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LEADING DAILIES FROM COAST TO COAST ARE USING THIS ATLAS SUCCESSFULLY

**SAN FRANCISCO CHRONICLE**  
George A. Fisher, Circulation Manager, writes: "We are now using our fourth edition of the brown covered atlas and have used to date over 15,000. We have found the atlas a very satisfactory premium—a most wonderful collection of maps and geographic information for a very small amount of money."

*We have just received a 5,000 edition order from the Chronicle, and they certainly would not place this order unless they had tried it out and knew it to be a success.*

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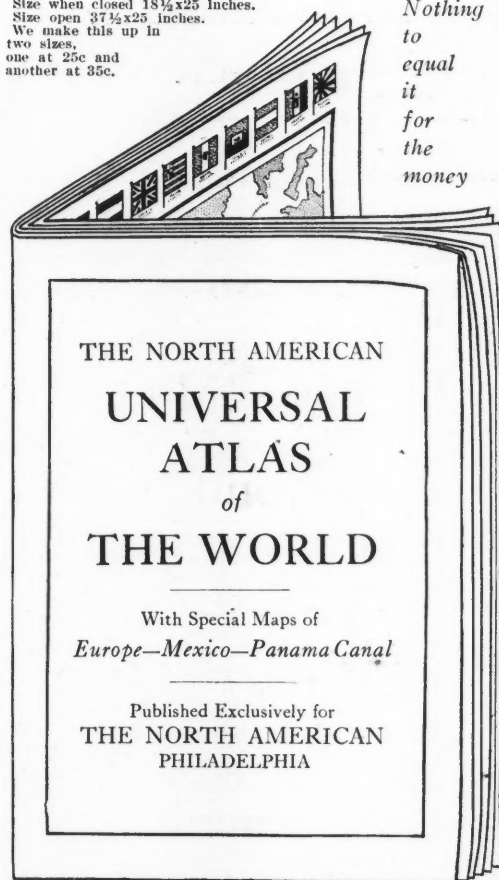
**BOSTON JOURNAL**

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We make this up in two sizes, one at 25c and another at 35c.



*Nothing to equal it for the money*

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*The North American has just received another edition of 10,000 atlases.*

**SEATTLE POST-INTELLIGENCER**

"The brown covered atlas is one of the best premiums we have ever used."

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Spokane Spokesman-Review  
Los Angeles Record  
San Diego Sun  
Des Moines Register and Leader  
Pittsburgh Post  
Montreal Star  
Toronto Mail and Empire  
Ottawa Valley Journal  
Winnipeg Tribune*

This atlas is made to order for one newspaper in a territory. It is an EXCLUSIVE proposition; not for sale through any agency, book-store or department store, but it is the exclusive property of the newspaper distributing it under contract.

**AN ATLAS YOUR READERS WILL BE PROUD OF**

One of the many strong features of this atlas is the large scale maps showing the European war districts, never before published in an atlas. Also large scale official map of Mexico, and most important, large double page state maps showing automobile roads in special color.

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**S. Blake Willsden** *Premium and Advertising Specialties*  
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# IN TIMES OF WAR

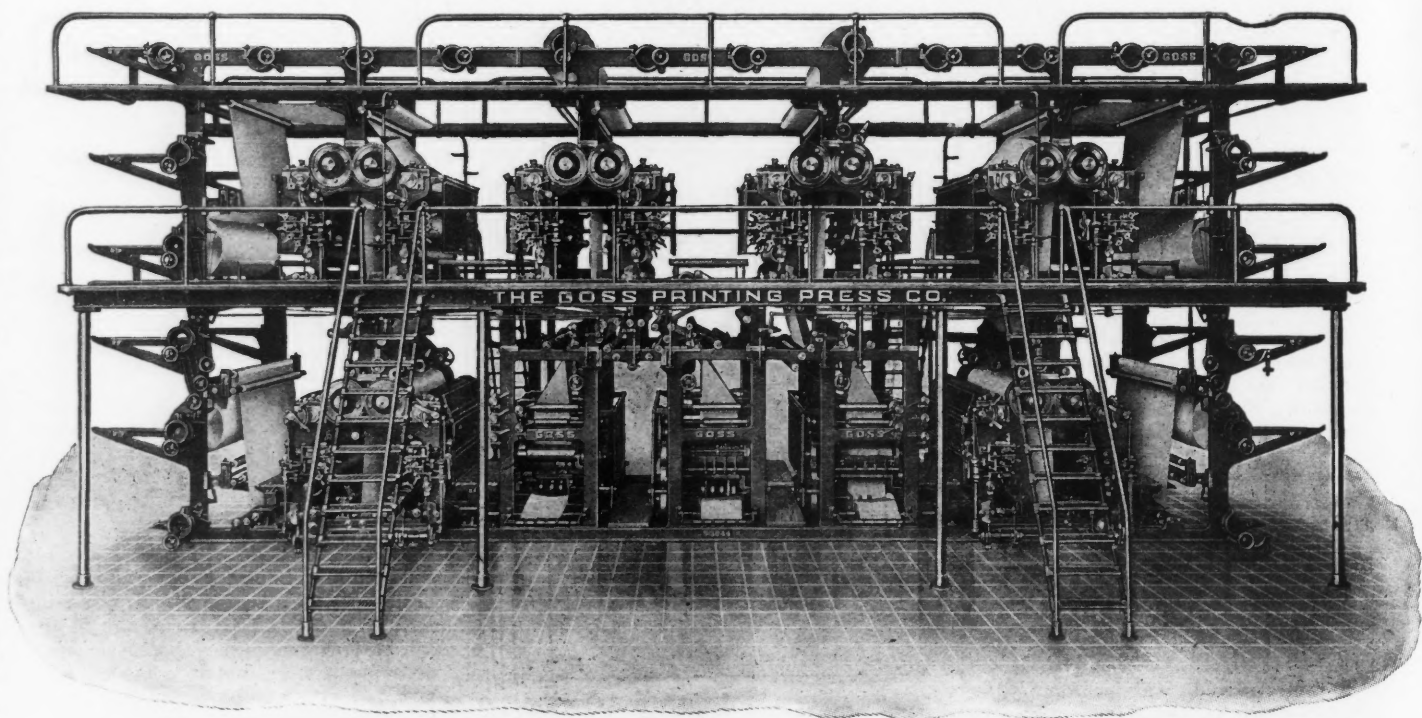
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No. 12

## HOW THE CHICAGO DAILY NEWS COVERS THE WAR

Organization and Development of Its Foreign News Service Described by Victor F. Lawson, the Owner—Last Year \$148,000 Were Spent On Its Maintenance—

This Year the Cost Will Amount to \$170,000—Thrilling Experiences of Some of its Correspondents.

CHICAGO, August 29.

NOT long ago an American visited one of the leading members of the British Cabinet. During the course of the conversation the Minister complained of how little the Cabinet members were able to learn of actual war conditions beyond what was printed in the newspapers.

"But your papers do not print the news of the war," replied the American. "They have biassed reports of operations and these are not frankly written nor are they complete since they give practically nothing of the side of Germany and its allies. We Americans are in a far better position to get the war news than you Englishmen."

"What American newspaper," then asked the Minister, "publishes the fullest and most reliable news of the war?"

"The Chicago Daily News," was the answer.

"Will you have that paper sent to me daily?" asked the Minister. "Have it addressed to me personally so that it will be placed directly on my desk. I shall read its war news every day."

### SOME IMPORTANT QUESTIONS.

Now why does this Minister of one of the greatest nations at war depend upon a Chicago newspaper for accurate information regarding the world struggle?

Why did the London Chronicle in its issue of June 19, 1915, characterize the Daily News as "by far the best evening newspaper in the world," and state that "it has published more special war news than any paper in America?" Why has the Daily News been enabled to score more beats on the war in its special foreign service than perhaps any other paper in the world?

Why is its foreign news service subscribed to by papers from California to the Atlantic seaboard, in Canada and even in London?

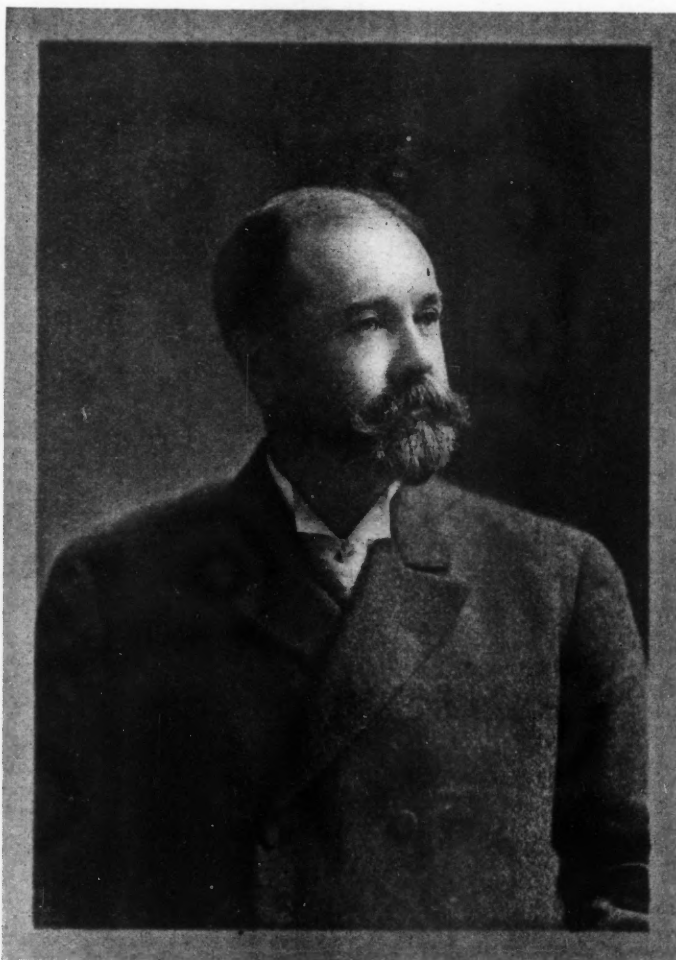
Why have London papers paid cable tolls to have sent back to them across the Atlantic news which they have been unable to gather?

These questions were answered by the man who made this great achievement possible, by the man who built up one of the greatest news services in the world—Victor F. Lawson, publisher of the Chicago Daily News.

### SIXTEEN YEARS OF PREPARATION.

"For sixteen years," he said, "we were getting ready to handle the world's biggest story and when it broke we were prepared."

Perhaps no man in America is more familiar with the facts in the war situation from day to day than Mr. Lawson. He knows where



VICTOR F. LAWSON,  
PROPRIETOR OF THE CHICAGO DAILY NEWS.

each of his thirty or more correspondents is, what he is doing and what he may be expected to do. Wherever the war touches there is found a correspondent of the News ready and waiting to send the first bulletin to Mr. Lawson.

Although an affable and gentle, mild-mannered man, who loves his men and appreciates their work, Mr. Lawson is exacting to a degree. A born newspaper man himself, he picks his men for their news sense, for their ability to get the news primarily and then to write it. What he demands above all things are what have made the Chicago Daily News a great newspaper—facts truthfully and fully reported.

### ORIGIN OF FOREIGN SERVICE.

"We established our foreign news service eighteen years ago," he said. "Why? Because we felt we were not getting all the news and the kind of news from Europe that we wanted. The Associated Press had a good foreign service then—not as complete a service as it has now, of course—but neither it nor any of the foreign bureaus—the Reuter Agency which covers the British possessions, the Havas Agency in France or the Wolf Agency in Germany—were getting all of the news we believed the American people wanted. The Associated Press at that time as now was getting a good deal of its news through the foreign agencies and they did not have the American viewpoint.

"I established our London bureau back in 1898 when I published the Record, and when I sold that paper to Mr. H. H. Kohlsaat I retained the foreign service and brought it over to the News. Gradually we have built it up and extended it, training our own men especially for the work and having them in turn organize and instruct a corps of assistants in cities in which we do not maintain regular bureaus.

### HOME TALENT MOST SATISFACTORY.

"We have had to learn by experience. At first we did not know whether we would get better results by employing men abroad, men who knew the languages, the customs and the politics of Europe, or by sending our own men over from this country. We tried both plans and we have found we have obtained better results by sending our own men over.

"We send a man to a place like, say, Berlin, and in two or three

years he is a valuable asset to our service. He becomes thoroughly familiar with the language, the people, the laws and the politics. He becomes acquainted with the most prominent statesmen and citizens. He absorbs the atmosphere and yet retains his American viewpoint. He is able to see the news, grasp his story and handle it in a manner so that the American public will understand and appreciate its value.



E. P. BELL.

"In this way we have built up our service. Edward Price Bell, one of the first men we sent over, has been in charge of our London bureau for years. He is the dean of our foreign news service. Most of the news gathered by the other correspondents passes through the London bureau and Mr. Bell, to a great extent, directs the entire foreign staff. Handling the news at a central point prevents duplication and minimizes cable tolls. Our cable editor here, Mr. James Langland, served abroad for years and his foreign training has proved of inestimable value to him."

#### HOW THE MEN ARE SELECTED.

"How do you pick your men?" Mr. Lawson was asked.

"They are good reporters," he shot back. "Most of them are college men but they are selected first for their ability to get the news and write it intelligently. Mr. Bell was a star reporter on our staff here before we sent him abroad. Before that he was managing editor of a paper in Terre Haute and even before his graduation from Wabash College had proved himself an able correspondent in covering a big railroad strike. Paul Scott Mowrer, of our Paris bureau, is another man who received his training on our local staff here. Raymond E. Swing, Berlin correspondent, had his early training



P. S. MOWRER.

on newspapers in Cleveland, Indianapolis and Cincinnati. And so on down the line. Some of them came up through the ranks in the foreign bureaus but the backbone of our foreign service is made up of good American reporters.

"So when August, 1914, came along we had a well equipped foreign news service composed of thoroughly trained men, good reporters and good writers all of them.

"But of course we needed more men in the emergency so we added more correspondents to our staff, most of them good all around men but some specialists in certain lines. For instance, we sent E. Percy Noel, who is now at the front in France, abroad for the special



E. P. NOEL.

#### SPECIAL WRITERS ADDED.

"But of course we needed more men in the emergency so we added more correspondents to our staff, most of them good all around men but some specialists in certain lines. For instance, we sent E. Percy Noel, who is now at the front in France, abroad for the special

purpose of dealing with the work of military and naval aviators. His work requires much technical knowledge and intimate association with the great war aviators and he stands unrivalled in this field. No other paper has had such full reports of the astonishing development of this arm of the service.

"Then we have John F. Bass, one of the most widely experienced of war correspondents. He is a lawyer, a man of independent means but loves the adventure and excitement of the life of a war correspondent. He made his first campaign with the British troops in Egypt in 1895 and reported an insurrection in Crete the same year. He followed in the wake of the Armenian massacres. He saw the Cretan rebellion and the war in which Turkey defeated Greece in 1898. Then followed the Spanish-American war, the Philippine insurrection, the Boxer rebellion, the Bulgarian uprising in Macedonia in 1903 and the Russo-Japanese war in 1904.



J. F. BASS.

#### BASS WITH KUROKI'S ARMY.

"Mr. Bass, representing the News, accompanied Gen. Kuroki's army from the crossing of the Yalu River up to the great battles in the heart of Manchuria. His description of the battle of Liaoyang I consider one of the greatest of modern war stories. Mr. Bass has had some thrilling experiences in the present war and was wounded not long ago when a piece of shrapnel struck him in the face.



A. R. DECKER.

"Mr. Bell recently has added two men to our London staff. One is John Buchan, who has been appointed war historian by the British Government. We have obtained the exclusive American rights for his articles. The other is Robert Sloss, who, I understand, is a very capable writer."

Mr. Lawson might have gone on mentioning about twenty-five other names, all of them of persons who have accomplished big things in the newspaper and magazine games.

On the eastern front with the German forces is Oswald F. Schuette, who was successively a member of the staff of the Milwaukee Sentinel, city editor of the Evening Wisconsin, Washington correspondent of the Chicago Inter Ocean and a political writer for Leslie's Weekly. Some of his stories, notably that of the terrific struggle at Majszagola, northwest of Vienna, were widely copied by the newspapers of England and Germany.



O. F. SCHUETTE.

#### COVERING ROME AND PETROGRAD.

At Rome there is Edgar Ansel Mowrer, brother of the Paris correspondent, who before Italy entered the war did good work along the fighting line in Flanders and sent vivid descriptions of the famine in Belgium before the American relief work had been organized.

At Petrograd there are Warlam Tcherkesoff, long identified with the progressive reform movement in Russia, and Bassett Digby, who received his early training in the London bureau and later served as a member of the staff of the New York Tribune. Mr. Digby was preparing for a trip of exploration among the little-known tribes in Siberia within the Arctic circle when war was declared. He hurried back and described for the News the mobilization of the Czar's Siberian forces. He then went to Egypt and reported the British operations which saved the Suez Canal from capture by the Turks.

Stories from the west front in France have been sent in by A. R. Decker, a young American engineer who, from the beginning of the war until last December, was under fire of the German guns in Pont-a-Mousson where he described the daily life of the soldiers. He is now in Paris.

The doings of the Americans in the French army are reported by Paul Rockwell who, until he was wounded, fought as a member of the French foreign legion.

#### GIBBON WITH RUSSIAN ARMY.

Perceval Gibbon, well-known author, traveller and war correspondent, is with the Russian army on the east front. At the time he joined the staff of the News, Mr. Gibbon was correspondent for the London Chronicle. Now the Chronicle buys his stories from the News.

With the British army in the Far East is Louis Edgar Browne, a graduate of the United States Naval Academy at Annapolis and later an instructor of officers in the Greek navy.

At Bern, Switzerland, is Leo J. Frankenthal, who has written many widely read criticisms of the initiative and referendum and the workings of other institutions in the mountain republic. Another correspondent now in Switzerland is René Arcos, a gifted young French poet who has contributed stories on the intellectual side of the war and on the deeds and emotions of the soldiers of France.

The victorious campaign of the Bulgarians in Serbia was covered ably by Constantine Stephanove, professor of

English at the University of Sofia. He is now in Sofia.

#### IN THE SCANDINAVIAN COUNTRIES.

Lars Lea, at Bergen, Norway, and Peter Daee, at Christiania, have written on the war as it touches the commerce of the Scandinavian countries. At Stockholm, Sweden, are Hjalmar Lundberg and Edwin Bjorkman, well-known authors. Holger R. Angelo represents the News in Copenhagen, Denmark, and René H. Feibelman writes from Amsterdam, Holland.

Then there are W. L. Manson, for many years correspondent for the News at Glasgow, Scotland; John McBride, at Belfast, Ireland, and William H. Brayden, at Dublin, whose dispatches on the Irish attitude towards the war have been based on sound information and accurate personal knowledge.

From The Hague have come stories from Miss W. J. L. Kiehl, whose dispatches from the closely guarded borders and subjugated Belgium have had in them much pathos and romance.

The part Italy played in the struggle has been graphically told by Tancred Zanghieri at Milan.

In the Far East, besides Mr. Browne, are Ernest W. Clement, of Tokio, Japan, author of many books on the Japanese and a resident of the flowery kingdom since 1889; Percy R. Meggy, at Sydney, Australia, and William R. Giles, at Peking, China. Mr. Giles covered in detail the Japanese conquest of Kiao-chou and the later assaults of Japan upon the integrity of China.

#### CZARNECKI IN RUSSIAN POLAND.

When stories of the sufferings in war-stricken Poland began slipping through the censors, the News sent Anthony Czarnecki, former election commissioner in Chicago and a newspaper man of wide experience, to study and write of conditions as he found them in the province of Posen in Galicia and that part of Russian Poland held by the Austrians. His stories have been translated and widely published in Polish, Bohemian, and Jewish newspapers throughout this country and Europe.

One instance in which the London papers were compelled to turn to Chicago for their news was when Louis Edgar Browne covered the heroic last battles and terrible march of the Serbs in their retreat through the mountains of Albania. Mr. Browne was the only correspondent of any nationality with the retreating army. For seven weeks no word came from him. Even the London bureau had no hint of where he was.



E. A. MOWRER.



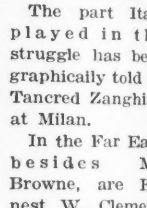
F. MCCULLAGH.



MISS W. J. L. KIEHL.



C. STEPHANOVE.



A. CZARNECKI.



E. W. CLEMENT.

**BROWNE'S STORY OF SERVIAN RETREAT.**

He succeeded in getting passage on a transport but it was compelled to run back because of the presence of Austrian submarines. Finally he reached Rome, the nearest point from which he could get his cable through to Chicago. As soon as his first brief message reached the News, Mr. Lawson sensed the magnitude of the beat



L. E. BROWNE.

and instructed him to send the story in detail by cable and not to spare tolls. It came at the rate of 2,000 and 3,000 words a day, a startling page from history, a blinding chapter exclusively in the possession of the one English-speaking man who could properly transmit it to the world.

London heard about it almost before the raucous newsboys on Chicago street-corners were bellowing the banner line. London had been getting only the most meagre reports from the vanquished but vallant Servian army. Lord Northcliffe

wanted the story for his papers, the London Times and the Mail. There was only one way to get it. He cabled Fred Bullock, his New York representative, and instructed him to go after it. Bullock wired

H. Percy Miliar, Chicago representative of the New York Times, to buy the British rights. Mr. Lawson consented.

The stories came by land wire, cable, and land wire again from Rome to Chicago. Then they were sent back word for word by land wire to New York, thence under the sea to Ireland and from there by cable and wire to London. Northcliffe beat Europe with one of the biggest and most graphic stories of the war, but before that Louis Edgar Browne had enabled Victor Lawson to beat the world!

**PROUD OF HIS FOREIGN STAFF.**

Many such instances are related by Mr. Lawson. He is proud of every member of his foreign staff and justly so. And there are none of which he is more proud than the American reporters who once worked out of his Chicago local room.

"Our men have many notable achievements to their credit during the present war," he said with a glow of pride. "I could mention dozens of things they have accomplished, risks they have run, scoops they have made. Mr. Bell has given more accurate and intelligent information in regard to the diplomatic side of the war than has any other correspondent. His celebrated interview with Lord Haldane, then a member of the British cabinet, in which interview his lordship first told the story of his memorable visit to Berlin in the interest of peace, has been circulated by the hundreds of thousands of copies and has been a source of controversy in Germany ever since its first publication.

"His later interview with Walter Runciman, president of the British Board of Trade, on the financial position of Great Britain as compared with that of Germany, has been even more widely copied."

It was of this interview that James B. Forgan, the Chicago banker, said:

**LONDON'S DEPENDENCE ON CHICAGO.**

"The fact that the newspapers throughout the United Kingdom have published practically the full Runciman interview, cabled back from Chicago to London, is a demonstration of the high value which those newspapers place on Mr. Bell's exclusive report of his conversation with Mr. Runciman on British labor conditions and Britain's financial resources. It is a high compliment to the Daily News that the British newspapers should get their London interviews by way of Chicago."

Then there was Raymond E. Swing's first description of the 42-centimeter engines of destruction.

"While all the world was marvelling at the almost incredible rapidity with which the forts of Liege and Namur had been destroyed," continued Mr. Lawson, "and was even hinting at treachery on the part of the defenders, Mr. Swing cabled a full description of the great howitzers and how they had accomplished their work of demolition. It was the public's first knowledge of the huge guns which since have blown up such great fortresses as Antwerp, Maubeuge, and Novogeorgievsk.

**MR. DIGBY'S DISCOVERY.**

"Mr. Digby, hurrying back from remote Siberia, first made it known that Japanese cannon and Japanese gunners were with the Russian armies on the German frontier. And then there was that other story by Louis Edgar Browne which would have been the biggest beat of the war had a certain English commander carried out his instructions. And right here I might say that it is not generally known how great a part this incident played in the failure of the British Gallipoli campaign. Mr. Browne already had done great work in describing the surroundings of the British fleet under Admiral Jellicoe in its northern stronghold and the methods employed in guarding it from submarine attack.

"His dispatches from the eastern Mediterranean were all vivid, faithful accounts of operations against the Turks. Then came his remarkable description of the landing of the British forces at Suvla Bay and Anzac. If you remember, it was in that dispatch that he told that the British forces had crossed the peninsula and had met. The main Turkish force was cut off and the way lay open to Constantinople, the fall of which was a matter of only a few days. Not a paper had had a word of this. It was a great story.

**NEWS THAT WENT WRONG.**

"But later developments showed the English forces had not crossed the peninsula and had not met as he described. The Turks were not cut off. It was the first time during the war that we had gone wrong on any important fact. I wanted to know why. I cabled Mr. Browne for a full explanation.

"Our investigation disclosed that Mr. Browne had been correct in every detail. He had obtained his facts from the highest British authorities who had every reason to believe they were correct. It seems that the British commander when he landed with his forces at Suvia had instructions to proceed directly across the peninsula. Instead of doing this he waited on the shores for thirty-six hours. That delay gave the Turks time to prepare and when the time came to advance the British troops found too stubborn a resistance awaiting them. But for that blunder the whole course of the war in the East may have been changed."

**COST OF FOREIGN SERVICE.**

The cost of the News foreign service is not considered by Mr. Lawson when news is to be had. He has paid \$490 cable tolls for the briefest dispatch from the Far East.

"When the war came we felt that it was probably the biggest story we should ever be called upon to cover," he said, "and we decided to spare no money or men to see that it was covered in every illuminating detail and phase. Last year our special foreign service cost \$148,000. This year it will cost more, about \$160,000, or possibly \$170,000. Our weekly expense runs around \$3,000, sometimes a little less but often more."

"Before the war what part did your foreign news play in getting circulation?" he was asked.

"Circulation is something that is hard to attribute to any one feature of the news service," he replied. "It wasn't for that reason we maintained our foreign bureau. It was because we wanted the news and were willing to pay to get it."

**WHEN THE A. P. FELL DOWN.**

Mr. Lawson, who is a director of the Associated Press, then chucklingly related how one of his correspondents had scooped the A. P. on an important story.

"As a director of the Associated Press," he said, "it was of course my duty to investigate and see why the Associated Press had fallen down on this piece of news. We found that my man and the Associated Press man had obtained the story at exactly the same time. The censors let our correspondent's dispatch through and held up the Associated Press dispatch for five days. We were very much put out that this was the case but as long as one paper obtained a beat on the story, I was glad that that paper happened to be my own."

The Daily News foreign service is subscribed to by newspapers in New York, Philadelphia, St. Paul, Minn., and as far West as Los Angeles. It is syndicated to papers in Vancouver and Toronto. Many other papers take it in part or in full, and in nearly every case their circulation has increased enormously.

"We do not have to solicit the newspapers to take our service," said Mr. Lawson. "In most cases they have asked for it. One of the newspapers which takes it is the New York Globe. Their circulation has increased 20,000 since they subscribed and the publisher frankly attributes this to our service."

**AIDED AMERICAN TOURISTS.**

And there is one other duty which the Daily News foreign bureaus have performed before and since the war. That is, they have aided American tourists in Europe in every way possible. The Berlin, Paris and London bureaus always reported the safe arrival of Chicagoans by cable. This kind of service resulted in the News obtaining many interesting stories at the outbreak of hostilities when hundreds of stranded Americans from all over the Continent sought the News headquarters for aid. They brought with them tales of extraordinary adventures and amazing transformations within the war zones. The News gave them every assistance and communicated with their friends and relatives in this country.

When Miss Jane Addams, who presided at the Women's Peace Congress at the Hague, sought an interview with the German chancellor, von Bethmann-Hollweg in Berlin, it was Oswald Schuette who obtained it for her.

"Your men are everywhere," she told

**NEWSPAPER POSTAGE INCREASE**

**Representative Randall's Bill Fixes Rate at One Cent for 300 Miles.**

WASHINGTON, August 28.—The revision of newspaper and magazine postal rates is being used as an argument by Representative Charles H. Randall, of California, editor and owner of the Highland Park Herald, of Los Angeles, for one-cent postage. On Thursday morning he introduced a bill in the House providing "That the rate of postage on newspapers, excepting weeklies, and periodicals not exceeding two ounces in weight, when the same are deposited by the publisher in a letter-carrier office for delivery by its carriers within the corporate or municipal limits of the town or city where such newspaper or periodical is published, shall be uniform at one cent each."

Mr. Randall's bill to establish rates of postage on second-class matter, known as H. R. 16145, and introduced May 31 last, provides that the zone system now applying to parcel-post matter be adapted also to the second-class matter.

Under such provision, the local first, second, and third zone (under 300 miles) would be one cent per pound.

