

The Facts Cannot Be Evaded The Conclusion Cannot Be Avoided

THE FACTS:

Consistently, week in and week out, The Chicago Daily News prints more advertising during the six working, *buying* days than any other Chicago newspaper. This record has been maintained over a long period of years, giving indisputable evidence of *sustained* faith on the part of a large number of continuous and successful advertisers who *believe* in The Daily News because their belief *pays*.

THE CONCLUSION:

The cheapest, quickest, *surest* way to the buying homes of Chicago is through The Daily News. The *only* way to *all* of Chicago at *one time* is through

THE CHICAGO DAILY NEWS

"It Covers Chicago"

If you decided 10 years ago that Canada was not much of a market for you—



Take the Train for Montreal

For in 10 years Canada has gone quickly ahead and today offers opportunities which no American manufacturer who seeks expansion should overlook.

For here at his door a very rich and progressive comfort-loving population will be found not only ready to buy, but ready to buy the same goods which suit the United States.

Pretty nearly anything which can be sold in New York or in Chicago will find a market in London, Toronto, Montreal and Quebec, and the rural population is as prepared to buy a phonograph or a new seed as is that of the Maine or Ohio countrysides.

That in Quebec a large part of the population speaks French need prove no deterrent. It is easy to carry your story to them, and the fact that many manufacturers do not do so makes the road all the easier for those who do, though this part does require special treatment on which it is wise to secure competent and disinterested advice.

PROVINCE OF ONTARIO

Population 2,523,274

	Circulation.	Lines.	
	Net Paid	2,500-10,000	
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.01
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	31,766	.045	.035
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,996	.10	.07
Windsor Record (E)	9,650	.025	.0225

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

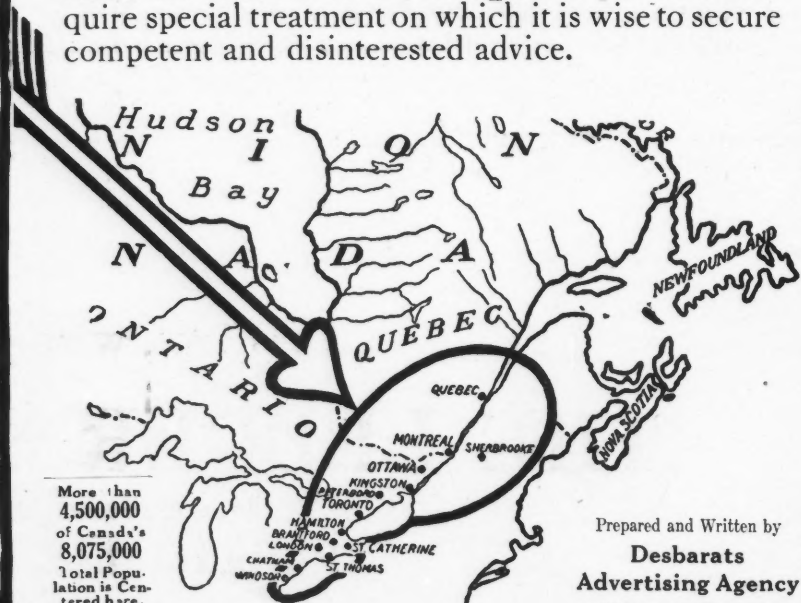
Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M) (2c-\$6 yr.)	24,388	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.054	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

993,008 1.4267 1.1594

The newspapers listed on this page offer 994,372 average Circulation at a total combined cost of \$1.14 per line or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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



Prepared and Written by
Desbarats
 Advertising Agency
 Montreal, Canada

WORLD'S GREATEST WAR NEWS SERVICE

Close-ups of the American Expeditionary forces in trench and camp by cable and letters which, in graphic style, interpret, augment and supplement the official dispatches.

The London Times Cable Service

Gives "hot off the cable" analyses of the war situation by the "Old Thunderer's" military and naval experts, the descriptive classics of its war correspondents at the front and comments on the world's great upheaval by geniuses of universal fame.

Service averages 2000 words daily skeletonized to half length and wired to subscribers at night rates from nearest relay points. Cable tolls paid by us.

FOR MORNING PAPERS—A great success as demonstrated by a list of subscribers, including the New York Sun, Washington Post, etc.

FOR EVENING PAPERS—Equally successful as being proved by the Boston Transcript, Pittsburgh Sun, St. Louis Star, Fort Worth Star-Telegram, Birmingham News, etc.

THREE MONTHS' TRIAL CONTRACT—This arrangement will be made for papers wishing to try the service out.

We Will Share Our War Correspondents With You

We have two of America's most fearless descriptive writers and news gatherers now on the firing line watching every move of our soldiers.

RAYMOND G. CARROLL, star feature writer of the Public Ledger, who as foreign correspondent has won his spurs in both hemispheres, is covering our boys at the front in graphic cables and mail features for our Sunday and daily clients.

HENRI BAZIN, formerly of the Evening Ledger home staff, now its correspondent at the front is one of the most daring writers upon the firing line. Lately he received a bullet through his helmet and, as a reward for his courage, the Croix de Guerre from the French government.

We syndicate all of these war news services to newspapers throughout the United States.

For rates wire or write

THE LEDGER SYNDICATE

Independence Square
Philadelphia, U. S. A.

The United States Steel Corporation
 Is NOW Spending
Eleven Millions
in Birmingham

On the erection of new mills, which, when completed, *will cost several times that amount*

The United States Steel Corporation is adding tremendously to its investment in Birmingham by erecting vast mills, to turn out in time of war hundreds of thousands of tons of supplies for the government, and to supply in time of peace the materials to build and rebuild a devastated world.

The Finance Committee of the Steel Corporation visited Birmingham a few weeks ago, and appropriated **eleven millions** for immediate expenditure, to inaugurate construction of those great additions that **will cost about three times that much to complete.**

These notable figures in the world of industry and finance expressed themselves freely about Birmingham and its future. Here's what three of them said:

Judge Elbert H. Gary

Chairman of the Board of Directors of the United States Steel Corporation:

"It is with pleasure that I have been able to bring the members of the Finance Committee of our Corporation to Birmingham to let them get acquainted with the people and to see the district as it is.

"Since the Corporation became possessed of the Tennessee Company in 1907 something like \$32,000,000 has been appropriated for improvements in Alabama. I can now promise you that as a result of the present visit of the Finance Committee to your city a **VERY LARGE SUM OF MONEY** is to be appropriated for use in the immediate future in this district."

George F. Baker

Ex-President and Chairman of the Board of the First National Bank of New York, Director and Member of the Finance Committee of the United States Steel Corporation:

"Birmingham's future is assured, and without doubt she is destined to be one of the foremost, if not **THE GREATEST INDUSTRIAL CENTER OF THIS COUNTRY.**

"We may by good judgment and energy hasten the date, but we cannot prevent it."

George W. Perkins

Chairman of the Finance Committee of the International Harvester Co., and Director and Member of the Finance Committee of the United States Steel Corporation:

"You are about to undergo great development. You are about to have the eyes of the world turned upon you. You are about to be advertised far the wide. And the city is worthy. This is my third visit, and it is delightful to me to see the impression made upon those of our party who have never been here before. They knew the inherent wealth in the presence of iron, coal and stone, but they were not prepared for the beauties—the wonderful topography of the land, the handsome residences, the charming warm-hearted people.

"Nature has been wonderfully generous to Birmingham. We are in a terrible war, and it is hard to think optimistically in such tragic times, and yet this war is to mean greater things to Birmingham than anything else could possibly have brought about."

Birmingham, a wonderful city, in the very heart of a wonderful district, has one newspaper that is absolutely dominant six afternoons each week and Sunday morning. It's—

The Birmingham News

The South's Greatest Newspaper

Member Audit Bureau of Circulations

Kelly-Smith Company

220 Fifth Avenue, NEW YORK FOREIGN REPRESENTATIVES Lytton Building, CHICAGO

THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, AUGUST 18, 1917

No. 10

NEW YORK COMMERCIAL, OLDEST BUSINESS NEWSPAPER, BOUGHT BY R. R. WHITMAN

Managing Director of Audit Bureau of Circulation Joins Ranks of New York Publishers Through Purchase of Prosperous Financial Daily Newspaper From Mercer P. Moseley—Transaction Through "Harwell and Cannon" Largest and Most Important of Year in Newspaper Field—Policies of Retiring Publisher to Be Continued.

THE NEW YORK COMMERCIAL, the oldest business and financial newspaper in the world, has been purchased by Russell R. Whitman, managing director of the Audit Bureau of Circulations.

The formal transfer, which was made to-day, marks the consummation of the most important newspaper sale which has transpired in New York since Frank A. Munsey purchased the Sun, and perhaps the most important transaction in newspaper properties in the United States within the same period.

Mr. Whitman, who becomes owner and publisher of the New York Commercial, acquires also "America's Leading Manufacturers—The Standard Blue Book of Foreign Trade," a publication which is recognized as the standard organ for export trade advertising by American manufacturers.

With his purchase of this big property Mr. Whitman resigns his position as managing director of the Audit Bureau of Circulations, and will devote all of his time and energies to the conduct of the New York Commercial and the Standard Blue Book of Foreign Trade.

The amount involved in the transaction is not stated, but those who are familiar with the value of the properties in question estimate that it is in the neighborhood of \$750,000. On this point neither Mr. Whitman nor Mercer P. Moseley, the retiring owner, will consent to throw any light whatever.

The New York Commercial dates back, with continuous publication, to the New York Prices Current and Shipping List of 1795. It was established to give to our business men in those days exactly the service which the New York Commercial gives to them now—authoritative information on markets and prices on eatables, wearables, and all commodities in active use in daily life—news of primary markets and of financial markets, and in addition all business news in proportion to its importance. It has fought wisely for its place in its field, and has won in a big way.

Mr. Moseley, in retiring, pays the highest tribute to the new owner, Russell R. Whitman. He believes that Mr. Whitman is better equipped, through experience and in his ideals of service-policies, to carry on the New York



RUSSELL R. WHITMAN.

Commercial and the Standard Blue Book of Foreign Trade than any other man.

"In assuming ownership of the New York Commercial," said Mr. Moseley. "Mr. Whitman will be absolutely unfettered. No man can say to him, 'do this' or 'do the other.' The New York Commercial has no entangling alliances. It serves impartially. It has no other creed than that of service."

At Mr. Whitman's special request,

Mr. Moseley will remain a member of the board of directors.

Russell R. Whitman, the new owner of the New York Commercial and the Standard Blue Book of Foreign Trade, is one of the outstanding figures of contemporaneous newspaper life. He was born in Louisville in 1868; graduated at the University of Kansas in the class of 1893, his intimate associates in college being such men as the late Major-General Frederick Funston, ex-Governor

or Herbert Hadley, of Missouri, and William Allen White, of Emporia, Kan.

Mr. Whitman's first newspaper work was in the news end, on the Kansas City World. This was in 1894. Later he went to the Kansas City Star, developing advertising accounts through planning and writing copy for local advertisers. After two years with the Star he went over to the Kansas City Journal as advertising manager, holding that post with signal success for four years. He then took charge of the foreign advertising for all of the Hearst newspapers in the territory west of Pittsburgh and Buffalo, to the coast, for a period of five years with headquarters in Chicago. He became publisher of the Boston American in February, 1909, where he made an excellent record for constructive management in a difficult field.

He resigned his position as publisher of the Boston American on January 1, 1914, to take up the work of organizing the Audit Bureau of Circulations. In May, 1914, the organization of this bureau was completed, and Mr. Whitman was made managing director.

His work in that capacity is known to all men in the newspaper and advertising world. Under his guidance and direction the A. B. C. has become a great factor in the promotion of circulation and advertising on sound business lines and principles.

The advent of Mr. Whitman to the ranks of New York daily newspaper owners and publishers is an event of major interest. He will have, in his new work the cordial good-wishes of a host of men in the publishing and advertising fields. A man of the finest ideals, with an unbroken record of high achievements, Mr. Whitman will count, and count large, in the publishing field in the nation's metropolis. It is his purpose to make the New York Commercial more and more a national newspaper for business men.

When seen by a representative of THE EDITOR AND PUBLISHER, Mr. Whitman said:

"It has been the dream of my life to own a publication of my own. My purchase of the New York Commercial is its realization. In considering opportunities in the publishing field I have been impressed for some time with the great sphere of service open to a commercial and financial daily newspaper. I had a vision of the service possibilities

of such a newspaper, conducted on national and international lines, in furthering domestic and foreign trade, and in playing a real part in the expansion of legitimate business.

