this fact.

Part of the result of the closing year's
outlay for advertising was announced in
Toledo Tuesday, when a group of dis-
tributors, dealers, and sales people re-
presenting one-eighth of the Willys-Over-
land Company's sales organization, signed
contracts for \$20,000,000 worth of cars
for 1917 spring and summer delivery.

MESSAGE OF OPTIMISM

**New York Ad Club Entertained by Elo-
quence of Edward J. Cattell.**

"A Message of Optimism" might well
have been the name applied to the ad-
dress delivered to the members of the
New York Advertising Club Thursday
noon by Edward James Cattell. Over
one hundred members were present.
The address was replete with beautiful
word-pictures that held his hearers

spellbound, then brought tears to their
eyes. As suddenly the speaker brought
roars of laughter with his apt stories
of illustration, plunging off again into
a volley of beautiful rhetoric. The main
purpose of the address was to instill
optimism into the hearts of all, and to
bring a message to the business men
present in direct opposition to the many
scare messages of the overflowing of
this country with cheap European mer-
chandise after the war. The speaker
was certain that Europe will look to
this country for help for many years
after the war, and predicted a succe-
sion of many years of good business
with our European cousins.

Mr. Cattell was introduced by Cyrus
H. K. Curtis, the well-known publisher
of Philadelphia, who brought to the at-
tention of the advertising men present
the immense market that surrounds
Philadelphia.

AD CLUB IN NEW HOME

**First Meeting of St. Louis Organization
in Its New Quarters.**

A plan to increase the size of the St.
Louis Ad Club has been adopted by es-
tablishing a non-residence membership,
with dues at \$10 a year. Resident mem-
bership was raised from \$12 to \$20 yearly.
This was accomplished by passing, on
November 23, the amendment to the by-
laws proposed the week previous.

Three permanent standing committees
were also voted on and carried. These
are Publication and Bulletin, Byron W.
Orr, chairman; Public Speakers, J. W.
Booth, chairman; and House Committee,
E. Lansing Ray, chairman.

A convention board consisting of J.
Ford Oberwinder, Jno. Ring, and Geo.
M. Burbach will handle all matters in
connection with the A. A. C. W. meeting
in 1917.

AD SET FARRELL FREE

**Disproved Murder Charge Made Against
Prisoner in Chicago.**

By means of an advertisement in the
Chicago newspapers, Daniel Farrell, ar-
rested for the murder of a saloonkeeper,
is now a free man. He had convinced
his attorneys of his innocence, but to
prove it to the authorities required evi-
dence as to the exact hour at which he
had registered at the Y. M. C. A. hotel.

The attorneys advertised for persons
who had registered at the hotel about
the time that Farrell claimed to have
taken a room. More than thirty an-
swers were received, with the result
that the police were convinced that
Farrell was telling a true story.

"It does pay to advertise," said Far-
rell as he left the lock-up, freed of the
charge.

NO ADS IN EXTRA EDITIONS

**New Bedford (Mass.) Standard Adopts
New Plan, Recording Large Sales.**

To economize the use of news print,
the New Bedford (Mass.) Standard
printed three extra editions December 5,
consisting of only four pages each, to
announce the local election results. All
advertising was eliminated. The first
extra went to press at 6 P. M., the
second at 7:30, and the third at 9 P. M.
The sales were the largest in the history
of the paper. From July 1 to December
1 the Standard's consumption of news
print was 15 per cent. less than for the
corresponding period of 1915, while net
sales were 6 per cent. greater.

Rainy-day money is not, as a rule,
spent on pleasure, but on pills, plasters,
and prescriptions.—E. W. Howe.

The Evening Sun

Government Report, Oct. 1, 1916—**171,247**

Government Report, Oct. 1, 1915—**155,009**

Government Report, Oct. 1, 1914—**122,763**

A Steady Growth of Quality, Too

Member of the Audit Bureau of Circulations

New York's First Evening Newspaper

Difficult Proof-Reading

Mme. Rene de Quella was the guest of the Woman's Press Club of Pittsburgh, Pa., on Monday last. She entertained

the members by telling of her experiences as editor of a Japanese magazine in Tokio, Japan, where she was compelled to read proofs of type set by Japanese from English copy of which they did not understand one word.

MORE NEWSPAPER ADS FROM FRUIT GROWERS

Old Advertisers Will Increase Their Appropriations During 1917, While New Accounts Will Appear, to Swell the Business of Dailies—Result of Work of W. A. Thomson, of A. N. P. A.

New National advertising accounts will appear in the daily newspapers during 1917. A number of advertisers of nationally distributed products, who have been successfully patronizing the dailies of the country, will increase their appropriations. Just what the increase will amount to is not known, but that it will be large there is no question.

The work is being promoted by W. A. Thomson, director of the Bureau of Advertising of the American Newspaper Publishers Association, who is now on the Pacific Coast. Mr. Thomson left New York about five weeks ago. He visited Spokane, Seattle, Tacoma, San Francisco, Los Angeles, and other cities. He has met with and has discussed the matter and the value of newspaper advertising with the apple-growers of the Northwest, the great canning concerns, the lumber associations, and the citrus fruit organizations of southern California, as well as packers who market millions of dollars' worth of fruit annually.

MISSIONARY WORK FOR NEWSPAPERS.

Mr. Thomson has been calling on the officers of these associations, and has explained to them the advantages that accrue from newspaper advertising, the positive results that may be obtained, and the extent to which the market may be developed because of the intensive local campaigns that may be instituted by the men who are on the ground, and who may obtain cooperative service to back up the copy the newspapers carry. The success of other campaigns, of course, is called to the attention of these people.

Mr. Thomson is following up every lead, overlooking nothing on his trip, and because he is saturated with the subject, he is in a position to give any information desired, and to produce convincing proof of the efficacy of daily newspaper influence.

While no definite statement has been made, it is known that Mr. Thomson's trip has been successful beyond his expectation, and that the daily newspapers of the country will benefit during the coming year, not only by the extension of the advertising of older advertisers, who will take on new publications and increase copy in those that have given results, but that new accounts will also appear in the columns of the dailies during 1917, with still more that have promised to patronize the newspapers of the country during 1918.

Florida Ad Clubs Organize

Representatives from several of the leading cities of Florida met at St. Augustine recently and organized the State Association of Advertising Clubs. Charles A. Tutewiler, of Jacksonville, was elected president, with B. R. Kessler, also of Jacksonville, as secretary. J. R. Murphy, of Palatka; Fred Wolff, of Tampa; T. E. Fitzgerald, of Daytona, were elected first, second, and third vice-presidents, respectively. S. F. Kidder, of St. Augustine, was elected secretary, and an executive committee, composed of two members from each of the clubs, was named. This committee will conduct all official affairs of the Club not coming under direct charge of the president and other officers. The

American Optical Company

Southbridge Mass USA

Sept. 9, 1916.

Dear Mr. Realker: Thank you very much for your courteous letter of Sept. 7th inviting the writer to give a talk at the meeting of the Town Criers to be held at the Crown Hotel on Monday, Sept. 18th at 12:15 o'clock.

I will be very glad to do what I can to help out your program. Please understand, however, that I am no speaker, and in fact I hope you will not dignify what I will do by terming it a speech. The best thing I can do will be to relate some of the interesting experiences which we found in connection with our recent campaign in New England cities. I feel that there are a number of factors in this plan which will be of interest to the members of your Club.

Your willingness to send me a list in the Bulletin and the amount of We hope you can give that

Very truly,
O. B. CARSON
Advertising Manager

A Striking Indorsement

glasses, to educate the public on the sight.

"When the newspaper publishers reach a realization of what a powerful agency they control to compete for the national advertisers' appropriation; when they find out what it means to render real service to the advertiser; when they are prepared to give the foreign advertiser the same square deal that the local advertiser, being on the ground, can get when they adopt the flat rate; and, lastly, when they clean house and throw out of their advertising columns the filthy patent medicine stories that would never be tolerated in news matter, then will the newspaper come into its own. Those publishers who have seen the 'handwriting on the wall' have taken the first steps, and I am glad to say that Providence is served by two of the cleanest, fairest and most successful newspapers in the world, the Journal and the Evening Bulletin."

Prior to his address, Mr. Carson exhibited motion pictures showing the plant of his company at Southbridge, Mass. mill

From an Address by O. B. Carson, Advertising Manager the American Optical Company, Before the Town Criers of Rhode Island at Providence, September 18th, 1916.

The Providence Journal The Evening Bulletin Rhode Island's Great Newspapers

REPRESENTATIVES: CHAS. H. EDDY CO.
New York Boston Chicago

PROVIDENCE, R. I., PAPER MAKES STRONG DEFENCE

Tribune Contends It Violated No Federal Statute in Grand Jury Story, Did Not Insult Court, Only Published News and Sought to Learn How Far It Could Go.

PROVIDENCE, R. I., December 5.—John J. Fitzgerald, attorney for the Providence Tribune, has asked the United States District Court here to dismiss the information for contempt which United States District Attorney Harvey A. Baker brought against the Tribune as the result of an article published November 21 relating to an investigation being conducted by Federal authorities into the alleged distribution of drugs.

At the conclusion of the hearing last Saturday, the attorneys were given ten days in which to file briefs, citing authorities on the points which they say hold true in this case.

The position of the Tribune as set forth by Mr. Fitzgerald was that there was no intent to flaunt the Court or adopt an arrogant attitude toward it. The Tribune, he said, wished to learn to what limits newspapers may go in publishing the news without obstructing the course of justice, and it had no intention in the present case of causing any such obstruction.