The fourth zone, 300 to 600 miles, two cents per pound.

The fifth zone, 600 to 1,000 miles, three cents per pound.

The sixth zone, 1,000 to 1,400 miles, four cents per pound.

The seventh zone, 1,400 to 1,800 miles, five cents per pound.

The eighth zone, over 1,800 miles, six cents per pound.

Addressing the House on Wednesday, Mr. Randall said: "Universal one-cent letter postage cannot be enjoyed by the people until the losses on newspaper and magazine mail are recouped to the post office. The sale of two-cent stamps and stamped envelopes in 1915 aggregated \$150,000,000, while the second-class, or newspaper, postage loss exceeded one-half of that amount. One-half of the postage paid on every letter, therefore, went to subsidize the publishers of national magazines."

Mr. Randall's charge that second-class showed a deficit this last year of \$80,000,000 has been denied by the Post Office Department.

Mr. Randall's statistical tables, printed in the Congressional Record, show that in the forty-eight States and territories of the American Postal Union the weight of second-class matter carried during the fiscal year ending June 30, 1916, was as follows:

Subscribers' copies free in county of distribution, 62,141,511 pounds; subscribers' copies at one cent a pound rate, 1,035,867,846 pounds; sample copies, at one cent a pound rate, 11,276,428 pounds; total at one cent a pound rate, 1,047,144,274 pounds; total mailings at one cent a pound and free in county, 1,109,285,785 pounds.

**Fire Loss Adjusted**

The recent fire loss sustained by the Augusta (Ga.) Chronicle has been adjusted at \$160,000.

Mr. Lawson upon her return. "I met Mr. Bell in London and Paul Scott Mowrer in Paris. When we reached Rome there we found Edgar Mowrer awaiting us. They were all helpful. The Daily News has a right to be proud of its foreign service."

And the Daily News has proved that it has.

## REPRESENTATIVE NEWSPAPER PUBLISHERS COMMENT ON NEWS PRINT SITUATION

### The Editor and Publisher Presents Extracts from Letters Received from Newspaper Managers and Publishers, Outlining the Conditions Under Which They Are Securing Supplies, and Prices Prevailing.

In order to afford actual information as to the conditions confronting publishers of daily newspapers in obtaining their supplies of news print, and to throw all possible light on prevailing prices, THE EDITOR AND PUBLISHER has asked leading publishers of the country to give some details as to the difficulties they may be having in securing paper, prices demanded for excess tonnage, quotations offered for future delivery, etc.

The replies have been made in most instances in confidence, so that but brief extracts may be made from the letters, and in these the names of news print mills referred to have been eliminated; while, for the sake of uniformity, the identity of the writers of the letters has not been disclosed in any case.

It will be noted that the increased prices charged are not at all uniform in different parts of the country—and that there is no present basis upon which contract-renewal prices may be forecast. Some mills are taking care of old customers, and may do so when new contracts are made. The temptation to charge high prices to contract customers for all excess tonnage, beyond the amounts specified in existing contracts, has been resisted by at least one large company, while others have not been so generous.

These letters would seem to show conclusively that leading newspapers have been using far more news print this year than they expected to need when their contracts were made. This bears out the claim of the manufacturers that the demand has been unprecedented. The fact remains that the manufacturers who value their prestige and the good-will of their customers have not tried to evade their contracts through technicalities for the purpose of imposing ruinous prices upon their customers; while others seem to be trying to squeeze the market to the last degree for the sake of present profits.

From the publisher of an Eastern daily:

"Have been paying on our contract expiring May, 1915, \$41 a ton, and same price applied on contract expiring May, 1916. Were notified May 2 that price would be \$49 a ton, f. o. b. mill, or \$52 delivered at our office. Declining to make contract at this price we were quoted \$55.16 a ton. Then came an increase of \$3 a ton on July 1, and \$5 a ton on August 1, making the price \$63.16. We understand the price for September is to be \$68.16, but have not placed our order yet, as we imagine this is the crest of the wave.

"We were quoted to-day (August 23) on 3 cars for September delivery \$100 a ton."

From the publisher of a Central State daily:

"Our contract calls for \$2.05 at the mill. We are using considerable in excess of our contract, and for that excess are paying \$2.50 at mill. We feel we have been treated very generously by the Minnesota and Ontario Co., compared with price ruling for excess above contract in other mills."

From the business manager of a daily newspaper in Middle West:

"Effective September 1 we will operate under a new contract at an advance cost of about 18 per cent. This will represent to us about \$36,000 a year increased cost of print paper. This estimate is based on consumption about equal to that for year ending August 31, 1916. As a matter of fact, however, we will use considerably more paper on account of our rapidly growing circulation, so we estimate the increased cost at about \$40,000 a year."

From general manager of a big Western daily newspaper:

"We are now paying \$13.40 a ton more than previously. We used approximately ten thousand tons last year, and unavoidably will use some more this year. We figure that the increased cost will be \$150,000."

From business manager of important daily in Eastern State:

"Have not been compelled to pay any increased price for news print paper. Our present contract runs until January 1, 1917. As we do not take up the matter of renewing this contract until November, we have had no quotations or correspondence as to what the price will be when our contract expires."

From the business manager of a Southwestern daily:

"Our contract for news print at \$1.88, f. o. b. mill, expired April 15 of this year, and we finally were able to negotiate a new contract at \$2.25 f. o. b. mill on contract year ending May 1, 1917."

From the business manager of an Eastern daily:

"For eight years up to last April we bought paper without contract at \$2.15, delivered. In April the price started to increase, and has advanced successively until present time we are paying \$3.50 per hundred at mill, and freight amounts to .93 per hundred."

From the manager of a daily in the Middle States:

"Our contract was made on the 1st of last January and runs until December 31. We are not required to pay any great increase. At present time we are paying \$2.06. I distinctly remember one feature when signing our present contract. We learned that when the paper company found that we were dickering with another paper company they refused to bid against them—in fact, refused to quote us prices at all. Have been fortunate so far concerning our news print, but if present conditions do not change we will certainly be up against it when our contract expires. In making this contract it was necessary for us to guarantee to use a minimum amount of tonnage, and now indications point to the fact that they intend to hold us to the tonnage instead of allowing our contract to run a year. If they succeed in doing this we will probably have used our tonnage thirty or sixty days before the time expires; but this is the point we are arguing at the present time."

From the business manager of one of the largest dailies in the South:

"We are paying \$2.21, delivered, for paper. Our contract will not expire until January 1, 1917."

From the general manager of a leading Western daily:

"The contract price for paper to July 31, 1916, was \$2.19, f. o. b. sidewalk. Effective August 1 the price is \$2.50 per hundred at mill, or \$2.77 delivered, an increase of 76c. per hundred. This price is for the balance of 1916."

From manager of important daily in the Middle States:

"While our contract for news print does not run out by time limitation until January 1, our total tonnage will have been consumed approximately three months sooner. At present we are protected by our contract; and, although we have been dickering for some weeks, are unable at this moment to say even approximately what we will be required to pay for paper after our tonnage is used."

From business manager of a leading daily in the Middle States:

"Our paper contract will not expire until December 31. We have exceeded our contract tonnage, however, and have been compelled to pay 3 cents at the mill for some additional tonnage."

From the publisher of a New York State daily:

"The price of \$3.25 which we gave you in our letter the other day was not for sidewalk delivery, but at the mill."

From the manager of a leading Western daily:

"Our paper contract is with the \_\_\_\_\_ Company, and expires January 1, 1917. We have used a quantity largely in excess of our contract allotment during the past eight months, but the company has made no extra charge, nor have we been compelled to purchase paper elsewhere. We have not, so far, attempted to place our tonnage for 1917, and therefore we are not in a position to do more than speculate as to the price."

From the publisher of a Northern New York daily:

"Our contract for paper was made early in the year dating from April 1 for one year. We find, however, we have not contracted for enough, and it has been necessary to order a few extra cars. In doing so the mill which usually supplies us with paper has charged an increase of .0137 per pound. We have also bought a carload from another company, which charged us an increase of .0107 per pound, but we are unable to secure any more from them at any price. We do not expect to require more than half-a-dozen extra cars of paper between now and April 1, 1917, and this our regular mill has agreed to supply at the market price at the time they are shipped."

From a leading New England publisher:

"Our paper contract expires December 31, 1916. We have made application for prices for our supply after that date, but as yet have been unable to secure a definite quotation from any source."

From a New Jersey publisher:

"We happen to be among the fortunate publishers not affected thus far by the high prices. Our contract for news print expires in February, 1917, at the price of \$2.12½."

From a leading publisher in a Southern city:

"As our paper contract does not expire until December 31, 1916, and as the \_\_\_\_\_ Company has supplied all our needs, we have not been obliged to pay increased prices for paper up to date. Our information is that the question of contracts cannot be taken up until the late fall."

From a Western publisher:

"The print paper situation is far from satisfactory here. Many papers are having difficulty in getting paper at all, to say nothing of the calamitous advance in price. Our contract runs until the first of January, and they are holding us pretty close to the stipulated amount. The increase for the last six months amounts to about \$1,000 a week. We are hoping for a little better contract the first of the year."

From a publisher in the Northwest:

"I have given instructions in our office to curtail the use of print paper to the lowest possible minimum. We have no returns, have cut our exchange list to the bone, and have reduced the size of our paper from two to four pages daily. We have a most favorable contract which still has three or four months to run, and, while there is no doubt things look rather critical for the future, I am not going to lose any sleep or do a great deal of worrying until the time comes. We feel confident that the mill which has taken care of us for twenty years will supply us at the prices prevailing December 1. Much of this talk about the probable shortage of paper is bunk. There has been a most persistent propaganda at work along this line since the time of the meeting of the A. N. P. A. in New York last April, until about one-fifth of the newspaper publishers of this country are actually scared to death. I suggested a remedy that would change conditions to the A. N. P. A. a few days ago when I was queried by them, by saying that I favored a suspension of every daily newspaper in the United States during the month of September, or at least a portion thereof, in order to give the mills a chance to catch up, if that is what they want; and as four-fifths of the daily newspapers of this country lose money during the month of September everybody would be the gainer thereby—but I have not received any encouragement in my suggestion. I expect to take my punishment when the time comes, but I am not going to be a party to the great American fake of 1916."

From a Southern publisher:

"Our contract for white news does not expire until January 1. We have not been able to get a quotation from a paper manufacturer for our 1917 supply. We hope to be more successful in dealing with others."

From a Pennsylvania publisher:

"I have refused to buy paper over 3½ cents a pound, and I am going to get paper. If the big city dailies would take the same decided stand and stop their loans with the bank promoters of the mills or the friends of the same conditions would change. And if somebody goes about it the right way they will find that there is a great mass of raw material begging for purchases. They tell me that the State of Pennsylvania could furnish a half million tons a year just from one section of wood pulp made from timber cut under the State direction."



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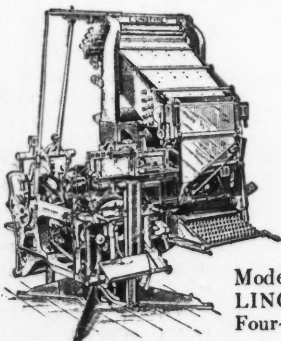
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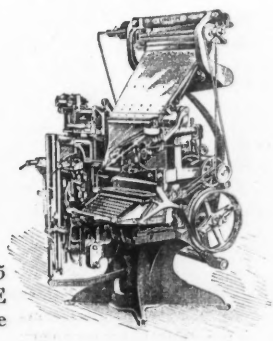
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## FEDERAL TRADE COMMISSION URGES NEWS PRINT MAKERS TO PROTECT PUBLISHERS

Radical Action Suggested to Manufacturers' Association for Eliminating Price Piracy and Assuring Newspapers of a Supply of Paper at Reasonable Price—Reputable Manufacturers Advised to Form Committee of Protection.

The eyes of the trade were focussed this week on the news print manufacturers. By the action of the Federal Trade Commission in propounding the following inquiries to the makers of news print paper.

"What steps have your Association taken or can it take to assure newspaper publishers not protected by contracts that they will be supplied with paper at a reasonable price?"

"What steps have your Association taken, or can it take, to restrain by legitimate means any of its members, or any of the middlemen handling news print paper, from charging unreasonable and prohibitive prices, especially for current or market sales?"

"What steps have your Association taken or can it take to bring about the operation of your mills each alternate Sunday, or for an extra shift every Sunday or to transfer machines to news print paper that are now operating on other grades, until the output of paper is sufficient to prevent the possible suspension of any of the newspapers unprotected by contracts?"

### BRACKER SENDS OUT LETTER.

These queries were embodied in a letter sent out by the Commission's Secretary, Mr. L. L. Bracker, from Washington. The letter states that information already collected shows that a large number of the small daily and weekly newspapers are paying from four to eight cents per pound for their news print paper, in comparison with the price of from two to three cents at the beginning of the year. These papers either do not buy on contract, or when their contracts have expired, have been unable to renew them.

"Reports of the increasing shortage of paper," says the Commission, "have made these publishers fearful lest they be forced to suspend publication because of the failure of their paper supply or the prohibitive price which they may be compelled to pay." The Commission states that these smaller papers perform a most useful service in their respective localities, and it would be a national calamity if they were forced to suspend. It would also be a serious blow to the news print industry, for while their individual tonnages are small, in the aggregate they amount to a considerable proportion of the total consumption.

### TO REASSURE PUBLISHERS AND PUBLIC.

In writing to Mr. G. F. Steele, the secretary of the News Print Manufacturers' Association, of New York city, the Commission asks "Would it not be possible for your Association to make a public announcement that every newspaper publisher will be taken care of, and if necessary create a protective committee whose duty it shall be to see that all publishers, regardless of contracts, shall be kept supplied with a fair share of the paper manufactured?"

The Commission recommends that the executive committee of the News Print Manufacturers' Association confer with every manufacturer and every important jobber selling news print "with the view of obtaining coöperative action to prevent the charging of unreasonable and prohibitive prices and to restore confidence. This is a

situation," says the Commission, "if it is as serious as reported, that calls for patriotic action by all parties concerned."

It is evident that the Federal Trade Commission has become impressed with the necessity of something being done to relieve publishers before its report in the news print paper investigation is completed.

### MENACE OF RAILROAD STRIKE.

The threatened railroad tie-up which seems impending as THE EDITOR AND PUBLISHER goes to press, further complicates the situation. Lincoln B. Palmer, manager of the American Newspaper Publishers' Association, declared to THE EDITOR AND PUBLISHER, that if a nation-wide strike continued for two weeks, a very large number of newspapers would be forced to suspend.

Mr. Palmer says that at the present time there are only between 60,000 and 70,000 tons of white paper in the whole country, this estimate including all paper now in the mills, in warehouses, and in transit. The newspapers of the country, according to Mr. Palmer, use about 6,000 tons of paper a day, therefore, if shipments were stopped, would use up all the available paper in less than two weeks.

### REDUCING CONSUMPTION.

The A. N. P. A.'s special news print bulletin points out that rumors persist that some publishers have accumulated and stored large supplies of paper, and in some instances have paid excessive prices for them. It must be apparent that a solution of the present difficulty is to be found only in a great reduction of consumption, and that, of course, includes reduced purchases and reduced deliveries from the mills, all of which are required to enable the mills to build up their depleted stocks.

Economy of news print continues to be the watchword in all of the big offices. Between now and September 15, the publishers of the Pittsburgh newspapers will make changes in mechanical equipment that will cause them to lead the country in dealing with the threatened famine. The basis of these changes is as follows—the size of the papers will be standardized. Four papers are now eight columns—three are seven. All will be made eight-column 12½-em papers. This will effect a saving of three to five per cent. in some instances, but the Pittsburgh Press, whose columns are now 13-em, will only save about one per cent., which means in rough figures, about \$5,000 a year.

### SAVINGS BIG ENOUGH TO COUNT.

Furthermore, the Pittsburgh papers are planning to use 6-point column rules, centre margins of one inch and side margins of ½ inch. The width of the roll will be 73 inches and 36½ inches, the exceptions being where the presses are two or four plates wide. The depth of the pages in inches or agate lines varying; in the case of the Press being 304 agate lines. A saving of from 400 to 500 per cent. has been effected by cutting out all free papers given for service rendered.

In Philadelphia, Thomas D. Taylor, publisher of the Evening Telegraph, re-

## WESTERN DIVISIONS OF C. P. A. HAVE SEPARATED

British Columbia's Affiliations With Alberta Discontinued—First Meeting of the Association Held in Three Years Reaches Important Conclusion at Calgary—A. J. N. Terrill Elected President.

After an interval of three years, during which conditions in the publishing business were so unsettled as to make the holding of a convention impossible, the Alberta and Eastern British Columbia Division of the Canadian Press Association was reorganized at a meeting held in the City Hall, Calgary, on August 24 and 25. The chair was occupied by the president, F. A. Galbraith, of the Red Deer News, who delivered a lengthy address outlining the history of the Alberta Association and indicating the work that lay before it.

Officers were elected at the first session, as follows: President, A. J. N. Terrill, News, Medicine Hat; first vice-president, V. C. French, Times, Wetaskiwin; second vice-president, R. N. Whillans, Standard, Tofield; third vice-president, W. M. Davidson, Albertan, Calgary; secretary-treasurer, John Torrance, Herald, Lethbridge;

ports that, by increasing column length five lines, or 35 lines to a page, the increased revenue without increased consumption of white paper will exceed \$32,000 a year. Cutting the free list has saved \$10,000 a year. The paper will soon go to eight columns, giving 300 lines extra for advertising. Reduction in size of the Telegraph effected an economy of 27 tons a week in July and August. It is estimated that putting all the Philadelphia papers on a non-return basis, effective September 1, will save \$500,000 a year.

The Florida Press Association has decided to cut out returns, reduce complimentary and exchange copies, and also eliminate so-called service copies.

The Wyoming Press Association, at its recent meeting at Cody, resolved to establish "and collect a reasonable charge for so-called free notices and other gratuities heretofore accorded the Wyoming University, the State Fair and Frontier Associations, the W. C. T. U., the churches, including weekly announcements, the mutual building and loan association reports, and all similar publicity of a promotion or advertising character."

The Minneapolis Journal is saving 100 tons of paper a month by reducing pages and eliminating circulation waste. The Minneapolis Tribune has reduced pages and brought daily waste down from 5,000 to 1,000 copies. The Minneapolis News has also made radical reductions.

From almost every State in the Union papers report the cutting of consumption of white paper, with enormous aggregate savings as a result.

### MANUFACTURERS ACCUSED.

Paper manufacturers have taken an unfair advantage of the newspaper publishers, J. L. Carey, president of the International Brotherhood of Paper Makers, told the State Federation of Labor at the closing session of its annual convention at Glens Falls. The Association adopted resolutions calling for an investigation of the scarcity and high price of paper. Another resolution provided for an investigation by the Federation's Executive Council of the report of the State Industrial Commission on a strike in the paper mills at Watertown. Spain has abolished, until further notice, the import duty on wood pulp and logs for paper matting.

executive, F. Burton, Globe, Cardston; Charles Clark, Times, High River; M. R. Jennings, Journal, Edmonton; A. D. Horton, Observer, Vegreville; J. H. Woods, Herald, Calgary; J. A. Carswell, News, Red Deer; vice-president representing the division on the board of the Canadian Press Association, M. R. Jennings, Journal, Edmonton.

### SEPARATED WITH REGRET.

An important feature of the meeting was the request preferred by Robert Sutherland, News, Nelson, B. C., and F. J. Ball, News, Vernon, B. C., that the members of the division from Eastern British Columbia be permitted to withdraw so that they might hold membership in the new British Columbia Division. This permission was granted, regret being expressed at the loss of these British Columbia members.

At the morning session, on August 25, many questions affecting the publishing business, particularly the increased cost of production, were under discussion. A significant resolution adopted called for the laying of an embargo upon Canadian pulp wood to conserve the supply. This resolution will be found elsewhere in this issue.

### NEW BRITISH COLUMBIA DIVISION.

The organization meeting of the British Columbia Division of the Canadian Press Association was held in Vancouver, B. C., on August 17. It had been called by John Neilson, publisher of the Vancouver World and vice-president for British Columbia of the C. P. A., who occupied the chair at the opening session. There was a fair representation of provincial newspaper men present. Officers were elected, and a constitution drafted. It was the feeling of the meeting that all British Columbia affiliations with the Alberta division of the C. P. A. should be discontinued and membership in the new branch be made to include the whole province. Application will be made to the national association to have this plan endorsed. Officers elected were: President, R. Sutherland, News, Nelson; vice-presidents, F. E. Simpson, Standard-Sentinel, Kamloops; Hugh Savage, Leader, Cowichan; secretary-treasurer, F. J. Burde, Province, Vancouver; executive, Robert Dunn, Times, Victoria; G. H. Sawle, Herald, Omineca; W. J. Ball, News, Vernon. The meeting took place on the grounds of the Vancouver Exhibition, and in the evening the visiting newspaper men were guests of the directors at dinner.

### Canadian Papers Raise Prices

TORONTO, August 28.—The London (Ont.) Free Press and the Advertiser have announced that on and after September 30, their annual subscription rate will be three dollars, an increase of one dollar. The action of the London dailies, which is made under a three-year agreement, removes a serious obstacle to the progress of the C. P. A. campaign for higher subscription rates in western Ontario. Many of the country weeklies in the London district were unwilling to put up their price from a dollar to a dollar and a half, so long as the London papers were selling at two dollars, but now that the dailies are advancing their rate substantially, it will be an easier matter for the smaller papers to follow suit. Dailies in other cities of western Ontario, such as Brantford, Guelph, Woodstock, and Chatham, are expected to increase prices.

### Border Life Too Strenuous

After running less than three months, the El Paso (Tex.) Daily Democrat suspended publication on August 23.

# \$2000 Prize Contest

The Public Ledger offers \$2000 in prizes for the best editorial articles on the subjects:—

- (1) Why Mr. Hughes Should be Elected
- (2) Why Woodrow Wilson Should be Re-elected

### Prizes for No. 1

First . . . . .	\$500
Second . . . . .	\$300
Third . . . . .	\$200
Total	<u>\$1000</u>

### Prizes for No. 2

First . . . . .	\$500
Second . . . . .	\$300
Third . . . . .	\$200
Total	<u>\$1000</u>

### Qualified Competitors

- (1) Members of the editorial or reporting staff of any newspaper in the United States.
- (2) Editors or contributors to any magazine or weekly periodical in the United States.

### Manuscripts

Contestants shall submit articles not exceeding 1000 words, bearing an assumed name or other distinguishing mark, together with a sealed envelope bearing upon the outside the assumed name or distinguishing mark, and inclosing the actual name and address of the writer. The sealed envelopes will not be opened until the judges decide on the winning articles. Manuscripts must be addressed: Public Ledger Editorial Contest, Public Ledger, Philadelphia, Pa.

### Judges

- For Question No. 1—**  
 To be announced by William R. Willcox, Chairman Republican National Committee.  
 Three Republicans of national reputation.
- For Question No. 2—**  
 To be announced by Vance C. McCormick, Chairman Democratic National Committee.  
 Three Democrats of national reputation.

### Expiration of Contest

Manuscripts will not be received later than Saturday, September 30. The contest will close at noon on that date. The awards will be announced Monday, October 16, 1916, from which date the texts of the successful articles will be released to the press.

**PUBLIC**  **LEDGER**  
 PHILADELPHIA

## RAPID INCREASE SHOWN IN NEWSPAPER INCOMES

Semi-decade Census Report Indicates Steady Prosperity of Dailies During Five Years to 1915—Ads and Sales Grew, Respectively, 239 and 17.9 Per Cent.—Other Interesting Figures.

Tremendous gains in the printing and publishing industry in the five-year period from 1909 to 1914 are shown in a general summary made public on August 28, by Sam. L. Rogers, director of the census. The number of newspapers decreased slightly, but advertising and sales increased rapidly.

The total returns from newspapers advertising amounted in 1914 to \$184,047,106, as compared to \$148,554,392 in 1909, the gain being 23.9 per cent. The returns from subscriptions and sales amounted to \$99,541,860, as compared with \$84,438,702 in 1909, an increase of 17.9 per cent.

RECORD FOR 1914.

In 1914 there were 22,745 newspapers and periodicals in the United States, as compared with 22,141 in 1909. There were in 1914 2,580 daily newspapers, with a total circulation of 28,436,030, as compared with 2,600, with a total circulation of 24,211,977 in 1909. There were in 1914, a total of 570 Sunday newspapers with a circulation of 16,445,820, as compared with 520 with a circulation of 13,347,282 in 1909. The other newspapers were tri-weekly, semi-weekly, monthly, quarterly, etc.

The census shows the number of establishments engaged in the printing industry as 31,612 in 1914, as compared with 29,757, or 6.2 per cent. gain over 1909. The value of the products amounted to \$810,508,111, as compared with \$662,591,959.

The daily newspaper, according to the census definition, is a publication issued on each of the secular days of the week, Sunday editions being excluded. A morning and an evening paper issued by the same plant are counted as two papers.

### SUNDAY AND WEEKLY PAPER.

The number of Sunday papers published in the United States in 1914 was 570, as compared with 520 in 1909; and their combined circulation in the later year, 16,445,820 represented an increase of 23.2 per cent. as compared with the corresponding figure for the earlier year.

The number of weekly newspapers and periodicals reported for 1914, 15,166, shows a slight increase as compared with the corresponding number in 1909, 15,097. The 1914 circulation of such publications was 50,454,738, an increase of 23.6 per cent. as compared with 1909.

There were also reported, for 1914, 84 tri-weekly newspapers, with an aggregate circulation of 549,495.

The report shows a decrease of 14.3 per cent. in ready-prints, or patent inserts and outsides. During the semi-decade a number of publishers of both morning and evening papers suspended publication of one or the other of their editions; in several instances dailies were consolidated; in others the daily, after an experiment, retired into the weekly field whence it came; and other dailies disappeared without transformation.

If you want Success, you can get it from Nature at the very reasonable price of "Brains, Hard Work, and Honor."



SCOOPED, AND ON THE FRONT PAGE, TOO.

### CANADA BARS MANY PAPERS

Most of Them are in German Language—Heavy Penalty for Possession.

TORONTO, August 29.—The Dominion Post Office Department has this month added a lengthy list of newspapers printed in the United States to its roll of publications prohibited from circulation in Canada. Most of these are printed in the German language and published in New York.

The papers coming under the ban are: Novy Mir, New York; Russkoye Slovo, New York; Abendpost, Chicago; Al Bayan, New York; Amerika Magyar Nepszava, New York; American Independent, San Francisco; Der Buffalo Demokrat, Buffalo; Der Deutsche Lutheraner, Philadelphia; Deutsches Journal, New York; Fatherland, New York; Vorwärts, New York; Gaelic American, New York; Illinois Staats-Zeitung, Chicago; Germania, Milwaukee; Hindustan Ghadr, San Francisco; the Irish World, New York; the International, New York; Illinois Staats Zeitung, Chicago; Irish Voice, Chicago; Issues and Events, New York; Josephinum Weekly, Columbus; Lincoln Freie Presse, Lincoln; Milwaukee Sontags-Post, Milwaukee; New York Staats-Zeitung, New York; New Yorker Herold, New York; New Yorker Revue New York; Narodni List, New York; Ohio Waisensfreund, Columbus; People's Post, Indianapolis; Szabadsag, Cleveland; Svoboda, Jersey City; Tagliche Volkszeitung, St. Paul; Vital Issue, New York; the War, Shanghai; Wochentliche Volkszeitung, St. Paul.

Any person in Canada found in possession of copies of any of these papers is liable to a fine not exceeding \$5,000 or to imprisonment for any term not exceeding five years.

### New Jersey Daily's Enterprise

The Plainfield (N. J.) Press has established border news service by sending James J. McNamee, its sporting editor and advertising manager, to Douglas, Ariz. Mr. McNamee left last week, and his stories are now appearing daily in the Press. Plainfield is especially interested in view of the fact that nearly all of the members of Troop D hail from that city. The service is

### MORGUE HEAD CHOSEN BY TEST

Cleveland (O.) Press Holds Examination to Obtain Suitable Librarian.

With a view toward making the morgue or reference department as valuable to the newspaper as a public library, Editor Victor Morgan, of the Cleveland (O.) Press, has held a civil service examination to obtain the best person to manage that branch of the office.

"We want a library in this office that will be so large and broad in its scope that any information required by the editorial or other departments will be available instantly," says Mr. Morgan. "That is why we need some one who can manage such a department in a capable manner."