"I found in the New York Commercial and the Standard Blue Book of Foreign Trade an opening exactly to my liking, conforming in purpose and pol-



MERCER P. MOSELEY.

cies to the ideals I have long held. I wish to pay a deserved tribute to Mr. Moseley, whose clear vision and tireless work have created properties of high and permanent value to the business men of America and the world. Mr. Moseley has builded on sound and constructive lines, and it shall be my policy to follow these to the end that this newspaper shall become more and more useful to business men.

"It is with sincere regret that I give up my connection with the A. B. C. I want to take this opportunity to speak of the debt that advertisers and publishers owe to Louis Bruch and the entire directorate for their untiring and unselfish work in the establishment of this fine organization of real service. The splendid cooperation of the members also cannot be too highly commended. The work of the bureau is of enduring value, and its results will be cumulative as the years go on."

Mercer P. Moseley, who has been the sole owner of the New York Commercial since January, 1915, has been connected with that newspaper since February 4, 1901. He is a Virginian by birth, and is now forty-five years old. All of his newspaper experience has been with the newspaper whose destinies he is now turning over to Mr. Whitman, whose ideals of newspaper-making coincide so closely with his own.

In a frame over the desk at which Mr. Moseley has worked out the fortunes of his highly prosperous daily newspaper is a motto: "Damn the compliments—Bless the criticisms—They Make a Newspaper." It fairly reflects the philosophy of a vital man—a man who brought into his newspaper career no knowledge of the newspaper business, but who based his work upon the principles of hard, uncompromising, common-sense; upon practical analysis of his proposition, and upon quenchless faith in the final result bound to come from hewing straight to the line of real service.

Mr. Moseley started as a subscription and advertising man for the New York Commercial, working in the Western field. His work in the West centred the attention of the home office on him. He was brought to New York and placed in charge of the Wall Street advertising of the paper. In 1907 he was made advertising manager of the New York

NEWSPAPER LOSS \$10,000,000 THIS YEAR DUE TO INCREASED MANUFACTURING COSTS

McIntyre Says Paper Prices Have Wiped Out Profits and Many Great Newspapers Are Operating on Surpluses—Economies and Reduced Circulations Have Curtailed News Print Consumption 1,600 Tons Daily—How Editors Have Met the Issue.

THAT many newspapers of the United States, due to increased manufacturing costs, are running this year on surplus capital, their actual operating profits having declined to the vanishing point, the estimated annual loss in the industry being in excess of \$10,000,000, is the statement to THE EDITOR AND PUBLISHER of A. G. McIntyre, representing the paper committee of the A. N. P. A.

Publishers who have been staggering under the weight of trust prices for newsprint, may individually have been aware of terrific losses, but this is the first time they have been given a statement of the stupendous aggregate depreciation of profits in the newspaper industry.

MEETING BIG DEFICITS.

Mr. McIntyre has figures, which may play an important part in subsequent litigation by the Government, showing how the individual profits of great newspaper properties have been extinguished largely by news print prices, and these publishing plants brought face to face with the necessity of meeting heavy deficits—this in spite of enforced economies which in instances have reached a point where news and advertising service have been impaired.

In the case of a large Chicago newspaper, even the increased retail price two cents did not by many thousands of dollars wipe out the operating deficit, though without the raise in the selling price the paper would have been forced to accept a desperate loss.

How newspapers have saved news print during the past eighteen months is comprehended in the statement, the curtailed consumption being given as 1,600 tons per day. The consumption of news print in the United States is roughly given as 6,000 tons per day. The economies have been effected mainly through a stoppage of waste, reduction in the size of newspapers and through declined circulation in instances where retail prices have been increased.

EXTENT OF ECONOMIES.

One-page reduction in size of a newspaper issue of 750,000 copies means a reduction in news print consumption of four tons per day. One-page reduction in the size of newspapers with a combined circulation of fifty million copies means a daily saving of 266 2-3 tons.

The average reduction in the size of many metropolitan newspapers, due to the stress of high prices, has been five pages per day in instances. Editors, dealing with the most momentous news

in the history of the nation and feeling their responsibility to their readers, are forced to pinch on space; advertising merchants, such as automobile dealers, the railroads, retail shops, manufacturers of branded foods and other life necessities, being put to their wits' end to meet the abnormal conditions of the times in trade, are more than ever feeling the necessity of quick and efficient communication with the public through newspaper advertising space.

Mr. McIntyre points out that the disturbance in the newspaper industry has been so acute as to impair efficiency in many directions, and that the public has been effected in a serious way. In numerous cities where the retail prices of newspaper have been forced up by the increased cost of manufactures the losses in circulation have run to 25 per cent., which means that poor people, so heavily taxed by the increased cost of living, have felt that they could not indulge in newspapers as heretofore, with a consequent impairment of the service of public information—bulwark of democracy.

MANUFACTURING SAVINGS.

Publishers have saved approximately 500 tons of news print daily by cutting down free copies, exchanges, unpaid in all degrees, while press room waste has been reduced to the minimum. It is stated as an estimate that 100 tons per day have been saved through the economical methods of circulation, elimination of returns, and kindred processes.

"Prices of news print to-day range all the way from \$3 to \$8 and \$10 per hundred pounds, which means that the publishing cost on news print alone has increased from 50 to 400 per cent. over normal prices," Mr. McIntyre's statement says.

Praise is given to editors for their work in meeting the situation and overcoming difficulties. They have maintained high news efficiency, meeting the spirit of the times, while ruthlessly cutting feature matter, which, however valuable to newspapers and educative and entertaining to the public, was considered the lesser necessity.

"The economies that have been practised have helped the situation to some extent, but it is estimated reliable that at the present rate of production costs newspapers of the United States are running at a loss of over \$10,000,000 per year," the statement concludes.

Don't tell what "ought to be done"—do it.

Commercial. In January, 1908, he became president and publisher. In January, 1915, he realized the dream of his life in becoming owner of the newspaper.

In building up the New York Commercial and the Standard Blue Book of Foreign Trade to their present prosperous status, Mr. Moseley has worked so tirelessly that he now feels the need of that rest which he has always denied himself. In disposing of the property to Mr. Whitman he feels, as he expressed it to a representative of THE EDITOR AND PUBLISHER, that his policies and ideals will be carried forward on highly pro-

gressive lines; that the New York Commercial will stand, under Mr. Whitman's able guidance, for the ultimate possible degree of service to the business men of America.

In about every sale of a newspaper property it develops that the buyer and seller were brought together through an alert newspaper broker. It seems that the present instance is no exception to that rule. THE EDITOR AND PUBLISHER learns that the New York newspaper brokerage house of Harwell and Cannon conducted the negotiations leading to the important purchase of the New York Commercial by Mr. Whitman.

TAXATION INTENDED AS NEWSPAPER PUNISHMENT

Edgar P. Piper, Editor of Portland Oregonian, Declares Congress is Singing Out Newspapers Because of Newspaper Condemnation of Congressional Indifference.

Charging that there is ground for belief that Congress is singling out newspapers and newspaper publishers as objects for special taxation, as a punishment for those newspapers and periodicals which have upheld American rights during the war, demanded preparedness, and condemned Congressional indifference, Edgar E. Piper, editor of the Portland (Ore.) Oregonian, has an article in the last issue of Oregon Exchanges, University of Oregon publication, which has created much interest among Western publishers.

"The courageous course of the patriotic and wideawake American press has not been pleasing to those pseudo-statesmen who cried for peace at any price, and who are chagrined at defeat," Mr. Piper declares. "That chagrin may explain the remark of one of the pacifist Senators to a delegation of publishers, 'Don't you want to pay for your war?'"

WOULD CRIPPLE PRESS.

"The best of all possible reasons for opposing special and unbearable exactions on the press is the desire of such men to cripple and stifle it. When the freedom of the press to discuss public affairs and to criticize the public acts of public men is attacked, all publishers of every class, whether they issue metropolitan dailies or small village weeklies, have a common duty to rise up in defence. The duty is the greater because the attack is indirect, by men too cunning and cowardly to avow their true motive.

"The objection of publishers is not to paying their full share of war taxation, but to special taxes which are not levied on any other business. They protest most strenuously against a system of postal rates which in the pretence of exacting full payment for services rendered by the Post Office Department would cripple, in fact, destroy the business of many publishers. They are ready to pay any part or all of their profits, if necessary, to the Government to aid of prosecution of the war, but they are not willing to submit to an import which would ruin the business of many and to which no other industry is subject. If the present second-class rate is too low, even when regarded as a feeder to other branches of the postal service, they are willing to submit to a reasonable increase, even greater than that proposed by the Senate committee, but they insist that this rate be uniform throughout the country and that it be a charge for service, not a tax, and most emphatically not a penalty for exercising the right of independent criticism which belongs to every free man.

WOULD CUT DOWN REVENUE.

"Although the professed purpose of this advanced rate is to raise revenue, its actual effect would be to destroy many of the sources from which revenue is derived. The postal revenue derived from second-class matter might be even reduced to a sum even less than that which is now paid. Further, much other postal revenue, which is traceable to the circulation and advertising of periodicals would be lost to the Government. They cause many letters to be sent at first-class rates, many money orders and parcels to be sent in response to advertisements.

McADOO CALLS FOR ADVERTISING PLANS FOR SECOND LIBERTY BOND SALE

Advisory Board Finds Treasury Chief Receptive and Accepts His Request for Estimates—Recognizes Advertising as Commodity for Which Government Should Pay—Fears Charges of Favoritism—Tentative Plan, Suggesting First Page Display, to Be Followed By Comprehensive Schedule Which May Be Endorsed.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, August 16.—The long silence of Secretary of the Treasury William G. McAdoo, in regard to advertising of the Liberty Loan bond issue, has been broken; he explicitly acknowledges advertising as a commodity for which the Government should pay on equal terms with any other commodity; he has called for detailed plans and specifications of an advertising campaign to sell the second three-billion-dollar issue of war bonds; he is troubled about fears that an advertising distribution which does not provide ALL media with a portion may lead to charges of favoritism—but the chief of the Treasury is receptive, and there is a possibility that he may institute measures to put the bond flotation on a business basis, as urged by THE EDITOR AND PUBLISHER and many practical advertising men who deprecate the methods of May and June and want the momentous enterprise of the Government insured of success.

These are some of the results of a hastily called conference, held on Thursday, between Mr. McAdoo and an invited delegation of representative advertising men, the former having been deeply impressed by the reports of the publicity men in charge of the first Liberty Loan campaign, favoring paid advertising, the urgent statements of prominent advertising experts and practical publishers, as presented in the columns of THE EDITOR AND PUBLISHER, and numerous letters from individual publishers explaining the injustice of a virtual commandeering of their space commodity, in a year of serious financial depletion. Mr. McAdoo made it plain that the Government had not asked for free space, but of course recognized that the newspapers were placed in a position where they could not well decline, as a moral obligation.

HE AWAITS A PLAN.

The main result of the conference is that comprehensive campaign plans and estimates will be submitted to Mr. McAdoo, without delay, by the National Advisory Board of the Associated Advertising Clubs of the World, which will eliminate objections raised by the Secretary and will furnish the groundwork for a whirlwind selling campaign so well founded upon standard and proved methods as to insure the success of the Government's great offering, without resort to wasteful, embarrassing, and often unjust processes of the first campaign.

No statement was made as to the amount that the Secretary may be asked to appropriate, or might be willing to indorse. However, hints were contained in a plan which, it now appears, was quietly submitted to Mr. McAdoo some time last May, but which the Treasury Department did not act upon. This plan was the basis of the talk at the Thursday conference.

THE EDITOR AND PUBLISHER'S RECOMMENDATIONS FOR ADVERTISING SECOND LIBERTY BONDS

THAT the Government accept standard commercial advertising and selling methods, to sell three billion dollars of Liberty Loan bonds to the public, and not rely upon the generous donations of large-unit advertisers, banks, private individuals, and the free use of newspaper advertising space, which is the publishers' commodity and should not be commandeered while the Government is able to pay its way.

That there would need be no further discussion of the suggestion to increase the interest rate on the bonds from 3½ to 4 per cent. to insure their sale, if the public were to be correctly informed as to the merits of Liberty Bonds through scientific advertising during a month's campaign.

That the appropriation by the Government of \$2,700,000 for advertising the three billion dollar issue would be ample for success and would represent an expenditure of only .027 cents for each of the 100,000,000 inhabitants of the United States.