The Tribune further contends that the information does not bring that paper within the provisions of section 725 of the Federal statutes; that the said publication is not an act of misbehavior of any person in the presence of the Court; that it is not an act so near thereto as to obstruct the administration of justice; that it is not a

publication that obviously intends to influence the action of the Court or jury; that it does not necessarily imply an effort to put forth some act which in its natural if not necessary consequence must be attended with obstruction of the administration of justice.

PAPER DENIES PREJUDICE

That said article does not scandalize the Court, grand jury, or any officers or witnesses appearing before said grand jury, nor does it abuse the parties concerned in the cases there, nor does it prejudice or tend to prejudice mankind against persons before their case is heard.

The Tribune also argues that the publication complained of does not violate the secrecy of the grand jury in any respect, not referring to any evidence given before said grand jury, merely stating the fact that certain persons were taken before the grand jury, a matter which said persons themselves were at liberty to state, and which persons who knew said fact were at liberty to state, and the publication of matters which are not secrets of the grand jury are not comprehended in section 725 of the Federal statutes. Finally, the Tribune says, the article was a mere publication of a news item, and a matter of general interest. It was no intention whatever to impede or obstruct the administration of justice, nor an article which in itself necessarily or naturally obstructed or tended to obstruct the administration of justice.

Buchanan Now with Ellner

George Wicks Buchanan, formerly president of the Buchanan Advertising Syndicate, Inc., Memphis, Tenn., has joined the staff of the Jos. Eliner Co., Ltd., New York. Mr. Buchanan has specialized in advertising food products.

Put Your Sales Manager Wise To Trenton

One exhibitor sold more goods in 4 days at Trenton Times food show than in two weeks in a city 20 times the size.

This illustrates the value of our food propaganda, our big Thursday feature of 50 recipes and 3 food pages, and the responsive attitude of our readers.

500,000 Lines of Food Advertising Annually tells the story of those who have tried and profited by this "food atmosphere" which means quicker distribution and permanent sales at a lower cost.

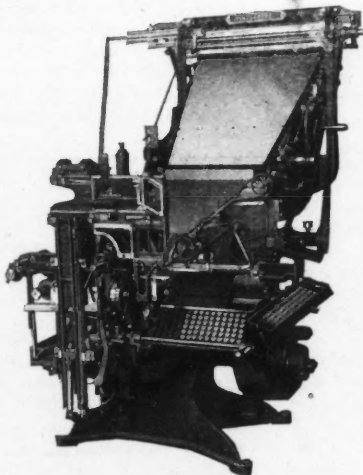
Times—only evening—12c a week
A. B. C.—23,000 Net.

Trenton Times—Trenton, N. J.

Kelly-Smith Co.

220 Fifth Ave., New York Lytton Bldg., Chicago

Mr. Lafayette Young



installed

4 Model C Intertypes

in the

Des Moines Capital

last May.

In October he installed

5 Model B Intertypes

discarding the composing machines of other makes he had been using and making this a complete Intertype plant. Mr. Young bought "the better machine."

INTERTYPE CORPORATION
World Bldg., New York

CHICAGO ILL. NEW ORLEANS LA. SAN FRANCISCO CAL.
OLD COLONY BUILDING 530 CARONDELET ST. 86 THIRD STREET
CANADIAN AGENTS, MILLER & RICHARD, TORONTO and WINNIPEG

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 Boston Evening Record

is growing in circulation every month and producing for its advertisers. Net paid now over 40,000.

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

Represented in New York by
Bryant, Griffith & Fredricks

1,222,676

lines of advertising carried by the Detroit Free Press in November.

329,546 more lines than were carried in November, 1915.

The Detroit Free Press

"Michigan's Greatest Newspaper."

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

Colorado Springs

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

DISCUSS FOREIGN TRADE

Representatives of Business Newspapers Plan to Co-operate with Exporters.

Fifty editors, representing papers connected with the New York Business Publishers' Association, Inc., met at luncheon at the Automobile Club of America, Thursday afternoon, to listen to an address by Dr. Pratt, of the Bureau of Foreign and Domestic Commerce, of Washington, D. C., with reference to the work of the Department, as it bears on the plan of the Association to promote America's foreign trade. Dr. Pratt gave some interesting information and answered a number of questions. Last Saturday the full committee appointed at a previous meeting convened at the Advertising Club, and from its number appointed a committee of five on plan and scope, consisting of L. P. Alford, of the American Machinist; A. L. Findlay, of the Iron Age; R. V. Wright, of the Railway Engineer; C. W. Baker, of the Engineering News, and B. F. Carroll, of the Textile World Journal. This committee will outline a plan and report back to the general committee. A committee to discuss and study the Webb bill to increase the foreign trade of the United States was appointed, consisting of R. F. Soule, of the Hardware Age; B. O. Hough, of the American Exporter, and F. M. Feiker, of the Electrical World.

BUFFALO NEWS IN FILM

Moving-Picture Shows How a Story is Obtained and Handled.

The Buffalo Evening News has been "filmed." The movie is called "The Press and the Spoilsmen." It is in three reels and shows the overthrow of a criminal band. It also shows an edition of the News in the course of production from the receipt of the news to the final issue of the papers to the newsboys.

The story itself is a fanciful one. A News reporter, searching for a gang-leader, scores a beat because of his nerve in flying in an aeroplane. The story is rushed to the office, and the picture shows its preparation. It is rushed to the city editor, then to the copy desk, and from there to the composing-room by way of pneumatic tubes. Its course through the composing-room and stereotyping-room, and then to the giant presses is shown clearly and distinctly.

The picture also showed the late Edward H. Butler, founder of the News, and his son, Edward H. Butler, the present publisher. None of the scenes were "set," they being taken in the regular course of events in the News office. The story was written by Arthur C. Willats, of the advertising department of the News.

ADVERTISING INDUCES THRIFT

Strong Tribute Paid by St. Louis Bankers to Newspaper Publicity.

The practice of saving, which has increased so noticeably among St. Louisans, according to banking records, is due largely, so the local bankers say, to newspaper advertising. Bank officials, interviewed on the subject, pointed to the fact that the \$5,000,000 increase in savings deposits for St. Louis this year was due to campaigns of advertising and sermons on thrift conducted by many of the local banks and trust companies in the daily papers.

J. Hughes Powers, vice-president of the Mercantile Trust Company, said: "More people are saving now than

ever before. During the last year 33 per cent. of our increases in savings accounts have been persons who formerly had accounts with us, but withdrew them. This shows that they were impressed with what we had to say to them through the daily press. It is the only way to reach all the people."

An officer of the St. Louis Union Bank declared:

"We are firm believers in newspaper advertising. As a proof of what it does we frequently insert coupons in the papers asking readers to cut out and send to the bank for booklet, etc. We get many replies to these coupons, which is prima-facie evidence of the fact that newspapers reach the people in a way no other advertising medium can."

Julius W. Reinholdt, vice-president of the Boatmen's Bank, said:

"Our increase in savings accounts in the last year is due to large extent to advertising we did in the daily papers. It has been a great help to us in reaching the people, and the people of this city are saving as they never did before. The increases in the income of the wage-earner is partly responsible, of course, but the constant hammering in the press has contributed to a big degree."

T. Wright, vice-president of the Third National Bank, stated:

"I feel sure it has been a big assistance to the bank. People are saving more than in years, and while our savings are not as large as some other cities in the Middle West and East, still we are gaining right along, and will continue to gain. The advertising we have done has helped a great deal in getting the public in a right frame of mind to open a savings account."

ARNOLD GETS LIBEL VERDICT

Court Holds That Providence (R. I.) Journal Must Pay \$10,000.

A jury in the case of former State Senator Edward E. Arnold vs. the Providence (R. I.) Journal has awarded the plaintiff \$10,000 in the libel suit brought by the Senator to recover \$100,000 damages. Mr. Arnold claimed an editorial published in the Journal charged personal dishonesty, while the defendant claimed that it was fair, reasonable comment on a public man. The plaintiff says that it was not that, but was brought about by malice and ill-will.

Justice Barrows, before whom the case was tried in the Superior Court at East Greenwich, in his charge to the jury, said, regarding the "question of damages":

"There has been no testimony of money loss on Mr. Arnold's part. Therefore the demand, if you make one, is largely discretionary with you. If he is damaged, you must consider how much you are to give him for the assault."

A Fine Prosperity Number

The Central West Virginia Prosperity number of the Clarksburg (W. Va.) Daily Telegram was issued November 28. It is really a book of 68 pages and cover, each page 21 inches by six columns in size. It is a complete history of the industrial, social, and community life of that section of the country and is a valuable souvenir. The articles on coal and glass are especially interesting and complete in valuable information to those who know nothing of these two big industries.

Don't judge a woman's intelligence by the sort of man she marries.

BOSTON POST SANTA CLAUS

He Will Again Make Countless Children Happy This Year.

Boston, December 5.—The Boston Post Santa Claus has once again started on his mission of bringing happiness to thousands of needy little boys and girls who would otherwise receive no gifts on Christmas Day.

For ten years the Post has conducted a Santa Claus department, and each year the work has increased. From a fund that totalled a few dollars ten



JOSEPH D. HURLEY.

years ago, the sum placed at the disposal of the Post Santa by readers of the Boston Post was nearly \$7,000 last year, and this year generous readers of the Post are responding to the call.

Last year about 90,000 boys and girls received gifts. About 23,500 bundles were sent out to as many families, and the bundles averaged gifts for four children. The entire equipment and nearly all the employees of the Hotel and Railroad News Company and scores of automobiles that were donated for the work were used to deliver the bundles direct to the children's homes. Hundreds of parcels were sent by parcel post.

The needy and deserving little folk write their letters to the Post Santa, Joseph D. Hurley, and tell what they hope to get for Christmas to make them happy.