There were twenty-five applicants for the position, and these were subjected to a rigid, practical test, so there would be no hit or miss about it. The name of the successful applicant will be announced later.

A similar examination was held to select a typist for work in the editorial department. There were fifty applicants for this place.

### Newspapers Issue Warnings

All the Pittsburgh newspapers the past week have published warnings against a set of individuals, styling themselves "the National Association of Newspaper Correspondents." It is claimed they have been obtaining money under false representations from merchants, attorneys, and other public men. Memberships in this so-called "association" are sold to all who can be persuaded to buy, and the pretence is made that such membership entitles the holder to special privileges in the newspapers, including the suppression of publicity not desirable. This association, it is claimed, has been operating for some time in the Pittsburgh district.

unusual for a paper the size of the Press, and is in keeping with the excellent National Guard news service it has furnished its readers ever since the Jersey troops were called to the colors.

### MCLEAN ESTATE GETS STOCK

Courts Grants It Permission to Buy Wilkins Holdings in Washington Post.

Permission to purchase for \$469,000 the 270 shares of the stock of the Washington Post Company belonging to John F. Wilkins has been granted by the District of Columbia Supreme Court to the American Security and Trust Company, as executor of the estate of the late John R. McLean. Mr. McLean owned 320 shares of the stock. The purchase of the Wilkins interest will make the estate practically the owner of the paper, only ten shares being outstanding.

The court was asked to authorize the sale by the executor of United States bonds amounting to \$500,000 belonging to the estate to provide funds for the purchase of the Wilkins interest. The trust company has only \$144,000 in cash belonging to the estate, the court is told, and must dispose of some investments to complete the purchase.

After reciting the history of the purchase by John R. McLean, in 1905, of one-half of the stock then owned by John F. Wilkins, the trust company explained that the contract of purchase included an agreement by which, at the death of Mr. McLean or Mr. Wilkins, the survivor might have an option of purchase of the other interest.

Mr. Wilkins offered either to buy Mr. McLean's interest or to sell his own at \$1,740 a share. The par value of the stock is \$100. Edward B. McLean, the son, and Francis T. Homer, the adviser, declined to consent to a sale of the McLean interest.

Mr. McLean, according to the petition, paid more than \$2,500 a share for the 320 shares owned by him. The executor was disinclined to sell for \$1,740 a share. The trust company, therefore, decided to purchase for the estate the other interest.

The figures disclosed in the petition indicate a valuation of the Post at \$1,500,000 at the time of the acquisition by Mr. McLean of an interest in the publication. The price paid by him for his share totalled \$833,816.

### GOVERNMENT MILL PROPOSED

Tavenner Thinks Government Paper Mill Would Stabilize Prices.

WASHINGTON, September 1.—Government ownership of a pulp and paper mill for the manufacture of print paper for the Government Printing Office, and "to obtain for newspaper publishers and the printing trade in general, definite information as to the cost of the manufacture of news print paper, so as to protect them from excessive charges by unscrupulous manufacturers," is proposed in a bill which Representative Tavenner, of Illinois, introduced into the House of Representatives on Thursday.

Mr. Tavenner says that the Government has the forests and the water power, and that these can be utilized to produce paper, and that in addition to providing paper for the Government at cost price, he says the Government can secure information through the operations of the mill, which will be of inestimable value in determining a fair price to be charged for news print paper.

We give it as our opinion that the greatest bond between a business man and his banker can be secured only by Frankness.

# London Times=Public Ledger Cable and Mail Service

**B**Y ITS recent arrangement with the London Times, the Public Ledger has bought *the most exclusive cable service in the world*. No other organization has such a splendid world-covering force of trained correspondents as the London Times. This great newspaper commands today more exclusive and original sources of news than at any stage of its career.

## Complete Service of the London Times

That is just what the Ledger Syndicate offers—the *entire service* of the world's greatest newspaper, by cable and mail.

A new phase of the development of Europe opened with the Allied Economic Conference in Paris, which began the framework for a league of nations. Henceforth the Times will be the paramount newspaper authority on the realignment of the map of Europe, and the publisher taking this service will have authentic news ahead of other papers.

In order to put the service on a strictly American basis, the Public Ledger has placed its Managing Editor in the office of the London Times as the special representative of the Ledger syndicate.

The service has been graded to enable every newspaper to take advantage of some portion of it. The terms will interest *you*. This is the journalistic opportunity of the year. Investigate it *NOW*. Wire for reservation on your territory.

## Public Ledger Syndicate

BLAKELY HALL, Manager

PHILADELPHIA

## ALABAMA HAS SOME QUEER LIBEL LAWS

W. H. Jeffries, Business Manager of the Birmingham Age-Herald, Tells About Them—How the Publishers Are Penalized for Telling the Truth—Some Notable Examples Cited.

Running a newspaper in Alabama is no joke—it is no job for a poor man. This is the opinion freely expressed by several who heard an exposition of the Alabama libel laws this week, as given by W. H. Jeffries, business manager of the Birmingham Age-Herald, who is in New York city.

Under ordinary conditions the libel laws of the various States are grievous burdens for the newspaper editors and publishers to carry, but in the State of "Here We Rest" they are as different from those in other States as a typhoon is worse than a summer zephyr.

Mr. Jeffries ought to know, because he is at the present time the victim of one of the conditions of the law that would apply in no other State but Alabama.

### MR. JEFFRIES'S EXPERIENCE.

As reported in recent issues of THE EDITOR AND PUBLISHER, Mr. Jeffries, with E. W. Barrett, of the Age-Herald, and Victor H. Hanson, of the Birmingham News, recently engaged in a newspaper controversy, which was amicably settled through the good offices of the Rotary Club. While the controversy was at its height, the prosecuting attorney made a complaint against Mr. Jeffries, charging him with criminal libel. He was placed under arrest, and provided bail for his appearance for trial. The matter was to have come up before the court for disposition this past week, but a continuance was had.

Mr. Jeffries anticipates a verdict of "guilty" on his trial. He referred to the fact that on one occasion, not many months ago, a crowd of whites was caught by the police red-handed shooting craps. They were arrested, taken to court, and fined. The Age-Herald by chance mentioned the name of one of those who had been caught, naming him as the ringleader, and referred to another escapade of his. The latter immediately sued for libel, claiming that his character had been damaged to a considerable extent by the article, and received a verdict of a few hundred dollars. This case has been appealed.

### ANOTHER INTERESTING CASE.

Still another instance cited by Mr. Jeffries was of a man who recently ran for Governor of Alabama. The Age-Herald mentioned that a cousin of the candidate had done certain things; whereupon a suit for libel was entered by the candidate. He was awarded \$10,000, and this case is also on appeal.

To a representative of THE EDITOR AND PUBLISHER, Mr. Jeffries said:

"No matter if you know positively that all you want to say is gospel truth, and you are in a position to prove every word of it true, you cannot print it and mention the man's name, or even intimate or insinuate who he is. If you do you are liable for libel. This law was passed about four years ago, and has worked great hardships on Alabama publishers.

"Of course, we know why it was done, but that is not at issue. We hope to have it considerably modified in the near future, but meanwhile we must be very careful. My own case I prefer not to speak about just now, but it is a sample of what may happen to a man, even though his quarrel with the other fellow may be patched up and they be friends again. Even a police officer may



REUBEN GOLDBERG—MISS IRMA SEAMAN.

## RUBE GOLDBERG TO MARRY

Mail's Well-Known Cartoonist to Become a Benedict.

Rube Goldberg, the Mail's cartoonist, is about to follow in the footsteps of his colleagues, and in October next will take unto himself a wife. He will be married about the middle of the month to Miss Irma Seaman, daughter of Mr. and Mrs. S. W. Seaman. The wedding is to take place in New York, but details have not been announced as yet. The father of the bride-to-be is one of the leaders in the wholesale grocery world.

Mr. Goldberg is a product of California, and is about thirty-three years of age. He was educated in that State and

graduated from the University of California as a mining engineer. He had always been an artist from boyhood days, and when the opportunity was presented of becoming a cartoonist on the San Francisco Bulletin, he took the place and gave up his profession. His salary was \$8 per week. In 1907 he came to the Mail in New York and has remained here ever since. It is reported now that his salary and income from the movies aggregate about \$100,000 per year.

Some time ago he took up the idea of making cartoons for the movies, and in May of this year his first movie cartoons were released. They have attained as much popularity as his newspaper work.

institute the proceedings against you, whether the man who is alleged to have been libelled wants to prosecute or not.

"You can see from this that one who is not a friend can keep you forever in hot water by simply watching for your slips. It is certainly a good thing for the lawyers, because it costs money for lawyers to defend these suits, and almost any one can get a lawyer somewhere to take his suit on a contingent basis of part of the recovery. You call them ambulance chasers up North here, but we call them *shyste's*."

Mr. Jeffries is combining business with pleasure and renewing old acquaintances. He is the typical Southern gentleman in appearance, and is not by any means the fire-eater he has been pictured.

## NO COMMON OFFICE CAT, THIS

Col. Thornton's Pedigreed Persian Pet Holds Reception in St. Louis.

Invitations to the christening party of Col. William C. Thornton's Persian kitten one evening last week were eagerly accepted. Col. Thornton is the veteran railroad editor of the St. Louis Globe-Democrat, whose acquaintance in St. Louis is as extensive as one man's can very well be. The Colonel has many lady friends, who dote both upon the Colonel and his pet kitten.

It was "Tom Nantucket, jr." that was so honored, and in a picture of those assembled, which appeared on the front page of the Republic the next morning, the faces of some of St. Louis' elite femininity were depicted. Also,

there were gentlemen, but in the grouping, they stood on the outskirts, while the ladies were in the close-up around the Colonel and "Tom."

The latter sat upon a plush cushion, and appeared not at all abashed by the attention paid him. He is a pure white royal Persian cat, and comes of right royal stock, according to Colonel Thornton, the ladies, and the pedigree book. His lineage runs, please, away back to "Lord Dundreary" and "Golden Dream," both top-notchers in catdom, the descendants of which have received the adulations of admirers for generations much as did "Tom" on this occasion.

The invitations to this unusual party were sent to 250 society folk, and each was accompanied by the Colonel's card. Although his guardian has spent his life much in the newspaper game, "Tom" will not become a newspaper cat. Far from it! He is too royal for that. He will never be found sleeping on the rollers of the presses in the basement, nor will he cuddle up among the big rolls of paper. Mice? Horrors, No! They might scare away the ladies.

## Clipping Bureaus at Odds

Henry Romeike, Inc., a newspaper clipping company, has applied in the Supreme Court for an injunction to restrain Albert Romeike & Co., a rival concern, from using the family name in its business. The plaintiff corporation was founded more than thirty years ago by the late Henry Romeike. Georges D. Romeike, its president, is a son of the late Henry Romeike, and Albert Romeike is a brother of the original paper clipper.

## CIRCLE CILK COMPANY RECEIVES A SETBACK

Federal Trade Commission Orders It to Cease from Using "Cilk" in Referring to Its Products Other Than Silk—Goldin Bros. Abandon a Deceptive Label, "Sewing Silk," Voluntarily.

WASHINGTON, August 29. — A far-reaching decision of the Federal Trade Commission relating to sales, trade-marks, and advertising matter has just been rendered by that tribunal. The decision is of importance as illustrating the work of the act creating the commission and its attitude towards the law and business interests.

The Commission has issued a consent order in the case involving the Circle Cilk Company, of 2734 North Fifth Street, Philadelphia, ordering that company to cease and desist henceforth from using the word "cilk" in reference to any of its products, other than silk, in connection with sales, trade-marks, or advertising matter.

### THE CASE OF GOLDIN BROS.

A similar complaint against Goldin Brothers, of 177 Grant Street, New York, has been dismissed by the Commission on evidence that the company has entirely ceased the practice of misbranding as "sewing silk" a product of mercerized cotton thread. Goldin Brothers denied that the use of the label was an attempt to deceive, saying that the trade well understood the nature of the product and was not deceived by the label, and that, in consequence, it was not an unfair method of competition. They stated, however, that before the complaint was brought they had abandoned the use of the label containing the words "sewing silk."

The cases thus disposed of without resort to drastic court action are of far-reaching importance as illustrating the working of the act creating the Commission and its attitude toward the law and toward business.

The complaint against the Circle Cilk Company alleged that the company was manufacturing and selling in interstate commerce a floss, or thread, made of mercerized sea island cotton and labeled "Circle Cilk Embroidery Floss." The Commission held:

### EXACT MEANING OF "SILK."

"The word 'silk,' when applied to thread or textile goods, both in technical and popular usage, has precise and exact meaning and is only accurately and properly used in identifying and describing materials derived from the cocoon of the silk worm.

"Respondents have extensively used the word 'cilk' in labelling, advertising, and disposing of their product in interstate commerce as complained of, with the result that such misbranding is likely to deceive some persons in the trade and has deceived some of the consuming public into believing they are buying and receiving a product made of silk when in fact they are not.

"That whenever such confusion and deception occurs there also results a damage to the trade and manufacturers who deal in silk products.

"The Commission also finds that such resulting confusion, deception, and injury has resulted without any malicious intent on the part of the respondents."

The business man who spends one day for business, and the other five for "financing" is spotting balls to a competitor whom he should play even.

Truth alone is courageous.

**TEXAS EDITORS TO CUT WASTE**

Follow Example of Metropolitan Papers for Reducing Paper Consumption.

WICHITA FALLS, Tex., August 28.—Several hundred editors from the Texas Panhandle and west Texas attended the Panhandle Northwest Texas Press Association in its annual convention here Friday and Saturday, August 25 and 26.

At the closing session on Saturday, J. L. Martin, of Crowell, publisher of the Foard County News, was elected president. Cyrus Coleman, editor of the Henrietta (Tex.) Independent, was re-elected secretary. Harry Koch, editor of the Quannah (Tex.) Tribune-Chief, was endorsed for vice-president of the Texas Press Association. Seymour was chosen for the next annual meeting, to be held in 1917.

Numerous addresses were delivered and papers read on questions relating to the country press. The most important matter under discussion was that of print paper, and its conservation, and the editors present expressed the sentiment that the rural press should follow the lead of many of the metropolitan dailies in cutting off free lists and reducing their exchange lists.

**Newspaper Man Helps Censor**

Lieut. E. Beaufort, a well-known western Canadian newspaper man, who has seen service on the Winnipeg Tribune, the Edmonton Journal and other Western dailies, and who has lately been attached to the 194th Edmonton Highlanders, has been placed in charge of the translation department of the Chief Censor's office at Ottawa. The fact that Lieut. Beaufort was educated in Germany and for a time represented



the London Daily Mail in Berlin, fits him in a special way for his new post.

**CESARE IS NOW A BENEDICT**

Evening Post's Cartoonist and Daughter of O. Henry Wed.

The wedding of Oscar Cesare, the cartoonist on the Evening Post, and Miss Margaret Worth Porter, daughter of the late O. Henry, united two well-known artists, one in the field of fiction and one in the field of cartoonists. Mr. Cesare has made a name for himself in his field, as has Mrs. Cesare in the realm of writers. He was born in Sweden in 1883, and his residence in the United States dates from 1900. Buffalo first claimed him as a resident.

There his work at the Art Students' League secured for him an appointment on the Chicago Tribune in 1902, and there his first public work was done. He did dramatic caricatures for three years with the Tribune, his work being featured. In 1905 he came to New York and did considerable work for Harper's Weekly, Everybody's, Collier's, and other magazines, mostly in caricatures.

In 1909 the New York World secured his services. In 1912, when W. C. Reick took over the Sun, Cesare went with him, and his was the first cartoon to appear in the Morning Sun. He remained with the Sun until July last, when he went to the Post. There his work is along the line of political cartooning, and is building his reputation even more solid and substantial than before.

**25 YEARS WITH ONE NEWSPAPER**

P. J. Reid's Quarter-Century Service on Detroit Free Press Is Commemorated.

Phil J. Reid, editor of the Detroit Free Press, has completed his twenty-fifth year of service with that newspaper. He joined the staff of the Free Press in August, 1891, going there from Providence, R. I.

On the occasion of the anniversary his fellow workers on the staff, and in all departments of the paper, united in presenting him with a pair of diamond-studded platinum cuff links, with beautifully engraved gold inlay settings for the glittering stones.

Immediately after the presentation had been made he was handed a bundle of congratulatory telegrams and letters from prominent people of the city and State, and from newspaper men. These had been withheld from him until they could be presented collectively.

**Farewell to Terry Ramsaye**

More than fifty friends of Terry Ramsaye, publicity and advertising director of the Mutual Film Company, gave him a farewell luncheon at the Claridge, in New York, a few days ago. Mr. Ramsaye's department was transferred this week to Chicago. Arthur James, president of the organization, announced the appointment of Hopp Hadley, as advance agent; Harry Reichenback, advertising manager; Carl Pierce, business manager; Wid Gunning, critic, and Leslie Mason, trade press representative. During Ramsaye's newspaper career he has worked on eighteen daily papers.

The best \$2 investment is a subscription to THE EDITOR AND PUBLISHER.



**What we claim and prove for the Automatic Blanket—**

- It will save 50% of printed waste.
- It will save 100% tympan cloth.
- It will give 50% better printing.
- It will increase press efficiency 10%.
- It will save 10% of power.
- It will eliminate 90% of paper breaks between the cylinders.
- It will print a blacker, cleaner paper.
- It will last longer than the best of Felt.
- The cost but little more than Re-pressed Felt.
- Carried in stock, 34, 36, 38, 40 and 48 inches wide.

**We Are the Sole Manufacturers**

Write for sample and descriptive matter

**New England Newspaper Supply Co.**  
WORCESTER, MASS., U. S. A.



New York: August 24, 1916.

New England Newspaper Supply Co.,  
Worcester, Mass.

Gentlemen:—

The automatic press blankets, which we have recently installed on our presses, are giving excellent satisfaction. We can already see a saving in press clothing of at least \$2,000 per year.

We have also noted increased efficiency in our Press Room by fewer breaks, less print waste, better printing, increased press product and valuable time saved from the reduced number of press interruptions.

Yours very truly,

THE NEW YORK WORLD  
*W. A. Solis*  
Auditor.

## LOUIS WILEY TALKS TO SEATTLE COLLEGE CLUB

Tells College Men Some of the Many Things He Knows About the Making of a Great Daily Newspaper—Sounds His Familiar Slogan of Clean News and Clean Advertising.

Louis Wiley, of the New York Times, talked entertainingly on August 28, at the College Men's Club, of Seattle, Wash., on newspapers and their making. After paying high tribute to the newspapers of the West in general and those of Seattle in particular, he said, in part:

"One of the marvels, as well as one of the blessings, of modern civilization is the daily newspaper. I believe that if most intelligent citizens were confronted with the necessity of choosing either a breakfast or the morning newspaper, they would select the latter.

"The morning newspaper is an essential to modern life. It is important, therefore, so to conduct it that it will be a source of inspiration as well as information, and truly helpful to the public welfare.

### NEWSPAPERS AND THE WAR.

After sympathizing with "the British publications which are restrained by injudicious censors from printing important news," Mr. Wiley continued:

"It is generally admitted that American newspapers have excelled British, French, German, and other newspapers in their presentation of news from the fighting fronts. No matter where the activities may be, the correspondents contrive to send something to their newspapers on this side of the Atlantic. It not infrequently happens that there is fighting on three fronts in one morning, and considerable space has then to be devoted to the all-enthralling subject. Great space means long cable dispatches and large expenditures of money. It often occurs, also, that verification of some startling reports must be instituted, and then the wires are kept going until the desired information comes to hand. Both sides of the momentous issues involved have been given to the world, and no effort or expense has been spared to set the views and acts of all the belligerents fairly and squarely before American readers.

### SERVICE RENDERED BY PRESS.

"The newspapers have in this war rendered a service to historians unprecedented in previous conflicts. It was conceded that correspondents representing newspapers during the Crimean, Franco-Prussian, Russo-Turkish, and other great wars assisted the public to an appreciation of the horrors of battle and supplied future commentators with the data necessary to their compilations and reviews, but the present strife in Europe has afforded writers, artists, and photographers with hundreds of opportunities hitherto unknown. When the war is over the bound volumes of pictures and comment will leave very little for the historian to accomplish; it will practically have been done for him at the time the most stirring events were in progress.

"Censorship may have compelled the omission of matters leading to certain results, but the important actualities are known, and historians deal with facts."

### KEEPING ADVERTISING CLEAN.

Mr. Wiley talked at considerable length on advertising and circulation, showing how the figures were distributed among New York newspapers during the first seven months of 1916, when

# L' EVEIL

44, boulevard Montmartre, Paris (17<sup>e</sup>).  
Telephone: Berg. 38-33  
April 30 h.: Gal. 77-48

DIRECTEUR-REDACTEUR EN CHEF  
JACQUES DHUR

ABONNEMENT  
2 an 6 mois 3 mois  
30 fr. 18 fr. 12 fr. 50

## PARISIAN NEWSPAPER CUT TO TWO PAGES

By J. M. ERWIN

PARIS, July, 1916.

Jacques Dhur is the director and editor of the Eveil, which is a Parisian daily still in its first year of existence and reputation. Eveil may be translated as the Alarm, or the Warning, in its professional sense, though the records do not show whether it has ever saved the country on any special occasion or forearmed the people against any particular danger.

M. Dhur himself, however, is not a new boy on the job. He is one of those types of local journalism who have gone into and out of several reporting or editorial rooms and have left stories that are useful to the Index. He has been star reporter here and there, the sort of man who is put on the scent when the chief says: "Now, we must play this up in all its details, horrible and otherwise." Thus he has figured as the scribe in big scandals, big murders, big robberies, big fatalities, and big contracts, because he has a sharp nose and a flowing pen. In the course of his service, like others of the tribe, he contracted a spell of ambition, the result being the founding of a paper of his own.

The Eveil started with four pages, but now prints only two, and the point of this tale is M. Dhur's professional frankness in explaining why he prints only two pages instead of four. It was like this: From August, 1914, to this period in 1916 the price of print paper has risen 125 per cent. The story might be terminated right there, as far as explanations are concerned, but I will relate a little more about M. Dhur's methods.

A meeting of newspaper proprietors was held recently, and they said in unison: "what are we going to do about it?" One of them suggested soliciting "the aid of the friendly public, which is with us," but the others murmured sundry remarks about the long summer days and warm atmosphere. The editor of the Eveil was the only one who was ready with a prompt solution, and he said: "I know what I'm going to do; I'm going to navigate with one sail, printed on both sides."

He continued: "Paper has become a luxury, just like sugar. A few wise housekeepers, foreseeing the crisis, laid in a stock of the sweet, while the masses were either indifferent to the danger or unable to purchase a stock. Just so with us newspaper men as regards paper. I was one of those who were unable. The big fellows with bank balances cleaned up the paper market at the beginning of the scare, and allowed the rest of us to take what's left if we could pay for it." And then he was suddenly inspired with an idea, which he proposed at once—why couldn't the government proceed in the same manner as it has done with sugar, horses, powder, or automobiles—that is, requisition the paper as an article of public utility? The confrères smiled. It was judged too revolutionary.

Accordingly, the Eveil will stub along as best it can on two pages. Moreover, one can easily keep all the war news, and the others, too, on two pages—if necessary. "That which occupies space in a newspaper," explains M. Dhur, "is the advertising. Now, as for advertising, I have none, as my principle ever has been that I never should solicit it. Therefore, I am waiting for it to come and find me, and thus far it has failed to do so. Even the big department stores, which seem to distribute advertising so lavishly, ignore me. Perhaps that's because I was impudent enough to stick my nose into the question of their war prices, which permit them to charge more for their merchandise and pay their employees less than before the war.

"The only advertising I have printed—and free advertising at that—was for my financial backer, so you see that, after all, I'm not in such a great need of space. During these war times each copy of the Eveil costs 6 centimes, and is sold for 5 centimes, hence the greater number of copies bought by the public the more I lose. It reminds me of the old soak immortalized in two lines of musical verse, who removed himself to a suburban town because there

The booze costs two sous less than in Paris,

So the more I drink the more I gain.

"But there is another reason, one which is more serious, one of social order which impelled me to reduce the Eveil to two pages. You know, the paper manufacturers require vast quantities of coal. And of coal there is a scarcity among the people. The more coal that goes to the factories means less coal for the households, the hearths of our valiant soldiers who are at the front. Each roll of print paper represents a certain weight of the combustible which is so necessary, and will be more so next winter, to the thousands of women and children who have difficulty in keeping themselves warm. Should not this one consideration induce the big dailies, those gluttonous swallows of paper, to come down to two pages?

"At the present writing I have not yet heard of any of the big fellows being converted."

62,512,604 agate lines of ads were carried by mediums circulating 3,000,000 copies a day. He added:

"The advertising columns of some newspapers teem with announcements which no self-respecting or public-respecting publisher should permit to appear. Legislation has attempted to suppress fraudulent advertising, but the line of demarcation between honest and dishonest advertising is not easy to determine by legislation or police investigation. The ways of unscrupu-

lous advertisers are not, however, always determined by legal expedients, and it needs not only a general knowledge of the underworld of advertising, but some courage to refuse questionable business."

### THE SUCCESSFUL NEWSPAPER.

In conclusion, Mr. Wiley said:

"What makes a newspaper great and in the highest sense successful? The foundation is plainly the confidence of its readers, the respect of the com-

## NEWS CUP FOR SPEED BOATS

Detroit Evening Daily Encourages Racing of Express Cruisers.

One of the handsomest trophies offered for speed boats this season is the cup put up by the Detroit Evening News Association, for express cruisers capable of making more than twenty



DETROIT NEWS TROPHY.

miles an hour, and to be raced for on the Detroit River September 2, 4, and 5. The cup is of silver, stands 30 inches high with the base, and is known as the Evening News Trophy.

The winner of the thirty-mile race will obtain the cup in fee simple for winning the race, as it is not a challenge trophy. The race will be run on the three-heat plan, ten miles each day, and decided on the point system. The race will be a free-for-all except for the speed stipulation, will be run over the same surveyed five-mile course as the fourteenth competition for the Gold Challenge Cup, and handled by the same officials. It will be sanctioned by the American Power Boat Association, the application having been made by the Miss Detroit Power Boat Association, Detroit Yacht Club, and the old club of St. Clair Flats.

In giving the trophy for the express cruiser class the Evening News Association had in mind the encouragement of competition in this class on the Great Lakes, and because of the many new craft of this type ordered this year by speed-boat devotees. The express cruiser having received its greatest impetus at Miami, where races are annually held; but the last race there, in February, was won by a Detroit boat, and this craft set a world's record for its class, although it has since been beaten.

munity to which it appeals. It comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when brains are added, illuminating and vitalizing all these, the newspaper that is the fruit of this blending wins the confidence of the public. These conditions by their nature mean absolute independence of any outside control or influence."



## DEALERS HELP MEN FORM NATIONAL ASSOCIATION

**Important Two Days' Conference in Chicago Resulted in Organization Which Seems Destined to Exert Wide Influence in Newspaper Advertising Circles—Its Purposes and Plans.**

National interest has been aroused by the recent formation, in Chicago, of the National Association for Dealer Service.

For two days fifty-five representatives of manufacturers, retailers, newspapers, and advertising experts discussed new problems of merchandising at a conference at the Hotel Sherman. These men are the pioneers in the organization, which by the end of another year is expected to have a membership of 1,000, and ultimately a roster five times that large.

C. M. Schuller, of the United States Gypsum Company, was elected president. Other officers named are: F. C. Kuhn, of the Sherwin-Williams Company, Cleveland; first vice-president; S. B. Hord, of the Eastman Kodak Company, Rochester, second vice-president, and J. E. Byrnes, Chicago, secretary-treasurer.

"The most encouraging feature of the movement is that those who came to Chicago to attend the meeting did so at an informal invitation extended by private individuals who represented no recognized organization," said Secretary Byrnes. "It was not the standing of the persons who sent out the invitation which brought them, but the principle involved. Business men in every line of industry have long felt the need

for coöperative service between manufacturer and dealer. Many concerns have developed plans of their own. Now the time has come when these efforts are to assume a definite and standard form."

### ADVERTISING PROBLEMS DISCUSSED.

Much of the convention's time was devoted to the discussion of advertising. Particular stress was laid on the importance of newspaper advertising to supplement that in the great national magazines, whose circulations are countrywide.

"It is not enough that the manufacturer should advertise his product nationally and then place the burden of creating a local demand on the shoulders of the retailer," declared Mr. Joerns.

"The importance of local newspaper advertising cannot be overestimated. This is the medium in intimate touch with the ultimate consumer. As a part of service for the dealer, the up-to-date manufacturer has come to realize he must share with the retail merchant the burden of expense of local advertising.