That President Wilson write the first advertisement.

William C. Freeman, who prepared THE EDITOR AND PUBLISHER'S estimate, asked Secretary McAdoo to keep in mind that "it will not cost more than 90 cents to sell \$1,000 Liberty Bonds; \$9 to sell \$10,000; \$90 to sell \$100,000; not more than \$900 to sell \$1,000,000, and not more than \$2,700,000 to sell \$3,000,000,000 worth of them."

The appropriation suggested in the May plan was an amount of from \$1,000,000 to \$2,000,000. These figures, it appears, were considered ample for the flotation of the first two-billion-dollar loan, the designers of the estimates evidently having in mind favorable psychological conditions incident to an initial war loan with public interest running high. New figures are asked for by Mr. McAdoo, who plainly believes that a second campaign, this fall, despite information of popular prosperity, will be a different proposition from the first and will demand different methods. The fact is also to be taken into consideration that the Government now proposes to sell an issue of a billion dollars in excess of the first issue.

REPRESENTATIVE DELEGATION.

The delegation which conferred with Secretary McAdoo was headed by Herbert S. Houston, of New York, chairman, and included William H. Rankin, of Chicago; Collin Armstrong, of New York; William C. D'Arcy, of St. Louis; George W. Hopkins, of New York; John E. Shoemaker, of Washington; Courtland Smith, of New York; Thomas Cusack, of Chicago, and William A. Thomson, of New York, the latter representing the bureau of advertising of the A. N. P. A.

Mr. Houston called the Secretary's attention to the advertising plan submitted in May, and stated that it could be brought up to date and utilized. He said that the advisory board and the advertising agencies which it represented gave their services free to the Government in advertising the first issue, and the same services would again be given free. He explained that the expenditure sought would be devoted purely to payment for advertising space.

A statement was filed with Secretary McAdoo, which outlined the plan to be submitted. The Secretary then requested that later estimates be prepared and placed before him.

Secretary McAdoo greeted the Board cordially. He at once pointed out some of the difficulties he thought might be encountered if the Government started on an advertising campaign as outlined. He said that in the flotation of the Liberty Bonds so far neither the Treasury Department nor himself had asked for any free advertising. He said he realized that advertising space of a newspaper was its commodity for sale, and which cost money to produce, and he declared that he did not believe that he had any more right to ask newspapers to give their advertising space free than the Government would have to ask steel-makers to give their bullets free.

WILL CONSIDER PLAN.

He said that many newspapers themselves had voluntarily advertised the issue. Secretary McAdoo then said that he would give careful consideration to the plan and estimate to be placed before him.

The advisory board discovered, during the talk, that one of the difficulties found by the Secretary was that if a paid advertising plan was decided upon it would lead to charges of favoritism. Officials of the Department stated that if advertisements were placed in one newspaper they would have to be placed in all; that if newspaper advertising was used there would be an insistent demand from the bill-board, street-card, and other forms of advertising companies for recognition, and to be permitted to participate in the campaign.

It is believed that the advisory board will be able to remove many of the objections made, and to point out that if

money is set aside for advertising the new issue of the Liberty Loan, it can be equitably distributed so as to secure the greatest results for the Government.

The board filed with Secretary McAdoo a statement in connection with the advertising campaign, which stated that while the great bulk of the daily press will expect to charge for space, it will gladly give the minimum rate, although the amount of space to be used would not entitle the Government to that rate, and will give preferred positions to the advertising.

FIRST-PAGE DISPLAY.

The statement continues: "Some full pages would be used under this plan, but it is also proposed to institute an entire innovation by running small advertisements such as seventy-five lines deep by two columns wide on the front pages.

"This is something that no other advertiser could buy at any price, because of the fact that almost without exception newspapers refuse to carry advertising on the front page. A number of leading dailies have agreed that they will break the rule for the sake of furthering the sale of these bonds."

The board's plan contemplates poster and street-car advertising in 3,000 cities and towns, the only charge to be made for printing and distributing.

This provision for certain bill-board advertising and street-car advertising is expected to meet some of the objections of the Treasury Department officials as to the demand that may be had from advertising mediums of all kinds for recognition.

The next issue of Liberty Bonds for \$3,000,000,000, will, it is expected, be floated some time this fall, after the crops have been moved and there is plenty of money in circulation and awaiting investment. The Treasury Department has information that business throughout the country has reached unprecedented proportions, due to the war purchases and preparation.

The amount spent for placing the first loan has not been made public. Congress appropriated \$7,000,000, but the major portion of this, it is believed, is to go for the printing of the bonds and incidental printing and kindred expenses.

APPORTIONING \$1,000,000.

The advertising plan which was submitted to Secretary McAdoo last May, and which may not necessarily apply to the plan now under advisement, gave, on the basis of \$1,000,000 expenditure, the following suggested distribution of the fund: Daily, monthly, and weekly papers, including foreign-language papers, \$700,000; farm papers, \$100,000; country papers, daily and weekly, \$100,000; poster, circular, and other printing, \$100,000.

It was proposed that the following mediums be used: Newspapers, maga-

(Continued on page 26)

CIRCULATION MEN WILL DISCUSS WIDE RANGE OF TOPICS AT ATLANTA MEETING

Programme of the Nineteenth Annual Convention of the I. C. M. A., to Be Held October 9, 10, 11, Features About Every Problem Now Confronting Distributers of Newspapers—Large Attendance Expected, and Many Entertainment Features Planned.

THE nineteenth annual convention of the International Circulation Managers' Association will be held in Atlanta Tuesday, Wednesday, and Thursday, October 9, 10, and 11, 1917, with headquarters at the Piedmont Hotel. This meeting had been originally planned to take place in June, but was postponed on account of the entrance of the United States into the world war, which brought immediate problems to the circulation men of the country, calling for close-up work, and making it difficult for a majority of them, at that time, to leave their posts of duty.

The full programme of the convention, now going out to the members in

work of art, and which will be preserved as a permanent souvenir of the nineteenth annual convention by its members, many attractive illustrations appear. The covers are ornamented by a clever design, the work of Frank L. Stanton, jr., in which a watermelon figures alluringly, pictured in its native lair and in its just-so coloring of green.

THE COMPLETE PROGRAMME.

The programme in full is as follows:

MONDAY EVENING, OCTOBER 8.

SECRETARY'S HEADQUARTERS.

PIEDMONT HOTEL.

Meeting of Board of Directors.
Report of Entertainment Committee.
Report of Auditing Committee.
Report of Convention Committee.
General Business.

TUESDAY MORNING, OCTOBER 9.

Convention called to order. Roll call.
Address of welcome—HON. HUGH DORSEY, Governor of Georgia.
Reading of minutes of previous convention.
Report of Board of Directors.
Report of Programme Committee.
Report of Entertainment Committee.
Auditor's report.
Secretary's report.
Report of special committees.
Report of standing committees.
President's address.
Motions.
Resolutions.
Report of Committee on By-Laws and Constitution.
Special business.

PAPERS AND DISCUSSIONS.

"Long talking begets short hearing, for people go away"—Richter.
Why are we in Atlanta?—D. B. G. ROSE, the Post, Louisville, Ky.
Effects of raising the price of papers to two cents. Methods of holding circulation in such cases.—ROBERT McLEAN, the Bulletin, Philadelphia, Pa.
Can one or more daily newspapers in any city successfully increase their selling price without concerted action from all dailies in the same field? If so, how?—W. H. HARRINGTON, the Globe-Democrat, St. Louis, Mo.
The psychology of price-raising.—JOSEPH HORNOR, JR., the Press-Gazette, Green Bay, Wis.
How did the increase of one cent on the wholesale rate to newsdealers affect the sales of the New York city Sunday papers? How this increase can be made on other Sunday papers.—JAMES MCKERNAN, the World, New York city.

RETURNS.

Any member still allowing credit for unsold copies please tell us how they justify the continuance of this policy.
Open session for remainder of morning. Members may get together and talk over all suggestions of which you have made memoranda. Make it a real experience meeting and get better acquainted.

Tuesday Evening, October 9.

PAPERS AND DISCUSSIONS.

Circulation Ethics—past, present, future.—A. E. MacKINNON, the North American, Philadelphia, Pa.
Schemes for reducing circulation expense and new efficiency methods in circulation management.—J. P. BARRY, the Journal and Bulletin, Providence, R. I.
Influence of good typography and art in circulation building.—J. L. ERWIN, the State, Columbia, S. C.
Should newspapers predicate a profit on the sale of their by-product?—O. D. SCATTERGOOD, the American, Chicago, Ill.
Value of training boys in "news-crying," selling points, behavior, etc., and "gingering" the enthusiasm of the American boy in circulation building.—JOHN D. WALKER, the Tribune, Johnstown, Pa.
As a result of the liquor clauses attached to the Post Office bill by Congress, how many newspapers discontinued liquor ads? How many continued to run liquor ads but cut off the circulation?

(Continued on page 22)



J. M. ANNENBERG,
Chairman Programme Committee,
I. C. M. A.

attractive booklet form, is printed herewith for the information of all circulators. The EDITOR AND PUBLISHER gives space to this notable programme because of its interest and value to all men engaged in the distribution of newspapers, and for the reason that it lists for discussion about every timely problem confronting circulators at the present time.

The task of the programme committee, of which J. M. Annenberg, of the Schenectady (N. Y.) Union-Star is chairman, has been well done. The committee acknowledges its appreciation of the interest of members in suggesting timely topics for discussion, and the range of the subjects finally selected appears to be fully comprehensive.

The business sessions of the convention are to be from 9 A. M. to noon, and from 2 to 5 P. M., with the exception of Tuesday, when the afternoon session will be dispensed with to permit a sight-seeing trip, which has been planned by the entertainment committee. A special night session will be substituted.

It is the expectation of the officers of the Association that there will be a very full attendance of the membership at the Atlanta convention, and elaborate arrangements have been made for the social features of the meeting. The weather in Atlanta in October is usually ideal, and the trip will afford a well-earned rest and diversion, with highly valuable educational adjuncts, to the work-wearied circulation men.

In the official programme, which is a

NEWSPAPER MEN RECEIVE COMMISSIONS AFTER TRAINING IN OFFICERS' CAMPS

Men Representing All Departments of Newspapers in All Parts of the United States Honored With Promotions—Draft Continues to Call Many Newspaper Men While Others Not Affected by Draft Enlist Voluntarily.

THE Washington Herald is represented in the ranks of the fighters of the nation by five of its staff. They include: Raymond Fendrick, of Troop B of the District Cavalry Squadron; Carroll Smith, of the Third Regiment District Guard; T. Howard Kelly, now at the Officers' Training Camp at Chattanooga; Robert Kemberg, Marine Corps; Louis Keemle, Marine Corps, and Victor Olmsted.

Four newspaper men were among the Washingtonians who have been summoned for the second training camp for officers at Fort Myer. They are:

William Corcoran, Post; Thomas Kirby, former sporting editor, Times; Newbold Noyes, Star, and Thomas R. Darden, of the St. Louis Globe-Democrat.

I. N. S. MEN ENLIST.

William D. Hassett, of the International News, passed the entrance examination in Washington, but was assigned to the Plattsburgh camp as one of the quota of Vermont, where he has maintained a legal residence.

Among Washington newspaper men called in the first draft and passed are Charles McCann, of the United Press, and Frank Connolly, of the Washington Bureau of the New York World.

Benjamin Weissblatt, formerly of the Times; "Steve" Early, of the Associated Press; Benjamin McKelvey, of the Times; William Weisinger and George Holmes, both of the International News Service, were among those who trained at the first officers' reserve corps.

Robert Bastien Berman, of the Times has enlisted in the Marines.

Robert E. Winters and Milton Eglin of the International News Service have enlisted in the Signal Corps.

Roderick Thomas, of the Times and Alfred Stern of the Post, have enlisted in the Medical Corps.

John Keller, of the Post, is in the District Coast Artillery.

Nelson Sheppard, of the Central News, was the first Washington newspaper man to answer the call to the colors. He enlisted in the Marines and is already in France.

JOINS AMBULANCE CORPS.

Charles Huner, Washington correspondent for the Wall Street Journal, has joined the Ambulance Corps.

Gerald Egan, formerly of the New York Tribune Washington bureau, is a first lieutenant in the reserves.

W. Sinckler Manning, of the New York Times Bureau, has received a commission as captain in the Officers' Reserve Corps.

Israel Putnam of the Manila Cable News-American has been commissioned a major of infantry.