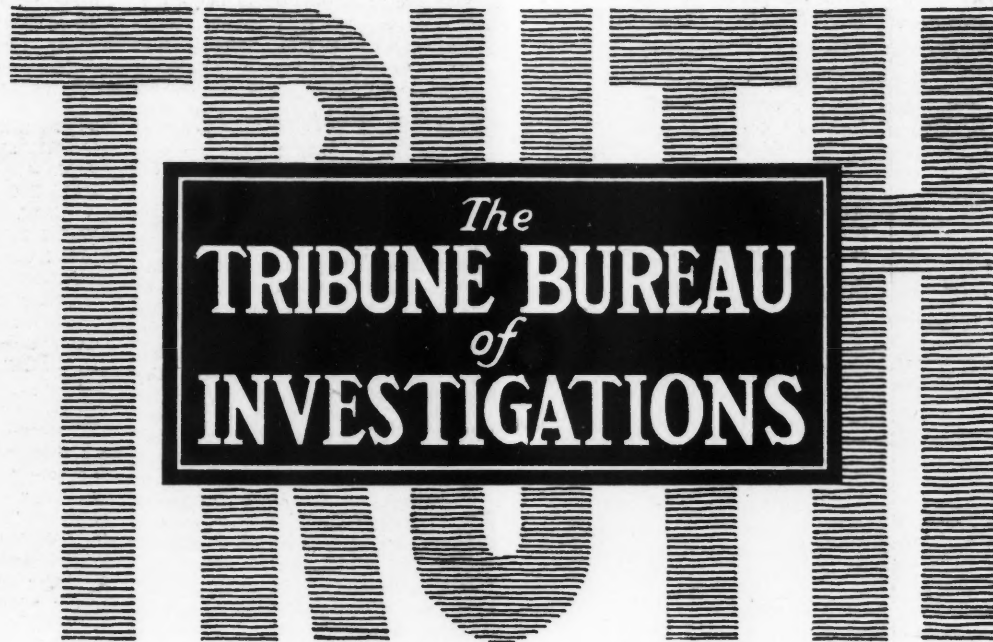
CENSORSHIP SOON REVOKED

News of Events in Santo Domingo Will Not be Suppressed.

The recent establishing of a news censorship in Santo Domingo by a naval lieutenant promptly drew sharp criticism from several American papers. Whether this fact affected the naval authorities, is, of course, not known.

Last Tuesday, however, revocation of the censorship order which was preventing transmission to the United States of news of events in the Dominican republic where the American naval forces have enforced military rule to restore order, was announced at the Navy Department in the following statement:

"The commanding officer in Santo Domingo waters was authorized when taking over affairs there to issue such orders as he considered necessary. The order regarding censorship was intended to prevent publication of inflammatory articles, posters, and so forth in the island and that might arouse revolutionary feeling and cause loss of life due to riotings and uprisings."



The
TRIBUNE BUREAU
of
INVESTIGATIONS

*Now at Your Service
for the Good of the Cause*

“OF COURSE, it is impossible for us to have an investigation bureau such as that of The New York Tribune.” So writes a New York newspaper to one of its readers who had protested against the character of certain advertising carried.

For the good of the cause (**Truth in Advertising**) The Tribune has decided to place at the service of any publisher, the reports, data, and recommendations on doubtful advertisers of its Bureau of Investigations.

When in doubt ask The Tribune Bureau of Investigations. It has the information wanted, or will do its best to get it.

New York Tribune

First to Last—the Truth: News—Editorials—Advertisements

Member A. B. C.

Circulation 100,000 Net Paid

TIPS FOR THE AD MANAGER

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is again placing orders with some Southern newspapers for the Bedford Springs Mineral Water, Bedford Springs, Pa.

The California Packers' Corporation, San Francisco, Cal., is deciding on an advertising campaign. The agency will be selected later.

N. W. Ayer & Co., 300 Chestnut Street, Philadelphia, Pa., are sending out additional orders to some Western Company, for the "Hanes Underwear," Winston-Salem, N. C.

Louis E. Anfenger, Fullerton Building, St. Louis, Mo., is making 2,000 line, one-year contracts, with Middle West newspapers, for the Empire Auto Company, Indianapolis.

Doremus & Morse, 31 Nassau Street, New York city, are placing orders with newspapers in selected sections for A. Iselin & Co., financial, 36 Wall Street, New York city.

The Whitman Advertising Service, 80 Fifth Avenue, New York city, is again making contracts with newspapers in cities where they have stores for the Goodlow Corporation, clothing, Norfolk, Va.

New Orleans States
Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916.
36,660 Daily
We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.
The S. C. BECKWITH SPECIAL AGENCY
Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,

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

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

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

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

The H. K. McCann Co., 61 Broadway, New York city, is placing nine inches, three-column one time orders with newspapers in selected sections for the Wells Fargo Express Co., 51 Broadway, New York city.

Guy C. Whidden, Widener Building, Philadelphia, Pa., is sending out copy to newspapers in selected sections for the Great Valley Mills Buckwheat.

Lord & Thomas, Mallers Building, Chicago, Ill., are again making 6,400-line contracts with a selected list of newspapers for the Bauer & Black "Blue Jay Corn Plasters," 45 West 25th Street, Chicago, Ill., and again placing contracts and orders with newspapers in selected sections for the Quaker Oats Company, "Quaker Oats," Railway Exchange Building, Chicago, Ill. This agency is also sending out orders to newspapers in selected sections for the Truepac, Inc., "Truepac Oysters," Bayshore, L. I.

The Blackman-Ross Company, 95 Madison Avenue, New York city, is handling the advertising of N. K. Fairbanks & Co., "Gold Dust," "Cottolene," "Fairy Soap," etc., 9 South Dearborn Street, Chicago, Ill.

Bell-Nugent, 67 Milk Street, Boston, Mass., is placing orders with Connecticut newspapers for the Kenlit Manufacturing Co., Boston, Mass.

Wendell P. Coiton, 165 Broadway, New York city, is making 5,000-line contracts with newspapers in selected sections for the Southern Pacific Co., 165 Broadway, New York city.

Erwin & Wasey Co., 58 East Washington Street, Chicago, Ill., is again making new contracts with newspapers in sections for the Goodyear Tire & Rubber Co., Akron, O.

Woodwards, Inc., 900 South Michigan Avenue, Chicago, Ill., is placing contracts with newspapers in large cities for the Hughes Electric Heating Co., Chicago, Ill.

Street & Finney, 171 Madison Avenue, New York city, are handling the advertising of the Salophone Co., Phonograph, Harrison, N. J.

The Frank Presbrey Company, 1001 Chestnut Street, Philadelphia, Pa., is sending out orders to some Pennsylvania newspapers for J. E. Caldwell & Co., jewellers, Philadelphia, Pa.

The Chas. H. Fuller Company, 623 South Wabash Avenue, Chicago, Ill., is placing one-page orders with large city newspapers in selected sections for the Brooks Rupture Appliance Company, Marshall, Mich.

The Scheck Advertising Agency, 9 Clinton Street, Newark, N. J., is sending out new copy to newspapers for I. Lewis & Co., "John Ruskin Cigar," Newark, N. J.

The Brewer C. Smith Advertising Agency, 85 Devonshire Street, Boston, Mass., is again placing renewals with newspapers in selected sections for W. A. Varney Company, "Varnesis," Medical, 25 Hamilton Avenue, Lynn, Mass.; also again making renewals with newspapers in selected sections for Paul Jones & Co., "Four Roses Whiskey," Louisville, Ky.

The Snitzler Advertising Company, Garland Building, Chicago, Ill., is again placing eight-time orders with newspapers in selected sections for the Dearborn (Medical) Supply Company, 5 North La Salle Street, Chicago, Ill.

The Martin V. Kelly Company, 171 Madison Avenue, New York city, will place the advertising for the Automobile Show, to be held at Grand Central Palace, New York, commencing the week of January 13. The copy will be confined to New York city newspapers.

JULIAN HARRIS JOINS WOODWARD

Will Prepare and Place Publicity for Fifty-five Morris Banks.

Julian Harris, at one time advertising manager of the Evening Telegram, then Sunday editor of the Herald and later manager of the Paris edition of the New York Herald, is now assisting W. E. Woodward, formerly of the J. Walter Thompson Company in preparing the publicity and advertising for the Industrial Finance Corporation of New York city. This is the parent organization of the famous Morris Banks that are being organized throughout the country to combat the loan shark evil.

There are fifty-five of these banks now in operation and the central organization presided over by Messrs. Woodward and Harris will prepare the advertising matter to be used by them. Preparations for an extensive newspaper campaign are being made, and this campaign will be worked by States.

SPECIALS CONSOLIDATED

Eastern Office of Knill-Chamberlain-Hunter and Big Four Combine.

The Eastern office of Knill-Chamberlain-Hunter, Inc., has been consolidated with the Eastern office of the Big Four Special Agency. A. E. Chamberlain and P. L. Apgar will be the members of the new Eastern organization, which will be incorporated under the name of Knill-Chamberlain, Inc., with offices at 39 East 28th Street. A. E. Chamberlain, up to this time has been connected with the Chicago office of the Knill-Chamberlain-Hunter Co. The Western offices will be in the Peoples Gas Building, Chicago. This company will also take over the representation of the Montana Newspaper Association, and will represent the Yonkers (N. Y.) Herald, beginning January 1.

New Appointments of Specials

The Galesburg (Ill.) Mail announces the appointment of Knill-Chamberlain, Inc., of Chicago and New York, as special representatives for that paper, effective December 1. The Charleston (S. C.) American has appointed the E. Katz Special Advertising Agency of New York as its foreign representative.