"In some communities, where there is no daily paper, some manufacturers have even gone to the length of helping the local merchant to publish his own paper. Such methods constitute true coöperation, and it is by such methods that goods are moved from the shelves of the retail stores in the shortest possible time."

Methods of assisting the small merchant in maintaining his cost systems were discussed by Cart Hunt, editor of Associated Advertising of Indianapolis. This work has been taken up with determination by the

Associated Advertising Clubs of the World, he said.

### MANY GOOD SPEAKERS HEARD.

Selfish manufacturers who attempt to monopolize the interest of the dealer in behalf of their own individual product came in for sharp criticism by George L. Louis, of A. Stein & Co., manufacturers of the Paris garter. "Coöperation does not mean forcing your own product on the dealer to the detriment of his business as a whole," he said.

Other speakers were G. A. Nichols, manager of the service department of Butler Brothers; G. W. Stratton, of the King Motor Company, Leroy A. Kling, sales manager of the Jeffrey Manufacturing Company; Spencer B. Hord, assistant advertising manager of the Eastman Kodak Company, and Frederick C. Kuhn, of the Sherwin-Williams Company, of Cleveland. All dwelt on the importance of proper newspaper advertising as one of the essentials of successful selling.

Among the principal tasks to be engaged upon by the Dealer Service Association will be an intensive analysis of markets block by block in every principal city of the United States. This information will ultimately be compiled as a book of reference for the membership of the body.

### This Dog Has Several Days

A highly appreciated tribute was paid by the Indianapolis (Ind.) Star to the Union Printers' National Baseball League, when that organization held its tournament in Indianapolis. The Star, as its contribution to the joyous occa-

sion, issued a full-size, seven-column paper, the Dog, every morning during tournament week. The paper was filled with lively news concerning the big event, and made a hit with the fans.

### Barry Heads Republican Bureau

David S. Barry, who is in charge of the publicity bureau at National Republican headquarters, in New York, is



Bain News Service.

DAVID S. BARRY.

a veteran Washington correspondent, having represented the Providence (R. I.) Journal at the capital for several years. During the last campaign he was assistant publicity manager of the Republican Committee.

THE INTERTYPE  
FAIR PLAY - FAIR PRICES - FAIR PROFITS

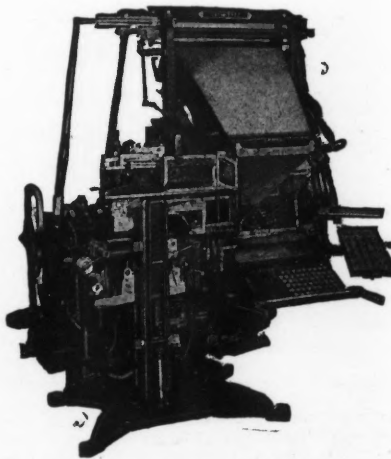
# KNOW THE INTERTYPE

Model A  
Single Magazine  
\$2100

Model B  
Two Magazines  
\$2600

Model C  
Three Magazines  
\$3000

Standardized and  
Interchangeable  
Models.



—then you won't buy it because of its price or because it is a good club to hit the other fellow with. You will buy it because you know it is THE BETTER MACHINE.

Our success is increasing because more men are learning the Intertype.

NEW YORK  
WORLD BLDG.

CHICAGO  
OLD COLONY BLDG.

NEW ORLEANS  
316 CARONDELET ST.

SAN FRANCISCO  
86 THIRD STREET

INTERTYPE CORPORATION

CANADIAN AGENTS: MILLER & RICHARD. Jordan Street, Toronto : 123 Princess Street, Winnipeg.

*The New York World Has No Rival*

# NEW YORK

The Newspaper Which Constantly Carries the most  
Continually Pays Best in All Lines of  
Profitable Medium for

## The Decision of the Majority is the Safe Guide

**M**AJORITIES are the dominating bodies.

They determine and set the pace in all the vitally important affairs which have to do with business, of both a private and a national character.

And the larger the margin of excess in majorities, the stronger is the influence the majorities exert.

By a *greater margin* than ever, the *pinnacle place* among the potential advertising mediums is conceded to *The New York World* by an overwhelming majority of influential *advertisers who have tested the value of The World by every means.*

The strongest and most enthusiastic advertisers who thus admit the supremacy of *The World*, are discriminating manufacturers and merchants who keep a daily record of *The World's* results.

The supremacy of *The World* is indicated by Local Advertising published in its columns during July, 1916

<b>WORLD . . . . .</b>	<b>1,027,708</b>
Times .....	786,484
American .....	672,360
Herald .....	633,332
Tribune .....	297,896
Sun .....	242,687

Thus it will be seen that, from whatever angle you may view it, *The New York World* is the  
**ADVERTISING MEDIUM**

All Figures in This Advertisement are from the Statistical

*The World Is FIRST In QUANTITY of*

NEW YORK  
ST. CHARLES ST.

No Record To Break But Its Own

# THE WORLD

the most Local Advertising, and at the Same Time  
 line of Business, is Logically the Most  
 n for National Advertisers

## Shrewd Advertisers Never Remain Long Mistaken

THIS is especially true in New York.

It explains positively why Local Advertisers prefer, and continuously favor The World, and assign to *The World first place* in all their important campaigns.

New York merchants, manufacturers and jobbers are admittedly the shrewdest advertisers in the country. They blaze the trail which others follow.

They judge facts impartially and demand a full equivalent for every dollar they spend.

*Every fact pertaining to The World's leadership has been proved time and time again by these advertisers in their own way.*

In not a single instance have they left anything to guesswork.

Advertisers everywhere will find it profitable to follow these men's clearly blazed trail.

Again the undisputed leadership of The World is proved by the amount of TOTAL ADVERTISING, published in the same month:—

<b>WORLD . . . . .</b>	<b>1,346,894</b>
Times . . . . .	1,147,712
American . . . . .	1,064,338
Herald . . . . .	838,832
Tribune . . . . .	426,859
Sun . . . . .	408,715

may look at The World, its standing as the FOREMOST  
 DIM is without question.

Statistical Department of The New York Evening Post.

of Circulation As Well As In QUALITY

# THE EDITOR & PUBLISHER

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

New York, September 2, 1916.

An idea, like a ghost, must be spoken to a little before it will explain itself.—Dickens.

The Public-be-Told policy is to be adopted by the Pullman Company.

IT may be that THE EDITOR AND PUBLISHER could have secured some feature of greater value to its readers than the series of articles by Jason Rogers on "Newspaper Making"—but we cannot imagine what it would be.

A well-intentioned editor may make a gift of valuable space to some space-panhandler ONCE—but his education, at the hands of the business manager, should begin from that moment.

SENATOR HITCHCOCK'S bill, placing a graduated internal revenue tax on all sales of news print made at more than two cents a pound, will not do. The tax would simply be passed on to the consumers, as is always done in such cases. As the Brooklyn Eagle says, "the remedy would be worse than the disease."

"THE newspaper expresses opinions which its readers have not considered before and which sometimes become their opinions." This is a bit of Miss Bina West's address on newspaper advertising before the recent congress of fraternal societies. Fraternal society people have long considered Miss West as one of the country's greatest women. No other advocate of newspaper advertising as an aid to organization work in these lines could have carried more conviction, so that real results may be expected.

FRANK DAY, publisher of the Fairmont (Minn.) Sentinel, has always opposed "boozie" advertising, and other advertising which might have no proper place in a home newspaper. His brother publishers have been astounded at his acceptance of a \$500 cigarette advertising contract, which some of them had turned down. Editor Day now confesses that the business office "slipped one over" on him, and admits that it is "shamefully wrong" for his paper to print this advertising—also that his alibi is extremely weak. He promises greater vigilance in the future. If full confession is good for the soul, editor Frank Day's soul must now be in fit and dandy shape.

UNDER the head of "Advertise Nebraska," the Omaha World-Herald prints a spread editorial urging that the State provide for a "publicity agent," with an appropriation to cover his expenses and salary. It would be his duty to secure free publication of stories about the resources and attractions of the State in newspapers and periodicals all over the country. It does not occur to the editor of the World-Herald to urge an appropriation for ADVERTISING his State outside its borders—he simply calls for expenses and salary for a press agent. Suggestions of this nature should be fought, not made, by newspapers. A

## NEWS PRINT MANUFACTURERS MUST SPEED UP PRODUCTION

THE publishers of American newspapers are making serious sacrifices in order to reduce consumption of news print.

The manufacturers of news print must respond to this movement by making serious and extraordinary efforts to increase the output of their mills. The efforts of the consumers to reduce the demand and the efforts of the manufacturers to increase the supply must be synchronized. If this is accomplished the market will be restored to normal conditions—news print manufacturers will sell the output of their mills at a profit, and newspaper publishers will continue to do business at a profit.

The reputable men connected with the news print industry have denounced as "pirates" those manufacturers who are taking advantage of the present shortage in supply to extort confiscatory profits from publishers who are not protected by unexpired contracts. The epithet is not intemperate. But the dominant men of the industry are also on trial. They owe it to their patrons—the publishers—to see to it that the methods of these price-pirates shall not affect the business policies of the reputable paper companies.

Is the record clear in this matter? Let us see. A newspaper in the West uses about 10,000 tons of news print a year. It buys, it is safe to assume, from a large news print concern. It has been stated with authority that the increased cost of making news print since the beginning of the European war makes necessary an increase in the selling price averaging \$5 per ton. This would mean that this Western newspaper would have to pay an increased cost of \$50,000 a year in order to afford a legitimate profit to the news print manufacturer under present conditions. BUT THIS WESTERN NEWSPAPER IS PAYING AN INCREASED COST OF \$150,000 A YEAR!

This means a tribute to price-piracy of a hundred thousand dollars a year—an arbitrary, flat profit, collected without other pretext of justification than that of a shortage in the supply!

The case cited is not an extreme illustration. Publishers compelled to buy in "the open market" find that market in control of price-pirates who exact as high as \$100 a ton for news print which could be sold at a nice profit at the mill at \$45 a ton. This is not a market—it is a hold-up. If such a condition could conceivably be permitted to continue for half a year, it would result in the throttling of thousands of newspapers, daily and weekly. It would constitute a more serious menace to our free institutions than we have faced at any other period in the nation's life.

There is more at stake in this situation than the extorted profits of the price-pirates. There is to be repelled an attack upon the fundamental interests of the whole people—and the attack will be repelled through drastic means if these shall be required.

THE EDITOR AND PUBLISHER speaks now to the dominant men in the news print industry, and urges these men to meet half way the dominant publishers of American newspapers. These publishers are practically united in curtailing consumption of news print, in order to, at least in large part, end the abnormal demand. If the production of news print in speeded up—if every resource of the large producer is utilized to increase the output—there will shortly be an end to price-piracy. The problem of increasing production presents no greater difficulties than does the problem of reducing consumption. Some signs of progress already appear. They must multiply.

great State cannot be grafted into prosperity. The State of Nebraska is rich enough to buy its advertising.

NEWSPAPERS continue, in their news columns, to boost poster advertising. The Dallas (Tex.) Evening Journal has a headline, "Dallas is Being Well Advertised in Kansas City." Dallas wanted to secure the next Osteopathic convention, this year's session of which was held in Kansas City. To have been "well advertised" in this matter would have meant that Dallas boosters should have used space in the Kansas City dailies—but we learn that they plastered Kansas City with 3,000 posters. The Dallas Journal is not alone in thus boosting poster advertising in newspaper dispatches. It is a common shortcoming with newspapers all over the country. Why should not newspapers confine their boosting to newspaper advertising?

MANY newspapers throughout the country have commented, and most of them adversely, upon Mr. Munsey's departure in using the last page of the Sun for the editorial page. One commentator suggests that a man does not wear his brains on the outside of his head, and that a newspaper should not thus expose its gray matter. So far as we can recall Arthur Brisbane was the first editor to adopt the last page location for the editorial page. He used the idea in the New York Evening Journal many years ago, and val-

ued it so highly that, on one occasion, he warned the Evening World not to imitate it. This was at a time when the Evening World had shifted its editorial page further back toward the last page—and Mr. Brisbane evidently feared that they would make the final leap. The matter is one of taste. In the case of the Sun it is hardly likely that the editorial matter will lose any of its savour through being thus exposed to the weather.

IT is unfortunate that the statistics of the Department of Commerce and Bureau of the Census, covering the printing and publishing industries, just issued, extend only to the end of the year 1914. For, while the figures are impressive, and the value of the products and the volume of business done in 1914 showed a great advance over 1909, the statistics for 1915, if available, would doubtless indicate great strides in the publishing industry. In fixing the comparative status of such an industry as that of publishing newspapers, however, figures are not conclusive. In the part played by the press in the life of the people the answer must be found—and this gives to the business of newspaper publishing first rank in real importance among our industries.

At Carson, when Corbett was reminded for the first time that he had a solar plexus, he said it was a chance blow that the Freckled One had slipped over.

## RATES FOR SECOND CLASS MAIL

CONGRESSMAN RANDALL, of the House Postal Committee, estimates that it costs the Government 1 cent per pound to carry and deliver magazines and newspapers within a radius of 300 miles; 3 cents per pound when the distance is from 600 to 1,000 miles; 4 cents a pound when the distance ranges from 1,000 to 1,400 miles; 5 cents a pound from 1,400 to 1,800 miles, and 6 cents a pound when the distance is greater than 1,800 miles.

He has introduced a bill providing a zone-rate system for second-class matter, based upon these estimates. He cites a recent issue of a magazine, each copy weighing one and a quarter pounds, and figures that the loss to the Government on that single issue amounted to more than \$60,000. The issue of the periodical in question carried advertising totalling about \$225,000, and paid postage at the 1-cent-a-pound rate amounting to \$12,500. As the circulation was national, he estimates the delivery cost to the Postal Department to have been 5 cents for each copy, whereas the publishers were obliged to pay but 1¼ cents a copy.

He believes that the establishment of a just zone-rate system will enable the Government to break even on the expense of delivering second-class matter. At present the Postmaster-General estimates that this branch of the service costs Uncle Sam \$80,000,000 a year above its receipts. This loss is assessed in part on first-class mail, and act to postpone the day of penny letter postage.

The proposed legislation would have small effect on newspapers, as the 300-mile zone rate covers newspaper circulation pretty fully; but it would be a serious matter, indeed, for the nationally circulated magazines and periodicals. It was never expected that the 1-cent-a-pound rate for second-class matter would cover the cost of the service rendered. In a way, the fixing of such a rate was a Government subsidy to publishers—and a wise and well-considered one, enabling struggling periodicals to issue at a low subscription rate. In extending such aid the Government was fostering education and enlightenment, furthering and developing literary tastes and culture among the people.

Have we come to the time when Uncle Sam should withdraw this subsidy, and do business with publishers on purely business grounds? Our widely circulated magazines and periodicals are quite able to pay the actual expense for delivery. They are no longer "infant industries," struggling to live. Some of them are gold mines for their owners. Few, indeed, are running at a loss. In the struggles of the last two decades the fittest have not merely survived, but have grown to amazing proportions. Their publishers may be expected to make a strong fight against the zone-rate proposal—that is natural. But, as some such solution must come sooner or later, why not now?

EDWARD W. TOWNSEND, author of "Chimmie Fadden," ex-Congressman of the Tenth New Jersey District, has decided not to enter the Democratic primary this year as a candidate for Congress. He is now postmaster at Montclair. Townsend is a newspaper man, of the old Sun school. His success as a writer of short stories and as a playwright lured him from the ranks of the active workers on Park Row—then political honors held him at Washington for four years. There are not many better newspaper men than Edward Townsend—and hardly any men who are better types of clean-cut American manhood.

## PERSONALS

Imagination I understand to be the representation of an individual thought. Imagination is of three kinds: joined with belief of that which is to come; joined with memory of that which is past; and of things present.—Bacon.

**N**EW YORK.—T. E. Oliphant, who has had journalistic experience with the Butterick, McCall, and Curtis publications, has been placed in charge of the Motion Picture Mail, published by the Evening Mail, New York. C. A. Kracht succeeds John W. Semler as advertising manager. Mr. Kracht was formerly on the New York Globe.

Frank A. Munsey, publisher of the New York Sun, sailed for Europe last Saturday on the Lafayette. He expects to spend two months abroad, and to visit the battle lines in northern France.

Harry C. Williams, who left the Hutchinson (Kan.) News to become advertising manager of the New York Tribune, made the trip East, accompanied by Mrs. Williams, in their touring car.

Robert H. Davis, of the Munsey organization, has arranged with the Universal Film Co. to produce a photo-play version of his story, "We Are French."

Bud Fisher, having recovered from the injuries he received when he tried to loop the loop in his auto, is again making "Mutt and Jeff" film comedies for the Wheeler syndicate, including the World Service.

Robert H. Lyman, assistant managing editor of the World, is on his vacation.

Lieut. Samuel Fisher, of the World, is home for a month on sick leave from the Mexican border.

Emil M. Scholz, publisher of the Evening Post, will leave town to-day for Wisconsin, where he will spend a month in the woods.

A. C. Haeselbarth, librarian of the World, will spend the next two weeks fishing at Lake Kezar, Me.

A. E. Macfarland, chief of the World's biographical department, will return on Monday from a vacation spent at Lake George.

The New York Evening Sun, "in order to forestall a flood of inquiries," explains to its readers that the absence of Robert Carter's cartoon from the editorial page is only temporary. Mr. Carter has been called away from the city on personal business for a couple of weeks.

Louis Moessner has joined the advertising staff of the New York Evening Mail.

B. F. Dunnue has joined the staff of the New York Evening Telegram.

Herman Suter is with the Syndicate Publishing Co. of New York city.

Frank L. Jones, formerly night editor of the Herald, has resigned.

**OTHER CITIES.**—T. O. Harris, managing editor of the Shreveport (La.) Journal, is a candidate for the Legislature. Mr. Harris is one of the veteran newspaper men of Louisiana.

J. V. Sims, for three years manager of the Charlotte (N. C.) Observer, on September 1 became manager of the Tampa (Fla.) Daily Times, an afternoon newspaper owned by D. B. McKay, Mayor of Tampa.

J. P. Norton, sporting editor of the Newark Star-Eagle, is enjoying a two weeks' vacation. George Firstbrook is

holding down his desk in the meantime.

Morris Miller, of the Newark News automobile staff, and Judge W. Eugene Turton, president of the New Jersey Motorist Company, are spending a few days at Belford, Long Island.

Robert Hand, formerly city editor of the Perth Amboy (N. J.) Chronicle, is State editor of the Newark Star-Eagle. "Johnnie" Mitchell, city editor of the Elizabeth Daily Journal, "fills in" on the State desk of the Newark Sunday Call Saturday nights.

Amos D. Moscrip, assistant managing editor of the Knickerbocker Press, Albany, who recently underwent an operation on his eye, is recovering nicely.

Jerome L. Smith, staff correspondent of the Albany Knickerbocker Press has been recalled from the Mexican border to take part in the political campaign.

Miss A. Blodwen Williams, of the social department of the Albany Knickerbocker Press, is passing her vacation at Augusta, Me.

Heppner Blackman, formerly cartoonist and Sunday editor of the Fort Worth (Tex.) Star-Telegram, who recently resigned to enter the moving-picture field on the Pacific Coast, has returned to Fort Worth to reengage in newspaper work on the Live Stock Reporter and North Fort Worth Sunday News.

W. D. Riser, editor of the Upton County Round-Up, published at Rankin, Tex., was nominated in the recent primaries as the Democratic nominee for County Attorney of Upton County.

Paul D. Hammett, former Oklahoma City newspaper man, but now editor of the Drivers' Journal of Chicago, has been visiting his mother in Oklahoma City.

Rex McGee, a graduate of the Missouri University School of Journalism, has succeeded Robert W. Jones as city editor of the Columbia Tribune.

Arthur Platt Howard, formerly editor of the Salem Dispatch, will run for Congress this fall in Massachusetts on the Democratic ticket. Last fall he was under the Prohibition banner and in 1914 he was a Republican.

Clarke Howell, editor of the Atlanta Constitution, is spending his vacation at the home of his son, at Culver, Ind. Mr. Howell, who is one of the Dixie Highway Commissioners, made the trip from Atlanta in his automobile.

Willard E. Carpenter, the new publisher of the Lincoln (Ill.) Courier-Herald, and who is to make his home in that city, has begun a reorganization of his office forces. Thomas P. McGrath, formerly business manager, has resigned, to accept a position with a commercial house in Lincoln.

M. F. Collins, editor of the Troy (N. Y.) Observer, has been designated by the Democrats of the Twenty-eighth District as their candidate for Congress.

Ural N. Hoffman, city editor of the Tacoma (Wash.) Ledger, has been appointed to the staff of the journalism department of the Stanford University at Palo Alto, Cal.

Howard S. Crawford, of the Montgomery (Ala.) Advertiser, has been spending his vacation at Columbus, O.

John M. Schwinn has been placed in editorial charge of the Hutchinson (Kan.) Gazette. Mr. Schwinn has been connected with the Hutchinson News for the past five years.

L. L. Lucas has succeeded Earl Stampf as editor and manager of the Tarpon Springs (Fla.) Daily Leader.

Editor A. F. Buechler, of the Grand

Island (Neb.) Independent, celebrated this month the twenty-fifth anniversary of his connection with the paper.

**BOSTON.**—Paul Hines, a Boston newspaper man, writes from El Paso that he has been appointed battalion sergeant-major, and has been placed in command of a large typewriter in the officers' quarters. George Hines, a brother of Paul, is a reporter on the city staff of the Post.

Frank Sibley, of the Globe, who is at Columbus, N. M., has received many compliments for his recent story on the "hen coop," the house occupied by the wives of the officers and men who have gone to Columbus from the north to be with their husbands.

Thomas W. Greenall, of the Record, and S. F. Wall, of the Cotton Thread Fishing Club of America, fishing with six-ounce rods and cotton threads, in fresh water, on the South Shore recently, made a catch which included a pickerel that weighed over two pounds and a perch that weighed more than a pound.

Joseph D. Hurley, Louis Whitcomb, Harold Wheeler, and other members of the Post staff, are on vacations in various parts of the country.

A. J. Phillpott, of the Globe, has had his book, "The Strange Search for Dean Bridgman Conner," highly praised by the English and Scottish press.

John Kendrick Bangs, the well-known author, formerly editor of Life, Puck, Literature, and Harper's Weekly, is to edit the Rambler, a new monthly periodical, published by A. H. Moorhouse.

Charles F. W. Archer, of Salem Mass., for ten years a newspaper man in Boston, has been appointed secretary to Supervisor of Administration Charles E. Burbank, at the State House at Boston.

**CLEVELAND.**—T. O. Grissell, one of the best-known newspaper men in Cleveland and on the Pacific Coast, has resigned his position with the Plain Dealer, to take up the management of the Cleveland office of a billing typewriter. Mr. Grissell started in newspaper work on a San Diego newspaper. Before coming to the Plain Dealer he was managing editor of the Los Angeles (Cal.) Record.

Wade Ridley has been appointed as manager of the engraving department

of the Press, taking the place of Scott N. Keller, who died recently.

C. H. Gatchell, artist, and Arthur J. Ritchie, assistant city editor, of the Press, have been making a canoe trip through Indiana.

Edward N. Moore, assistant city editor of the Plain Dealer, has been making a tour of Ohio cities, with a view toward obtaining material for a series of stories on the serious financial condition of these communities. Mr. Moore has visited Akron, Canton, Youngstown, Lorain, Toledo, Cincinnati, Columbus, and Dayton.

Miss Emma C. Miller, who claims to be the only woman press agent for a circus, and who is well known in newspaper circles in the Middle West, is here this week with the A. G. Barnes Great Wild Animal Show.

Morris Ackerman, editor of the fishing and game department of the Leader, was given a banquet at the Cuyahoga Restaurant Monday night, by the Burreigh Fall Fishing Club. Most of the viands were trophies of a two weeks' trip in the province of Ontario, Canada.

C. C. Lyon, of the Press, is now on his way to the Mexican border with the Ohio National Guard, which left Columbus Tuesday.

**CHICAGO.**—Le Roy Slater is acting city editor of the Journal, while William E. Blinn, who usually holds the desk, is in charge of the make-up.

Donald Day, formerly City Hall reporter for the Day Book, has joined the Journal staff, and is doing general assignment work.

J. M. Sheahan, day city editor of the Herald, is resting in Nova Scotia. During his absence George Kenny is sitting in.

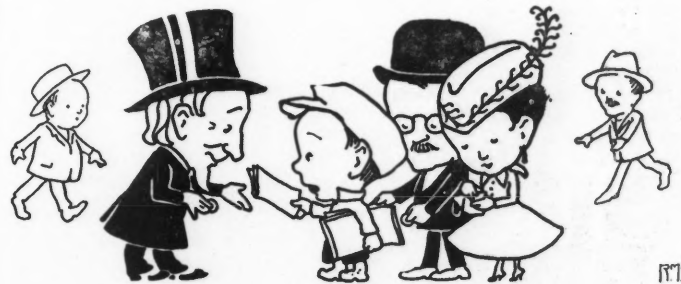
Arthur Evans, of the Herald, has returned from his annual vacation.

W. G. McCormick, who covers City Hall for the Evening American, is having a vacation.

Robert J. Casey, who conducts the Journal's motor-car feature column, is nursing a broken rib as a result of a fall he suffered while camping in the Black Hills.

David Town, general manager of the Post, is away on his vacation.

It is never too hot or too cold to do a good deed.



**The Haskin Letter—  
a live feature  
seven days in  
the week.**

**P**ITTSBURGH—W. U. Christman, managing editor of the Pittsburgh Post, is camping on the banks of the Ohio with his wife and children.

Gertrude Gordon, of the Pittsburgh Press, recently wrote a story, "Lay Down Your Arms," which was published as a feature in the Press, and which has been issued in pamphlet form and is being distributed by the Congress of Women's Clubs of Western Pennsylvania.

Arthur G. Burgoyne, of the Gazette-Times, is home from the border with lots of stories to tell of the "press boys" he left behind.

"The Man Who Loved Humanity" is the title of a story published in the September Blue Book, bearing the signature of Ray Sprigle, telegraph editor of the Pittsburgh Post.

Charles Bregg, dramatic critic of the Gazette-Times, has returned from a vacation spent at Ebensburg and Buena Vista, Pa.

J. L. Corney, head of the selling service of the Tri-State News Bureau, is at Atlantic City.

Harry Devlin, assistant manager Pittsburgh branch of International News Service, has accepted a position with the Monessen News.

E. H. Finneran, exchange editor of the Pittsburgh Sun, is at Ligonier Springs.

M. J. McMeen, recently with the Post, is now on the copy desk of the Gazette-Times.

**S**AN FRANCISCO.—Norman H. Matson, of the editorial staff of the San Francisco Journal of Commerce, has joined the Call staff.

Francis McMillin, formerly waterfront editor of the Bulletin, has joined

the editorial staff of the San Francisco Chronicle.

"Al" C. Joy, the San Francisco Examiner's baseball writer, has gone to Fresno to attend the funeral of his father, who died there during the week.

William Jacobs, a former San Francisco newspaper man, who is now director of publicity for the Santa Cruz Chamber of Commerce, is in the city, after completing a campaign which attracted thousands of summer tourists to Santa Cruz beach.

C. N. Crewsdon, of Chicago, an expert on salesmanship, who writes on that subject for various periodicals, is a San Francisco visitor.

N. O. Messenger, political correspondent of the Washington Star, is looking over the situation in California.

Jack London, author and newspaper correspondent, who recently returned to California, with Mrs. London, after having spent six months in Hawaii, has been renewing old acquaintances in this city. He is quoted as saying that he will return to Honolulu to live.

James Hopper, San Francisco newspaper man and magazine writer, who has spent the past year or two in Paris doing literary work, was here recently. He is visiting old friends in the artistic and literary colony at Carmel.

**S**T. LOUIS—Joseph J. McAuliffe, managing editor of the Globe-Democrat, is home from a vacation visit to South Haven, Mich. Lon O. Hocker, attorney for that newspaper, who was also there at the time, gave a dinner in honor of Mr. McAuliffe.

A. B. Chapin, cartoonist for the Republic, is away on his vacation.

Jack Potts, copy reader on the Post-Dispatch, is back at work after a vacation spent in the East.

John C. McDonald, reporter of the St. Louis Star, who was prostrated with the heat late in July, is back at work after an illness of a month.

Charles H. Huff, whose editorials on "Greater St. Louis" have appeared daily in the St. Louis Star, recently made a tour of the United States and visited many of the liveliest cities of the country. He has written twenty-five articles on "How Other Cities Do Things," which will be published in book form.