Oliver McKee of the New York World and John Sherman McCallum, formerly of the Chicago Herald Bureau, have received commissions at Fort Meyer.

Richard Oulahan, son of the chief of the New York Times Bureau, has been commissioned as first lieutenant.

In addition to Newbold Noyes, the Washington Star contributes to the war, Daniel O'Connell, assistant city editor, who joins the next training camp at Fort Meyer, and Charles S. O'Connor of the art staff, and William J. Wheatley of the reportorial staff, who have

been commissioned ensigns in the Navy.

W. F. Caldwell, attached to the Capitol staff of the Associated Press, will enter the officers' training camp at Fort Oglethorpe, Ga.; Byron Price, assistant night editor will begin training in the next Fort Myer camp; Jim Williams of the Southern division has joined the aviation training camp in New Jersey; Arthur Sweetser, who covered the State Department and various foreign missions has been commissioned in the Aviation Corps.

Thomas R. Darden, assistant to Charles P. Keyser of the St. Louis Globe Democrat bureau will be a member of the next training camp at Fort Myer.

CHICAGO MEN HONORED.

The following men, formerly on the staffs of various Chicago newspapers, won commissions at the Reserve Officers' Training Camp, Fort Sheridan, Ill.:

Roland F. Webster, an editorial writer for the Tribune, became a captain of artillery.

Orion A. Mather, of the Tribune copy desk, became a second lieutenant of infantry.

Mark S. Watson, who was on the Mexican border for the Tribune and later represented the paper in New York, was made second lieutenant in the quartermaster's department.

George W. Hinman, jr., a Tribune reporter and the son of George W. Hinman, formerly proprietor of the Chicago Inter-Ocean and later president of Marietta College, was given the straps of a second lieutenant of infantry.

Charles Larkin Flanagan, a Tribune reporter, also became a second lieutenant of infantry.

George G. Shor, assistant telegraph editor of the Chicago Herald, was made a first lieutenant, statistical section, adjutant-general's department.

Paul A. Williams, a reporter for the Herald, was made a second lieutenant of infantry.

Herschel M. Colbert, of the reportorial staff of the Examiner, was made a captain of infantry.

Alfred K. Eddy, a reporter for the Evening Post, was given the rank of second lieutenant of field artillery.

C. B. Howard, a member of the editorial staff of the Journal, became a captain of infantry.

John G. Little, jr., of the Chicago American, became a first lieutenant of infantry.

Eugene E. (Gene) Morgan, of the Daily News, was made a first lieutenant of infantry, Officers' Reserve Corps, but later his resignation was accepted, and he was appointed a second lieutenant of infantry, Officers' Reserve Corps.

Richard W. Clarke, son of Arthur L. Clarke, city editor of the Chicago Herald, received a commission at Fort Sheridan.

ADMIRABLE RESOLUTION ADOPTED.

The following resolution, unique of its kind, was recently posted in the local room of the Chicago Examiner, and has attracted wide attention in newspaper circles:

(Concluded on page 23)

NATION'S DOLLAR-POWER MAY BE MOBILIZED THROUGH GREAT ADVERTISING CAMPAIGN

THE EDITOR AND PUBLISHER Again Reminds Secretary McAdoo That Only Through Synchronized and Co-ordinated Paid Advertising Appeal May Public Sentiment Be Unified for the Most Gigantic Selling Task in the History of the World—Hit-and-Miss Methods Must Be Abandoned.

UNCLE SAM has properly, and necessarily, assumed the role of banker for all of the peoples of the world who are fighting to preserve democratic institutions.

To meet this obligation to his Allies and to the people of his own Commonwealth Uncle Sam must raise, within the present fiscal year, fifteen billion dollars. His Congress has already authorized him to raise seven billions of this vast amount, and further bond issues and taxation measures are to be approved providing for the balance.

This constitutes the greatest money-raising effort ever made by any nation in the history of the world. The effort must succeed—for on its success depends the very existence of free government here and throughout the wide world.

Perhaps ten billion dollars of this budget is to be raised through bond issues. The exact proportion has not yet been decided upon. Two billions have been raised through the first issue of Liberty Bonds; three billions more are to be raised through a second issue of Liberty Bonds.

The supreme need of the hour is a unified sentiment amongst the people.

The "home folks" of Maine should pulse with "home folks" of Louisiana and California on all questions relating to the army, the navy, and revenue measures, food control—as well as financing the war.

The most direct, efficient and economical medium of communication is paid advertising. Through the use of this mighty force it is possible to tell the same story in the same way, with equal emphasis, to the people of the East, West, North, and South.

The methods used in floating the first issue of Liberty Bonds were unsound. Uncle Sam was placed in the position of holding his hat in his hands, and of welcoming donations of service and of advertising. These were tendered generously—but with the feeling on the part of the donors that the plan of campaign was unbusinesslike, hap-hazard, wholly without coordination of effort. The results of the advertising done, which was donated either by the newspapers or by the bankers and merchants, were not commensurate with the expense—for the advertising was not synchronized, was not planned as real campaigns are planned, and its appeal was weakened.

The farmers, for example, were not reached through this first appeal; and, while millions of our people bought the bonds in limited amounts, the bulk of the subscriptions came from large financial interests. One investor, it is said, bought sixty millions of that first issue.

Pure patriotism influenced a majority of the men who donated their services and their money to the Government in

aiding the sale of this first bond issue. The same men would respond to a call for voluntary service in building ships for the nation, or for donations of clothing and equipment for our soldiers. But they would feel that such a plan was drastically wrong, handicapping the nation shamefully and making our effective cooperation in the war almost impossible.

That the same plan of campaign should be followed in selling the three billions of bonds soon to be offered is unthinkable.

That the people themselves, not the great financial interests of the country, should buy these bonds is an obvious fact. The citizen who is staking his money—perhaps the major portion of his net earnings—on the success of his country in this war is quite as much an asset of man-power to the nation as is the citizen who is fighting in the trenches. One form of PERSONAL SERVICE is as essential as the other.

Only through a SYNCHRONIZED, fully coordinated CAMPAIGN OF ADVERTISING, reaching every citizen of the land with its convincing appeal, may the whole body of our citizens be ENLISTED IN THE RANKS OF THOSE WHO FIGHT AT HOME—who labor for the support of those at the front, and who fortify the Government with dollar-power. Only through such a campaign of advertising may the people be made to realize that, to each citizen, this war is a PERSONAL MATTER, not merely an enterprise on which the country has embarked because of our immediate grievances, and which the Government will, in some vague way, carry through. The individual must be made to understand that his share of the task cannot be delegated—

that, if he cannot shoulder a gun he can PAY FOR THE GUN WHICH HIS NEIGHBOR'S BOY CARRIES.

The man who has bought a Liberty Bond has ENTERED THE SERVICE OF THE NATION. To make that service adequate he must buy more bonds, to the limit of his capacity. The man who has neither entered the fighting ranks nor bought a bond HAS NOT YET REALIZED THAT THIS WAR IS PERSONAL TO HIM. He must be made to realize it, and to rally to the call to service.

In his notable article in THE EDITOR AND PUBLISHER, Mr. Freeman has pointed out the lines on which a GREAT PATRIOTIC ADVERTISING CAMPAIGN may be conducted. He has estimated the expense at an amount surprisingly small as compared with the result desired. He has suggested, with something of inspiration, that the President himself might be induced to write the first full page advertisement for the new issue. Such an advertisement would set a new mark for results in advertising. It would have historic value. It would assure the success of the selling campaign.

The fact that newspapers would be paid for their space is merely incidental in this question. The controlling fact is that the nation needs this space—that its interests will suffer if the blunders of the first flotation are repeated—that THROUGH A CAMPAIGN OF ADVERTISING THE NATION'S DOLLARS MAY BE MOBILIZED FOR THE FIGHT TO MAKE THE WORLD SAFE FOR DEMOCRACY.

Our Government seeks to profit through the military experience of our Allies in this war. Our officers in France are adapting themselves to the French tactics and methods, learning

how to AVOID THE EARLY MILITARY BLUNDERS. Whatever our Allies have learned about war is an asset to us. Why should we not, likewise, profit by the lessons learned by our Allies in selling bonds? CAN YOU CONCEIVE THE SPECTACLE OF ENGLAND REVERTING TO THE POLICY FOLLOWED HERE IN SELLING OUR FIRST BOND ISSUE? England ADVERTISES HER LOANS, and sells her bonds through advertising.

The English people, like our own people, are accustomed to the advertising appeal. There, as here, a selling task is an advertising task. Realizing this, England abandoned the outworn idea that BONDS SELL THEMSELVES—that the patriotism of the people affords the only stimulant necessary.

There are signs of an awakening at Washington. Senators who have been interviewed lately are reported to favor, almost without exception, a plan for PAID ADVERTISING BY THE GOVERNMENT. It is assumed that our lawmakers have been hearing from home—that, amidst a multiplicity of problems pressing for attention, they have found time for a little rational consideration of this advertising problem. It is certain that, if Secretary McAdoo shall urge upon the Congress the need of the nation for a great advertising campaign, the response will be favorable, and an adequate appropriation will be made.

Editors and publishers of newspapers should communicate their views to their representatives in Congress—and especially to the Secretary of the Treasury. The initiative is with Mr. McAdoo. The selling task is in his hands. His responsibility for the success of these bond issues is definite. He should be urged to abandon discredited policies and plans of campaign. It should be made plain to him that selfish considerations do not influence editors and publishers—that paid advertising by the Government is not so essential to the newspapers as it is to the nation.

The National Advertising Advisory Board, composed of men who understand how the nation's selling task may be solved through a coordinated campaign of advertising, stands ready to aid the Secretary of the Treasury in formulating an effective plan of campaign. The experience and training of these men should be utilized by Mr. McAdoo in the nation's interests.

Our leaders should lead. No pride of opinion should control the Secretary of the Treasury in this crisis of the nation. His responsibility is great. He must bring the money of the people to the firing-line. He can do it through getting the case of democracy to the people through advertising.

CONGRESSMAN FORDNEY'S LOGIC

REPRESENTATIVE JOSEPH WARREN FORDNEY, OF THE EIGHTH Michigan District, recently distinguished himself by saying that

"Newspapers and magazines have done more than any other influence to bring on the war. Nothing would do more to add to the income of newspapers than a war"

According to this gentleman's autobiography which he wrote, or had written, for the Congressional Record, he

"began life in the lumber woods, logging and estimating pine timber, thus acquiring a thorough knowledge of the pine land and lumber industry which has occupied his attention since."

All of which gives him a splendid basis on which to found such a statement. It is deeply humiliating to Americans with near human intelligence to realize that backwoods political accidents of this kind can get up in Congress and display such ignorance, and that our friends in other countries have so many jolly laughs at the expense of this country because of the all too frequent display of such crass ignorance by men who, no doubt, can tell pine lumber by its smell, or can, perhaps, boss a gang of lumber-jacks to a fare-you-well.

With paper gone 'way out of sight because of the war, with advertising revenue curtailed because of the limited amount of news print available, with cable tolls, special correspondence expense bills running mountain high, with supplies of all kinds worth their weight in gold, this piffle about newspapers benefiting reminds one of how much the pine-lumber regions are missing by keeping this great man away from the work he is no doubt fitted to accomplish creditably.

BILL TO CURB PAPERS IN GERMAN LANGUAGE

Senator King of Utah Introduces Bill Affecting Publication of Comments on Government Policies in Foreign Language Press—Would Put Check on Disloyal Utterances.

WASHINGTON, August 14—Two bills affecting the publication of comments on the policy of the Government, in German or any other foreign language and naturalized citizens speaking or publishing statements which in their nature or intent are disloyal, have been introduced by Senator King of Utah and referred to the Committee on Judiciary of which Senator King is a member. Senator King's bill, which prohibits the publication of comment effecting government policies unless the matter is printed also in English, by the same newspaper, reads as follows:

"That during the pendency of the present state of war and until peace shall be concluded and the fact declared by proclamation of the President it shall be unlawful for any person to print or publish, in German or in any language other than the English language, any comment respecting the Government of the United States, its policies, international relations, the state or conduct of the war or of any matter relating thereto without printing or publishing in a column parallel to such matter a true and complete translation of the same in the English language.

"Any print or publication in German or any other foreign language which does not conform to the provisions of this Act shall not be admitted to the mails, and it shall be unlawful for any person to transport, carry, or otherwise publish or distribute the same.

"Any person violating the provisions of this Act shall on conviction thereof be punished by a fine of not more than \$500 or by imprisonment for a period of not more than one year or may, in the discretion of the court, be both fined and imprisoned."