Four-Page Ad as Paper Cover

A four-page Christmas advertisement of a department store in the New Orleans (La.) Item, made an excellent cover for that paper on December 2. The outside pages were decorated with the usual holly and Christmas decorations in colors, the front showing an immense tree with candles and toys and set in the centre a picture of the store advertised. The entire edition was wrapped inside the ad, it being used as a cover. It is stated that the cost of the ad was more than \$1,100.

ALONG THE ROW

DREAM OF WEALTH.

I OFTEN think
WHEN reading
K. C. B.
HOW NICE it
WOULD have been
LONG YEARS ago
WHEN I
WAS ON space,
IF THEY would
HAVE LET me
WRITE my stuff
IN HIS novel
STYLE.
THEN a little
STORY, about
A MAN
FALLING from
A ROOF,
WITH THE remark
"THE Coroner
WAS NOTIFIED," would
HAVE NETTED me
ABOUT fourteen
GOOD American
DOLLARS.

CHRISTMAS SHOPPING.

Beekman—"Going to do your Christmas shopping early?"
Spruce—"Not on your life."
Beekman—"Why not?"
Spruce—"Because some of the big stores don't play fair. Last year I did my shopping early. Bought a toy elephant for my boy for \$2, and a muff for my wife for \$14. The day before Christmas the same store marked down elephants to \$1.75 and muffs to \$10, and ran a page ad. of bargains. This year I shall do my shopping at 11:30 o'clock Christmas Eve."

SEEMED APPROPRIATE.

"I would like a seat for to-night," said a man at the box-office of a local theatre. "I suppose you extend the courtesies of the house to newspaper men?"
"Oh, yes, now and then," answered the autocrat of the box-office. "May I ask who you are?"

Why, certainly, I am Mr. ———, editor of the Bulldog Edition of the Daily Trumpet."

And the box-office man handed him out a ticket marked, K-9.

CUB COPY.

"The decorations of the home were delicious, and so were those of the bride and groom."

FINDING A WAY OUT.

"See here," said the Boss of the Outfit to his chief editorial the morning after election, "in your Political Forecast day before yesterday you said that 'Maine was a truthful political barometer.'"

"Yes, sir," answered the man who did the heavy stuff.

"And you said, that, 'As New York goes, so goes the Union?'"

"Yes, sir."

"And you said, that the betting odds in Wall Street always indicated who would be elected."

"Yes, sir."

"And you wound up by saying that Hughes would surely be a winner—now what are we going to do to square ourselves with our readers?"

"I should suggest," said the editorial scribe, "that I write a short article, saying, that the conclusion reached in our Forecast was the result of a typographical error, and let it go at that."

TOM W. JACKSON.

As a general thing it is not what you have that makes you unhappy; but what the other fellow has.

AD FIELD PERSONALS

The Textile World-Journal announces the appointment of Frederick H. Rice to the Philadelphia staff. Mr. Rice was formerly with John Wanamaker, Inc. Also the appointment of Harold L. Pike to the New York advertising staff. Mr. Pike comes from the Purchasing Agent Co.

J. J. Gallagher, for several years business manager of the Acton trade newspapers, Toronto, has severed his connection with that organization and has joined the Advertising Service Co., Ltd., being attached to the agency's Montreal office.

James Edward Byrnes has become associated with the Mahin Advertising Company, of Chicago. He made the change when the California Fruit Growers' Association, with which he was connected, moved West.

A. A. Baldwin and G. H. Brinhoff have joined the W. R. Emery Advertising Service. The former has been advertising manager of the Florists' Review, while the latter was with the Taylor-Critchfield-Clague Company.

Homer Buckley, of the Advertising Association of Chicago, delivered an address a few days ago before the recently organized Ad Club of Galesburg, Ill.

H. R. Smith has been appointed Eastern representative of Associated Advertising, succeeding Frank E. Morrison, who has resigned. Mr. Smith will devote all of his time to Associated Advertising. Mr. Morrison is publishing Dr. O. S. Marden's inspirational book, "Everybody Ahead."

Louis Carl Pedlar has been appointed general manager of the Charles Daniel Frey Company, advertising illustrators, of Chicago.

R. E. Briggs, of Toledo, O., has associated himself with the Martin V. Kelley Company, of Toledo and New York.

R. Bruce Owen has opened a special agency in the Canada Life Building, Montreal, for the representation of publications in various cities throughout Canada.

G. T. Bindbeutel has left the copy desk of the New York Herald and become publicity director for Thanhouser Film Corporation, New Rochelle, succeeding Jerome Beatty, who goes with the McClure pictures. Mr. Bindbeutel was connected for ten years with the Chicago Tribune, Kansas City Star, and Chicago Evening Post.

The New Haven Journal-Courier announces the appointment of Raymond E. Taylor as manager of its advertising department under Edward T. Carrington. Mr. Taylor has had considerable experience in the local field, and this is now fortified with three years' service with the Munsey publications and with the New York Times. He succeeds William H. Hanscom.

R. H. Bunney, formerly of the J. W. Morton Agency of New York, has joined the advertising staff of the New Haven Journal-Courier.

John Yaegar, who has been with the Journal-Courier of New Haven for the past four years, is now classified advertising manager.

John D. Holt, formerly at 179 Sumner Street, Boston, has joined the selling staff of the Franklin P. Shumway Advertising Co. Mr. Holt began advertising work several years ago with the James S. Conant Co. as a designer.

C. R. Miller has resigned from the advertising department of the Worcester (Mass.) Telegram to enter the employ of the Franklin P. Shumway Co., Boston, advertising and merchandising counsellors.

C. F. Baker, of the Town Criers' Club of St. Paul, will direct the work for that city in the investigation being made by the Associated Advertising Clubs of the World.

Paul A. Hockett, until recently connected with the Jacksonville (Fla.) Metropolis, has severed his connection with that paper and joined the advertising staff of the Charleston American, Charleston, S. C. Mr. Hockett first went to the Florida Metropolis under the management of George A. McClellan (now general manager of To-Day's Housewife Magazine) in the capacity of classified advertising manager. Later he handled the "development" display accounts of that paper.

W. L. Stocklin, of New York city, has joined the staff of the Southwestern Advertising Company, in Oklahoma City, Okla. Mr. Stocklin was for four years with the George Batten Agency of New York, and during that time handled the illustrations for some of the largest newspaper and farm-paper campaigns of the Batten Agency.

Alexander M. Stewart, of New York, advertising manager of Nestlé's Food Company, is in San Francisco to establish a branch office through which all of his company's Pacific Coast advertising will be handled. Stewart says that during the present year an export business amounting to \$30,000,000 has developed from practically nothing.

F. N. Davis, for the past year advertising manager of the Santa Rosa Press Democrat, has joined the staff of the Oakland (Cal.) Enquirer.

TRIBUNE LOSES LIBEL SUIT

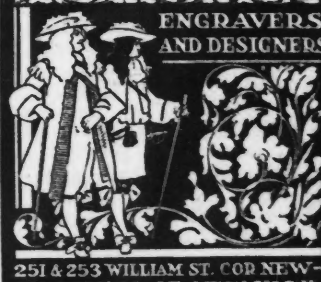
But Plaintiff Recovers Only Six Cents Damages Against Paper.

A verdict for six cents damages against the New York Tribune was the result of the suit brought by J. M. Harris, a New York merchant, against that newspaper to recover \$50,000 damages for an alleged libel.

In its Ad-Visor column the Tribune referred to Harris as "a dealer in rugs, furniture, fakes, frauds, and swindles in a large and commodious pitfall," and it was on this part of the article that Harris based his action for libel. The case was tried before Justice Giegerich in the Supreme Court, and consumed two weeks of the court's time, resulting in the jury returning a verdict for six cents for the plaintiff.

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

MANHATTAN PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS
251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.



The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA.	NEW JERSEY.
NEWS Birmingham Average circulation for March, Daily \$9,025; Sunday, 41,069, Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
CALIFORNIA.	NEW YORK
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN... New York DAY New York The National Jewish Daily that no general advertiser should overlook.
MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.	NEBRASKA.
THE PROGRESS Pomona	TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
GEORGIA.	OHIO.
JOURNAL (Cir. 57,581) Atlanta CHRONICLE Augusta	VINDICATOR Youngstown
ILLINOIS.	PENNSYLVANIA.
HERALD-NEWS (Circulation 15,190)..... Joliet STAR (Circulation 21,559)..... Peoria	TIMES Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER Wilkes-Barre
IOWA	TENNESSEE.
REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.	BANNER Nashville
SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TEXAS
KENTUCKY	CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MASONIC HOME JOURNAL..... Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	UTAH.
LOUISIANA	HERALD-REPUBLICAN Salt Lake City
TIMES-PICAYUNE New Orleans	VIRGINIA
MICHIGAN	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	WASHINGTON
MINNESOTA.	POST-INTELLIGENCER Seattle
TRIBUNE, Morning and Evening... Minneapolis	CANADA
MISSOURI	ONTARIO
POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	FREE PRESS London
MONTANA	
MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	
ROLL OF HONOR	
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	
ILLINOIS.	NEBRASKA.
SKANDINAVIAN Chicago	FREE PRESSE (Cir. 123,384) Lincoln
	NEW YORK.
	BOULETTINO DELLA SERA..... New York

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 St. New York

New Year Cartoon Review of 1916

4 and 5 col. sizes

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service, Week Ending, December 9th, 1916.

Simon N. Patten, LL.D., Ph.D., Professor of Economics.

Primo Balducci, Litt.D., Associate Editor of the Nuova Antologia of Rome.

Frank Andrews Fall, Litt.D., Bursar of the New York University.