John C. Roberts, publisher of the St. Louis Star, and his son, Elzey M. Roberts, vice-president of the same publication, are on a business trip to New York and other Eastern cities.

Robert Garner, who has been employed on the staff of the St. Louis Star since his graduation from Vanderbilt University, last June, will enter the Pulitzer School of Journalism, New York, this fall.

Frank W. Taylor, jr., managing editor of the St. Louis Star, returned Monday from a two weeks' vacation at Green Bay, Wis., his former home.

**S**AVANNAH.—W. D. Griffith, who has been secretary to Col. William L. Grayson, the head of the Fraternal Order of Eagles at Savannah for the past year is to become editorial writer on the Macon Evening News.

Trox Bankston, editor of the West Point (Ga.) News, has announced his candidacy for the legislature from his county. Editor Claude Methvin, of the Eastman Journal, is running for the legislature from Dodge County.

Hal Stanley, formerly editor of the Dublin Courier, but for the past four years Commissioner of Labor for the State of Georgia, is offering himself for reelection and is unopposed.

Dudley Glass, of the Atlanta Georgian, is campaigning throughout the State with Governor Harris who seeks renomination and reelection. Harlee Branch, of the Atlanta Journal, is making a State-wide campaign with J. H. Pottle, who is looked upon as the Hoke Smith candidate for Governor, and Britt Craig, is out in the field with Hugh Dorsey.

D. Watson Bell, who has been in charge of the York (S. C.) News, has resigned to become city editor of the Spartanburg Herald.

#### Mrs. Mary R. Rinehart in Overalls

Mary Roberts Rinehart, magazine and newspaper writer and well known author, with her husband and three sons is touring the West in the private car of the late James J. Hill. C. J. Hubbell, of the Vitagraph Company, and Robert Mills are also members of the party. Part of the trip was made by Mrs. Rinehart in the cab of the locomotive, attired in overalls. Moving pictures have been taken en route with Mrs. Rinehart and members of the Blackfoot tribe, of which she has been made a member.

#### Complete File of St. Louis Republic

The St. Louis Missouri Historical Society has acquired a complete file of the St. Louis Republic, the first newspaper published west of the Mississippi River. The file includes 286 volumes, and the first issue is dated July 26, 1808. The valuable papers were deposited with the Society by the Republic. Special large filing cabinets are being constructed for the big, bound volumes, in the basement of the Memorial Building. The Republic first came into existence under the name of the Missouri Gazette, and was afterwards known as the Louisiana Gazette.

#### JOURNALISTIC GARDENERS

##### Their Troubles Grow as Fast as Do the Weeds in Good Old Jersey.

In these days of infantile paralysis, street-car strikes, Black Tom explosions, and other things, one can occasionally observe along Park Row, Broadway, and the other lanes and alleys of Manhattan a New Yorker now and then wishing out loud he was a Jersey commuter. But, as it is true that all is not gold that glitters, so also is it truth that Jersey is not all that "she seems." Nope. This is Gospel.

For instance, take Plainfield. Lots of newspaper people like Solomon S. Carvalho, of the Hearst enterprises; Henry C. Bowen, of the Herald; "Dick" Parkhurst, of the Evening Telegram; George T. Hughes, city editor of the Globe; Alfred Zimmermann, of the World; Charles A. Selden, of the Times, and many others, can be seen hitting the Liberty Street pavements nights bound for "Purest Plainfield," where one can have quiet, and refreshment, and joy, and, and, and—and gardens. But having a garden is one thing and having a gardener is quite another. If you don't believe it ask any of the above gentlemen or just stop in the Woolworth Building and shoot up to the 46th floor and ask the Brooklyn Standard Union man, genial R. F. R. Huntsman. Huntsman knows advertising from all angles, and it was on Plainfield's first daily that he learned how to write copy like this:

**WANTED**—A gardener, one unafraid of weeds preferred; any full-grown man who can rasp the whiskers off the lawn is eligible one who would rather tickle the gravel walk with a rake than tear the liver lights out of the weeds in the succotash patch will please stay away; brains not considered a detriment; emolument \$2.00 and upward per day, according to disposition. R. F. R. HUNTSMAN, 826 East Front Street.

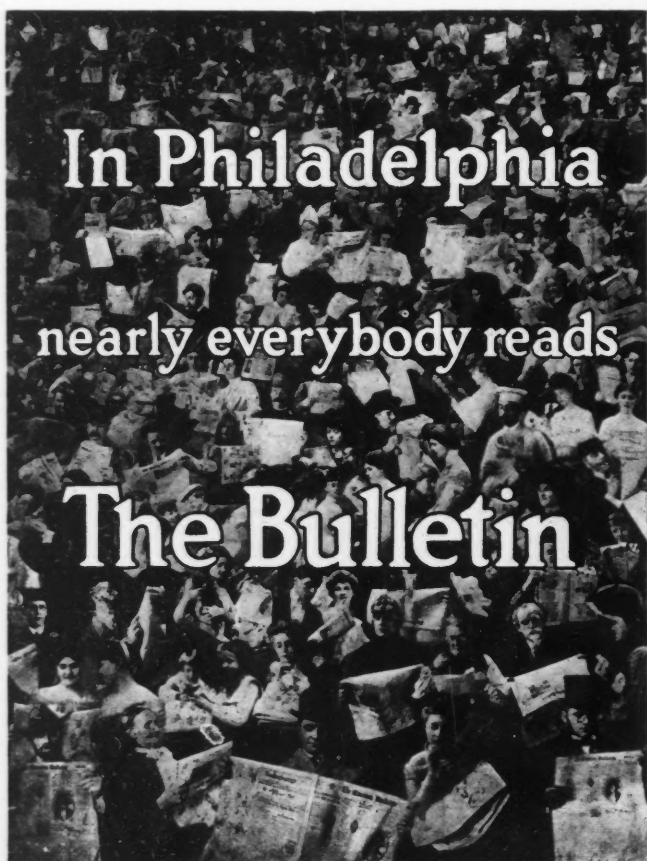
It was quite natural then that when he ran afoul of a lot of weeds in that Plainfield potato patch of his that he took to advertising in the Plainfield newspapers, his Alma Mater, in order to get relief. Oh yes, Jersey is a great place, a fine State, but in old New York we should worry about the gardeners.

#### Newspaper Men Welcome Hughes

The recent visit of Charles E. Hughes to San Francisco attracted many California newspaper men to that city to see and hear the candidate and hold conferences. Prominent among the events during Mr. Hughes's stay were receptions and addresses planned by the newspaper men. The newspaper correspondents who accompanied the party from the East stated that the entertainment provided by the San Francisco Club surpassed anything else they had experienced on the trip. Before leaving, Mr. Hughes feelingly expressed his appreciation of the attentions shown him by the newspaper men and others. He addressed an enthusiastic gathering of country newspaper men in the ballroom of the Palace Hotel and attended a banquet of the newspaper men, just before leaving for Los Angeles.

#### A Tabloid Tempest

The Day Book, Chicago's tabloid daily newspaper, takes to task the Tribune, Herald, and Hearst papers because of their acceptance of what it calls "a fat advertising contract from the Chicago Brewers' Association." The tabloid daily particularly scores Mr. Hearst because of what it alleges is his inconsistency in preaching temperance editorially, yet selling his advertising space to the brewers.



In Philadelphia

nearly everybody reads

The Bulletin

## FAVORED NEWSPAPERS, AND NOT BILLBOARDS

Messrs. Joerns and Virtue Deny That They Recommended the Use of the Latter to Promote Hughes Candidacy—Shows What Can be Done With 6,000 in One State.

CHICAGO, August 30.—Flat denials have been made by Arnold Joerns and Robert J. Virtue, two Chicago advertising men who are president and secretary, respectively, of the newly formed Advertising Men's Republican League, that they have advocated the use of billboard advertising to assist Charles Evans Hughes in his national campaign for the Presidency.

Information apparently given out by the Republican National Committee caused the publication in New York and Chicago newspapers of misleading statements regarding the methods suggested by the heads of the new league. In support of their contention that they have not favored a billboard campaign, both Mr. Joerns and Mr. Virtue call attention to the fact that circulars issued by them carrying clippings from the New York Sun and Chicago Tribune have been censored. The word "billboard" has been expurgated from the head of a New York Sun story which has been reproduced and circulated.

"I was completely dumbfounded," said Mr. Virtue, "when I saw the statement in the newspapers that I had advocated the use of billboards by the Republican National Committee. I have not suggested or favored the use of billboard space. In view of the published statements to the contrary, I am not surprised at the editorial comment of THE EDITOR AND PUBLISHER. It happens, however, that I am not responsible for the report, and that it is entirely in error."

### MR. JOERNS'S STATEMENT.

Arnold Joerns, in replying to the report forwarded to THE EDITOR AND PUBLISHER the following signed statement, which defines his position in the matter:

"The advertising campaign we propose is to be an educational one. Newspapers form the medium that must be used to reach the people with any kind of an argument. I have nothing to say one way or the other about billboard advertising in general, but so far as this particular case is concerned I will say, and most emphatically, too, that newspaper advertising must be used.

"We propose to carry out our work in the same manner as we would a merchandising proposition. To all purposes it is a merchandising matter, pure and simple. We want to tell the American people what we have to offer them, what the Republican party is, what it stands for, who its candidates are, and why the country should accept them. This can be done in but one way, and that is through the agency of the daily press.

"With about \$6,000 we can obtain from a quarter or a half page of space in 150 or more Illinois papers, outside of Chicago, for a period of two or three weeks. In what other way could a similar amount of money be expended and the same results attained? There is no other way in this or any other State. An aggressive, intelligent newspaper advertising campaign can be made to show the American people what we have to offer and why it is needed by the country, just the same as if we were backing a manufactured product. Newspaper space can give the people in

every village and hamlet the facts they want, not merely pictures.

"Regardless of a misprint appearing in a New York Sunday newspaper of July 23, I wish to state most emphatically that the Advertising Men's Republican League, of which I have the honor of being national president, and of which Robt. J. Virtue is national secretary, has not recommended billboards to the Republican National Committee—nor has it specifically recommended any type of media.

"We believe that educative copy is necessary—copy that goes into the details of what Republicanism is; and what it means to the people, individually and collectively to have a Republican form of Government.

"You can probably suggest as well as we can what type of media is best suited to such a campaign of education.

"We will persistently deny every statement purported to have been made by us, recommending billboards because we have made no such statements or recommendations."

The Advertising Men's Republican League is an officially recognized organization composed of advertisers, advertising managers, representatives, and solicitors; editors, publishers, writers, artists, printers, and others connected with the graphic arts. It was formed late in July, and maintains headquarters at New York and Chicago. Its officers are elected for terms of four years, and the intention is to keep the voters of the country informed continuously of the work of the Republican party, instead of only during the national campaigns every four years.

In order to carry out the latter purpose, leagues are being formed in the principal cities of the country. Organizations have already been perfected at Minneapolis, St. Paul, Indianapolis, Dayton, Boston, Columbus, Ohio, Fort Wayne, Ind., Milwaukee, Providence, R. I., Philadelphia, Buffalo, and Sioux Falls, S. D., in addition to those at New York and Chicago. A bureau is to be maintained at Washington, and from it each league will regularly receive information regarding the administrative affairs at the Capitol.

The backers of the undertaking consider the Republican party a staple product that should be advertised continuously, instead of occasionally. It is thought that by adopting a policy of this kind that national campaign expenses can be greatly reduced and much better results attained than by the present system.

The display advertising council of the league includes many well-known men, and is composed of the following:

The chairman is George L. Louis, advertising manager of A. Stein & Co., New York and Chicago, manufacturers of Paris garters.

Other members are: Frederick Arnold Farrar, advertising manager, Adams & Elting Company, manufacturers of Adelite paints; Stanley Twist; W. E. Marquam, Montgomery Ward & Co.; Col. William A. Stiles, of the Dunlap-Ward Advertising Company; F. W. Thurnan, of the Dunlap-Ward Advertising Company; David D. Cooke, of the Dunlap-Ward Advertising Company; Justin F. Barbour, of Husband & Thomas Advertising Agency; Dr. George W. McFatrach, president of the Marine Eye Remedy Company; Bury I. Dasant, secretary, Better Business Bureau, Advertising Association of Chicago; Arnold Joerns, president, Arnold Joerns Company, Advertising Agency; S. DeWitt Clough, president, Advertising Association of Chicago; O. J. Gunnell, president, Lee-Jones, Inc., Advertising Agency; H. C. Maley, of Taylor, Critchfield, Clogue Agency; N. Randolph Cerr, Advertising Service; E. J. Thiele, Advertising and Sales Promotion; Merle S. Hener, of Sidener-Van Riper Advertising Company, Indianapolis; U. W. Fee, of U. W. Fee Advertising Company; Fort Wayne; Robert W. Sullivan, of The Lowe Bros. Company, Dayton; Otto J. Koch, of the O. J. Koch Advertising Agency, Milwaukee; T.

X. Kenyon, of the Kondon Manufacturing Company, Minneapolis; Max Sahlin, president, Sahlin Corset Company; J. P. Berlinger, Charles H. Fuller Company, Advertising Agency.

## WON'T BE "WORKED" ANY MORE

Des Moines Capital Puts the Ban on All Free Publicity in Its Columns.

The Des Moines (Ia.) Capital has given notice that hereafter it will print no advertising matter written and foisted upon the public in the guise of news and known in newspaper parlance as free publicity. In an article on the subject it says:

"The reading public has little knowledge of the volume of requests that come to the average newspaper for publishing free publicity, press-agent matter, puffery for automobiles, movies, theatres, soaps, banks, railroads, steamship companies, phonographs and advertising institutions of all kinds. The Des Moines Capital has decided that it will no longer give free space to any advertising puffery and it will publish only such items as the editorial and news departments shall decide are in the interest of the reader."

The Capital asserts that there are only eight or ten daily newspapers in the country that do not print any free publicity. Among them it mentions the Chicago Daily News, the Kansas City Star, the Philadelphia Bulletin, the New York Times, and Washington (D. C.) Star.

## DEMOCRATIC ADVERTISING

National Committee Uses Ads in Newspapers Wherever Mr. Hughes Speaks.

The Democratic National Campaign Committee—the chairman of which is a newspaper man, Vance McCormick—has started a real campaign of vote-winning advertising.

In cities where Mr. Hughes appears he is confronted with Democratic campaign copy of pointed interest. In one of these display ads, headed, "Yes! or No! Mr. Hughes?" the Republican candidate is catechized in no gentle way on vital issues of the campaign.

When Mr. Hughes reached San Francisco he found that the Democratic ad man had gotten there a little ahead of him. "Make Mr. Hughes Answer—Make Him Answer Right Here in San Francisco!" blazed from the advertising pages of the newspapers. The copy had been wired from New York.

The campaign will be carried to Maine, where forty newspapers will carry the copy in the month of September. The copy is not abusive—but it does carry the "punch" of real advertising, and will undoubtedly exert real influence.

Meantime the Republican National Campaign Committee has made no definite plans for advertising. Although some copy has been placed through the McCann Co.

Hammering facts into reluctant brain cells becomes easier every day in Brooklyn.

Here is another fact about the Brooklyn Standard Union.

This paper carried more "Dry Goods" advertising—January to July—than any New York papers except two. Only two passed our total of 1,379,424 lines.

"Dry Goods" advertisers generally know what they are about.

The Fastest Growing  
Newspaper in New York

The Evening Mail

Gained

434 Columns

of Advertising in August over the  
same month of last year

This is the Largest Gain  
Made by Any New York  
Evening Paper

THE RECORD :

	Columns		Columns
Mail	Gained 434	Post	Gained 139
Sun	" 385	Journal	" 129
Globe	" 313	World	" 86
Telegram	" 265		

The Evening Mail

Has Kept This Lead  
3 Months

THE RECORD :

JUNE				JULY			
Mail	gained	330	columns	Mail	gained	215	columns
Sun	"	306	"	Sun	"	210	"
Globe	"	274	"	Telegram	"	114	"
Post	"	165	"	Globe	"	80	"
Telegram	"	144	"	Post	lost	8	"
Journal	"	85	"	Journal	"	108	"
World	"	83	"	World	"	200	"

In the Last Four Months the  
Evening Mail has GAINED

352,174 LINES of  
Advertising

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

Varied Activities of Journalistic Organizations in the United States and Canada That Are Worth Knowing.

The formation of a British Columbia division of the Canadian Press Association was completed at a meeting of publishers of various newspapers held at the exhibition grounds at Victoria, a few days ago.

Robb Sutherland, of the Nelson News, was elected president, and other officers were appointed as follows: First vice-president, F. E. Simpson, of the Kamloops Sentinel; second vice-president Hugh Savage, of the Cowichan Leader, Duncan; secretary-treasurer, F. J. Burde, of the Vancouver Province. The executive consists of the above mentioned officers and R. Dunn, of the Victoria Times; G. H. Sawle, of the Omineca Herald, New Hazelton, and L. J. Ball, of the Vernon News.

The next meeting of the newly formed branch will be held in Victoria. Methods for the furthering of advertising and subscriptions, the bounds of free publicity in connection with motion pictures, and the stage, were among the matters which came up for discussion.

The Milwaukee Press Club, at its last meeting, paid high tribute to the memory of the late H. P. Myrick.

President Brodie and Secretary Bates, of the Oregon State Editorial Association, were tendered a banquet at Le Grande, last week, by the city editors of the dailies of that section of the State.

The concert given by the Boston Symphony Orchestra at the Boston Press Club last Friday evening was a great success. The clubrooms were filled with

members, who grew more and more enthusiastic as the programme progressed. Thirty members of the orchestra were present. As many people were on the outside of the club listening to the music as were in the house. Much of the credit for the affair is due to Mr. Morehouse, a member of the Club, who was the first to suggest to Manager Siedel, of the orchestra, that his organization visit the Club.

A membership campaign for the Boston Press Club is being discussed. It is hoped to get more members into the Club by early autumn. The entertainment committee has made plans for a lively fall and winter. There are several full-fledged shows in the offing and also attractions of a lesser magnitude.

Editors of Democratic papers of Kansas met in Topeka on Monday night to discuss plans for aiding the party organization to carry Kansas for Wilson.

The Northeast Texas Press Association will convene at Sulphur Springs on September 15-16.

At the last meeting of the Women's Press Club of San Diego, Cal., selected newspaper editorials were read and discussed by the members.

Visitors in New York

A. Eugene Sansoucy, manager of the Glens Falls (N. Y.) Post-Star.

Fred Enwright, of the Lynn (Mass.) Evening Telegram.

NEWSPAPER  
MAKING

The series of informative and instructive articles by Mr. Rogers, Publisher of The New York Evening Globe begins in

The Editor and Publisher

September 9, 1916

One of the Early Articles in the Series will present the policies of the Late

Col. W. R. NELSON

Who established two Giant Newspapers of the Southwest—The Kansas City Star and The Morning Times.

You'll want Every Article in the Series. Yes, More Than That;—You'll want every one of your department heads to read every Article. Better have the paper sent to the home address! Five subscriptions at \$7.50 will prove a popular offer. NOW'S THE TIME. DO IT!

The Editor and Publisher

1117 World Building, New York



**MOVIE ADVERTISING IS ADVISED BY PRODUCERS**

**Big Chicago Film Company Says Aggressive Newspaper Campaigns Bring Striking Results—Free Publicity Cannot and Should Not Be Depended Upon by Picture Houses.**

CHICAGO, August 30.—Through its house organ and other mediums, one of Chicago's largest film producing companies is urging moving-picture exhibitors throughout the country to conduct aggressive newspaper advertising campaigns in their respective localities. In places where this has been done in sound, judicious ways, striking results have been attained.

Those in the producing end of the business here realize that the time has come when proprietors of movie theatres must abandon their plan of depending upon small notices in the display columns of newspapers. Moving-picture theatres should advertise to the same extent local business houses.

In speaking of what newspaper advertising has done and can do for the industry in general, William N. Selig, one of the pioneers in the business, asserted: "Newspaper advertising has contributed tremendously to the growth of the moving-picture enterprise. In the future it is bound to play even a more important part.

**SHOULD USE DAILY PAPERS.**

"The time is coming when producers must advertise through the daily papers in the same manner that the manufacturers of other commodities do. When the business becomes thoroughly standardized, which will be within a comparatively short time, film makers will use display space in newspapers to create local demand for their product just as they should if they were endeavoring to promote the sales of a certain brand of flour.

"In the past producers have spent the greatest part of their advertising appropriations with the motion-picture trade journals. This has been in accordance with their policy to appeal directly to the exhibitors, who are the ones who buy the manufactured product and distribute it to the consumer. During the past year, however, this policy has been broadened somewhat and producers have commenced to make more of an appeal to the public at large. This has been done through both the newspapers and general magazines. Obviously, however, if a producer is to cooperate with his exhibitors to the advantage of both, daily newspaper space must be relied upon.

**URGES BIG DISPLAY ADS.**

"We are now urging exhibitors to discard the idea that they can make the most out of their opportunities without going in for liberal newspaper advertising. We believe that quarter, half, and full page display advertisements are what local theatres need. Within the last year or so many live exhibitors have adopted a policy of this kind. The action, it is reported to us, has caused material increases in business wherever the exhibitor carried the plan through in an intelligent way and was not afraid to spend a little money.

"A man who conducts a moving-picture theatre has no more right to expect large patronage, unless he advertises, than has a merchant. Newspaper advertising is vital to business of practically every sort that depends upon the general public for support. The motion-picture theatre is one of these businesses.

**BIG ADVERTISING GAINS IN JULY**

**Fifty-seven Newspapers Show an Increase of 4,168,724 Lines.**

The volume of newspaper advertising in leading American dailies throughout the country has come to be recognized as a good general barometer of business conditions. Because newspaper advertising is not confined to any one or to a few lines of business, this barometer of trade is of added value. The commodities advertised are used by the masses as well as the wealthy buyers.

The New York Evening Post has done a notable thing in preparing statistical data of 74 leading daily newspapers published in 13 important trade centres, covering the total advertising published during the months of July, 1915 and 1916.

All cities report gains save Buffalo. Of the 74 papers listed, all gained in advertising save 17. A summary of the total advertising carried shows an increase of 4,168,724 agate lines.

Sixteen New York newspapers carried a volume of 7,436,720, which was an increase of 706,906 agate lines over July, 1915.

Seven Chicago newspapers carried 4,159,224, a gain of 677,127.

Seven Philadelphia papers carried 3,814,200, a gain of 741,000.

Six Los Angeles papers carried 3,750,600, a gain of 306,000.

Four Cleveland papers carried 2,812,575, a gain of 543,000.

Five Baltimore papers carried 2,569,800, a gain of 481,800.

Five St. Louis papers carried 2,524,946, a gain of 313,661.

Four Washington papers carried 2,116,139.

Four Cincinnati papers carried 1,302,300.

Three Minneapolis papers carried 1,873,560.

Three St. Paul papers carried 1,282,181.

Of the New York papers, the World is first in volume, the Times second, American third, the Eagle fourth, the Herald fifth.

The Tribune led all Chicago papers in total volume. The Daily News was second, the Examiner third, the Herald fourth.

In Philadelphia the Inquirer was first.

**SALA TREASURER OF AFFILIATION**

**Canton Aeraft Club President Honored—Preparing for Convention.**

The Canton, O., Aeraft Club, was honored by the election of its president, Charles B. Sala, to the treasurership of the Advertising Affiliation, at a meeting of the directors of the Affiliation in Cleveland. The Canton Club now has three members on the Affiliation board of directors: President Sala, R. V. Mitchell, and E. H. Lamiell.

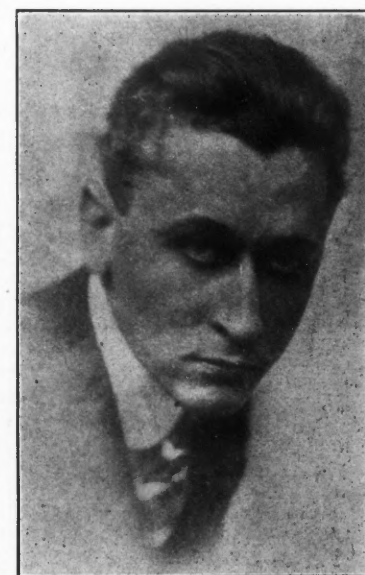
The meeting at Cleveland was called

by President Fish, of the Rochester Club, for the purpose of discussing plans for the big meeting of the four clubs at Cleveland on January 26 and 27. This Cleveland meeting will be a convention of the clubs belonging to the Affiliation and will be very similar to the national convention of the A. A. C. of W. Both general and departmental sessions will be held, at which the ablest and most experienced speakers on advertising and salesmanship will address the delegates assembled. Hugh Chalmers will probably head one of the programmes.

The first night of the meeting will be devoted to salesmanship problems principally. Departmental sessions will be held on the morning and afternoon of the following day, and the convention will close with a big meeting and banquet on that evening.

**Newspaper Man a Composer of Music**

Earl H. Emmons, of 311 West 46th Street, New York, who is now in charge of the special news department of the American Printer, has just scored a big success as a music writer. His first effort, a march, entitled "The Boys of



EARL H. EMMONS.

Sixty-one," possessed so much merit that all the bands at the Fiftieth Encampment of the Grand Army of the Republic, held at Kansas City, played it all the week. The words and music were both written by Mr. Emmons and dedicated to the Golden Jubilee Encampment, which probably will be the last national gathering of the Civil War veterans.

All works of taste must bear a price in proportion to the skill, taste, time, expense, and risk attending their invention and manufacture.

**ONE OF THE CONSTITUENTS OF POWER**

**A** MIND always broken into the sway of the will, and therefore thinking according to will, and not according to reflex suggestion, constitutes a purposive life. A man who habitually thinks according to purpose, will then speak according to purpose; and who will care to measure strength with such a man? Such a man or woman is the very embodiment of living power. But the important practical truth to apply here is that no power so grows in us by exercise, or so weakens and atrophies by disuse as the will. Teach a child self-restraint and you are developing thereby his will-power. Soon he will himself learn the next lesson in will development, and win Carlyle's great equipment for life, the ability to take trouble. But physiology now adds that the will then alters the brain by creating new places for the mind to work with. It is the will which creates the man.

—Dr. W. Hanna Thomson, in "Brain and Personality."

You can capture  
**Sim Jim**  
and put him to work in your paper. He's a full page COMIC FEATURE that gets away with a bunch of fun each week.  
Furnished in mat form, 20 inches or 21 inches. One, two, three or four colors. Saturday or Sunday release date.  
Send for proofs.  
**World Color Printing Company**  
R. S. GRABLE, Mgr.  
Established 1900 ST. LOUIS, MO.

**IN PHILADELPHIA**  
**THE EVENING TELEGRAPH**  
*Gained More Than*  
**A MILLION LINES**  
of paid advertising  
in first six months of 1916  
—a greater gain, six days a week, than that of any other Philadelphia newspaper, six or seven days a week.  
**THE EVENING TELEGRAPH**  
For more than half a century, Philadelphia's leading high-class evening newspaper.

**R. J. BIDWELL CO.**  
Pacific Coast Representative of  
**DAILY NEWSPAPERS**  
SAN FRANCISCO OFFICE  
of the  
**Editor and Publisher**  
742 Market Street  
SAN FRANCISCO

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

ONE reason The Indianapolis Star has a greater Rural Route circulation than any other Indianapolis newspaper is due to the fact it publishes more Farm and Poultry advertising than any other Daily newspaper in the United States.

### The Shaffer Group:

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

Heartily co-operation extended to advertisers. Address

P.romotion Dept.

### SHAFFER GROUP

12 S. Market Street Chicago

### PITTSBURGH

(Pennsylvania)  
ROLLING IN WEALTH  
Colossal Pay Rolls Waiting  
For the Advertiser who buys Space in the  
GAZETTE TIMES  
AND

### CHRONICLE TELEGRAPH

Whose Readers always have Money and this  
Year have more than ever before.  
COMBINATION FLAT RATE  
Daily 20c Agate Line, Sunday 22½c Agate  
Line.

Advertisers, Sales Managers and Space  
Buyers—Address:  
URBAN E. DICE, Foreign Advertising Man-  
ager, Pittsburgh, Penna. or  
SPECIAL REPRESENTATIVES  
J. C. WILBERDING, Brunswick Bldg.,  
New York City.  
J. M. BRANHAM CO., Mallers Bld., Chicago,  
Ill., Chemical Bldg., St. Louis, Mo.