The first section of the other bill, relating to naturalized citizens reads as follows:

"That if any person who shall have been naturalized as a citizen of the United States within twenty years prior to the date of approval of this Act shall speak, utter, print, or publish words or statements which shall in their nature or intent be disloyal to the Government of the United States, or which shall tend to excite sedition or insurrection, or to impede the prosecution of the war, or of the laws relating to the same, such person shall be deemed to have procured his papers of naturalization by fraud and shall be deemed to have taken the oath of allegiance to the United States mala fide and with a mental reservation to retain a qualified allegiance to the foreign prince, government, or potentate to which such person owed allegiance at the time of taking such oath."

Tribune Hearing Postponed.

Hearing on the motion to dismiss Henry Ford's \$1,000,000 libel suit against the Chicago Tribune and the Solomon News Company, of Detroit, which was to have been held in Detroit August 14, has been postponed to August 25. Stipulations, signed by attorneys for both sides, stated that the postponement was at the request of the plaintiff's attorneys, but was not to prejudice the rights of either party.

FEW NEWSPAPER MEN BETTER KNOWN THAN F. D. CARUTHERS OF NEW YORK WORLD



FRANK DANCY CARUTHERS.

PERHAPS not more than a dozen men in the profession are more widely known than F. D. Caruthers, assistant business manager of the New York World, which position he has held continuously since January, 1900, eighteen months after he joined the staff, in August of 1898. In this position he has had the time and opportunity to attain a wide acquaintance.

Mr. Caruthers "found his way" to St. Louis away back in 1891, and asked D. W. Woods, who was then business manager of the Post-Dispatch, for a "job." It just happened the "P. D." was "looking around" for a circulation manager, and young Caruthers convinced them that, with his experience, he was the man. After a very satisfactory connection of several years, Mr. Caruthers left the newspaper field to go into some very large book publishing enterprises. Later in 1898 he had the honor of being reemployed, this time by Mr. Joseph Pulitzer in person, and this time on the New York World—where he still is.

From a two-column interview in the Nashville Banner, one of a series written by its New York correspondent, on "Talks with former Tennesseans who have achieved prominence in New York," the following is selected:

"Mr. Caruthers declared that his seasons of greatest joy were his vacations, and he always went back to Tennessee to spend them.

"For twenty-five years I have been going back annually," he informed me, "either in the summer or autumn, and I return to my work regenerated from contact with the people and climate that I love."

Mr. Caruthers was one of the founders of the Tennessee Society of New York, which sprang into being following a meeting of some half-dozen Tennesseans in Pearl Street in 1905, and has held all offices in the gift of the Society up to vice-president.

A brief biography of Mr. Caruthers would show him first as a child in his native city of Jackson, Tenn. From there he went in turn to Paris, Nashville, Memphis, and later to St. Louis. It was during this period, before the age of twenty, that he became an expert printer, proficient in all branches of the art.

At the age of twenty he was assistant business manager of the Memphis Avalanche, then a leading newspaper in the South dating back to ante-bellum days. In St. Louis three years later he became circulation manager of the Post-Dispatch. It was from St. Louis he eventually came to the New York World, which now values his services.

His home is at the Hotel Cumberland, Broadway and 54th Street, where he has lived for a number of years.

WEEKS WOULD LIGHTEN PUBLISHERS' BURDENS

Senator from Massachusetts Introduces Amendments to War Revenue Bill Proposing to Eliminate Increase in Postal Rates and Special Newspaper Tax.

WASHINGTON, Aug. 15.—Senator Weeks of Massachusetts introduced amendments to the War Revenue bill to-day to eliminate Section 1101, imposing an addition of one-fourth of a cent a pound to the existing rate for second-class postage, and also Section 1106, which imposes an additional tax upon publishers of newspapers and periodicals of 5 per cent. of net income in excess of \$4,000.

These two taxes, Senator Weeks contends, are excessive. In explaining his motive for offering the amendments he said:

"I am opposed to raising the second-class postage rate at this time because of the peculiar conditions which exist. For the same reason I can see no necessity for imposing a special tax on the newspaper and periodical publishers. If the statements made by the publishers are dependable, the newspaper and periodical industry has been hit harder by the war than any other business. While I believe that, when we return to normal conditions, the second-class postal rates should be increased, I think it would be unfair to increase them now, or to impose other special taxes upon the publishers."

The postal increase and the tax of 5 per cent. on net incomes as carried in the bill are both extra levies, the publishers coming, besides, under the provisions of the normal income and other fixed taxes.

Senator McKellar of Tennessee has given notice that he will ask for consideration of the zone system of regulating second-class postal rates.

PROTECT FRATERNAL ORDERS

Bill Aimed at Advertisements of Alleged Exposures of Secret Work.

WASHINGTON, Aug. 14th.—Advertisements of alleged exposures of the secret work of fraternal orders will be prohibited from being deposited in the mails whether carried by newspaper, pamphlet or other publication, should the bill introduced by Representative Huddleston be enacted into law. The bill prohibits: "That, without authority from the governing body of such order, no letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement or offer to sell purported or ostensible exposures, copies, or extracts of the ceremonies, instructions, or work of a fraternal order, such as Masons, Old Fellows, or Knights of Pythias, which by the laws or rules of such order, members thereof are forbidden to disclose to persons who are not members thereof, shall be deposited in or carried by the mails of the United States."

A penalty of \$1,000 or imprisonment for not more than six months is provided for violation of the law.

Open Chicago Office

Barnhill & Henning, publishers' representatives, 23 East 26th Street, New York, have opened a Chicago office at 8 South Dearborn Street, Hartford Building. Edmund R. Landis is in charge. Barnhill & Henning will represent a number of the newspapers that they are now handling in the East, in the Western territory also.

**AMERICAN PUBLISHERS
OPPOSE CUMMINS BILL**

A. N. P. A. Points Out That the Bill Is to Maintain an Organized Free Publicity Bureau at the Expense of the Newspapers and the Federal Government.

The American Newspaper Publishers' Association has gone on record in opposition to the bill introduced in the Senate by Mr. Cummins, of Iowa, to create a Bureau of Publicity in the Department of Commerce which is to be a sort of combination publicity and advertising agency for the various departments of the Federal Government.

The A. N. P. A. comment is as follows: "From the wording of the bill it may be assumed that the intent is to maintain an organized free publicity bureau at the expense of both the newspapers and the Government. It clearly provides for publicity as entirely distinct from advertising."

Comment among newspaper publishers is to the effect that the Cummins bill may have some advantages, but that it is misconceived, probably through the misinformation of the Senator who drew it, in regard to standard newspaper methods, and that the passage of the measure would be unfortunate in the respect that it would seem to make the Government accept a method of combined publicity and advertising which has been condemned and bitterly fought by the A. N. P. A. and many individual newspapers.

It is believed that a committee of the A. N. P. A. will suggest to Mr. Cummins certain changes in his measure which would make it more acceptable to the newspapers.

THIRD SUIT FILED

Los Angeles Express and Tribune Made Defendant in Slander Case.

Following the damage suits against Edwin T. Earl, publisher of the Los Angeles Express and Tribune, filed in July by C. C. Rosewater, former business manager, and Frank M. Ball, former circulation man for the Earl publications, comes the filing of a third suit by Anthony Mouw, former district circulation manager of the Tribune. The suit is brought against Charles A. Hughes, William M. Geddes, and the Express-Tribune Company, and asks for \$5,000 damages for alleged slander.

Mr. Mouw alleges that he was discharged recently from the Express-Tribune Company, and accused of crooked practices in writing up fictitious subscriptions and dividing the commissions with a carrier.

Socialist Paper Barred

The American Socialist, Chicago, the official weekly publication of the National Socialist party, has been deprived of its second-class mailing privileges. The last three issues were barred from the mails under the Espionage law. J. L. Engdahl, the editor, says that another second-class permit will be applied for.

Service for Retail Merchants

The Co-Operator, a bulletin issued by the retail merchants' service bureau of the Chicago Tribune, from time to time prints a list of free display material for merchants. Merchants are told how to link up their stores with advertised lines of merchandise.

**"THIS WAY OUT," CRIES JACK LAIT, WHILE
POOR PHOTOGRAPHER SNAPS PICTURE**



JACK LAIT.

THE announcement that Jack Lait, playwright, novelist, and for more than a year the author of a complete story every day in the Chicago Herald, will leave for Egypt, September 1, as a member of the Chicago Tribune staff, has met with considerable speculation in newspaper circles. The object of his mission or the type of work in which he will be engaged has not been made public.

Jack Lait is a Chicago product, having begun his newspaper career on the American and served successfully as reporter, city editor, and dramatic critic. Later he went to the Examiner and while engaged in dramatic criticism, wrote the play, "Help Wanted," which was accorded high praise throughout the country.

Shortly after this he left the Examiner and started the Saturday Evening Telegraph, a theatrical publication, which was short-lived. Then James Keeley, editor of the Herald, obtained him to write a story a day. Besides filling this contract he wrote for various magazines, including the American and Metropolitan, and produced a book of short stories called "Beef, Iron and Wine."

While on the Herald he earned the title "the wizard of words" with his stories of the newspaper world, the underworld, and the stage, which dealt with humorous, tragic, and pathetic incidents in the lives of the common people, and were told in the pathos of the street and tenement toned by his clever use of the English language.

Mr. Lait is now in Los Angeles, enjoying a vacation with his wife and three small children, before returning to Chicago, and thence to Egypt.

**AMERICAN CHICLE CO.
NAMES NEW AD MANAGER**

John F. Bresnahan to Leave Literary Digest to Become Sales and Advertising Manager of New York Firm—Has Had Wide Experience in Varied Fields.

John F. Bresnahan has been appointed sales and advertising manager of the American Chicle Company, of New York. The appointment takes effect September 1.

Mr. Bresnahan succeeds George W. Hopkins.

Mr. Bresnahan was formerly with the American News Company, the Butterick Company, Every Week Corporation and the Literary Digest. He has an enviable national reputation as an organizer, an executive and as a sales manager.

Aged Editor Retires

Stephen H. Taft, of Sawtelle, Cal., aged ninety-four years, has retired from newspaper work and discontinued publication of his paper, the Santa Monica (Cal.) Bay Investigator. Mr. Taft was the oldest editor in California.

**FIRST ARGUMENTS MADE
IN SUIT AGAINST EARL**

Attorney for Mr. Earl Contends that Methods Used to Boost Circulation of Los Angeles Express and Tribune Are Not Vital to Case—Breach of Contract Charged.

(Special to THE EDITOR AND PUBLISHER.)

LOS ANGELES, August 13.—Arguments as to whether the methods alleged to have been employed by E. T. Earl, publisher and owner of the Los Angeles Express and Tribune, to boost the subscription list of the Express and Tribune, are vital to the case wherein C. C. Rosewater, former general manager, is suing Mr. Earl for breach of contract, were presented here to-day by Arthur Veiteh, attorney for Mr. Rosewater, and E. A. Meserve, attorney for Mr. Earl.

Mr. Meserve argued that the circulation methods are not vital and should be stricken out of the complaint. Mr. Veiteh contended that the letters and conversations set forth are a series of important points leading up to the employment of Mr. Rosewater by Mr. Earl. Superior Judge Willis took the matter under advisement.

Following the hearing, Mr. Earl announced that he would not try the case in his newspapers but through the courts would establish the falsity of Mr. Rosewater's allegations.

PRESS CLUB HEAD RESIGNS

H. Percy Millar Tenders Resignation as President of Chicago Club.

H. Percy Millar, president of the Chicago Press Club and Chicago representative of the New York Times, recently resigned as president of the club because of differences with the governing bodies of the organization. The board of directors refused to accept his resignation.

At an open meeting of the club members held last Monday, it was decided to refer the matter back to the board of directors at its next session, it being the pleasure of the meeting that owing to the long and devoted service rendered by the president that no action be taken until the facts which caused a break between Mr. Millar and the House Committee be investigated.

Mr. Millar was quoted by the press as saying that newspaper men "are being shouldered out of their own club by a non-professional element, seeking glorification by reason of membership in one of the largest newspaper clubs in the world." As he was not present at the meeting, having left on his vacation after tendering his resignation, the statement remained unexplained, though it was understood to have but little direct bearing on the question at issue between him and the governing bodies.

WALDO TO BECOME SOLDIER

Secretary of New York Tribune to Go Into Officers' Training Camp.