G. Scott-Dalglish, Former General Manager of the Agricultural Bank of Egypt.

Adamantios Th. Plozoides, Formerly Managing Editor of the New York Atlantis.

Sir Frederick G. Kenyon, Director of the British Museum, Corresponding Member of the Institute of France.

John L. Birkinbine, Author of "The Story of Iron." Consulting Mining Engineer.

Write or wire for rates.

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

The True News

—FIRST—

Always—Accurately

International News Service

238 William St., New York City

PREMIUMS

Publisher of Daily and Weekly Newspapers, Farm Journals, Denominational and Monthly Magazines, can get the right premium at the right price by writing International Premium Headquarters.

S. BLAKE WILSDEN
Premium and Advertising Specialties.
1805 Heyworth Bldg., Chicago

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

NEWS PRINT HEARING TO BE HELD TUESDAY

Federal Trade Commission Will Hold Second Public Meeting to Determine Cause of the Advance in Prices—Larger Number of Publishers to Attend Meeting in Washington December 12.

WASHINGTON, December 8.—The second public hearing of the Federal Trade Commission, inquiring into the advance in the price of news print, will be held in the council chamber of the Commission in this city Tuesday, December 12. This hearing promises to be the most important held, and will be attended by a larger number of publishers than when the former public inquiry was held here. There will be present representatives from many of the publishers' organizations of the United States, including the American Newspaper Publishers Association, the National Editorial Association, many of the State editorial organizations as well as district and county associations covering practically every part of the United States, as well as a large number of independent publishers and printers, who have been hard hit by advance in prices.

It is expected that representatives from a number of the paper making concerns will be present. The News Print Manufacturers Association will be represented by Judge P. T. Annesberry, the organization's attorney, and, it is believed, a number of members of the executive committee. The commission has been busy for months collecting data bearing on the matter. Its accountants have been at work in the various mills. This hearing is for the purpose of throwing more light on the subject. Whether any statement will be made by the commission, in addition to the one made public a short time ago, to the effect that the cost of news print manufacture during the first half of 1916 was less than during 1915, is not known.

Coming on the heels of the announced increase in the price of white paper, from .02 cents a pound, sidewalk delivery, to .0310 cents a pound f. o. b. mill, the meeting will be significant.

TO INVESTIGATE NEWS PRINT ADVANCE.

The Attorney-General is authorized by a resolution by Representative Dill to make an immediate investigation to determine the cause or causes of the advance in the prices of paper, wood pulp and other articles in so far as they are or may be affected by any combination or conspiracy to control, regulate, monopolize, or restrain interstate or foreign commerce or trade in the matter of distribution or sale. The resolution calls for information as to the difference in prices paid by consumers at the present time, compared with the price paid two, three, and five years ago.

NEWS PRINT EMBARGO BILL.

A bill placing an embargo on news print, for a period of two years, has been introduced by Representative Campbell, and fixing a penalty of \$1,000 to \$10,000 fine or imprisonment for not more than ten years, or both, as punishment in the event of violation, the act to become effective ten days after its passage.

The Owen Corrupt Practices bill, which has been made the unfinished business of the Senate, contains many restrictions upon newspapers in the printing of political news. It provides, among other things that candidates owning newspapers shall take into account all personal references made of him or his candidacy in any paper

owned or controlled by him or in which he may have an interest, at the same rate charged to other candidates for political advertising and such account shall include references of every kind tending to aid or assist such candidate.

PITTSBURGH NEWSIES STRIKE

Organize a Union and Prepare to Fight the Publishers.

Pittsburgh publishers have a strike on their hands; but, from present indications, it will be short lived. When the newspapers decided to raise the price on December 1, they, of course, raised the wholesale price to the newsboys as well. While as a matter of fact they raised the price of the evening papers 100 per cent. to the subscriber, from one to two cents, they raised the wholesale price only 25 per cent., so that the boys, in selling at the new price, made more money than they did in selling at the old price. The Sunday papers were left at the same price retail, but wholesale they were raised six-tenths of a cent.

The boys thereupon decided that they would not sell the Sunday editions unless the wholesale price was left the same. The strike then spread to include the daily editions, the boys demanding that the old price be restored, both wholesale and retail. The publishers have refused to accede to the demands, and are making arrangements for the establishment of street stands, after the style of those in New York, with salaried agents in charge.

The boys have been organized into a union, and the Labor Clarion, a Pittsburgh labor paper, is issuing a daily paper, called The News, in behalf of the boys. In it the "cold, hard facts about Pittsburgh newspapers" state that the price of the evening papers was doubled, and admits in the next paragraph that the price to the boys was only raised 25 per cent. Continuing, it says: "That this change in price will approximate an enormous annual profit at the expense of the newsboy who in many cases is blind or crippled." But no mention is made of the extra profit made by the boys at the new price.

UNIQUE CIRCULATION STUNT

Canada Paper Sets New Pace to Prove Its Home Sales.

Something new in the line of newspaper contests is presented by the Manitoba Free Press, of Winnipeg, Canada. That paper maintains that it has the best and most effective circulation in that section of Canada. Somebody questioned the value of the circulation to advertisers, claiming that it was not a home circulation, or one that went into the homes. The management of the Free Press thereupon had a canvass made along seventy streets in Winnipeg, picking out the streets at random in different sections of the city. The canvassers went from house to house, noting how many families resided there, number of occupants, how many took the Free Press, and how many took other papers. This information was then compiled and sworn to.

Now the contest has been started. Two sections have been created—one for advertisers and one for readers. The person in each section who guesses nearest to the percentage of homes reached by the Free Press in the seventy streets canvassed, together with the percentage of homes reached by the second and third papers, receives first prize of \$50 cash to the reader and credit for a full-page advertisement in the Free Press to the advertiser. Four prizes are given in each division.

"Today's Housewife"

Guaranteed Circulation

1,100,000 Every Issue

95% Net Paid

George A. McClellan
General Manager



"From Press to Home
Within the Hour"

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

Thousands
of
DOLLARS

Worth of political and other advertising was rejected within the last few months by

The New York Call

(Daily and Sunday)

As a matter of principle—of consistency.

Our publication of YOUR advertisement would thus be regarded as an endorsement and would pull accordingly. Don't you want that kind of publicity? Of course you do.

Only Paper in the United States

that Owns its Own Telegraph Wire 122 Miles Long, Oshkosh to Milwaukee, over which it Gets the Leased Wire Service of the United Press. Also on the St. Paul and Minneapolis Leased Wire of the Associated Press. Both News Services.

DAILY NORTHWESTERN
OSHKOSH, WIS.

NEWSPAPER
prosperity is based on circulation.
FEATURE
elements of the right kind make and hold circulation.

SERVICE
by experts means material and methods that have been PROVED.

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

Newspaper Feature Service
M. KOENIGSBERG, Manager
87 WEST 89TH ST., NEW YORK

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest Circulation in the entire South
(October Post Office Statement)

Sunday 68,942
Daily 55,365

Is not a line of advertising a line of advertising, whether it be classified or display, so long as it is paid for? Does it fool anybody for newspapers to talk about their supremacy in display advertising or their supremacy in classified advertising? Does not the business world measure a newspaper's value as an advertising medium by the volume of *all kinds* of advertising it prints? If a newspaper succeeds in winning the patronage of thousands of people who use the classified columns, and if it also succeeds in winning the patronage of a large majority of the advertisers in its home town who use display advertising---then it becomes the true representative of both the people and the business world. The **NEW YORK WORLD** is such a newspaper. It has been New York's representative newspaper for many years. It prints more lines of advertising, all paid for at card rates, than any other New York newspaper. The month of November again emphasizes its supremacy, as follows:

World	1,142,390	World	1,142,390	World	1,142,390
Herald	717,568	Times	1,089,611	American	804,479
<i>World's excess</i>	<u>424,823</u>	<i>World's excess</i>	<u>52,779</u>	<i>World's excess</i>	<u>337,911</u>

The Sun Printed in November 385,901 lines; the Tribune printed in November 420,694 lines.

The World exceeded their combined advertising patronage by 335,695 lines.

The Paper which the People favor in the classified columns and which business men favor with a great volume of display Advertising, is

THE NEW YORK WORLD

First

In November The New York Times published 1,089,611 lines of advertisements, a gain of 184,585 lines compared with November 1915, and, deducting help and situation wanted advertisements, a greater volume than any other New York newspaper.

The average net paid daily and Sunday circulation of The New York Times, exceeds one-third of a million copies.

The PITTSBURG PRESS Has the LARGEST

Daily and Sunday

CIRCULATION IN PITTSBURG

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

In Philadelphia
For over half a century

THE EVENING TELEGRAPH

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

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

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

The Pittsburgh Dispatch

Possesses a clientele all its own, representing incomes above the average. It reaches the actual buying power, therefore best for advertisers.

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

The Pittsburgh Post

ONLY
Democratic
Paper In
Pittsburgh.



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

PHILADELPHIA

America's Greatest
Industrial City.

The PRESS

Philadelphia's Great
Industrial Paper.

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

A. N. P. A. OFFICE CHANGES

More Space Is Obtained by Rearrangement of Partitions and Furniture.

Changes have been made by economizing room in the offices of the American Newspaper Publishers Association in the World Building, that will afford a greater amount of working space. Partitions that formed a room on the Frankfort Street side have been torn out, giving not only a larger amount of space, but added light. Between the telephone booth and the main room a glass partition has been placed, shutting off that section from the noise. The oak filing cabinets have been arranged along the wall of what was formerly an extra room, as well as in front of the new partition. Added space gained in this manner, together with way in which the cabinets have been positioned, gives a different appearance to the place. The changes have not all been completed. Others are to be made on the Park Row side. When the alterations are completed the main working room will appear to be one-third larger.