### DUBBS

are plentiful, but none like

### HENRY DUBB

who makes his initial bow to-morrow, and  
appears daily thereafter in

**The New York Call**

(Daily and Sunday)

Ryan Walker's internationally known crea-  
tion is but one of several new features, all  
tending towards a bigger and better Call.  
You should know this paper—  
You who spend the money.  
Advertising Rates for News, 10c. a line.

### "Run" Your Advertising

Is your advertising "Running" or "Walk-  
ing"? One reason why Free Press ads in  
Detroit "Run" is because they have the  
push of reader-preference behind them.

### The Detroit Free Press

"Michigan's Greatest Newspaper."

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

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

Now More Than

70,000

**The Sunday Item**  
New Orleans, La.

## WHAT LIVE ADVERTISING CLUBS ARE DOING

### Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

The fall activities of the Advertising Association of Chicago will be launched September 6, when Chautauqua week will be ushered in. Music and talks will be given daily at the luncheon hour and in the evenings at the club by Chautauqua folk. During the week there will be a talk on Chinese journalism and advertising by the editor of a San Francisco Chinese paper. A trip to Chautauqua tent on the North Side, followed by a reception and dance at one of the outlying hotels will close the week's affairs. Following this a day will be given over to the Audit Bureau of Circulations. Subsequently, there will be vigilance week. This carries an elaborate programme of speakers, consisting of prominent advertising men from a number of Western cities. Among them will be Merle Sidener, chairman, National Vigilance Committee, Indianapolis; H. J. Kenner, secretary, National Vigilance Committee, Indianapolis; Frank M. Bruce, president Milwaukee Ad Club, and others.

The Long Beach (Cal.) Ad Club is considering a proposal to amalgamate with the Chamber of Commerce, thus standardizing the efforts of the two big boost organizations of that lively city.

W. S. S. Johnson, of the ad-service department of the Waco (Tex.) Morning News, addressed the members of the Waco Ad Club, at their last meeting, on how to prepare copy for the small advertiser.

F. E. Guedry, an expert on color printing, addressed the members of the Dallas (Tex.) Ad Club at their last meeting on "Color Harmony in Advertising."

Nicholas M. Peters, president of the Syracuse Advertising Men's Club, has been appointed a member of the National Commission of the retail department of the Associated Advertising Clubs of America by President Herbert F. Houston. Mr. Peters' colleagues on the commission are Irving G. Kumlner, of Dayton, O., and John L. Hunter, of Denver. The first meeting will be held in New York early in September, at which time the board will outline the 1916 standards of practice for retail advertisers, based on the slogan: "Truth in Advertising."

The Seattle (Wash.) Advertising Show will be held at the Arena September 5 to 9, culminating in a gigantic advertising pageant and masque ball. Louis W. Buckley is managing director.

Letters for advertising purposes and as business getters were discussed pro and con at the regular luncheon of the Advertising Club of Baltimore at the Hotel Emerson. P. E. Graff, of the Bagby Furniture Company, opened the discussion of the open forum by declaring that some advertising letters do more harm than good. He pointed out the proper method of preparing a letter by saying the first paragraph meant everything, and the most salient points should be put in it.

Letters, he said, serve two purposes—pioneer work and cultivation. The former in obtaining new customers and latter in building up the business further. "Letters must contain specific statements," he said. "They must put before the reader forcibly that which it is intended to sell. The most essential things is telling the story itself; mechanics comes next."

The Ad Men's Club of Atlanta, Ga.,

is to begin an educational campaign of advertising in the local papers, the ads to appear twice a week, and to set forth the aims and explain to the public the work of the Club.

The Indianapolis Advertisers' Club, at their picnic and frolic at Fairview Park last week, produced an amusing and original playlet, entitled, "On Sale, \$9.98."

The Rochester Ad Club, at its last meeting, listened to an address by L. B. Elliott, for twenty years a Rochester advertising specialist, on "Merchandising Goods in Quantity."

J. B. Harris, advertising manager of the Dallas Evening Journal, addressed the Dallas Ad Club on "Current Topics in Advertising," at the noonday luncheon. Mr. Harris showed how advertisers could so frame their advertisements as to reflect current interest by being coordinated with the news of the day. This, he told the advertisers, would enable the individuals or firms so advertising to ride on a popular wave.

Directors of the Advertising Affiliation, consisting of the Cleveland, Canton, Rochester, and Buffalo advertising clubs, met in Cleveland August 21 in the rooms of the Cleveland Club to plan for the affiliation convention, to be held in Cleveland on January 27, 1917. It was the first session in which the Canton club, admitted in June, has been represented.

Kin Hubbard, of the Indianapolis News, helped to entertain at the frolic of the Advertisers' Club in that city on August 23.

The St. Paul (Minn.) Town Criers at their annual meeting discussed plans which will no doubt be adopted, for an unusually active winter in advertising propaganda. J. R. Davidson, chairman of the educational committee, suggested several new lines of work, which will be considered in detail at eight night meetings. The new officers are: President, John Bryant; vice-president, Elliott Hensal; secretary, Hal L. Danforth, in place of C. E. Lawrence, who has served acceptably for several years; treasurer, A. W. Alley. The governing board comprises W. Horace Locher, H. L. Sadler, F. L. Madden, H. M. Breslin, and George Staehle. The committee chairmen are: Educational, J. A. Davidson; entertainment, W. H. Neal; membership, George Michael; library, Sprague W. Smith; vigilance, F. G. Stutz; publicity, Paul R. Bohlen; convention, C. E. Lawrence.

How San Francisco can obtain the 1918 convention of the Associated Advertising Clubs of the World was told to the San Francisco and Oakland advertising men by W. W. Cribbins, president of the Pacific Coast Admen's Association and Oakland advertising manager of the Chronicle, at the last meeting of the San Francisco Advertising Club. "Special trains should leave this section for St. Louis, where the 1917 convention will be held, and we should all fairly storm the meeting, urging San Francisco for 1918," Cribbins told the admen.

We don't much like Despair. We would rather he wouldn't come in to see us. He obstructs the sunlight and

One thing is sure: the man who every little while has to break into the baby's bank for carfare isn't going to become an Andrew Carnegie.

## ALONG THE ROW

HEARD AT CROWLEY'S.

"What would you consider a good, soft newspaper job?"

"Well, I don't know of anything softer than being advertising manager of the Congressional Record."

DEMOTION.

In a few short days from now the man who has been writing swell society stuff at the seaside will come to town and be assigned to relieve the man who has been covering the Essex Market Police Court.

SURE THING.

The man who does not advertise Soon has his goods all marked by flies— They idly rest upon the shelf And he has flies, too, on himself.

TAKING A CHANCE.

Once in a while a man can get away with a fake. To illustrate. There is a certain well-known newspaper man in New York who years ago worked in Boston. On the return of John L. Sullivan from New Orleans, after his battle with Corbett, he was sent to interview him.

"Get a corking talk from John L.," said the City Editor, "and be sure you don't fall down on it."

The great pugilist was found in the rear room of a saloon on Washington Street—almost dead to the world. He aroused up long enough to mutter a few words about not caring a continental for anything or anybody, and then resumed his slumber.

"Go ahead and write your story," said one of John's warm friends. "It will be all O. K., I guess."

So the scribe took a chance and wrote a column and a half interview with the great fighter.

The City Editor was delighted—the paper had scored a beat, and the next day he again assigned the scribe to have another talk with Sullivan.

The scribe was a trifle nervous when he met Sullivan at the bar of the same saloon the next day.

"So you are the chap who wrote that interview with me in this morning's paper—are you?" said Sullivan.

"Ye-yes," answered the reporter. "Put it there, and have a drink," shouted John L. "Say—you got down every word just as I said it."

HOW AMOS CAUGHT ON.

We met an Old Timer on the Row the other day, and after he noticed the absence of the Greeley statue from in front of the Tribune Building he said:

"By the way, did you ever hear how Amos Cummings got his first newspaper job in New York from Horace Greeley?"

"No," we said.

"Well, it was this way," went on the Old Timer: "Amos walked into the Tribune editorial rooms one day, went up to Horace, and said: 'Mr. Greeley, I'm a newspaper man. Won't you please give me a job?'"

"'Young man,' squeaked Horace, 'what reason can you show me why I should give you a job?'"

"'This reason,' answered Amos, turning around and lifting up his coat tails, disclosing a pair of trousers without a seat.

"'Um, go to work,' said Greeley."

WELCOME TO OUR CITY.

Mutt and Jeff have returned to town. Glad to see Bud Fisher is again furnishing his own cuts, instead of having them contributed by an auto.

TOM W. JACKSON.

## NEW ERA IN BANK ADVERTISING

Nation-Wide Campaign of Thrift Talks Now Under Way.

September 1 was the date set for the inauguration of what is planned to be the biggest campaign of bank advertising ever undertaken.

Plans for this campaign, which is under the auspices of the American Bankers' Association, have been under way for more than a year.

It is to be a nation-wide thrift campaign. The advertising is to start simultaneously in about forty cities, Brooklyn, Cleveland, Toledo, etc., to be covered at the start, and many smaller cities, considered as "centres," to be included—such as Gary, Ind., and Tulsa, Okla.

The work is under the immediate direction of M. H. Harrison, secretary of the Savings Bank Division of the American Bankers' Association. A strong propaganda of education has been directed toward the bankers of various communities. In addition to a heavy preliminary fire of "literature," designed to sell the banker on better thrift advertising, well-informed men have been travelling over wide territories. A field man goes into the city, calls a meeting of the bankers of the town, and goes carefully over the whole plan.

These field men have had their difficulties. A majority of bankers are slow to realize that their business dealings are with human beings, and that a human nature appeal may be made without the sacrifice of dignity. Bankers who consider a \$100 advertising appropriation almost lavish, have been shocked at the proposition made to them involving a real expenditure of money.

The work has progressed, however, to the point where a real beginning has been made possible.

The first series of newspaper ads carry the head, "The Business of Getting On in the World," and point out the advantages of having a bank account. The object of the whole campaign is to educate the people as a whole to utilize the banks in the conduct of their affairs, and thus to draw all idle or hoarded money into circulation. Incidentally the progress of the campaign should show a revolution in the style and volume of bank advertising all over the country.

## Advertising in 'Longshoremens' Strike

There has been a strike of longshoremens along the Pacific Coast for some months, and considerable damage has been done. Leigh H. Irvine, former newspaper man, an author, and a publicity expert, as manager of the local Employers' Association, has been presenting, through advertising, the employers' side of the controversy. He secured inside dope on the blowing up of Pier D with dynamite, notified the president of the Pacific Coast Company, the owners. The dock was blown up a fortnight later on schedule time, in spite of watchers.

## Death of Mrs. B. T. Rogers

Mrs. BENJAMIN TALBOT ROGERS, mother-in-law of Ogden Mills Reid, publisher of the New York Tribune, died on August 31 at Upper St. Regis, N. Y., at the country place of Mr. Reid, Camp Wildair, in the Adirondacks. Mrs. Rogers was a member of a prominent Wisconsin family. Her daughter, who was Miss Helen Miles Rogers, of Racine, Wis., was married to Ogden Mills Reid in March, 1911. Mr. Reid is the son of the late Whitelaw Reid, who was Ambassador to the Court of St. James.

## WILL ADVERTISE FOR RELATIONS

Hebrew Immigration Aid Society to Utilize Practical Publicity.

More than seventy-five thousand letters from soldiers and war sufferers in that part of the eastern theatre of war now occupied by Prussian and Austrian troops, asking for information concerning relatives and friends in this country, have been received by the Hebrew Sheltering and Immigrant Aid Society of America, at 229 East Broadway, New York City.

Early this year, according to Leon Sander, president of the society, an agreement was made with the Prussian Government whereby these letters could be written to this country if addressed to the society. The society promised to forward them to the proper address and try and aid the writers.

The greater part of the letters received, written in many languages, have reached the society since this permission was granted. Much has been done, according to Mr. Sander, to deliver letters as promptly as possible, but it is hard work.

The society will now begin a campaign of advertising in the foreign language newspapers in an effort to deliver all the letters on hand and those that arrive in the future. Many of the letters, which have been censored, tell pitiful stories of death and destitution and most all ask for financial aid. Others are of an optimistic tone, but none contain actual war news. Mr. Sander expects to have delivered a majority of the letters within a month.

## Has Chronicled the Nation's Life

The Baltimore American has just completed its 143d year of practically continuous publication. In 1814 it suspended publication for a few days in order that its owners and employees might aid in the defence of the city.

The American has recorded the entire history of the United States while in the making. It was a staunch advocate of the Revolution, and in its columns the Declaration of Independence was officially printed. Miss Mary Catherine Goddard, sister of the proprietor, William Goddard, was frequently left in complete charge of the paper, and she was the pioneer woman journalist of America.

The Star-Spangled Banner was first published in its pages. Later the American took the lead in encouraging the construction of the Baltimore & Ohio Railway, the first line for both passengers and freight in America.

## Invading the West

Applications for agency privileges are coming to the United Cigar Stores Company at the rate of 150 cigar retailers a week. Some months ago it was planned to open about 900 agencies during 1916 and to confine them to Eastern territory. However, applications have been received from all parts of the country and recently a special representative was sent to Chicago to look over the possibilities there. As a result, ten agencies have already been opened in the Middle West. The United Stores, on occasions when they conduct sales for introducing new brands, are large users of newspaper space.

## Locomotive Engineers Use Page Ads

The Brotherhood of Locomotive Engineers is using full-page advertisements in the Washington, D. C., papers to bring their side of the strike controversy to the attention of the public.

## NEW MONEY-SAVING CHASE

California Printers Interested in Device Which Cuts Cost of Paper.

SAN FRANCISCO, August 25.—A new manufacturing industry is being established in Riverside in connection with the printing business. A copartnership has been formed by Clarence A. Rousseau and J. R. Gabbert for the manufacture of a newspaper printing chase, for use on duplex presses and bringing about a saving of 3 to 6 per cent. of the paper cost. The chases have been shown in different parts of the State and have everywhere attracted much attention. Many have been sold in Southern California. Mr. Gabbert this week sold a set to the Berkeley Gazette. When installed on that paper, they will effect a saving of \$40 per month for the Gazette in its white paper bills.

The chase is the invention of Mr. Rousseau, who has been pressman on the Enterprise for a number of years. Patent claims have been allowed and the allowance of others is now pending in the Government office at Washington, D. C. Several thousand dollars' worth of the chases are being manufactured by the Parker Machine Works, of Riverside. The new chases have been sold to the San Bernardino Sun, San Bernardino Index, Pomona Progress, Riverside Enterprise, and Berkeley Gazette.

## Intertype Company Is Making Money

The Intertype Corporation, in a bulletin recently issued, presents some interesting figures concerning the business of the company from February 4, 1916, when it began operations, to June 30, a period of five months. These show that after deducting cost of manufacture administration there remained as profits, \$150,985.55. After reserving \$39,853.33 for depreciation of plant, legal and other contingent expenses, there was left a net surplus of \$111,132.22, out of which two quarterly dividends of 2 per cent. on its \$1,000,000 of first preferred stock have been paid or set aside, leaving \$71,132.32 to be carried forward on surplus account. These figures show that the company is on a sound financial basis.

## "Everybody's Doing It, Now"

"I think THE EDITOR AND PUBLISHER is entitled to a great deal of credit for the excellent manner in which it is handling the news print situation. You are covering the question from every angle, and no publisher can plead ignorance on the situation if he is a reader of your publication. To show you what I thought of your recent supplement, I sat up until twelve o'clock one night reading and re-reading the testimony brought out in the conference."

W. C. Johnson, Secretary-Treasurer, Southern Newspaper Publishers' Association.

## An Attractive Supplement

The World Color Printing Co., of St. Louis, is publishing some very attractive colored newspaper supplements these days. A recent issue contained a comic page "Dem Boys," by Karls, a page of little boy fashion pictures, a page about "Some Queen Fishes of the Sea," and a woman's illustrated page with just the kind of matter that women love to read.

The Pensacola (Fla.) Journal has been elected to active membership in the American Newspaper Publishers' Association.

## Is The Kaiser Blame?

Extraordinary article by eminent French Academician on "Who Really Caused the War"—a new viewpoint.

## Current History Magazine

September Number

Current History Magazine is a monthly magazine published by The New York Times. Only publication of its kind in the world. Impartial. Contains the chief literature pertaining to the war of the most gifted and illustrious writers.

\$3.00 a year; all newsstands. Times Annex, Times Square, New York City.

## The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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

## Buffalo News

EDWARD H. BUTLER Editor and Publisher

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

MEMBER A. B. C.

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

## The Pittsburg 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

July Advertising

## The Evening Star

WASHINGTON, D. C.

Last month the Evening and Sunday Star printed over a million lines of advertising or more than any two of its competitors combined. The Star frequently prints more local display advertising than all three of them combined.

## THE PITTSBURG LEADER

NET PAID CIRCULATION 84,036

**TIPS FOR THE AD MANAGER**

The Fletcher Company, advertising service, Philadelphia, is placing copy with daily and weekly newspapers in Pennsylvania and New Jersey for the Swain-Hickman Company, distributors of Republic trucks. It is making contracts with Middle West papers for the Northwest Townsite Company, of Philadelphia.

The Fletcher Company, advertising service, Philadelphia, is preparing a big national campaign for the Pullman Motor Car Company in newspapers, magazines, and trade journals, newspaper copy being placed in cities and towns where the new 1917 Pullman is on sale.

Henry A. Dix & Sons Company, New York, has placed its advertising account with the Weil-Blow-Weil agency, also of New York. This agency has also recently secured the accounts of H. Goldman & Company, Inc., and the New York Fur Auction Sales Corporation.

The Dyer Packing Company, of Vincennes, Ind., is advertising Dyer's Beans, a new product, in Chicago newspapers.

The Harry Porter Company, of New York, is now handling the advertising for Mark Twain's books, put out by Harper Brothers.

The Fletcher Company, advertising service, Philadelphia, is placing copy in Eastern publications for the Fulper Pottery Company, Flemington, N. J., Fulper Vasekraft. It is also handling the account of the American Manganese Bronze Company, Dyson propellers.

O. E. Chaney & Co., Stocks, Bonds, 15 Broad Street, New York city, is using one-time space in some Western newspapers through the Metropolitan Advertising Company, 6 Wall Street, New York city.

The Chas. Bium Adv. Corporation, 608 Chestnut Street, Philadelphia, Pa., is placing orders with some Pennsylvania

**Advertising Agents**

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

**FRANK, ALBERT & CO.,**  
26-28 Beaver St., New York.  
Tel. Broc. 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 & WOOD-**  
**MAN,**  
Brunswick Bldg., N. Y.; Advtg.  
Bldg., Chic.; Gumbel Bldg., Kan-  
sas 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.;  
Kreage Bldg., Detroit, Mich.

newspapers for the Reliable Auto Exchange, Philadelphia, Pa.

Kendall Co., 102 West 42d Street, New York city, is again placing 92-line, 4-time orders with a few Southern newspapers for the J. B. Martin Importation Co., "Du Bonnet Cocktails," 1182 Broadway, New York city.

General Chemical Co., "Ryzon Baking Powder," 25 Broad Street, New York city, will again use newspapers in September through N. W. Ayer & Son.

Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is placing advertising for Liggett & Myers Tobacco Co., St. Louis, Mo., Velvet, King Bee, Drummond, Star, Picnic Twist.

Frank Seaman, 116 West 32d Street, New York city, is making 15,000-line contracts with New York State newspapers for A. Mendelson Sons, "Giant Lye," Albany, N. Y.

Theo. F. MacManus, Inc., Detroit, Mich., will handle the advertising of the Cadillac Motor Car Co., Dodge Bros., and the Hupp Car Corp., after August 31.

Chas. H. Fuller Co., 623 South Wabash Avenue, Chicago, Ill., is again placing some new copy on contracts for Mark H. Jackson Co., Medical, 237 James Street, Syracuse, N. Y.

Humphrey's Homœopathic Medicine Co., Humphrey's "77" Products, 156 William Street, New York city, generally renew their newspaper advertising the early part of September.

Collin Armstrong, Inc., 1457 Broadway, New York city, will place some advertising after September 1 for the American Tobacco Co., Sovereign Cigarettes, 111 Fifth Avenue, New York city.

Geo. L. Dyer Co., 42 Broadway, New York city, is again sending out orders to a few newspapers in selected sections for the Remington Arms Co., U. M. C. Cartridges, 299 Broadway, New York city.

J. W. Barber Advertising Agency, 338 Washington Street, Boston, Mass., generally places orders with a selected list of newspapers, about this time of the year for A. J. Tower Brand Slickers, 18 Simmons Street, Boston, Mass.

Husband & Thomas Co., 58 East Washington Street, Chicago, Ill., will shortly make contracts with newspapers in selected sections for the Pullman Palace Car Co.

Street & Finney, 171 Madison Avenue, New York city, are again sending out orders to some New York State newspapers for Hall & Ruckell, "Sozodont," 215 Washington Street, New York city.

Sherman & Bryan, 79 Fifth Avenue, New York city, are placing copy with some Pacific Coast newspapers for A. S. Haight & Co., Lackawanna Twins Underwear, 61 Worth Street, New York city.

Power, Alexander & Jenkins Co., Journal Building, Detroit, Mich., are making contracts with newspapers in selected sections for the Ford Motor Car Co., Detroit, Mich.

Taylor-Critchfield-Clague Co., Brooks

Building, Chicago, Ill., is placing copy on contracts for the American Radiator Co., 322 South Michigan Avenue, Chicago, Ill.

C. W. Page, American National Bank Building, Richmond, Va., is sending 4-inch, 3-time-a-week, 13-time orders, to Pennsylvania newspapers for Patterson Bros. Tobacco Co., Frat Tobacco, Richmond, Va.

Mahin Advertising Co., 104 South Michigan Avenue, Chicago, Ill., is making 15,000- to 20,000-line contracts with newspapers in the South and Southwest (copy to start about the middle of September), for the Dunbar Molasses Co., New Orleans, La.

Massengale Advertising Agency, Candler Building, Atlanta, Ga., is making 5,000-line, one-year contracts with a few newspapers in selected sections, for the Anerson Motor Car Company, Rock Hill, S. C.

The Mahin Advertising Agency, Chicago, Ill., is placing 122-inch copy for Carnation Milk, to be used in eight insertions in the Middle West newspapers.

The Hercules Powder Company is putting out some copy through Clarkson A. Collins, New York.

The Bates Advertising Company, New York city, is placing orders for 10,000-line space for one year with Middle West papers for the Auto Vacuum Freezer Company.

George Batten Company, New York city, is placing 2,000 lines for one year in a number of Western papers for the Merrell-Soule Company, Syracuse.

S. S. Goldsmith, New York city, is placing orders with a few papers for 20-inch copy, twelve times, for Snellenburg Clothing Company.

**New Agency in Racine**

The Western Advertising Agency has been established in Racine, Wis., in connection with the business of Western Printing & Lithographing Company.

W. J. MacInnes, former advertising director (commercial branch) for the General Motors Company, and a man of broad advertising, merchandising and publicity experience, has been placed in charge of the agency, which is now handling the S. C. Johnson & Son campaign and other accounts of similar magnitude.

**Upholds Exclusive Agency Contract**

The Victor Talking Machine Co., through its Canadian branch, has scored an important victory in a court decision upholding the validity of the exclusive agency contract.

The case involved a contract which provided that the dealer should not handle any competing line of talking-machines. The retail merchant, W. G. F. Scythe, of Regina, Sask., violated the agreement, and defended his action on the ground that the contract was in restraint of trade. The court held, however, that the restriction was proper, inasmuch as the company was advertising the store as a place where its goods might be had. In the words of Judge Lamont:

"The restriction imposed by it [i. e., the exclusive agency contract] is to my mind a very reasonable one, and one calculated to secure for the plaintiff benefits resulting from the advertising done by them."

**ADVERTISING MAN MAKES CHANGE****Former Manager O'Flaherty's Suburban List Opens Office for Himself.**

Richard W. Cooke, for the past seven years manager of the foreign advertising department of O'Flaherty's New York Suburban List, has opened an office in the Tribune Building, 154 Nassau Street, where he will be the special representative of a number of dailies and weeklies in Connecticut, New Jersey, and New York. His list covers papers within the 100-mile zone of New York city.

For ten of his thirteen years in New York, Mr. Cooke has been connected with the advertising business. Previous to his work with O'Flaherty, he was assistant space buyer for three years with one of the large New York agencies. He is well known in the advertising field and has the best wishes of his friends in his new venture.

**Will Advertise Texas Resources**

Gus W. Thomasson, director and treasurer of Shuttles Brothers & Lewis, wholesale jewellers, Dallas, Tex., has been made secretary and manager of the Buy-It-Made-In-Texas Association, at a salary of \$10,000 a year. Mr. Thomasson is an advertising man of wide experience. For seven years he was head of the advertising department and confidential adviser to Louis Lipsitz, president of the Harris-Lipsitz Dry Goods Company, the largest exclusive wholesale dry goods house in Texas. The Association will also carry on an extensive advertising campaign, designed to place the resources of Texas prominently before outside manufacturers. An initial appropriation of \$50,000 has been made, and it is announced that newspaper space will be liberally used.

**Donald Thompson Talks to Ad Men**

Donald Thompson, of Leslie's Weekly, who has been representing that publication in Italy and France for several months, and recently returned home with a shell wound and a lot of pictures of the Italian offensive, spoke before the members of the Advertising Club of New York on Friday evening, August 25, on his experiences. Besides showing a large number of lantern slides he exhibited a number of relics from the front. His description of battle scenes and his observations upon events that came under his view were exceedingly interesting. Mr. Thompson will also speak before the National Press Club in Washington.

**Annual Meeting A. N. A.**

The annual meeting of the Association of National Advertisers has been scheduled for December 6, 7, and 8, 1916. This meeting will be held at the Copley Square Hotel in Boston, and many notable reforms will be brought up for discussion. The programme for the meeting has not as yet been arranged, but the Board of Directors is expected to take up this matter at a meeting to be held in the near future.

**Raising the Advertising Rate**

The Ithaca (N. Y.) Journal has announced a flat rate, involving an increase, effective September 1. Transient advertising will cost 35 cents an inch, and regular (more than 500 inches) 25 cents per inch.

The Geneva (N. Y.) Daily Times also announces an increased rate, predicting that practically all small city dailies will shortly follow suit.

**AD FIELD PERSONALS**

Milton C. Hirschfield, of the Detroit Ad-Service, announces the addition of Everett C. Whitmyre and Agnes Gorman to his executive staff.

R. C. Miller, for some time connected with the advertising department of the Dayton (O.) News, has joined the staff of the real-estate firm of Kimmel & Freehafer, and has assumed duties as head of the sales department.

Clarence C. Baring, who was formerly connected with Chas. Scribner's Sons for eight years, has joined the New York office of Wm. J. Morton Company, special newspaper representatives—New York and Chicago.

S. S. Howle, formerly of the Atlanta (Ga.) Journal, will soon assume charge of the business, advertising, and commercial printing departments of the Quitman Free Press.

Nate le Vene, of the Honig-Cooper Advertising Company of San Francisco, is on a vacation trip to the Yosemite Valley, in his automobile, accompanied by Mrs. le Vene.

Frank Eastman, advertising manager of the Packard Motor Car Co., of Detroit, has been spending his vacation in the East. Frank G. Kane has been in charge during Mr. Eastman's absence.

John M. Sweeney, jr., late of the advertising staff of the Hartford (Conn.) Times, is now at Arivaca, Arizona, with Troop B, Cavalry Fifth M. C., of which he is a member. His troop, which is mostly composed of Hartford men, is engaged in patrol duty along the border, principally to look out for smugglers of ammunition, bandits, and cattle-rustlers. As the temperature is from 110 to 120 for days at a time the men found it difficult to endure the heat, but now that they are used to it they don't mind.

E. L. Clifford, advertising manager of the Minneapolis Journal, addressed the National Retail Jewellers' Association in session at that city from August 23 to September 1, on "Advertising."

L. E. Van Patten, of the Cheltenham Advertising Agency, has gone to the coast in search of new inspiration for the Chalmers auto advertising.

Fred D. Sackett has been appointed general manager of the printing department of the Fletcher Company, advertising service, Philadelphia. Mr. Sackett was formerly superintendent of production of the George F. Lasher Company, printers.

H. E. Pritchard, of the Chappelow Advertising Company, of St. Louis, was a recent guest of the Junior Advertising Club of St. Louis.

Dudley Bragdon, vice-president of the D'Arcy Advertising Company, St. Louis, is spending his vacation at Portage Lake, Mich.