Richard H. Waldo, who resigned recently as secretary of the New York Tribune Association, will report at Plattsburg next Saturday for the second Officers' Training Camp.

So determined was Mr. Waldo to get into the fight that he told friends in Washington recently he would volunteer as a private if his application to serve in the officers' camp was not favorably acted on.

Carefully selected words keeps one out of trouble.

**ATLANTA ADVERTISING
MAN CALLED TO COLORS**

Joel Chandler Harris, Jr., Advertising Manager of the Atlanta Georgian and Sunday American, Joins Base Hospital Corps Unit Organized by Emory University.

Joel Chandler Harris, jr., advertising manager of the Atlanta Georgian and Sunday American, has joined the Base Hospital Corps unit organized in Atlanta by Emory University, and expects to be ordered to France within the next six months. "Jake," as every one knows him, is one of the twenty-five members of the Georgian "family" who have joined the colors.

As Mr. Harris will not be called to active service for perhaps six months, he has accepted the post of advertising director of the Georgian and American until actually called. His field will include both local and national advertising, so it was necessary to appoint a local display advertising manager. Mr. Harris preferred to draw a man from his own staff rather than go outside the city, and Harry Casey, who has been for some time associated with the paper, was chosen for the position.

WATER POWER RELEASE URGED BY PUBLISHERS

Importance of Water-Power Legislation Before Congress in Relation to Future Prices of News Print Apparent—Newspapers Urge Passage of Several Bills.

The importance of the water-power legislation now before Congress in relation to the future prices of news print is so obvious that it is not strange that newspapers, large and small, throughout the country, are enthusiastically backing up the work of the Paper Committee of the American Newspaper Publishers' Association in trying to obtain the passage of this legislation at this session of Congress. While newspaper publishers have a specific interest in this legislation in that it will have a beneficial effect of several dollars a ton on the future prices of news print, their interest is in fact subordinate to the general interests of the country at large.

It is inconceivable in this time of emergency, when every resource of the country is imperatively demanded, that the water-powers and undeveloped hydro-electric energy of the United States will longer be barred from use by antiquated laws which prevent the financing of water-power developments by private capital. The decision of the United States Supreme Court, in April of this year, in the Utah Power case, which briefly was in effect that in relation to water-powers no officials of the Government had the power to bind the Government by contract, and further that any permits issued for the development of water-powers in the public domain, or on navigable streams, were revocable at any time without compensation, at the pleasure of the secretary issuing such permits, finally disposed of any possibility of financing such developments. With more than sixty million undeveloped water horse-power in the public domain and on navigable streams of this country flowing in waste to the sea, with a constantly increasing shortage of man-power, with every necessity of life steadily rising in price, it does not seem possible that Congress can refuse to pass at once such legislation as will protect the best interests of the commonwealth, and at the same time permit the financing of water-powers and release this wasting energy for the benefit of the nation.

The conservation theory of the past that has tied up the water-powers must be modified so that these latent resources may be released for the benefit of the nation. Specifically, the interests of newspaper publishers lie in the fact that in the western Rocky Mountains, Pacific Northwest, and southeastern Alaska, where, almost without exception, the water-powers lie either partly or wholly in the public domain or on navigable streams, are great untouched stands of pulp-wood timbers. The development of these water-powers is essential for the conversion of these timbers into mechanical pulp. As was pointed out by Secretary of Agriculture Houston in the bulletin issued in March of this year, the publishers of the country must look to these pulp-wood stands for their future sources of news print in this country. If these stands of timber are not made available the control of the news print situation by the present manufacturers will automatically grow stronger.

Resolutions urging the passage of this legislation were passed by the American Newspaper Publishers' Association at a convention held in Washington in June of this year, and also at

NEWSPAPER MAKERS AT WORK



JOHN STEWART BRYAN.

JOHN STEWART BRYAN is editor and publisher of the Richmond (Va.) News Leader. He has held that position since 1909, when that newspaper was acquired by the Bryan estate. At that time the Bryan estate also owned the Times-Dispatch, which had been founded by Joseph Bryan, father of John Stewart Bryan.

Mr. Bryan is secretary of the American Newspaper Publishers' Association, and has held that office since 1912. He is active in the councils of that organization, and extremely popular personally with its members.

He was born in 1871; educated at the University of Virginia and at Harvard; practiced law from 1897 to 1900. He then became associated with his father in the conduct of the Times-Dispatch and Evening Journal. At that time there were four newspapers in Richmond and Joseph Bryan determined to confine himself to the morning field. John Stewart Bryan acted as general manager and editor of the Times-Dispatch from 1903 to 1909.

In 1913 the Times-Dispatch was sold to the present owners, Winston Brothers, and passed to the management of Col. C. E. Hasbrook. Thus the Bryan activities, which have dominated newspaper making in Richmond for half a century, are now confined to and centered in the News Leader. In the conduct of that newspaper John Stewart Bryan has given the measure of the Bryan calibre and quality. He has continued to exert, with growing force, the controlling influence upon public affairs, and public thought which his late father, Joseph Bryan, so long held.

The News-Leader is not a partisan newspaper, in the old sense. It is independently Democratic—and democratically independent. Since coming under the management of John Stewart Bryan the circulation has been nearly doubled—and the figure was 19,000 at that time.

Mr. Bryan is a forceful writer. He seeks to convince others only on those things about which he has himself become convinced. Following that rule he finds the moulding of public opinion far from an irksome or thankless task. In a city where the traditions of newspaper making are high, John Stewart Bryan holds high rank. He has accomplished much. He is young. He will go far before the meridian of his life is reached.

the convention of the Southern Newspaper Publishers' Association, held at Asheville, N. C., in July. The Paper Committee of the A. N. P. A. is pushing this legislation at Washington. It appears possible that action may be had at this session.

The action of the Paper Committee is not only being sustained editorially by members of the American Newspaper Publishers' Association, but all classes of publications throughout the country, including trade and technical papers, are urging editorially the passage of the legislation. There are three bills now before Congress: that introduced by Senator Walsh in the Senate

in relation to water-powers in the public domain, and those in relation to water-powers on navigable streams, introduced in the Senate by Senator Shield, and in the House by Congressman Small. Briefly, these bills provide for a fifty-year permit under proper regulations, providing for the paying of tolls, with adequate protection for the public, and at the same time providing for the security of capital required in such investments. Publishers throughout the country are urged to back up this campaign of the Paper Committee editorially and by direct appeal to their representatives in Congress.

OFFERS ENTIRE TOWN FOR HOME FOR EDITORS

President Hotaling, of National Editorial Association, Names Committee to Continue Study of Ways and Means of Establishing Home—Will Investigate All Sites Offered.

H. C. Hotaling, president of the National Editorial Association, has appointed F. J. Arkins, of New York, as chairman of the committee to continue a study of ways and means of establishing a home for retired editors, and to investigate all offers for sites. The other members of the committee are Hon. R. E. Dowdell, Artesian, S. D.; E. S. Bronson, El Reno, Okla.; W. R. Hodges, Sleepy Eye, Minn.; Fred Pattee, Little Rock.

Mr. Arkins has already received numerous offers of sites. One man offers an entire town. Another has a sanitarium to offer. Another offers forty acres in Florida. These and other offers will be carefully investigated by the committee this year, and a comprehensive report will be submitted at the 1918 conference to be held at Little Rock, Ark.

President Hotaling and the members of the executive committee of the National Editorial Association are now at work in getting the different State press associations and the city press clubs organized as an auxiliary membership of the parent N. E. A. These organizations will be permitted to enjoy the benefits of the proposed home in that any of their members will be able to obtain residence there. By enlisting all of the different organizations in the country in the cause, it is confidently believed that the home for retired editors will really be established within a reasonable length of time.

APPRAISE ESTATE AT \$177,506

Revealed that Mrs. Abigail Thompson Holds Majority Stock of Newspapers.

In their report to the attorney general of Minnesota, the appraisers of the estate of the late George Thompson, publisher of the St. Paul Dispatch and Pioneer Press, fix the figures at only \$177,506. The chief items are: Dispatch Printing company, stock, 1,418 shares, \$141,800; interest in the Itasca Paper Company, Grand Rapids, Minn., owned by the Dispatch Printing Company, \$23,638.

Assistant Attorney General Oakley, in charge of inheritance tax matters, explains the smallness of the estate by saying that a majority of the stock of the Dispatch Printing Company was held in the name of Mrs. Abigail Thompson, the widow. The Dispatch Printing Company has a total of 3,000 shares of stock, which, according to the appraisers, have a par value of \$100 each, or \$116.67 each, including the paper mill property; total, \$350,010.

When C. K. Blandin, manager of the publishing business, bought a half interest in it from Mrs. Thompson, it was reported that the value of the two papers was fixed at \$1,300,000 and of the paper mill at \$700,000, a total of \$2,000,000. Mr. Thompson named Mr. Blandin in his will as trustee of the paper mill property.

Name Field Secretary

G. L. Caswell, of Denison, Ia., secretary of the Iowa State Press Association, was recently elected field secretary of the Nebraska State Press Association. The Association will raise its dues and will soon conduct a membership campaign.

M I C H I G A N

America's Leading Market

For Almost Every
Manufactured Line

Absolutely *Dominated* *by*
Evening *Newspapers*

You can reach Ninety-five per cent of this busy State through these
Fourteen Evening Newspapers

City	Population	NEWSPAPER	Circulation	5,000 Line Rate
Detroit	850,000	News	211,687	.20
Grand Rapids	125,000	Press	79,465	.09
Flint	65,000	Daily Journal	22,484	.04
Saginaw	55,000	News	19,642	.03
Bay City	52,000	Times-Tribune	17,641	.03
Lansing	50,000	State-Journal	21,219	.035
Kalamazoo	46,000	Gazette	22,667	.035
Jackson	40,000	Citizen-Press	15,674	.025
Muskegon	35,000	Chronicle	12,072	.025
Battle Creek	32,000	Moon Journal	5,117	.015
Port Huron	25,000	Times-Herald	11,431	.025
Ann Arbor	20,000	Times-News	6,974	.0215
Pontiac	27,000	Press-Gazette	10,451	.02
Adrian	12,000	Telegram	10,219	.02

CARTOONIST TO SERVE NATION WITH HIS PEN

C. R. Macauley, Famous Cartoonist of New York World, to Syndicate to American Newspapers a Series of Patriotic War Cartoons, Aimed to Keep Alive the Fighting Spirit.

C. R. Macauley, for ten years leading cartoonist of the New York World, and official cartoonist for the Democratic National Committee in 1912-16, is to syndicate a series of war cartoons through the Butterfield Syndicate.

These cartoons are to visualize the American war spirit. Macauley sees in this work a big opportunity for national service. The language of the cartoon is the universal language. It affords the direct appeal, carries its point home with compelling force. It is Macauley's hope, through such a series, to keep alive throughout America the spirit of fight, of patriotic resolve.

Macauley was born at Canton, Ohio, in 1871. William McKinley was his god-father and, later his Sunday School teacher and sponsor. The first job Macauley held was on the Canton Repository. Then he spent a year in Cleveland, as cartoonist for the Plain Dealer and Leader. He came to New York in 1894, bearing a letter of introduction from McKinley to W. J. Arkell, who bought his first work there and used it in Judge and Leslie's.

His first newspaper cartoon was bought by Chamberlain, managing editor of the World. Afterward he succeeded Bush as cartoonist for the World, holding that post at a very high salary for ten years, and earning his laurels as one of America's greatest cartoonists.

In undertaking to furnish a war cartoon service, for an indeterminate period, to American newspapers Macauley abandons other work which has lately engaged his attention, and will concentrate upon this one big task.

His work has been highly complimented by President Wilson, and his purpose to utilize the cartoon in developing and sustaining the American spirit in the war will attract wide attention. Macauley himself looks upon the task as one involving high patriotic service—the consecration of his talents to his country's needs.

Against Fake Medical Ads

The Department of Health Tuesday notified publishers of magazines in New York printing medical advertising that beginning September 1, the law against "fake medical ads" will go into effect in New York. Many publications have been printing two editions, one for circulation in the city and the other for out-of-town distribution. This practice will stop September 1.

Denies Report

The report that the New York Herald and the Evening Telegram are to have a new location at the corner of Broadway and 60th Street, was emphatically denied Thursday by Paul Crissey, general manager. "The report is absolute nonsense," declared Mr. Crissey, to a representative of THE EDITOR AND PUBLISHER. "I have no idea where it originated."