PRINTING-INK MAKERS PROTEST

Tell Department of Commerce German Aid Is Not Needed.

The National Association of Ink Makers, composed of American ink manufacturers, is up in arms against the Government, as represented by the Bureau of Engravings and Printing at Washington. They ask why, if the Government thinks that American ink manufacturers should buy their colors from American dye makers, should not the Bureau of Engraving and Printing buy its inks from American manufacturers? Or, if the Bureau finds that American dyes are prohibitive in price, and not up to the standard required, and has arranged to import German dyes, why does not the Government obtain concessions for private users of dye stuffs to also import German dyes?

It is claimed by the chemists of the Department of Commerce that the American dye stuffs industry has developed to the place where it is independent of the German makers, and can compete with them. Yet despite that fact, the Bureau of Engraving refuses to use the American produce and "on the ground of dire necessity appeals from time to time to Great Britain to pass through shipments to the Bureau from Germany."

MEDALS FOR CORRESPONDENTS

Boston Reporters Who Went to Border Decorated by City.

Handsome bronze medals have been presented to the newspaper correspondents who accompanied the Massachusetts troops to the Mexican border. They have the seal of the city of Boston on one side and an appropriate inscription on the other side. The medals are the same in form and text as those distributed to the troops by Mayor Curley.

The letter to the correspondents, from Adjutant Cahill, of the Second Massachusetts Brigade, reads as follows:

"I am directed by General Sweetser to send to you one of the little medals which the city of Boston prepared as a memento of the service performed by the men on the border, feeling that none of those who went to Texas performed their duty more valiantly or efficiently than the correspondents who accompanied the troops."

Among the correspondents who received the medals were: Edward J.

Dunn, George Walton, Theodore Hedlund, Post; Winfield Thompson, Frank Sibley, Globe; Bert Ford, Thomas Pheasant, Willard Davis, American; Harry Benwell, "Tad" Clark, Herald; O. G. Draper, Gertrude Stevenson, Journal.

CHICAGO PRESS CLUB PROSPERS

Now Has Clear Sailing, Says Its President, H. Percy Millar.

A rehabilitation of the Chicago Press Club is announced in the new year book just issued by the Club. "The Club's present management," says President H. Percy Millar, in a circular accompanying the year book, "begs to assure the members that the Club has been rehabilitated in the interest of all classes of members, and that the life members, equally with the active members, are entitled to consider the Club's quarter's a permanent home. The Club's outstanding debts have all been paid; we have a substantial surplus in the bank and two years' rent paid in advance."

The year book recounts a bit of history as to the origin of the Club. Its inception, according to the story, followed the Grant reception at the Palmer House in 1879. It is told as follows by Melville E. Stone, general manager of the Associated Press:

"The Chicago Press Club, which was one of the first, if not the first, of its kind in the United States, grew out of an evening which Mark Twain, F. B. Wilkie, and myself were spending together. Clemens suggested the idea, and Wilkie and I took it up immediately. One of the first contributions to the library was a set of Mark Twain's books inscribed by him to the Club. He frequently referred in his later days to the pleasure it gave him to remember that in the old days he had been the inspiration of the founding of the Chicago Press Club."

NATIONAL PRESS CLUB ELECTION

Only One Contest Likely at Annual Voting Next Week.

The annual election of officers of the National Press Club will be held on December 15. The Board of Governors offers the only chance for a contest, five members being candidates for the four positions to be vacated this year.

For president, Theodore H. Tiller, of the Washington Times, the incumbent, is unopposed. Carter H. Fleid, of the New York Tribune, is slated for the vice-presidency, to succeed Grafton S. Wilcox, of the Associated Press, who declines renomination. The financial secretary will be John Corrigan, of the Atlanta Constitution, and the secretary, Jesse S. Cottrell, of Tennessee newspapers. John B. Smallwood, city editor of the Washington Star, who has so acceptably filled the position of treasurer for several terms, will be elected for another term.

For the board of governors, the four incumbents are candidates. They are: B. A. Mattingly, Washington Times; Earl Godwin, Washington Star; James L. Wright, Cleveland Plain Dealer, and Mark Goodwin, of the Dallas and Galveston News. The fifth candidate is Labert St. Clair.

A. N. P. A. Activities

The Rockford (Ill.) Daily Republic, the Tulsa (Okla.) Democrat, the Fort Smith (Ark.) Times-Record, and the Lincoln (Ill.) Courier-Herald have been elected to active membership, and the Monroe (La.) News-Star and the Lake Charles (La.) American-Press to associate membership in the American Newspaper Publishers Association.

Mr. National Advertiser:

The Tarrytown (N. Y.) Daily News is the third largest daily in Westchester County. That's going some in a village of 11,000. Six to fourteen pages daily.

"Goes into two thousand homes every day."

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

Many special representatives who know through years of observation recommend

AD ART SERVICE

212 Press Bldg. Cleveland, O.
to all papers on their lists.

USE

UNITED PRESS

FOR

Afternoon Papers

General Offices, World Bldg., New York

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.
New London, Conn

To Illustrate The News

The most economical and satisfactory way is to use our halftone matrix service.

Central Press Ass'n

World Bldg. New York Frederick Bldg. Cleveland

Emergency Pages

If you have occasion to use Special EMERGENCY PAGES, don't insult the intelligence of your readers by giving them the oft repeated office ad. We furnish a series of Special Emergency Pages, containing the best fiction and illustrated pictures obtainable. All pages made up with a home-like flavor, free from the New York style. Subject matter more timely and interesting. 20 inches or 21 inches.

Send for proofs and our special low quotation.

World Color Printing Company

R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT

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

NEW INCORPORATIONS

NEW YORK—Newark Press, Inc.; capital, \$700; publishing, printing; directors, Samuel Zuckerman, Samuel Horowitz, and M. Alexander, all of New York city.

NEW YORK—Wireless Press, Inc.; capital, \$10,000; general printing and publishing business; directors, Edward J. Nally, of Bronxville, and David Sarnoff and Charles J. Ross, of New York city.

BROOKLYN—Holland & Babbage, Inc.; capital stock, \$1,000; general advertising business; directors, Harold J. Babbage, Thomas Holland, jr., and H. Rolff Planten, all of Brooklyn.

NEW YORK—The Edward Marshall Syndicate, Inc.; to carry on business with \$3,000; news distributing agency; directors, Robert Le-Roy, G. Ross Kenyon, and Kenneth E. Walser, all of New York city.

NEW YORK—Poster Advertising Company, Inc.; capital, \$98,000; general advertising business and newspaper and magazine agency; directors, Barney Link, Donald G. Ross, and Kerwin H. Fulton, all of New York city.

NEW YORK—National Investigations, Inc.; capital stock, \$10,000; general statistical investigation bureau and general advertising; directors, A. Rowden King, of Glen Ridge, N. J.; Arthur W. Rinke, of Brooklyn, and Neil P. Cullum, of New York.

NEW YORK—Triangle Engraving Company, Inc.; capital, \$10,000; engravers, stationers, printers, general photographic business, chemists; directors, Cornelius K. Sutton and Allen E. Walls, of Hasbrouck Heights, N. J., and Vincent A. Rhodes, of New York city.

NEW YORK—Chelsea Lithograph Company, Inc.; capital, \$30,000; general lithographic business; directors, Homer R. Mallow, C. Nicholas Reinhardt, and Oscar H. Cacciola, all of New York city.

NEW YORK—Walden-Mott Trade Service, Inc.; capital, \$5,000; publish trade papers and general stationery, printing, and publishing; directors, Charles C. Walden, jr., of Tenafly, N. J.; Stanton Mott, of Elizabeth, N. J., and Paul K. Roth, of Brooklyn.

NEW YORK—King News Company, Inc.; capital, \$500; general news agency; directors, John E. King, of Brooklyn, and John E. King, jr., and Edmond Huerstel, of New York city.

NEW YORK—Broadway Brevities, Inc.; publishers, printers; capital 100 shares \$100 each, 400 shares no par value; start business with \$12,000; directors, O. H. Cacciola, C. N. Reinhardt, H. R. Mallow.

NEW YORK—Disoway & Fisher, Inc.; advertising; capital, \$50,000; directors, M. Halperin, F. Howland, M. J. Fisher.

STUEBENVILLE, O.—Times Publishing Company; advertising and printing; capital, \$150,000; directors, C. G. Dorer, W. H. Stalker, of Bellaire, O., and F. D. Sinclair, of Steubenville.

NEW ENTERPRISES

BRYAN, Tex.—The M. E. Wallace Printing Company has established the Bryan Herald. It began publication on December 1, issuing daily, except Monday. The Herald is getting a telegraph news service from I. N. S.

CHANGES IN INTEREST

TEAGUE, Tex.—W. J. Stringer, editor and publisher of the Chronicle, has purchased from T. L. Satterwhite the plant of the Teague Times. The publication of the Times will be discontinued and that plant will be consolidated with the Chronicle plant. Mr. Satterwhite will retire from the newspaper business, and Mr. Stringer will continue publication of the consolidated paper, the Chronicle-Times.

FERRIS, Tex.—Ernest Logsdon has purchased the Ferris Wheel from A. C. Adams, who retires from the newspaper field. Mr. Logsdon has been connected with various papers in Texas.

BOKCHITO, Okla.—The News, which has been published for several months by George W. Cain, under lease from Col. J. T. Story, owner, has passed back to Col. Story, who has again assumed active editorial supervision of the paper. Col. Story is a veteran newspaper man of three States, having been connected with leading papers in Kansas, Missouri, and Oklahoma.