B. E. Chappelow, of the Chappelow Advertising Company, St. Louis, is home from a vacation visit to Mackinaw, Mich.

Herbert Durand, formerly manager of

the New York office of Nelson Chesman & Co., is now in the St. Louis office, in charge of the copy and plan department.

E. S. Hunter, formerly with the Indianapolis Star and recently connected with the advertising department of the Indianapolis News, has become associated with the Indiana Daily Times in the capacity of advertising salesman.

Charles S. Pike has resigned from the sales department of the Burroughs Adding Machine Company and goes to the Paige-Detroit Motor Car Company as head of their new department of sales promotion and efficiency.

J. M. Fowler, Detroit manager of the Prest-O-Lite Company, has resigned to become sales manager of the White Star Refining Company, Detroit.

Walter U. Clark, who for the past six years has been in the special newspaper representative business in Chicago and Detroit, has joined Wilson & Co., who have succeeded Sulzberger & Sons, Chicago. He will have charge of the sales of the lard and oil departments in Chicago, as well as those of their branch houses.

H. B. Law, advertising manager of the Wilson-Jones Loose Leaf Company, of Chicago and New York, has become associated with the Madison and Kedzie State Bank, of Chicago, as manager of the bond department and publicity manager. His successor in the Wilson-Jones organization is C. A. Newman.

On September 1, after completing almost twenty-five years with the J. Walter Thompson Company, during which time he has handled many of the principal accounts of the agency, Edward J. Byrnes becomes associated with Edwin Bird Wilson, Inc., New York as secretary of the company.

Garrett S. Wyckoff, formerly business manager of the Perth Amboy (N. J.) Chronicle, is now advertising and business manager of the New Jersey Motorist, published in Newark.

**Herald Appoints Ad Counsellor**

Carlisle N. Greig, well known for his connection with the Cleveland Plain Dealer and Chicago Daily News, has been appointed advertising counsellor to the New York Herald. The appointment was made last week by James Gordon Bennett, and Mr. Greig took up his new work on Monday last.

**St. Paul Churches to Advertise**

Members of the St. Paul Ministerial Association are planning a church advertising campaign. A page a week is the present plan. The First M. E. Church has already started its campaign in the St. Paul newspapers.

**Ad Class at Dallas Y. M. C. A.**

The Dallas (Tex.) Advertising League is planning to conduct classes in advertising at the Young Men's Christian Association during the winter, beginning September 28. The classes will meet Thursday evenings, and are open to any person interested in advertising, a nominal charge being made to cover the cost of textbooks. The textbook to be used was written by three advertising managers in St. Louis, and covers every phase of the advertising art. A feature of the class meetings will be an address at each session by some prominent advertising man. A. G. Cheney has been placed in charge of the classes, which will continue till March, 1917.

Some advertisements reverberate throughout the community, but in the big volume of noise they say mighty little.

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.

<b>ALABAMA.</b> NEWS ..... Birmingham Average circulation for March, Daily 39,025; Sunday, 41,039, Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	<b>NEW JERSEY.</b> JOURNAL ..... Elizabeth PRESS-CHRONICLE ..... Paterson COURIER-NEWS ..... Pitsfield
<b>CALIFORNIA.</b> EXAMINER ..... Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Grestest Home Delivery. MERCURY-HERALD ..... San Jose Post Office Statement 11,434. Member of A.B.C. THE PROGRESS ..... Pomona	<b>NEW YORK</b> COURIER & ENQUIRER ..... Buffalo IL PROGRESSO ITALO-AMERICAN.. New York DAY ..... New York The National Jewish Daily that no general advertiser should overlook.
<b>GEORGIA.</b> JOURNAL (Cir. 57,531) ..... Atlanta CHRONICLE ..... Augusta	<b>NEBRASKA.</b> TRIBUNE ..... Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
<b>ILLINOIS.</b> HERALD-NEWS (Circulation 15,190).... Joliet STAR (Circulation 21,589)..... Peoria	<b>OHIO.</b> VINDICATOR ..... Youngstown
<b>IOWA</b> REGISTER & LEADER ..... Des Moines EVENING TRIBUNE ..... Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING ..... Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	<b>PENNSYLVANIA.</b> TIMES ..... Erie DAILY DEMOCRAT..... Johnstown TIMES-LEADER ..... Wilkes-Barre
<b>KENTUCKY</b> 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.	<b>TENNESSEE.</b> BANNER ..... Nashville
<b>LOUISIANA</b> TIMES-PICAYUNE ..... New Orleans	<b>TEXAS</b> CHRONICLE ..... Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
<b>MICHIGAN</b> 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.	<b>UTAH.</b> HERALD-REPUBLICAN ..... Salt Lake City
<b>MINNESOTA.</b> TRIBUNE, Morning and Evening... Minneapolis	<b>VIRGINIA</b> DAILY NEWS-RECORD ..... Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
<b>MISSOURI</b> 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	<b>WASHINGTON</b> POST-INTELLIGENCER ..... Seattle
<b>MONTANA</b> MINER ..... Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	<b>CANADA</b> FREE PRESS ..... London
	<b>ONTARIO</b>

**ROLL OF HONOR**

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

<b>ILLINOIS.</b> SKANDINAVEN ..... Chicago	<b>NEBRASKA.</b> FREE PRESSE (Cir. 128,384) ..... Lincoln
	<b>NEW YORK.</b> BOELLETTINO DELLA SERA..... New York

**New Orleans States**

Member Audit Bureau of Circulations.  
Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.

**34,686 Daily**

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium. Circulation data sent on request.

**The S. C. BECKWITH SPECIAL AGENCY**  
Sole Foreign Representatives  
New York Chicago St. Louis

# Circulation News, Views, and Observations

## TEXAS CIRCULATION MEN AT SAN ANTONIO

Annual Convention to Be Held in That City September 6—Col. C. S. Diehl to Deliver Principal Address—Paper Situation to Be Discussed and Plans Made for Reducing Waste.

The fourth annual convention of the Texas Circulation Managers' Association will be held at San Antonio, Wednesday, September 6.

The programme has been arranged with a view of getting definite action on the news print paper situation. The sessions will be held at the St. Anthony Hotel.

The principal address at the morning session will be delivered by Col. Charles S. Diehl, editor of the San Antonio Light.

The topics to be considered at the afternoon session will be returns, increased rates, and operating costs.

It has been thought best, inasmuch as the time is limited, to give the entire time to the important topics which are demanding immediate attention from all newspapers. Therefore the reading of papers will give way to this more urgent matter of economy.

However, each member present will be requested to give not less than two specific instances where he has saved his publisher money during the past three months. This item is not to be generalized, but concrete illustrations are to be given.

After this "frugal debate" the election of officers will be held, and the next convention city selected.

At 5 P. M.—An auto ride for members and their ladies over the picturesque city of San Antonio.

At 8 P. M.—The annual banquet on the roof garden of San Antonio's famous Mexican Restaurant. This will be a "Mexican supper." Toastmaster, M. W. Florer, of the Dallas News.

The local committee has not fully completed plans for the entertainment of the ladies during the period of the business sessions, but announce that all will be well taken care of, and an enjoyable day in the unique city of San Antonio is assured.

H. W. Florer, general circulation manager of the A. H. Belo & Company publications, makes the following suggestion to members:

"If it will be possible for the circulation managers who propose attending the meeting to have a talk with their respective general managers and endeavor to get together on a strictly no return of surplus product, it would indeed be a most gratifying thing to do. "It is all right to get together and 'hot air' over important matters, but it seems to me that the time is opportune for something to be done to relieve the tremendous pressure under which the newspapers are sweating and sweltering to find a way out. The object of a business is product at a profit."

President Harold Hough, in commending Mr. Florer's idea, says:

"With this knowledge, the circulation manager will be better informed as to how to consider the subjects which are to be discussed. Unfortunately, some publishers have the incorrect impression as to the real asset of a circulation manager. Some seem to feel that he knows only how to boost and build, to scatter papers and sunshine, while in reality he is just as much at

home when increasing receipts as outputs; just as adept in saving costs as saving subscribers. And now in this hour of stress it is our duty to ourselves as well as our publishers to convince them that we are versatile enough to adapt ourselves to emergencies of any sort."

The officers of the association are:

Harold Hough, president, Fort Worth Star-Telegram.

S. H. Young, vice-president, Dallas Times-Herald.

Herbert Peters, secretary-treasurer, Galveston Tribune.

Directors—M. W. Florer, chairman, Dallas News and Journal; John Wood, El Paso Democrat; E. C. White, Houston Chronicle; Jules Holahan, Chronicle, Fort Dodge, Ia.; A. L. Forbes, Houston Post; J. Ralph Griffin, Fort Worth Record.

## McCLURE WRITES OF DOWNFALL

Tells Readers of Cleveland (O.) Press How He Sought "Easy Money."

Believing that his experience should prove of value to others, Fred M. McClure, former circulation manager of the Cleveland (O.) Plain Dealer, held in connection with automobile thefts in Cleveland, Detroit, and other cities, told the people of Cleveland why he did it, in a story in the Press on Monday afternoon. The story was, in a way, part of the series being run in the Press looking to the education and improvement of the people through its columns.

McClure, who is said to have had a salary of \$100 a week, turned to these automobile deals, because it looked like "easy money." He said he needed funds because he lost several thousand dollars by playing "war bride" stocks. He lays emphasis upon the fact that there is no such thing as "easy money," and that any one who has that idea is mistaken.

## Discontinues Return Privilege

The El Paso (Tex.) Times will on September 1 discontinue the return privilege to all its foreign newsdealers. The Times in the past has made two classifications of its newsdealers, local and foreign. The local dealers have been on a non-returnable basis for over two years. The plan has worked out exceedingly well and made stronger friends among our agents than ever before.

The foreign dealers have always been allowed a return privilege with the proviso that they must keep their returns down to 25 per cent. of the total papers received during any one month.

## Stopped Fake Extras' Sales

The sale of "fake extras" by San Francisco newsboys was stopped by the police of San Jose last Sunday and four newsboys were arrested. With a four-sheet paper, displaying large headlines telling of the "Greatest German Victory in History of the War," the newsies appeared in San Jose, prepared to take the city by storm, but they were arrested shortly after their arrival. They were later released on bail. A sensational San Francisco Sunday publication, which often runs news with exaggerated scareheads, was the medium that led the "newsies" into trouble.

## George M. Rogers in Charge

The resignation of Fred M. McClure as circulation manager of the Cleveland (O.) Plain Dealer will not affect the

running of that department, says George M. Rogers, assistant general manager. H. J. Maloy will continue in charge of city sales; Philip Harper will manage country circulation; George Link will be in charge of the mailing room, and John Kirk of the city delivery. No decision regarding the head of the circulation department will be made for several weeks, Mr. Rogers continuing in general supervision of the work.

## Must Still Hear Newsies

An ordinance of Alderman Charles H. Kelley, which would prohibit the selling of newspapers on the streets of Atlanta, Ga., after nine o'clock at night, has been defeated in Council. The vote was 9 for the ordinance and 11 against. Alderman Kelley explained that he introduced the law on the request that a number of people had made complaints to him that the sale of papers after that hour had been disturbing their sleep.

## Would Muffle Newsboys at Night

HOUSTON, Tex., August 28.—A petition has been filed with the city commission by N. E. Meador, asking that an ordinance prohibiting newsboys from crying their wares or making noise in the vicinity of hotels or other sleeping quarters before 7 A. M. or after 10 P. M. The petition complains that the noise of the newsboys interrupts his sleep, and he wants the police charged with the duty of keeping the boys quiet between the hours of 10 P. M. and 7 A. M.

## CIRCULATION NOTES

In spite of advancing costs of publishing, two Kansas dailies continue to accept subscriptions at \$1.50 per year. These are the Lawrence Journal-World, and the Burlington Republican.

The Norfolk (Va.) Ledger-Dispatch has discontinued its exchange list, explaining that "the increased cost of print paper to the Ledger-Dispatch is staggering."

The chairman of the Republican State Committee of Missouri appeals to the Republicans of that State to rally to the support of the party newspapers. He urges that subscriptions be paid in advance, and that readers cooperate with the editors in securing both new subscriptions and in developing new advertising.

The city editor of the York (Pa.) Gazette, Charles M. McElhinny, recently entertained the leading citizens of York at a local pleasure resort, presenting an entertaining programme of sports, and invitation dinner. As a friend-making stunt for the Gazette the affair was unique and successful.

The Binghamton (N. Y.) Press in its Saturday issues features a sermon by a local minister.

The Philadelphia Bulletin yesterday inaugurated its non-returnable rule for unsold copies.

The American Military Institute, Inc., of Newark, N. J., recently established to give theoretical military instruction by mail, is trying to "work" newspapers and educational publications for a 500-word free reading notice of its business.

## BELIEVES IN CIRCULATION MAP

Frank W. Roth, of Joplin (Mo.) Globe, Says It Creates Interest.

Frank W. Roth, manager of national advertising for the Joplin (Mo.) Globe, believes in the efficiency of the circulation map. Mr. Roth says:

"Hardly one item of general appeal to both the national advertiser and his representatives has the same constructive strength as a circulation map covering your territory. A map generally creates interest, and when that interest can be turned to the benefit of your paper its initial cost is not to be considered.

"Take the map of the Joplin Globe, for instance. It bristles with information and sidelights on the district's circulation. The map is first prepared without the figures, after which an engraving is made of it and a proof taken. We then take a piece of tracing paper large enough to cover it and write the circulation figures on this at the point where it will register with the square or circle intended, and then make an engraving of just the figures. Any pertinent facts relative to the district are then set up in type, and the whole printed in two colors in circular form, and distributed wherever there is an opportunity for good. It certainly helps get the business."

The Globe's map shows at a glance just where the paper goes, how it compares with the circulation of other papers in the same territory, how many copies are delivered in each town, where delivery is by carrier service, and where by mail, and other facts of vital interest to the advertiser. Such a map ought to be very helpful.

## New El Paso Daily Stops Publication

Involuntary bankruptcy proceedings were filed last week against the International Printing Company, of El Paso, publishers of the El Paso Daily Democrat, and that paper, after running less than three months, suspended publication with its noon edition, August 22. The paper was established by Wyche Greer, of the Fort Worth Record, and Lee Potishman, also of Fort Worth. Greer was president of the International Printing Company, and Potishman was vice-president and general manager.

## Savannah Press in New Home

The Savannah Press has just moved into its new home on Congress and Whitaker Streets. The Press has completely remodelled this three-story structure, and converted it into a modern and up-to-date newspaper building. The pressroom is unique for Savannah and the South. The Press drew upon the idea adopted by the New York Herald, and has its pressroom very near the street level and in plain view of those on the sidewalks. At press time there is always a crowd looking through the windows.

## Charleston's New Daily

The Charleston American, the new daily recently established in that ancient and honorable city, seems to be getting along very well. W. P. Flythe, formerly with the Atlanta American, is the managing editor. T. E. Cassidy, who has had considerable newspaper experience in Ohio and in Savannah, is the city editor.

## Hot Stuff

"Good Sunday yarn this," declared the exchange reader. "Parson doubts that Jonah lived three days in whale's belly." "Great!" agreed the Sunday editor. "Interview Jonah and get a photo of the whale."—[Judge.]

## NEWSPAPER ACTIVITIES IN MANY CITIES

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

W. M. Bell, of the Charlotte (N. C.) News, has edited a book on "The North Carolina Flood," containing a pictorial history of the disaster that visited western North Carolina in the middle of July.

The El Paso (Tex.) Morning Times is preparing to organize classes in Spanish for the benefit of national guardsmen and regulars who are on duty in the vicinity of this city. Competent Spanish instructors will be employed, and regular classes, after the fashion of the best language schools in the country, will be organized. The instruction will be given to the soldiers without cost.

The Gloversville and Johnstown (N. Y.) Morning Herald celebrated its seventh annual dollar day Thursday, August 24. A canvass of the merchants showed that the volume of sales broke all past records. A pleasing feature of the event was that patrons did not confine their purchases to the bargains offered, but bought a general line of high-class seasonable goods.

Swimming instruction for boys and girls, conducted this summer by the sporting department of the Cleveland (O.) Press, resulted in lessons for 500 youngsters, of whom 90 per cent. now are able to stay on top of the water in some manner, while 60 per cent. can swim with something like regular strokes. The instruction was given in the lake at Luna Park by prominent young men and women.

One of the biggest picnics ever seen in Ohio was held Tuesday, when the Press was host to 50,000 people of Cleveland at the annual outing at Euclid Beach Park. Free tickets were distributed by the Press for different amusements in the park. In addition there were a score of cash prizes for winners in novelty events, such as ice-cream eating, shoe lacing, sack, and other races, as well as prizes for the haldest man, heaviest family, largest number in one family, and the like. The affair was planned and managed by Circulation Manager Jack Lynch.

The Atlanta Georgian has started a series of editorial talks on advertising, to be run on Tuesdays, each talk set in the typographical style of a Brisbane editorial.

The New York Globe's shopping contest will close September 16. For the best letters from readers describing shopping experiences based upon ads appearing in the Globe, daily cash prizes of \$10, \$5, and \$3 are awarded. At the close of the contest an award of \$50 will be made for the best suggestion on service, with \$25 and \$10 prizes for letters adjudged second and third in merit. The stunt has served to effectively develop reader-interest in Globe advertising.

Beachwood is a bungalow town near Tom's River, N. J. It was founded and promoted by the New York Tribune, as "a permanent advertisement" for that newspaper. The residents—there are now about 250 families—have formed a property-owners' association, with William Mill Butler, a well-known journalist, as president. A committee, after

conferring with B. C. Mayo, of the promotion department of the Tribune, has received assurances that the management of that newspaper will continue to promote the interests of the town, and that it is their intention to turn over to the property owners the clubhouse, yacht club, and other public improvements.

The Buffalo Times has offered a trophy to the winner of the Wanakah golf tournament, to be concluded on September 7. Many members of the Buffalo Ad Club will contest for the trophy, in handicap play.

On October 6 the Brooklyn Eagle will celebrate, with a birthday party to which many invitations are being issued, the completion of the seventy-fifth year of its publication. The Eagle is, perhaps, the most widely known Brooklyn institution, and the celebration of its seventy-fifth anniversary will doubtless be a civic event of the first importance.

The Macon Evening News has started a Woodrow Wilson \$1 campaign fund which is meeting with considerable success. The Columbia (S. C.) State and the Charleston (S. C.) News and Courier have been very successful in securing contributions to a Wilson fund. A Wilson Democratic Club has started in Savannah, Ga., with W. G. Suttle, managing editor of the Savannah Press, as secretary. Mr. Pleasant A. Stovall, the editor and owner of the Press, is United States Minister to Switzerland.

The Atlanta papers, all of whom established war correspondents' headquarters when the Georgia troops were concentrated at Macon, have withdrawn them. About the only paper in the State that maintains a man at the "front" now is the Savannah Press. Robert A. Golden is still on the job. He will not be sent to the border, however. The Atlanta papers, it is announced, are preparing to send a man to the border when the troops get away. The Savannah newspapers are very well represented in the ranks at Camp Harris, at Macon. Harry Dodd, the sporting editor of the Morning News, is there, and so is Jesse Irving, one of the local men on the News. The Savannah Press lost two reporters when the bugle sounded for recruits.

The Savannah Morning News has changed its body type from seven point to six point. The Macon Evening News made a similar change several months ago and finds it works very satisfactorily.

The magazine section of the Sunday State Journal, Madison, Wis., for August 27, consists of "A Handbook of Americanism and Democracy," containing political addresses by Ex-Gov. Glynn, Senator James, Secretary Lane, addresses by the President, and the Democratic platform. It is to be inferred that this supplement will be used by party newspapers throughout the country as a campaign document.

The Scripps newspapers, which include the Cincinnati Post, Cleveland Press, Houston Press, San Francisco News, and eighteen other dailies scat-

tered all over the country, are issuing for the benefit of advertisers bulletins showing the actual circulation of each newspaper for the preceding six months. The statement gives the net paid city and county circulation through news-dealers, newsboys, carriers, and by mail; the unpaid circulation, and the circulation by zones. Other valuable facts are also presented.

The San Francisco Call has arranged to enable its readers to make the trip to the Yosemite Valley and return in nine days at a minimum of expense and trouble. The first special train will leave San Francisco on September 2, returning on the 9th. All meals and accommodations of every kind are included in the service furnished through the Call.

It is understood that the persons interested in the candidacy of Willis Booth, of Los Angeles, for United States Senator, are making progress with their plans for issuing a new morning newspaper in Sacramento, Cal. A. R. Hopkins, assistant deputy State printer, is named as the practical man who is arranging to establish the news paper plant.

Some of the Samuel Hopkins Adams articles, in the New York Tribune, on advertising fakes in New York, have been brought out in book form by that newspaper. The volume now ready contains twelve articles, each an exposé of some advertising sham.

#### Big "Dollar Day" in Bridgeport

Tuesday, August 29, was "Dollar Day" in Bridgeport, and the merchants who advertised their special dollar offerings in the local newspapers experienced a busier day than any during the Christmas season. Before noon many merchants reported that entire stocks had been sold out, and the crowds were still pouring in.

#### Saves Printed Newspaper Waste

With the news print paper shortage becoming more acute, any means that will effect a saving should be investigated. The New England Newspaper Supply Company claims that its automatic blanket can save 50 per cent. of printed waste and eliminate 90 per cent. of paper breaks between the press cylinders. This claim seems to be borne out by the New York World's letter, appearing elsewhere in this issue, and by the fact that all or nearly all the large New York newspapers are using the blanket.

#### Linotype Operator's \$15,000 Investment

C. F. McKay, a linotype operator in El Paso, recently purchased for investment a twelve-acre four-year-old pear orchard in the lower El Paso Valley, for \$15,000.

#### W. J. Kline & Son Entertain Staff

All the male members of the staff of the Amsterdam (N. Y.) Evening Recorder, from managing editor to printers' devil, were entertained by the owners, William J. Kline & Son, at a clam-bake at Perth on Saturday afternoon. Copies of the Clam-Bake Bulletin (authorship unknown) containing the menu and programme of sports and amusing references to the idiosyncrasies of the individual members were circulated and created much amusement. The clam-bake, which was served at five o'clock, was a great success.

## Women's Features

Ask for samples of the following:

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

### The Evening Mail Syndicate

203 Broadway New York

## Rebus and Hidden Puzzle

Double value—half space—low cost

An unusually attractive daily feature

### The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

### CIRCULATION HOLDE

The following are the contributors to the National Editorial Service this week.

Charles M. Pepper, formerly Trade Advisor to the United States Department of State.

Svetozar Tonjoroff, Author of "Bulgaria and the Treaty of Berlin," "Russia's Struggle for an Outlet."

Rear Admiral Robert E. Peary, Chairman National Aero Coast Patrol Commission.

Wilfred H. Schoff, Secretary, the Commercial Museum of Philadelphia.

Maggie Harry, Chairwoman Rural Schools' Committee, General Federation of Women's Clubs.

Write or wire for rates

NATIONAL EDITORIAL SERVICE Inc.  
225 Fifth Avenue, New York

## WHY NOT USE A SUPPLEMENT MEXICAN MAP FOR SUNDAY CIRCULATION BUILDING ? ?

Can supply you an excellent map in three colors size 11½ x 16 inches, with your imprint on the map and Complete Chronology on the back. Prices—5,000 at \$7.25 per thousand—10,000 at \$6.00 per thousand.

CAN MAKE IMMEDIATE DELIVERY!

Write The Pioneer Map Man

S. BLAKE WILLSDEN

1606 Heyworth Bldg.

Chicago.

## The McClure Method

Our features are sold on their individual merit.

Any service may be ordered singly.

THIS MEANS:

The greatest possible variety from which to choose.

The submitting of each feature to your own editorial judgment.

The opportunity to order a budget consisting only of what you want.

A definite reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate

120 West 32nd St.

New York

## 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.

*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

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.

**THE SAME**  
**CENTRAL PRESS ASS'N**

which supplied national convention reports by William J. Bryan, Irvin S. Cobb, and Samuel G. Blythe, furnishes day in and day out a practical, sensible illustrated matrix service. Ask for samples and prices. Write either to our eastern office in the New York World building, or our central office at Cleveland.

USE  
**UNITED**  
**PRESS**  
FOR  
**Afternoon Papers**

General Offices, World Bldg., New York

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

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

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

**Newspaper Feature Service**  
M. KOENIGSBERG, Manager  
87 WEST 39TH ST., NEW YORK

SPECIFY  
**CLINE-WESTINGHOUSE**  
**Motor and Control**  
**Equipments**  
FOR WEB PRESSES  
**SPECIAL MOTOR DRIVES for**  
**STEREOTYPE MACHINES**  
**LINOTYPE MOTOR DRIVES**  
**CLINE ELECTRIC MFG. CO.**  
Fisher Bldg., Chicago  
38 Park Row, New York

**LIVE TOPICS DISCUSSED**  
**BY OUR READERS**

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

**Manufacturers Heaviest Losers**

THE EDITOR AND PUBLISHER:

Discouraging as is the present news print situation to the publisher, it is entirely reasonable to believe that in the end the manufacturers will be the heaviest losers.

The present era of outrageous prices for white paper is the best lesson publishers have ever had. It is teaching them the folly of "big" papers, and it is impressing them with ideas and means of economy that never appealed to them before. They realize now how extravagant they have been in the past, how they have thrown away tons of white paper through an unbusinesslike distribution and return privilege. They are now able to see waste in many other forms that never dawned on them before, in indifferent presswork, in free lists, in flaring "heads," in illustrations, and in features that belong to magazines rather than to newspapers.

These "leaks," big and little, are now being stopped. In the future white paper will be regarded with a new value, and hundreds of thousands of tons of this product that have been wasted annually henceforth will be saved.

The manufacturer is the one who will lose through the new order of things. His volume of business cannot but be curtailed. Every advance he has put upon his product in the last few months has put into effect a new plan of economy on the part of the publisher. The future will see smaller and more compact newspapers, just as "newsy," but made up with a more decent respect to the business end of the enterprise. The "mitting" the publisher is getting to-day is the most wholesome, and in the end will be the most profitable, experience of his career.

A PUBLISHER.

**Suggests Anti-Free Publicity Law**

**WATERLOO EVENING COURIER.**  
Waterloo, Iowa, August 28.

THE EDITOR AND PUBLISHER:

In reference to the large amount of matter you are printing to assist publishers to find a way to save white "print" paper, I would say that I have always been a strong advocate of good rules pertaining to paper waste of every kind. For more than a quarter of a century I have not believed in returns or free copies. Our A B C reports show that we have kept down the abuses to the minimum.

Most publishers who are trying to do what is right in conducting their business realize that there are many weak ones who readily succumb to the appeal from agencies and advertisers to print free advertising in the form of reading matter. Many publishers believe they are rendering their customers a real service in printing advertising matter free of charge, and, in fact, we all have a desire to assist the advertiser in every way possible, but conditions have now confronted publishers that make it absolutely necessary, on account of the expense, to devote no space to anything but news and paid advertising matter.

I believe there is a Federal law which prohibits railroad companies issuing free transportation to newspapers, and also puts a penalty on publishers should they apply for free transportation. Would it not be practicable and desirable for all concerned to favor a Federal law similar in character which would prohibit any one making requests of publishers for anything in the nature of free advertising? This, it seems to me, would relieve the publisher, and also give relief to many advertisers, who are now maintaining expensive writers, and paying much money for postage, for the production and mailing of advertising reading matter, 50 per cent. of which, I dare say, is not printed by the newspapers receiving it.

A. W. PETERSON,  
General Manager.

**Schwartz Concern Reorganized**

The Columbia News Company, Inc., has succeeded to the business of Albert G. Schwartz, publishers' representative, at 341-347 Fifth Avenue, New York city. The officers of the new concern are Albert G. Schwartz, president, and Max Esberg, treasurer.

**NEW INCORPORATIONS**

ORANGE, N. J.—Hutchinson Office Specialties Co., Inc., specialties, novelties, merchandise, advertising; \$100,000; W. Mayug, J. F. Ohagan, M. R. Hutchinson, Orange, N. J.

NEW YORK.—The James W. Elliott Corp., publicists, publishers, printing, motion pictures, vaudeville; \$250,000; F. J. Merriam, G. L. Savage, J. W. Elliott, Grand Central Terminal.

CHARLESTON, S. C.—The American Publishing Company of Charleston has been chartered with a capital of \$50,000. The officers are: W. F. Livingston, president; J. W. O'Hagan, and James Sottile, vice-presidents, and John I. Cosgrove, secretary and treasurer.