Employees Give Kitchen Trailer

Employees of the New York Evening Post will give a kitchen trailer to the Red Cross for service in France. It was proposed originally to give an ambulance but Red Cross officials said they have more ambulances than they can use.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



YOU CAN ADD THE MUSIC TO THIS LITTLE TRAGEDY

IT wasn't only a tragedy, it was a calamity.

At least this is how the copy desk men, the city editor and the other fixtures in the Minneapolis Times office a quarter of a century ago regarded the situation shortly after Tom Thurlby got a strangle hold on the pay-roll as a copy boy. Whoever let the bars down and allowed Tom to creep in should be fired and then lynched, thought they. The copy slayers' shrieks for "the kid" seldom brought any response. On these occasions Tom was safely hidden in some obscure nook of the office wielding his pencil, transmitting to a piece of paper the crop of rich ideas that had collected overnight. When he was sketching or making cartoons he was happy. But the desk men were down on Tom. His future, as they saw it, was just a long, ink-black streak.



TOM THURLBY.

But Tom Thurlby surprised them all. He demonstrated they were all wrong. The career that began behind the pile of waste paper or in a corner of the morgue has now been crowned with success. If Tom had been a good copy boy he probably would not occupy the high niche in the cartoon world that he does. Tom is located 'way out in the most northwestern part of the United States, as cartoonist on the Seattle Times, but the product of his pen is known throughout the United States.

When Tom was asked by the correspondent of THE EDITOR AND PUBLISHER for a "little tragedy" on paper, he did not have to rake his brain for an idea. He has brushed up against the barnacled sides of the newspaper office from every angle. He has not always occupied a separate den away from the whirl of the editorial rooms. He has been a reporter, city editor, copy reader, make-up man, managing editor, feature writer, and sporting editor. Cartooning, of course, has always been the foremost call.

Tom's efforts as a cartoonist first reached the public eye in Minneapolis when he held down the post of George Rehse, now of the New York World, when Rehse left the old Minneapolis Penny Press office for his vacation. Later he went to the St. Louis Republic, then to the St. Paul Globe. He was on the Kansas City Times for about a year, and then came West. He stopped at Butte for a while and then moved on to the Puget Sound country, locating first at Everett. Later the Seattle Post-Intelligencer annexed him and in a short while he was seized by the Seattle Times.

Tom Thurlby has one pronounced trait. He has a very sympathetic feeling toward public officials. He cultivated this spirit during a term as secretary to the Mayor of Everett.

ROY ALDEN.

CARTOONIST'S DOG ALMOST AS FAMOUS AS ARTIST HIMSELF

To the left will be seen a cartoon by Tom Thurlby, of the Seattle Times. Below is a picture of Mr. Thurlby at work. Attention is called to the little clay dog. That dog is famous in the Far West. The story is told that when Mr. Thurlby went to work on the Seattle Post-Intelligencer several years ago, he said he wished he could add something to his cartoons which would make them distinctive. He said that he wanted some kind of an animal which he could use in his drawings from day to day which would add to the interest of the cartoons.

One day, Tom Dillon, managing editor of the Post-Intelligencer, walked into the office, with his black felt hat on the side of his head—as usual—and a dirty, yellow dog beneath his arm.

"Tom," he yelled. "Here's your dog."

Thurlby gave the cur a rapid once-over and caught the idea at once. Mr. Dillon still owns the dog in flesh, but Mr. Thurlby owns him in clay and in ink.

At one time it was thought that dog had become more important than the cartoons. The next day the dog was omitted. Readers 'phoned in to learn what had become of their friend. The next day the animal was holding down his usual corner in the paper.

Mr. Thurlby and his clay dog are inseparable. Mr. Dillon feeds the real dog.

READERS TO HELP SOLDIERS

Chicago Evening Post Starts Commendable "Sammy Backer" Department.

Believing that each American soldier should feel that there is some individual at home who is interested in him and his welfare, the Chicago Evening Post has started a so-called "Sammy Backer" department.

Readers are urged to assume a personal obligation to some "Sammy" going to the front and to encourage and keep him in good cheer by sending him letters, magazines, tobacco, holiday boxes, and other remembrances. Only men over draft age are accepted as members of this organization. Applications are sent to the "Sammy Backer" Editor of the Post, 12 South Market Street, Chicago.

First Woman Journalist

It is said that the first newspaper woman was an American, Mrs. Anne Royall, who was not only the first woman journalist, but the first woman to own and edit a newspaper. It is also curious that she is said to have originated the idea of "interviews." She was born in Maryland in 1769, put her first printing press on Capitol Hill, Washington, D. C., and published a small weekly, first called the Washington Paul Pry, and later the Huntress.

Publication About a Publication

The Philadelphia North American has just published a mighty attractive booklet which E. A. Van Valkenberg, publisher, explains is "a publication about a publication and chiefly concerns the value and force of advertising." It is entitled, "Doubling the Power of the Agate Line." It tells much about intensifying the selling force of advertising and of the North American's daily fight for truthful advertising.

Growing Popularity of Daily Newspapers in the South

To men of affairs working strenuously day after day in the business centers of cities like New York, Philadelphia or Chicago, with their newspaper bulletin boards displaying the latest bits of news every few minutes and their extra news editions issuing every hour or so, it is well nigh inconceivable how anybody can get along without a daily newspaper.

Yet, up to the introduction of the rural daily mail delivery a few years ago, the families living in the country had only their little county newspapers to depend on for most of the information they got about happenings in the outside world. And that wasn't strictly local matters, but made short shift of the big affairs away from home.

This was especially true of the South, which is about eighty-three per cent rural, so far as population goes.

The dailies of Dixieland have gained enormously of late in prestige, popularity and circulation. Everybody down there reads daily newspapers now because they can get them every day and because everybody wants to know about the war and the conditions in Washington and elsewhere concerning it. Everybody is interested because most everybody has some interest in somebody who is affected by the trend of events. Personal obscurity no longer obtains like it used to. The backwoods farmer lad of to-day may be leading a regiment in France to victory in a few months.

With the dispatch of troops from time to time to the European trenches of War, this interest in the daily newspaper reports will naturally be further intensified.

The list of Southern daily newspapers appended here represents the pick of the Southern journalistic field. Each of them is a paper of remarkable standing. Some of them are nearly one hundred years old. Picture to yourself if you can the hold that such a newspaper as this would have on the affections of a family—a paper that had been read by the parents, grand-parents and great-grand-parents.

If you want to create a demand in the South for your goods, Mr. Manufacturer, you could not start to do it in any better way than to use the Southern daily newspapers. For further information as to methods of distribution, rates of advertising, etc. write any of the papers mentioned.

ALABAMA.				SOUTH CAROLINA.			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Birmingham Ledger (E)	33,259	.08	.06	Columbia Record (E)	11,325	.025	.025
Birmingham Age-Herald (M)	23,212	.07	.05	Columbia Record (S)	9,216	.025	.025
Birmingham Age-Herald (S)	31,700	.08	.06	Columbia State (M)	18,561	.05	.04
Birmingham News (E)	41,000	.07	.07	Greenville Piedmont (E)	4,769	.0143	.0143
Birmingham News (S)	46,000	.08	.08	GEORGIA.			
Mobile Register (M)	15,351	.04	.04	Atlanta Georgian (E)	46,122	.08	.07
Mobile Register (S)	20,286	.05	.05	American (S)	85,027	.12	.10
Mobile News-Item (E)	9,500	.03	.03	Columbus Ledger (E)	7,425	.0215	.0178
Montgomery Advertiser (S)	18,213	.05	.04	Augusta Chronic. (M&S)	8,900	.035	.025
	20,783	.06	.05	Macon Telegraph (M)	19,719	.04	.04
KENTUCKY.				Macon Telegraph (S)	19,719	.04	.04
Louisville Courier-Journal (M)	26,294	.10	.07	Augusta Herald (E)	12,049	.03	.03
Louisville Courier-Journal (S)	49,058	.12	.09	Augusta Herald (S)	12,049	.03	.03
Louisville Times (E)	43,805	.10	.08	Savannah News (M & S)	14,037	.04	.03
Louisville Herald (M)	49,073	.07	.07	FLORIDA.			
Louisville Herald (S)	42,860	.07	.07	Pensacola News (E)	4,628	.0139	.0139
Lexington Herald (M)	8,239	.0179	.0179	Pensacola Journal (M)	5,309	.0172	.0172
Lexington Herald (S)	8,239	.0179	.0179	Pensacola Journal (S)	5,309	.0172	.0172
TENNESSEE.				Jacksonville Times-Union (M & S)	24,508	.055	.055
Chattanooga News (E)	13,951	.03	.03	Jacksonville Metropolis (E)	18,185	.04	.04
Chattanooga Times (M)	25,815	.06	.06	LOUISIANA.			
Chattanooga Times (S)	25,815	.06	.06	New Orleans Item (E)	55,043	.10	.10
Memphis News-Scimitar (E)	45,000	.11	.10	New Orleans Item (S)	68,875	.12	.12
Memphis Commercial Appeal (M)	63,981	.1	.10	New Orleans Times-Picayune (M)	55,336	.10	.10
Memphis Commercial Appeal (S)	102,081	.14	.12	New Orleans Times-Picayune (S)	68,299	.12	.12
Nashville Tennessean & American (M)	36,665	.05	.05	New Orleans Daily States (E)	37,462	.08	.06
Nashville Tennessean & American (S)	39,129	.06	.06	New Orleans Daily States (S)	36,569	.08	.06
Nashville Banner (E)	50,557	.07	.07	VIRGINIA.			
Knoxville Sentinel (E)	19,036	.05	.04	Richmond News Leader (E)	39,401	.09	.06
NORTH CAROLINA.				Newport News Press-Times-Herald (M&E)	10,355	.025	.025
Asheville Times (E)	6,176	.015	.015	Newport News Daily Press (S)	6,993	.025	.025
Charlotte Observer (M)	13,696	.055	.025	Norfolk Virginian Pilot (M)	25,691	.05	.05
Charlotte Observer (S)	17,826	.065	.035	Norfolk Virginian Pilot (S)	33,016	.06	.06
Greensboro Daily News (M)	10,988	.05	.025				
Greensboro Daily News (S)	14,645	.03	.025				

SINS OF ST. LOUIS NEWSPAPERS AND ADVERTISERS ARE VIRTUES IN NEW YORK

Samuel Hopkins Adams Pillories Comparative Price Advertising as Practiced in Western City, While the New York Tribune Places the Seal of "Truth, First to Last," on Same Sort of Offerings in Its Own Columns.

By H. R. DRUMMOND.

SPEAKING about comparative prices, page 14 of the New York Tribune, for Sunday, August 12, presented an interesting study in newspaper ethics, as differentiated between the editorial and business departments.

It was interesting, principally because the New York Tribune has, for some time, been a censor of newspaper practices, and has, frequently, published articles reflecting on the business ethics of contemporaneous publications.

As is well known, Samuel Hopkins Adams has been the author of these articles, and it is conceded, generally, that he has aroused a great deal of interest in the matter, particularly among advertising men and merchants.

In the New York Tribune of Sunday, August 12, Mr. Adams contributed a very interesting article about St. Louis, St. Louis advertising, St. Louis newspapers, and St. Louis merchandising.

Mr. Adams tells of how he attempted to pass Confederate money in St. Louis, and how the people of that city are too up-to-date to accept it.

Mr. Adams wrote some very interesting things about the St. Louis advertisers, and some of them will bear repeating. For instance, he wrote:

"In the local store world there is a wide variance of standards and principles. Some of the shops which most conspicuously displayed the truth emblem in A. A. C. W. week are the very ones which most blatantly violate its principle in their advertising. Local merchants still believe—with a few exceptions—that you must 'bait' the public with all sorts of value and 'special' offers in order to interest them. So they load their advertising with such terms as 'value,' 'worth,' 'marked down from,' 'heretofore,' 'previously sold at,' and the like, to give it weight, much as certain cheap silks are 'loaded' with 'metal.'

"The Famous-Barr Company is one of the local department stores of high standing, which, nevertheless, sings the siren song of values to its public with great regularity. Having selected an advertisement of \$1.50 shirts for \$1.15, I approached the fairy siren having these fairy gifts in charge, and asked: 'Are these actually \$1.50 values?'

"They are," said he, "specially marked down. There's the \$1.50 mark. You can see for yourself."

"You guarantee them to be worth that?"

"POSITIVELY."

"Suppose I take four and offer to pay for them with this?" I asked.

"What is it?" queried the clerk, viewing with suspicion the bill which I had brought along for the occasion.