SOMERSET, Ky.—R. L. Brown, of the Journal, has bought out his partner, Woodson May, and becomes the sole owner of the paper.

ARNPRIOR, Ontario—A. E. Bradwin, of Sarnia, Ont., has purchased the Watchman, of this place.

A Correction

INDIANAPOLIS, Ind., Dec. 4, 1916.

THE EDITOR AND PUBLISHER: In your issue of November 25, 1916, page 9, you have an article about the talk of Richard H. Lee to the Advertising Association in Chicago. In the last paragraph you say that: "It was under the direction of Mr. Lee that the National Vigilance Committee exposed and started prosecution of the Emerson Motors Company and the International Automobile League."

For your information will say that we have never started a prosecution against the Emerson Motors Company.

ASSOCIATED ADVERTISING CLUBS,
H. J. KENNER, Secretary,
NATIONAL VIGILANCE COMMITTEE.

New Hindu Newspaper

Rafiq-i-Hind is the name of a new publication to be issued in the Hindu language at Stockton, Cal. Ramanath Puri, a well-known Hindu writer, a naturalized American citizen, is the proprietor.

Flattery is a sort of counterfeit money to which vanity gives circulation.

HELP WANTED

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

THE MIAMI HERALD

wishes advertising manager. Young man of pleasing address and experience. Good salary at start, permanent place. Miami, Fla., is best city in South—a young man's town. The Herald is a seven-day morning paper. Applicants must send references, full particulars, and photograph. Married man preferred. Write to

OSCAR T. CONKLIN, Gen. Mgr.

OFFICE MANAGER—Big Special Agency wants experienced Office Manager who has also solicited in New York or Chicago foreign newspaper field. Write for appointment, stating business qualifications briefly. Address N. 3137, care Editor and Publisher.

BUSINESS OPPORTUNITIES

Advertisements under this classification, twenty-five cents a line, each insertion. Count six words to the line.

\$13,000 buys the best country weekly in the State of Washington. Write Frederick Ornes, Mount Vernon, Washington.

Gained Over 1,500,000 Lines

That is the year's advertising record of a well known daily under a business manager who is now ready for a bigger job. He is getting \$5,000. Not asking for more money. Aims to become the general manager of a live newspaper. He is experienced, resourceful, aggressive and safe. Only for a suitable proposition can full information be given about No. 2355.

We represent available men in all departments of the Publishing, Advertising and Printing Field. No charge to employers.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg. SPRINGFIELD, MASS.

SITUATIONS WANTED

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

ADVERTISING MAN. Young man, 21 years of age, 5 years advertising experience in a large Downtown Advertising Agency wishes position in the Sales or Advertising Department of a growing Company. An interview will convince you of my ability. Address Box N, 3127, care Editor and Publisher.

ADVERTISING MANAGER.—Position wanted by a young man with five years' experience as advertising manager on daily paper in town of 25,000. Wants like position, now employed but desires to make a change. Can furnish best of references. Address N. 3130, care Editor and Publisher.

ADVERTISING MANAGER. 25 years with leading New York daily newspaper. Executive knowledge of all departments, also magazine experience. Capable, energetic, employed, seeks change. 45 years of age, N. 3125, care Editor and Publisher.

BUSINESS MANAGER desires to change position 37, married; 15 years' experience. Has put three publications on their feet. Finest possible references. Can take full charge of business. If you want to place your paper in conservative, intelligent hands, here is your chance. Address N. 3138, care Editor and Publisher.

CARTOONIST—Desires position with live newspaper. Handles both political and sporting cartoons. Address Box 81, Oxford, Georgia.

CORRESPONDENT wishes to connect with a few reliable papers with a view to supplying them with Washington correspondence. Any connection, however small, would be acceptable. Raymond Leckray, 4035 N. Hampshire Ave., Washington, D. C.

EXECUTIVE—Do you want an executive and organizer of considerable successful experience in active and constructive newspaper building to manage your property efficiently? Now employed, but ambitious and wants broader field that will pay the price for such ability as is sought by owners who desire the best possible results. Can come on reasonable notice. Address N. 3139, care Editor and Publisher.

EDITORIAL—Practical printer, with experience in editorial work, has considerable spare time to give to improving opportunity for permanent editorial position in New York City. Address N. 3132, care Editor and Publisher.

EDITORIAL MAN wants position on the staff of a small magazine or newspaper of 10,000 or 15,000 circulation, by a young man with special editorial training, single, good habits; has working knowledge of the mechanical side of the publishing business. References asked and given. Address N. 3133, care Editor and Publisher.

PROFESSOR—First class in every respect. Fully qualified to assume charge. Know printing and can produce results. Have executive ability and can guarantee economical administration. Very best of references. Will go any place. Not connected with the Union, therefore able to give employer full efficiency. Address N. 3138, care Editor and Publisher.

FOR SALE

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

SMALL ADVERTISING AGENCY in good financial condition. Established over twenty-five years. Many customers long standing. Reason for sale given on application. Address Henrichs Box 55, care Editor and Publisher.

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

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

LINOTYPE—Model No. 5, Serial No. 12423, 3 magazines, and motor. Cantwell Printing Co., Madison, Wis.

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

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.

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

POTTER PRESS—16-page two-deck Potter angle-bar press, with complete equipment for pressroom and stereotyping room; capacity 10,000 per hour. Fine condition. R. A. Oliver, Sioux City, Iowa.

\$100,000 cash available for investment in an attractive newspaper. New York State location preferred. Property need not now be making money. Proposition O. M.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., New York

An Investment of

\$5,000 Cash

balance deferred, easy payments, will buy Daily newspaper, located in town of Southern State, now earning net over \$3,000 per annum with rapidly growing business. Plant has 2 linotypes.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties

Times Bldg., New York

35% PROFIT

Only daily in prosperous and popular Florida town, gaining annually 25 per cent. in population. Business in fine shape and making 35 per cent. on investment. Owner in ill health. \$11,000 cash will swing deal. Quick action advised. Proposition No. 971x.

H. F. HENRICHS

Newspaper Properties

LITCHFIELD, ILL.

PUBLISHERS' NOTICE

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

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St., Chas. H. May, Mgr., Phone Franklin 44; San Francisco, 712 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 143 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

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

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trone, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 37 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W.

San Francisco—R. J. Bidwell Co., 742 Marland.

ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

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

Send for further information

Walter Scott & Co.
Plainfield, N. J.



Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

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

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

Hemstreet's PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

We can increase your business—
you want it increased.

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

BURRELLE

60-62 Warren St., New York City
Established a Quarter of a Century.

Canadian Press Clippings

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

The Dominion Press Clipping Agency

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

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

BOLDT KNEW MANY PUBLISHERS

Late Proprietor of Waldorf-Astoria Especially Popular with Newspaper Men.

George C. Boldt, proprietor of the Waldorf-Astoria Hotel, who died December 5, was well known to newspaper men of the world. From the time he first engaged in the hotel business, in Philadelphia, he sought the friendship of the newspaper men. That he was held in high esteem by them was shown by the fact that they patronized him liberally. The annual sessions of the American Newspaper Publishers Association are held at the Waldorf-Astoria, as are the dinners of the New York Press Club, of which Mr. Boldt was a member. The Sphinx Club and others, advertising associations and writers made the Waldorf-Astoria headquarters. Mr. Boldt knew hundreds of publishers personally, and delighted in meeting and talking with them. He was especially interested in those whom he knew in Philadelphia, and to the old-timers who were his friends when he opened the hotel that has gained an international reputation. The funeral was held December 7. There was a brief service at the Waldorf-Astoria, in the library of the Boldt apartment, followed by another at St. Thomas's Church, Fifth Avenue and 53d Street, the funeral cortege passing up Fifth Avenue during the busy hour, traffic having been stopped for that purpose—an unusual occurrence on this famous thoroughfare.

De Voss Woodward Driscoll

De Voss Woodward Driscoll, newspaper man and creator of the well-known comic cartoon "Maud" died November 22 at his home in Dayton, Ohio. Mr. Driscoll started out in life in the newspaper world, and drifted to cartoon work. From that he entered the advertising field and was at one time advertising manager of the N. C. R. More recently he and a brother opened an advertising office in Dayton. He was married last June at Detroit, and his widow, his mother, and four brothers survive.

J. Raymond Parke

J. Raymond Parke, who was twelve years a member of the editorial staff of the New York American, died suddenly last Saturday afternoon, in the office of Dr. J. L. Hunt. He was born in Philadelphia, thirty-nine years ago, and was at one time connected with different Philadelphia newspapers. He later came to the American as assistant city editor and at the time of his death was news editor.

OBITUARY NOTES

RICHARD BENNINGER, aged forty-two, of the mailing department of the New York World, who was secretary of Mailers' Union No. 6, and had held many offices in that union, died a few days ago, of appendicitis.

ROBERT SAMPLE, one of the best known newspaper men of Pittsburgh, is dead of pneumonia. At the time of his death he was president of the Johnstown Flood Correspondents' Association. Mr. Sample had been associated with Collier's Weekly, and The Housekeeper. He had held important posts on local papers and at the time of his death was editor of the Daily Stock Reporter.

HEBER MATTHEW, editor of the Hartford Herald, and one of the best-known newspaper men in Kentucky, died at Hartford last week. The immediate cause of his death was heart disease.

HENRY L. MERRITT, for seven years a member of the Boston American editorial staff, died at his residence in Dorchester, Mass., on November 21, in his fiftieth year.

JOHN L. SPOGLE, president of the Atlantic City Press Club, died November 24 at the City Hospital after about a year's illness. He worked with various New York papers, and was at one time editor of the Atlantic City Press.