ST. LOUIS, Mo.—American Advertising Association: Earl Hewson, 244 shares; L. M. Sleight and M. J. Sprague, 3 each; to do a general advertising and display business; capital stock, fully paid, \$25,000.

Lebanon Printing and Publishing Company, Lebanon; capital, \$25,000; printing and publishing; directors, E. E. Neal, C. S. Neal, L. F. Jones.

CHICAGO.—Morgan, Joerns & Co., Chicago; capital \$2,500; to conduct a general advertising business; incorporators, Arnold Joerns, Ray J. Morgan, Elmer Warch.

NEW YORK.—Fifth Avenue Finance Co., Inc., stocks, bonds, financial, commercial agents, advertising, printers, newspapers, \$50,000; V. C. R. A. and W. P. Marchbank 170 Broadway.

SPRINGFIELD, O.—The Pixley-Messick Company, Springfield; \$10,000; advertising; Fred C. Pixley, Harry M. Messick, John R. Cassell, Ulery Bucher, and Elvin Marshall.

CHICOPEE, Mass.—Piast Publishing Company; Chicopee; Stanislaw Rybczyk, John Szafran, Frank Burzynski; \$10,000.

NEW YORK.—L. Goldman Co., Inc., printers, publishers, stationers, \$5,000; N. Goldman, I. Paley, L. Goldman, 64 Fulton Street.

**CHANGES IN INTEREST.**

JEFFERSONVILLE, Ind.—The Evening News, has been purchased from Clarence I. Dailey, by Curtis W. Ballard. The new publisher is active in Democratic politics in the State.

BRADFORD, Vt.—Frank Howe has sold The Pathfinder, to Arthur G. Fish.

WARREN, Pa.—The Daily Mirror has been sold by Eugene F. McLaren to G. C. Smith, F. B. Jackson, and W. F. Clinger. The purchase price is said to have been in the neighborhood of \$35,000. The new owners took possession September 1.

BYRON, Neb.—W. B. Cissna, of Hebran has leased the Byron Messenger from John Loetterle. Mr. Loetterle, who has been connected with a number of papers in the southern part of the State, will travel for a type foundry.

FAIRFIELD, Neb.—Russ Carter is now editing the Independent.

WHITEHALL, N. Y.—H. J. Talford has taken charge of the Chronicle.

**Unique Campaign Document**

Senator Walter E. Edge, candidate for Governor of New Jersey is issuing from his headquarters at Atlantic City, a pamphlet which he considers deserves to be called unique among millions of campaign documents in the political history of New Jersey. He terms it unique because it tells what others think of the candidate, instead of what he thinks of himself.

**NEW ENTERPRISES**

BAINBRIDGE, Ga.—Ross Moore and John Mitchell are about to establish a new paper, the Bainbridge Democrat. The new paper will appear weekly and will give Bainbridge two newspapers.

GREENWOOD, Miss.—J. L. Gillespie, owner and editor of the Commonwealth weekly newspaper, having contemplated for some time the establishment of an afternoon edition, daily except Sunday, announced in the last issue of the Commonwealth definitely that he would begin Friday, September 1, issue every afternoon, except Sundays, the Daily Commonwealth.

POCAHONTAS, Ark.—The Randolph Democrat is the name of a weekly newspaper to be published here by A. H. Chapin, of Texas. The plant is being installed.

WILSON, N. C.—Two new papers will issue on or about September first. The Evening Dispatch—the editor of which publication has not yet been named—and an agricultural weekly in the interest of the Wilson County Farmers Union will issue from the presses of the Wilson Printing and Publishing Co. A. D. McIntosh, former editor of the Monroe County News will conduct this publication, the name of which has not yet been chosen.

PRESBOTT, N. Y.—The Tribune, edited by Charles A. Styles, a newspaper man of considerable experience, has made its appearance here.

DECATUR, Ala.—The New Decatur Advertiser has moved into a new home of its own on East Grant Street, New Decatur. The Advertiser will commence the publication of a daily newspaper this fall, it is announced. This will give New Decatur two daily newspapers. New Decatur had two daily newspapers some time ago, but one of them, the Twin City Telegram, died about three years ago, and was never revived. The New Decatur Advertiser is owned and edited by Col. C. J. Hildreth, one of the oldest newspaper men in the State, and ex-president of the Alabama Press Association.

**Additions to New York Call Staff**

Chester M. Wright, managing editor of the New York Call, announces that beginning to-morrow, September 3, Ryan Walker, the cartoonist, will contribute a daily comic strip entitled "The Adventures of Henry Dubb," a character he has made famous on hundreds of lecture platforms. A. H. Howland, associate editor of the Christian Herald, has resigned from that publication to conduct for the Call a special department covering the entire world of social service.

A. E. Clayden, publishers' representative, New York and Chicago, has added the Niagara Falls Journal to his list of papers.

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

Your sales-message in  
**DETROIT SATURDAY NIGHT**  
will produce the results you are seeking.

**G. LOGAN PAYNE CO.**  
New York Chicago Boston Detroit



## NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—Ed.]

Ralph D. Casey, of Seattle, has been appointed assistant professor of journalism at the State University of Montana. Professor Casey comes to the Montana School of Journalism from the editorial department of the Seattle Post-Intelligencer, where he has made a record which is enviable. He is a graduate of the Washington School of Journalism and had made good in practical work since he finished his studies. The Northwest manager of the Associated Press writes that he regards Casey as the best news writer on the Coast. Mr. Casey takes the position left vacant by the resignation of Carl H. Getz, who has gone to the Ohio State University. His selection is in line with the policy of the Montana School of Journalism, to make its work as thoroughly practical as possible; all of the vocational instruction is in the hands of men who have newspaper experience. Professor Casey will be in Missoula soon after September 1.

The department of journalism of the University of Southern California will offer a course this fall in the country newspaper. The work will be conducted by Prof. Bruce Bliven.

S. C. Killen, editor and publisher of the Hillsboro (Ore.) Independent, recently invited to address the University of Oregon school of journalism, said among other things: "Judging from my own experience I believe there is a broader viewpoint and more general information among the people upon the farms and in the small towns than in the cities. . . . The true provincial is found in the large cities of the East."

That a nation-wide movement is now in progress to induce people by the use of newspaper advertising to go to church was learned recently in Los Angeles when Mr. John Renfrew, instructor in advertising in the University of Southern California, was notified that he has been placed on the national advisory board for this movement. Mr. Renfrew is one of the most active members of the Los Angeles Ad Club and also prominent in church work in that city. Los Angeles, it was said at the University, is known throughout the country as a city where more effective work is being done in regard to church attendance than anywhere else.

Because of the growth of the journalism department of Marquette University, Marquette, Mich., that department will henceforth be recognized as a separate course, and beginning with the fall term the work will be carried out under the direction of the Rev. John Danlhy, S. J. The college of economics will have C. R. Atkinson, formerly of Lawrence College, as its dean.

Frank G. Kane, retiring head of the department of journalism at the University of Washington, Seattle, who joins the advertising forces of the Packard Motor Car Company at De-

troit, was the guest of honor at a dinner at the Northold Inn, on the eve of his departure for this new field of work, given by members of the Sigma Delta Chi, honorary journalists' fraternity. General regret was expressed over the retirement of Professor Kane from the University. As remembrances Professor Kane was presented with a walking stick and an umbrella.

A "pulp and paper course" has been instituted at the University of Maine. It gives four years' training in chemistry and engineering to fulfil the demand for specialists in paper manufacture.

Max Sommer, a graduate of the journalism department of the University of Oregon, has been added to the staff of the Portland (Ore.) Journal.

The appointment of Ural N. Hoffman, city editor of the Tacoma (Wash.) Ledger, as instructor in journalism in Stanford University, has just been announced by Professor E. W. Smith, head of the work in journalism at Stanford. Hoffman is a graduate of Trinity College, North Carolina. Professor Smith also announced the introduction of a new course this semester to fit students for country newspaper work.

## University of South Dakota

With the opening of the new term early this month, Robert W. Jones, city editor of the Columbia (Mo.) Daily Tribune, will become the head of the department of journalism.

He is a graduate of the University of Missouri, with the A.B. degree in 1906, and LL.B. in 1913. He is a member of Sigma Delta Chi, national journalism fraternity. While in school at the University of Missouri he was active in college journalism. In 1906 he was awarded the St. Louis Post-Dispatch Journalism prize for the best story written by a student in the University.

He started in journalism as a printer in 1898 on the Columbia Statesman and was a member of the Typographical Union. In 1907 he was awarded a fellowship in economics in Chicago University, but declined it to become city editor of the Columbia Daily Tribune. He is a debater of note, having been a member of several inter-State debating teams at the University.

In addition to his duties as professor of journalism at South Dakota he will have charge of the publishing department of the University.

## University of Montana

Prof. Carl H. Getz, formerly assistant professor of journalism at the State University of Montana and next year a member of the faculty of the State University of Ohio, is spending the summer with his bride on the Atlantic Coast. Professor Getz is filling in on the staff of the United Press Association in New York and Washington during the vacation season. In September he will go to Columbus to enter upon his new work.

The Munn-Romer Co., of Columbus, O., advertising agents, have purchased and are remodeling for their use the residence property at 568 East Broad Street.

## HELP WANTED

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

WANTED—A high-class, clean-cut advertising solicitor who can close specified space contracts for newspapers. He must be able to approach business men and intelligently present facts, keeping in mind that this proposition requires no coloring or misrepresentation. Position involves travelling. Commission basis. If you are industrious and your record will stand investigation write J. BERNARD LYON, 116 W. 32d St., City.

## 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 AND BUSINESS MANAGER, 13 years on leading New England and Southern dailies, expert copy writer and solicitor, wants newspaper situation. Thoroughly competent and reliable. Best of references. Medium salary if permanent. Write to-day, M. 3080, care Editor and Publisher.

AN EXPERIENCED NEWSPAPER MAN, with a good record for developing business, seeks position in either news or business department of responsible publishing firm. Best of references. Can furnish sufficient "pep" into your news and ads to greatly increase your circulation and advertising. If you want an aggressive, energetic ad man, reporter, city, telegraph or sporting editor, drop me a line for further particulars. Scott Laird, Dixon, Ill.

ADVERTISING MAN—Experienced, alert solicitor, with creative ideas, who is a real salesman and an expert copy writer, desires permanent position with progressive daily, smaller cities in New York, Pennsylvania, Connecticut, or Massachusetts preferred. Other locations considered. Record and references. Address A-No. 1, care Editor and Publisher.

ADVERTISING MAN—Young, aggressive; age 34—17 years' experience on classified foreign and local display. Nine years as classified manager for two of New York's leading dailies with a record for results that is exceptional. Highest class references as to ability and character. Would consider proposition in New York or out of town. Address K, 3028, care Editor and Publisher.

CIRCULATION MANAGER and assistant looking for live proposition in town of 100,000 or over. Have made good as organizers and circulation builders. If your proposition is an opportunity write us. C. M. A.—500, care Editor and Publisher.

CIRCULATION MANAGER—Have had several years' experience on both large and small papers. Can furnish the best of references. A man not afraid of work. Member of I. C. M. A. Address K, 3021, care Editor and Publisher.

COPY READER—American author prose, verse, story and biographical writer. Sober, reliable, wishes position as copy reader for publication. Age 44. Good personality. Known in fraternal circles. Address M, 3031, care Editor and Publisher.

EXPERIENCED EDITOR of juvenile stories wants position on enterprising newspaper as manager of young people's department; will give services first two weeks free to prove value of the department as an advertising attraction. FREDERICK B. HAWKINS, Box 108, Westwood, N. J.

FINANCIAL EDITOR—Opening wanted by experienced editor and newspaper man. An opportunity is sought with a daily newspaper, trade publication or other periodical by a high-grade man, familiar with every phase of editorial and newspaper work. Am 35 years old, married, college graduate, steady, conscientious, and have worked from reporter to editorial staff of various large metropolitan dailies. Have edited and managed several prominent trade journals. Am a strong, fluent writer, with brisk, breezy style. POLITICAL, FINANCIAL AND COMMERCIAL SUBJECTS A SPECIALTY. Reasonable salary desired. Address M., 3033, care Editor and Publisher.

IF YOU WISH TO CUT DOWN THE COST of your print, employ an efficient paper expert. A man who thoroughly understands the manufacture of print paper and has had wide experience with a large morning and evening newspaper desires a position. Address M., 3034, care Editor and Publisher.

NEWSPAPER PRESSMAN—Thoroughly competent, who has made a special study of pressroom conditions, the handling of paper cost and waste, seeks employment. Have executive ability, can assume charge of a plant and produce results. Fifteen years a foreman; especially good on color work. Highest references. Address Pressman, care Editor and Publisher.

YOUNG MAN, twenty years of age, having four years' advertising experience in a large New York agency, desires to secure a position in a growing company where good work is appreciated. Is good proof reader, can write copy, order insertions, tabulate results, etc. Address K, 3027, care Editor and Publisher.

BUSINESS OR ADVERTISING MANAGER of more than twelve years' experience, good education and address, live, wideawake, a friend maker and business builder and producer, desires to make connection where hard work and results will show him profit and advancement. His experience has been the principals of the business office, and all branches of the advertising department, foreign, local, and classified. Knows how to minimize expense, and build up a steady profit line by his experience and systematic work. Experienced in lay-out, copy, and campaign work. Want position as business manager, assistant business manager, advertising or assistant advertising manager. Willing to accept on salary basis, salary and commission or salary and working interest. Have had experience in towns from forty to more than two hundred thousand people. This is a LUCKY FIND, and if you want a live-wire business builder and producer get in touch with me. Can furnish very best references. Address LUCKY FIND, care Editor and Publisher.

\$8,000 buys Eastern Newspaper and Job Business. \$5,000 cash necessary. Owner might sell an interest to a practical printer or newspaper man who had \$2,000 or more cash to invest. 1915 net profits \$3,000. Proposition O. E.

## CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

Controlling interest in SOUTHERN EVENING DAILY earning net nearly 20% upon the amount required to buy control is offered for \$10,000, part cash; balance easy payments. Buyer to take present owner's place as manager at substantial salary.

## HARWELL, CANNON &amp; McCARTHY,

Newspaper and Magazine Properties.

Times Bldg., New York

## No. 919x

\$20,000 cash, balance of \$15,000 deferred, buys well known evening daily in Illinois, doing approximately \$45,000 annual business and netting owner for time and investment \$7,000 to \$10,000; equipment inventories \$34,000. This is a property of high standing.

## 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 centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, 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, 742 Market St., R. J. Bidwell, manager, Phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 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; Brennan's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W., Biggs Bldg., News Stand. Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—E. J. Bidwell Co., 742 Market.

## ATTRACTIVE OFFER FOR QUICK SALE

Two Duplex Flat-Bed Presses Replaced by Scott Web Presses

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

Send for further information

Walter Scott & Co.  
Plainfield, N. J.



### Canadian Press Clippings

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

### The Dominion Press Clipping Agency

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

We cover every foot of Canada and 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.

## 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.

### INVENTED "BEN DAY" PROCESS

#### Death of Benjamin Day Recalls His Great Services to Printing Art.

Benjamin Day, inventor of the "Ben Day" process for shading pictures for reproduction, died at his home in Summit, N. J., August 30, at the age of seventy-eight years. He was the head of Benjamin Day, Inc., of No. 118 East 28th Street, Manhattan.

Mr. Day was born in New York city and was a son of the late Benjamin H. Day, founder of the New York Sun. After completing his education here he went to Paris when a young man and studied art there. Later he returned to the United States and was for years connected with Leslie's Weekly and Harper's Weekly. When he invented what is now known as the "Ben Day" process he gave up magazine work and devoted his time to conducting his private business.

Mr. Day's process for shading and reproducing pictures is now in use in the New York Herald and many other newspaper plants throughout the United States. The process consists of placing a fine meshed, inked screen over the part of the plate to be shaded and then making dots by passing a roller over it. That portion of the photographic plate which is not to be printed from is protected by a gampoge solution. The screen is regulated by a delicately adjusted gauge, manipulated by a thumb screw. The ground may be made light or dark at the will of the operator.

The process revolutionized the art of picture reproduction in newspapers and magazines. At the time of the Graphic Arts Exhibit at the Grand Central Palace in this city in April, 1914, pages of the Herald were chosen for exhibition there to show the absolute perfection of the application of Mr. Day's process.

Mr. Day leaves his wife, who was Miss Rebecca A. Kimball, and two daughters, Mrs. W. P. Snyder, of Summit, and Mrs. Frederick F. Hesse, of New York.

#### Fatal Automobile Accident in Michigan

Mrs. Frank W. Whittaker, wife of a brother of Milo W. Whittaker, business manager of the Jackson (Mich.) Patriot, was killed in an automobile accident six miles southwest of Ann Arbor, August 24. Mrs. Carl N. Heglund, Milo W. Whittaker's sister, had a rib broken. Mr. Heglund sustained a fractured collar bone, and their daughter a broken arm. The cause of the accident is unknown. As the car crossed a culvert it swerved from one side of the road to the other and then capsized.

#### OBITUARY NOTES.

AARON W. VANKUEREN, for fifty years connected in an editorial capacity with the Nyack Evening Journal, is dead, following a stroke of paralysis. Mr. Vankueren was seventy years old, and for years was the Rockland correspondent of the Associated Press.

WILLIAM H. PHILLIPS, formerly State Senator and well known as an editor and author, died at Amherst, Mass., August 27, at the age of eighty-six. For many years he was the editor and publisher of the North Adams Transcript.

HARRY E. HORNER, publisher of the Fonda Journal, died at Mercy Hospital in Des Moines, after an operation for appendicitis that was necessitated after a sudden illness. Mr. Horner was forty-one years of age. He is survived by his widow.

GEORGE V. WALDRON, forty-four, well-known newspaper man of northern Michigan, is dead at his home in Alpena, Mich. Cuban fever, which he contracted during the Spanish-American war, so undermined his health that he fell a victim to tuberculosis. Mr. Waldron was formerly city editor of the Alpena Daily Echo, later of the News, and his last work was as telegraph editor on the Pontiac Press-Gazette. A widow and two children survive.

HARRY LOW HAND, for many years a proofreader on the New York American, and for twenty years on the New York Herald in a similar capacity, son-in-law of William Smythe, well-known as night editor of the Herald, died in the Jewish Hospital, Brooklyn, August 23. Death came from apoplexy caused by the recent heat spell.

ALFRED AVERY HOBSON, for fifteen years employed in the circulation department of the New York Herald and prior to that with the New York Times, died on August 24, at 2420 Silver Street, Ridgewood, Queens Borough, aged sixty-four years.

EDWARD FURLONG, seventy-five years old, at one time business manager of the Philadelphia North American, died at his home in that city on August 22.

COL. FREDERICK R. FAY, for thirty-five years Portland, Me., correspondent of the Boston Globe, is dead. He was born in Massachusetts, July 1, 1850, and spent his earlier years in that State. His news gathering activities were chiefly confined to his work for the Globe, which placed a high valuation upon his services. Mr. Fay was an honorary member of a large number of fraternal and other organizations. His charity was boundless, according to his friends, and his heart as tender and responsive as a child's.

CHARLES THOMAS LOGAN, JR., owner and editor of the Palisadian, published in Palisade, N. J., is dead from infantile paralysis. Mr. Logan, who was twenty-five years old, was stricken ten days ago, but it was not until the day of his death that the nature of the illness was determined. He was graduated from Columbia College, and was active in town athletics, being manager of the Palisade baseball team. It is not known how he contracted the disease.

REED FASSETT, son of Editor E. F. Fassett, of the Arlington (Neb.) Review, died a few days ago following an operation for appendicitis.

E. A. K. HACKETT, publisher of the Fort Wayne Evening Sentinel, died at a hospital at Fort Wayne, Ind., on August 28, following an operation. Mr. Hackett was taken ill several days ago at Winona Lake. He was sixty-five years old, and since 1880 had been the publisher of the Sentinel.

WILLIAM HAYES WARD, D.D., editor of the New York Independent for forty-nine years, director of the Wolfe expedition to Babylonia in 1884, and author of books on religious and Oriental subjects, died at his home at South Berwick, Me., on August 28, at the age of eighty-one years. Although virtually an invalid for a year, as the result of being thrown from a carriage, Dr. Ward was active as honorary editor of the Independent. He was a trustee of Amherst College and of Berwick Academy, and for many years took a prominent part in the activities of the American Bible Society, the Church Building Society, and the American Missionary Society. He was born in Abington, Mass., June 25, 1835.

GEORGE MORTIMER ROWE, a newspaper man formerly connected with the New York Times and Cincinnati Inquirer, died at Long Beach, Cal., on August 21.

GEORGE E. VOGLE, a former St. Louis newspaper man, died in St. Louis last week of Bright's disease. Vogle, who was a staunch unionist, attempted at one time to organize a union among St. Louis reporters. He was fifty years old and leaves a widow.

#### Will Edit Memphis Press

DALLAS, Tex., August 28.—Ralph L. Millett, who has been editor of the Dallas Dispatch since 1912, will assume editorship of the Memphis (Tenn.) Press, early in September. The Memphis Press, like the Dallas Dispatch, is one of the string of papers published by A. O. Anderson. The present editor of the Memphis Press will go on the road for the Memphis Press, Dallas Dispatch, and Houston Press. Ross Murphy, who has been managing editor of the Dallas Dispatch, will assume editorial supervision, taking the place made vacant by Mr. Millett, who has made a remarkable record as editor of the Dallas Dispatch since he took charge in 1912. A dinner was given last week in his honor at the Adolphus Hotel.

#### Newspaper Men to Play at Siwanoy

The newspaper golfers are to play for the press championship over the Siwanoy course, Westchester County, September 11 and 18. This press championship should not be confounded with the championship of the Newspaper Golf Club, for while the latter event is held annually at Van Cortlandt Park and is open only to members of the New York Newspaper Golf Club, any newspaper man golfer is eligible for the press title event.

#### WEDDING BELLS

The engagement of Miss Zoe Havner, of Oakland, Cal., to Leland Hays, of the editorial staff of the Burlington (Vt.) Free Press, has just been announced. Miss Havner is a talented girl who has spent much of her time abroad. She was educated on the Continent, later finishing her studies under private instruction in Oakland. Her father was the late Capt. Havner.

On the eve of leaving for England with a draft of officers, Lieut. Gregory Clark, late of the Toronto Star staff and a son of Joseph T. Clark, one of the editors of that paper was married at Norway Point, a Lake of Bays, to Miss Helen Murray.

Thomas W. Greenall, of the Boston Record advertising staff, and Miss Helen McDonald, a telephone operator at the Hotel Brunswick, were married recently. Mr. Greenall is a member of the board of directors of the Boston Press Club, and is widely known.

Hermine Carlotta Redgrave (Phebe Snow) art critic of the New York Globe, was married to George Lawrence Nelson on August 21. Mr. and Mrs. Nelson will be at home after October 1, at 15 West 67th Street.

Fuzzy Woodruff, a well-known Atlanta, Ga., newspaper man, no longer takes his lunch at downtown cafes nor stays out late at night, for there's a reason. A few weeks ago Fuzzy was married to Mrs. Grace E. Morey, of Atlanta, Ga. They didn't go to Europe on a honeymoon tour, but immediately took possession of a cosy little flat, and the two have begun a happy life together.

Mrs. Jean Cabell-O'Neill, well known in newspaper circles in Brooklyn, and who is now connected with a newspaper in El Paso, Texas, is now Mrs. J. G. Herbert, wife of a private in the aero corps.

# A Brief Commercial Survey of New England

**N**NATURALLY, the most profitable field for advertisers to consider, is the one in which large amounts of money are kept in constant circulation.

Because of her vast industrial enterprises, New England keeps her money moving constantly round the circle.

All of New England's hundreds of thousands of wage-earners get their share.

All of them are liberal spenders.

All of them are influenced largely in their choice of purchase, by the advertisements in their HOME NEWSPAPERS.

## A Revelation in Figures!

*In the Cotton Mills of New England, the average number of wage-earners is 190,422, who earn during a normal year, \$77,235,731.00*

*In the Woolen Mills, there is an average of 110,488 employees, who receive during the year - - - - - \$48,177,886.00*

New England, as a whole, has 25,351 active industrial establishments, in which the average number of employees approximates each year, 1,101,290, who earn during the year  
**\$557,631,000.00**

In view of these stubborn facts, the **FIRST CHOICE** of advertisers who would cover thoroughly one of the richest sections of the United States, **MUST BE THESE NEW ENGLAND NEWSPAPERS.**

*There is no possible question about it!*

MASSACHUSETTS				MASSACHUSETTS				VERMONT						
		Net Paid	2,500	10,000			Net Paid	2,500	10,000			Net Paid	2,500	10,000
		Circulation	lines	lines			Circulation	lines	lines			Circulation	lines	lines
Boston American	(E)	365,219	.35	.35	Springfield Republican	(S)	16,739	.065	.04	Burlington Free Press	(M)	9,184	.0228	.0157
	(S)	324,492	.35	.35	Springfield Union	(MES)	28,515	.07	.06	Population, 361,205.				
Boston Globe	(ME)	243,459	.30	.30	Worcester Gazette	(E)	27,156	.06	.045	<b>CONNECTICUT</b>				
	(S)	298,993	.30	.30	Massachusetts totals,		2,493,304	3.2282	3.0639	Danbury News	(E)	5,936	.0118	.0118
Boston Herald-Traveler	(ME)	179,468	.28	.25	Population,		3,605,522.			Hartford Courant	(MS)	17,600	.06	.035
Boston Journal	(M)	63,080	.16	.125	<b>RHODE ISLAND</b>					Hartford Times	(E)	25,014	.06	.05
Boston Post	(M)	444,799	.40	.40	Pawtucket Times	(E)	*21,859	.05	.0325	Meriden Journal	(E)	4,904	.025	.0143
	(S)	315,677	.30	.30	Providence Bulletin	(E)	50,048	.09	.09	New Haven Times-				
Boston Record	(E)	33,269	.1425	.1275	Providence Journal	(M*S)	22,767	.07*08	.07*08	Leader		*15,325	.04	.03
Boston Transcript	(E)	30,143	.15	.15	Rhode Island totals,		126,205	.3028	.2713	New London Day	(E)	8,447	.0285	.0171
Fall River Herald	(E)	*7,285	.02	.02	Population,		591,215.			New London Telegraph	(M)	4,500	.0086	.0071
Fitchburg Sentinel	(E)	5,066	.02	.0157	<b>MAINE</b>					Norwich Bulletin	(M)	9,213	.04	.018
Lynn Telegram	(E)	*7,527	.02	.02	Portland Express	(E)	20,086	.0535	.0375	Connecticut totals,				
	(S)	*6,218	.02	.02	Population,							90,939	2.3791	.1833
Lowell Courier-Citizen	(ME)	16,780	.03	.03	Population,							2,740,320	3.8612	3.4424
New Bedford Standard & Mercury	(ME)	17,029	.03	.03	New England totals,							2,740,320	3.8612	3.4424
Pittsfield Eagle	(E)	12,413	.0207	.0157	*A.B.C. statement.									
Salem News	(E)	18,648	.05	.035	Government statements, April 1, 1916.									
Springf'd Republican	(M)	14,203			Population for New England, 6,874,174.									
Springfield News	(E)	17,526	.09	.08										

# Some Reasons Why THE GLOBE is New York's Fastest Growing Daily Newspaper

## *The News*

Through exclusive arrangement with the Chicago Daily News, The Globe is printing the best and most complete news of the European War gathered by 30 special correspondents in the field, the most important news service of the day.

## *Its Features*

Through membership in The Associated Newspapers, composed of many of the strongest evening newspapers throughout the United States, such as the Chicago Daily News, Philadelphia Bulletin, Kansas City Star, etc., The Globe prints exclusively in New York the best features obtainable and which have made these newspapers dominant.

## *As a Newspaper*

The Globe stands for big definite purposes in the community. Its pure food campaign—its sane, independent and forceful editorials—its school department—and its faithful service to the community as a whole, have secured for it greater recognition than probably any other newspaper.

In five years The Globe has more than doubled its net paid daily circulation. During August, an off month, the average net paid circulation of The Globe to date is better than 210,000 a day. The Globe is a member of the A. B. C.

The Globe carries more advertising from the sixteen leading retail shops in New York City than any other New York newspaper. The volume of this business in The Globe amounts to almost twice as much as that placed in all the week-day morning papers combined and nearly half as much as all the Sunday papers combined.

The Globe's intimate relations with its large army of readers, proved through literally thousands of letters from readers to the editors daily, probably stands unequalled among daily newspapers.

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