REV. DR. WILLIAM E. DANFORTH, one time exchange editor of the Chicago Tribune, died December 6, at his home in Indianapolis. At the time of his death he was pastor of a Presbyterian church at Indianapolis.

LEONARD F. WILLIAMS, a well-known Boston newspaper man, died November 27 at his home in Cambridge, Mass. After a varied career in newspaper life he established the Concord Minute Man last May. A wife and two daughters survive.

FRANK D. BYRNE, known for his "Gossip of Wall Street" column in the New York Sun, has been killed in action on the European battlefields, according to cable advices received by relatives. He went to Europe in February last and enlisted in the Dublin Fusiliers. Two brothers of Byrne are in the British army.

CAPTAIN ALEXANDER HENRY WADDELL, formerly of the Fourteenth Hussars, British army, an author and newspaper writer, died a few days ago at his home, in Brooklynn, aged fifty-eight years.

ALEXANDER SANDERSON, aged thirty-five, of the pressroom force of the New York World, died suddenly in Sheepshead Bay railroad station last Saturday, of heart disease.

RICHARD A. HARRISON, former editor and proprietor of The Hotel Register, a New York weekly paper devoted to the hotel business, died after a long illness on December 2, in his seventy-seventh year. Mr. Harrison had a large acquaintance in the hotel and purveyors' world and was also a member of several organizations and an old-time member of the New York Press Club. Interment was in the Press Club Plot, Cypress Hill Cemetery.

GEORGE HARPER, owner and publisher of the Carman (Manitoba) Standard for twenty-four years, died November 27. He was born at Hamilton, Ont., sixty year ago.

MRS. BERTHA LUCY JOHNSON, for thirty years connected with the St. Paul Dispatch society department, died November 24.

THOMAS FULGHAM, until recently news editor of the Denison (Texas) Daily Herald, died in the State Hospital for the Insane at Terrell on December 2. Mr. Fulgham's health failed him several months ago. Prior to coming to Denison, Mr. Fulgham was editor and publisher of the Ladonia (Texas) News and was for several terms Mayor of Ladonia.

ALEXANDER LANG, of the business staff of the Toronto World, died last Sunday after a prolonged illness.

MRS. LUCY HERSHMAN, mother of O. S. Hershman, president of the Pittsburgh Press Publishing Company, died on Saturday, November 25, at her son's residence in Pittsburgh.

New State Bureau of I. N. S.

Following the extension of the International News Service day-leased wire to Fond du Lac, Wis., the International News Service has opened a new State merly manager of the I. N. S. bureau in St. Louis, will have charge of the Wisconsin office.

Married, Going to Battlefield

Samuel H. Clark, editor of the Bismarck (N. D.) Jim Jam Jems, who was married a few days ago at Chicago, to Miss Claire Johnson, of Grand Forks, N. D., was in New York the early part of this week on his honeymoon. Accompanied by his bride and L. B. Hanna, former Governor of North Dakota, he will go to Germany and visit the battlefields at the front of the Central Powers. The wedding was not to have taken place until next June, but when Mr. Clark found out that he could get to Germany, the wedding day was hastened and the trip started as quickly as possible.

WEDDING BELLS

The Hon. Jeff. McLemore, Congressman-at-large from Texas and editor of Houston (Tex.) State Topics, and Miss Mae Clark, daughter of Mrs. Joseph Clark, of Galveston, will be married at Trinity Episcopal Church in Galveston on December 27.

Frank O. Starz, St. Louis manager of the United Press Associations, was married in St. Louis this week to Miss Phyllis Rae Hogblin. They are spending their honeymoon in Chicago.

Richard J. Collins, sporting editor of the St. Louis Republic, was married this week to Miss Helen O'Brien, daughter of Mrs. John O'Brien, of St. Louis. The Rev. Father Francis Gilfilian performed the ceremony in the St. Louis Cathedral. After a honeymoon trip to Canille, Ariz., and southern California, Mr. and Mrs. Collins will return to St. Louis.

Frederick A. Brandt, for ten years connected with the staff of the San Francisco Examiner, was quietly married on November 23 to Miss Bertha Hawkins, a graduate nurse from St. Luke's Hospital, Denver. The ceremony was performed by the Rev. Joseph McQuaide, in Sacred Heart Rectory. Kenneth C. Adams, president of the Newspaper Men's Club, and Mrs. Adams, who introduced the happy couple to each other a year ago, were present as best man and matron of honor.

John W. Troy, editor and publisher of the Juneau (Alaska) Daily Empire, was married in Seattle on November 27 to Mrs. Ethel Crocker, formerly of New York city. She was Superintendent of Schools at Seward, Alaska, before her recent marriage. Mr. and Mrs. Troy are in San Francisco on a honeymoon trip.

Hassel T. Sullivan, city editor of the Richmond (Ind.) Palladium, and Miss Alice Vogelsong, were married November 22, at the home of the bride in Bloomington. Mr. Sullivan is the founder and president of the Indiana City Editors' Association.

Miss Jean Butler, daughter of the late Thad Butler, editor of the Decatur (Ind.) Herald, and Louis Cohen, advertising manager of the Columbus (Ind.) Dry Goods Store, were married at Columbus November 22. Miss Butler for a time served as a reporter on her father's paper.

Mrs. Sarah Donnei Avirett, widow of Col. John W. Avirett, who was editor of the Cumberland (Md.) Evening Times, and James Walter Thomas, a lawyer of Cumberland, were married November 23 at the bride's home.

Roy Emerson Allen, of the editorial staff of the Pittsburgh (Pa.) Post, and Elizabeth Anne Duffy, of Pittsburgh, were married recently.

Three things that never become rusty: The money of the charitable, the nails in a collector's shoes, and a thoughtless woman's tongue.

Bid Now For The New Year's Business Through These New York State Newspapers

THE importance of New York as a manufacturing state is brought out clearly by the fact that in 104 industries, or practically **TWO-FIFTHS** of the 264 industries distinguished by the Bureau of the Census, it holds **FIRST PLACE** on the basis of value of products, while in 177 industries, or slightly more than **TWO-THIRDS** of the **TOTAL**, it ranks either first, second or third.

Where industries thrive, the common people, as Lincoln would put it, have money to spend.

As a general rule, steadily employed wage-earners are steady buyers, and spend with a liberal hand.

When it is considered that New York State has employed in her 44,935 industrial establishments wage-earners to the number of 1,003,981, to whom is paid annually the enormous sum of

\$557,231,000.00,

the *exceptional value* of **THE NEW YORK STATE NEWSPAPERS**, to National Advertisers, will at once become apparent.

And the **NEW YORK STATE NEWSPAPERS** here listed, virtually go **INTO EVERY HOME IN THE STATE'S SIXTY-TWO COUNTIES**.

The Newspapers that carry the **MOST LOCAL ADVERTISING**, are logically the **MOST PROFITABLE MEDIUMS FOR NATIONAL ADVERTISERS**.

THESE NEW YORK STATE NEWSPAPERS DO THIS, YEAR AFTER YEAR.

A DAILY FORCE OF ALMOST FOUR MILLION

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	41,090	.06	.08	New York American (S)	705,224	.60	.57
Albany Knickerbocker Press (S)	35,144	.06	.06	New York Globe (E)	210,994	.28	.27
Brooklyn Eagle 3c (E).....	44,332	.16	.16	New York Herald (M).....	99,597	.50	.50
Brooklyn Eagle 3c (S)				New York Herald (S)			
Binghamton Press-Leader (E).....	28,761	.07	.05	New York Evening Post (3c) (E).....	20,744	.18	.16
Buffalo Courier-Enquirer (M&E).....	102,568	.14	.12	New York Sun (M).....	192,210	.39	.36
Buffalo Courier-Enquirer (S).....	101,795	.14	.12	New York Sun (S).....			
Buffalo News	103,303	.15	.15	New York Sun (E).....	171,247	.31	.29
Corning Evening Leader (E).....	7,832	.0193	.015	New York Telegram (E)	218,463	.195	.18
Elmira Star-Gazette (E).....	21,549	.035	.03	New York Telegram (S).....			
Gloversville Herald (M)	6,483	.02	.015	New York Times (M).....	340,904	.50	.45
Gloversville Leader-Republican (E) ..	5,714	.0143	.0108	New York Times (S).....			
Ithaca Journal (E)	6,804	.035	.015	New York World (M)	398,894	.40	.40
Jamestown Post (M).....	8,751	.025	.0207	New York World (S).....			
Middletown Times-Press	5,222	.0178	.0107	New York World (E)	404,858	.40	.40
Mt. Vernon Daily Argus (E).....	6,888	.0214	.015	Rochester Union & Advertiser (E)....	39,276	.10	.06
Newburgh Journal (E).....	5,076	.0107	.0107				
New York American (M)	329,984	.40	.38		3,661,707	6.3160	5.9129

Ratings Government Statements, October, 1916.

The Editor and Publisher will supply Advertisers who want further information on marketing conditions and selling facilities in New York State and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

The New York Globe

Now Stands Ready to Help Any Manufacturer With
A Worth-While Product to Successfully

Break Into The New York Market

For probably much less money than he now estimates
would be necessary to do the trick

The Globe knows New York much more intimately than can any outsider. The merchants and storekeepers of New York know from experience that when The Globe undertakes a stunt it is going to put it across, and they will co-operate.

The Globe offers a real service which will frankly suggest the taking on of other mediums if it thinks it is essential to put over any campaign. Its wide field of successful experience can save much lost motion and waste.

If interested, a letter to Jason Rogers, publisher The Globe, New York City, will open negotiation for this important service.

Now
200,000
a Day

The New York Globe

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A. B. C.

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Special Representatives

NEW YORK
Brunswick Bldg.