"It's a ten-dollar bill issued by the Confederate States of America."

"Are you trying to pass that on me?"

"Not at all. I'm merely asking you what you would reply if I offered to give you this bill for four shirts?"

"I'd turn it down."

"Why?"

The young man began to splutter. "Why? Why? Because its phony, that's why. It ain't worth ten dollars."

"It was worth ten dollars."

"But—"

"There's the \$10 mark. You can see for yourself. I'll take six dollars for it."

The young man looked at his marked down shirt and then at my marked down bill, and then assumed an expression of one suddenly detached from the firm ground of dogma and cast into a sea of doubt and darkness.

"You don't believe this shirt is worth \$1.50?" was his troubled observation when he came to the surface to breathe.

"I've no doubt it once was."

"But look at the mark," he persisted, pointing to the garment.

"Look at mine," I returned, pointing to my bill.

"That bill ain't worth anything, and you know it," he protested.

"It isn't worth as much as it once was," I admitted. "Neither is that shirt."

"Why ain't it?"

"Because you're selling it for \$1.50, and if it were worth \$1.50 the store wouldn't be selling it for less."

Then let us pass on to this one:

"Scruggs, Vandevort & Barney had set my hopes a dancing by piping this tune in the morning papers: \$4, \$5, and \$5 neckwear \$2, \$2.50 and \$3."

"I'd like to see a \$6 tie, please," said I.

A sprightly young clerk laid out a small array of neckwear which might have been \$6 ties in St. Louis, though I wouldn't have paid the price for any one of them in New York.

"These are \$6 values?" I asked.

"Yes, sir."

"How much is this one?"

"Three dollars."

"Three dollars for a tie worth twice as much? How do you do it?"

"It's a special sale."

"And this tie is actually worth six dollars?"

"Oh, yes, positively."

"That is, you're practically giving me \$3?"

"Well, ye-es."

"And do you make the same kind of offers in other departments?"

"We give very good bargains in all our departments."

"Then perhaps you can tell me where I can buy a five-dollar gold piece for \$2?"

She couldn't.

And Mr. Adams takes up five columns of page fourteen, in the New York Tribune for Sunday, August 12, showing how the advertising of the St. Louis department stores, filled, as it is with alluring price comparisons, is in direct contradiction with the principles of honest advertising as set forth by the A. A. C. W.

The quotations given here show how Mr. Adams regards comparative price advertising. He is brutally frank in saying that it cannot be done honestly, and he goes to some length to prove that such is the case.

The other three columns of the same page were taken up with an advertisement of Hearn, in which *seventy-five* items were mentioned, and *seventy-one* of them were said to be worth more than the price at which they could be purchased. For instance, in the list there were:

"21c. sheeting for 15c.

"35c. sheeting for 28c."

"\$38 rugs for \$29.97."

"\$1.64 taffeta \$1.47."

and so on for seventy-one items.

Mr. Adams, in writing of St. Louis, says: "At the other extreme is Addison's, which makes such absurd representations as \$30 cloth suits, newest styles, newest materials, newest colors, at \$9.98; \$13.75 silk dresses at \$3.98. Addison's attitude, as expressed to a Better Business Bureau representative, is that he has to make the profits and pay the rent, and it is nobody's business how or what he advertises. Also

that he doesn't care whether his ads are truthful or not.

In the New York Tribune of the same date, Giddings, of Fifth Avenue, offers "Wraps, formerly \$195, at \$65 and \$85."

Bonwit Teller & Co., offer "Wraps, formerly \$225, at \$75."

There are advertisements in the same issue of ten department and specialty shops of New York city, seven of which are almost all filled with "comparative prices." Only three of them, Altman's Franklin Simon & Co., and Bloomingdale's did not contain this kind of copy that Mr. Adams scored so heavily.

There are those who say, frankly, that comparative prices cannot be used honestly. There are others who say that upon occasion they may.

It is notable that practically all of the foremost merchants have eliminated them.

INSTALL NEW PRESS

News-Record Sets Rapid Pace for Competitors in Springfield, Ill.

The Springfield (Ill.) News-Record has just installed a twenty-four page Duplex Tubular Plate press capable of turning out 25,000 papers an hour. The News-Record has changed over from seven columns, thirteen ems, to eight columns, twelve and one-half ems.

With the installation of this press the News-Record has completely replaced every bit of its plant within the two years and a half since the News-Record was formed by the consolidation of the old Evening News and the Springfield Record. As soon as the old press is removed work will be begun on remodeling the front of the News-Record building.

Tobacco for Soldiers

Both the Detroit Journal and the Detroit Free Press have started campaigns for tobacco and other little "luxuries" for several Detroit military units which leave the city soon.

The New York Times Leads in Automobile Advertising

IN the seven months of 1917, The New York Times published 617,678 agate lines of automobile advertising, 172,499 lines more than was printed by the second newspaper.

The gain of the New York Times for the seven months of 1917 over the corresponding period last year was 114,277 agate lines.

Record of Automobile Advertising for Seven Months, 1917.

New York Morning Newspapers

1917	Times	Sun	American	Herald	World	Tribune
January . . .	134,957	114,643	100,338	87,766	90,475	57,507
February . . .	63,415	45,496	43,284	35,835	33,022	23,447
March . . .	73,558	55,428	48,357	40,387	36,817	22,570
April . . .	98,928	63,966	67,324	54,033	45,148	26,784
May . . .	79,685	57,171	48,325	36,773	39,026	20,276
June . . .	86,840	58,935	49,316	37,215	32,803	18,721
July . . .	80,295	49,540	50,620	31,734	32,813	8,655
Total . . .	617,678	445,179	407,564	323,643	310,104	177,960

In July, 1917, The New York Times printed 80,295 agate lines of automobile advertising, 29,675 lines more than any other New York Morning newspaper.

PUBLISHERS PAPER COMPANY COMPLETES STAFF PERSONNEL AND ELECTS OFFICERS

Corporation Owned and Controlled by the American Newspaper Publishers Association Now Completely Organized to Handle the Output and Products of the Northcliffe Mills—Sale of Greenwood Pulp Disposed of.

THE PUBLISHERS PAPER COMPANY, INC., has now been completely organized to handle the output and products of the Anglo-Newfoundland Development Company, Ltd., and the Albert E. Reed Company, Newfoundland. The stock of this company is all owned by the American Newspaper Publishers' Association. The officers which have been elected are as follows:

President and treasurer, A. G. McIntyre; vice-president, Emil M. Scholz; manager, Morris W. Leahy; traffic manager, W. T. Robinson; manager manufacturing, A. A. MacDiarmid; chief accountant, A. J. Dacres.

The sale of the ground wood pulp has been disposed of to E. S. Bates, Coristine Building, Montreal, who is a pulp broker. The Publishers Paper Company will not handle the sales of pulp themselves.

Mr. Leahy, manager, was formerly chief engineer for the Powell River Company, Ltd. and manager of the Abitibi Power & Paper Co., Ltd.

Mr. Robinson, traffic manager, was formerly manager of the mills at Parsons, West Va., and at Chandler, Quebec.

Mr. MacDiarmid, manager manufacturing, was formerly chief engineer for the Montreal Light, Heat & Power Company, the Bathurst Lumber Company, Ltd., and the Mattagan Pulp & Paper Company, Ltd.

Mr. Dacres, chief accountant, was formerly accountant for Price Brothers & Company, and the Montreal Box Board Company.

In addition, a rail traffic man has been engaged, whose name has not yet been announced.

The organization is now completed, the new offices in the New York World are now being occupied and everything is working along satisfactorily. The entire control of the company is in the hands of the executive committee on paper of the A. N. P. A., and the whole company will be operated to do the most good for the publishers of this country.

A number of small shipments of paper have already been received, and larger ones are following this month up to the full capacity of the mill.

NEW ZEALAND PAPER SHORTAGE

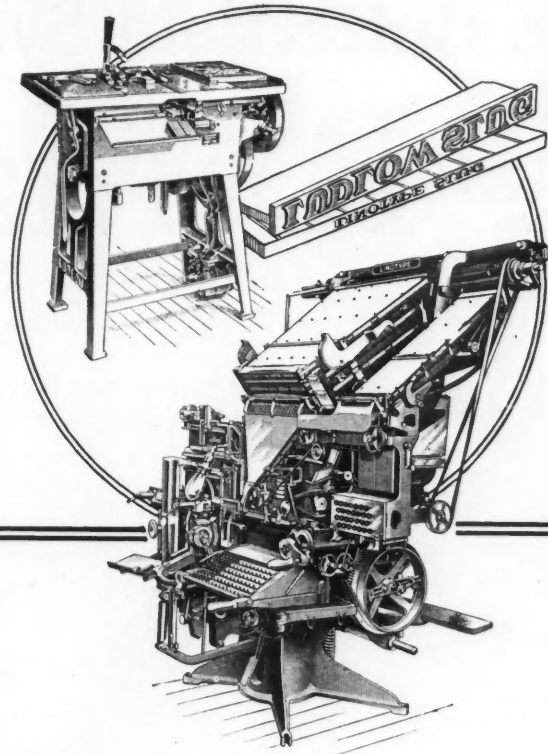
Several Newspapers Compelled to Suspend, and Others Increase Prices.

Because of the shortage and high prices of paper several newspapers in the different centres of New Zealand have been obliged to suspend, and several others to increase their price—in some cases to double what the charge was before the war. The New Zealand Government has reduced the size of certain of its publications and is talking of discontinuing others.

During the past year Canada has been supplying a very large share of New Zealand's print-paper imports.

Editor to Write State History

D. O. McCarthy, editor of the first California daily newspaper, The American Flag, will write a new history of California. Mr. McCarthy began the publication of his paper in Sonora, Cal., in the early part of the Civil War, to fight against the secession of the State. In 1864 the paper was moved to San Francisco and published daily.



The Linotype-Ludlow System Is an Absolute Necessity

“The high cost of printing material, and the proportionate increase in advertising rates, has caused advertisers to “crowd” their copy. Therefore type larger than 42 or 48 point is seldom used. This makes it possible to get an entire advertisement on the modern Linotype with display lines on the Ludlow Typograph. The all-slug system of non-distribution not only is an economy, but this “crowding” of copy makes it an absolute necessity.”

Edward E. Craig, Foreman
CINCINNATI (OHIO) POST

THE LINOTYPE LINE

is a 16-page folder describing “The All-Slug Route to Profit.” Write for a copy.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO

SAN FRANCISCO

NEW ORLEANS

TORONTO, Canadian Linotype, Ltd.

“America's Largest and Best Newspaper Industrial Advertising Agency”

Permanent weekly industrial pages among non-regular advertisers.

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

High Class Special Editions handled for leading newspapers in the larger cities only when there is a special reason for their publication and where the Publisher is willing to make the Edition thoroughly representative from a news standpoint. “—Entire supervision of news and mechanical ends given when requested.”

“All Industrial advertising solicited on an indirect result general publicity basis somewhat along the same lines that Trade Journal, Bill Board and Street Car advertising is secured. No campaigns conducted in cities having a population of less than 200,000.”

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

Branch Offices: Herald and Traveler Building, Boston; Courier-Journal Building, Louisville; Constitution Building, Atlanta; Times-Dispatch Building, Richmond; 506-8 Equitable Building, Baltimore; 319-20-21 Keith & Perry Building, Kansas City; 503 Lumber Exchange Building, Chicago. Room 1622—50 Broad St., New York City.

The Butterfield Syndicate, 516 Fifth Avenue, New York

C. R. Macauley, America

in a Series of "Am

THE WORLD, FRIDAY, FEBRUARY, 24, 1911



CRUMPLED

The Strand Magazine of February, 1914, said of this cartoon: "'Crumpled' is worthy to rank with the best of Tenniel, the greatest cartoonist in the history of Great Britain." The Strand, in the same article, called C. R. Macauley "the leading International Cartoonist."

How It Came About

On August 4th, 1917, Mr. Henry Butterfield, of Boston, Mass., wrote the following letter to Mr. Macauley:

HENRY BUTTERFIELD
34 Portland Street
Boston, Mass.

Mr. C. R. Macauley,
New York Press Club,
New York

Dear Sir:

During many years your cartoons in the New York Morning World were a daily source of enjoyment and inspiration to me, as I know they were to hundreds of thousands of its readers who had the privilege of seeing them.

I am moved to suggest that it is your solemn duty to enlist your pen now in the service of the people, by depicting in your inimitably powerful manner the high purpose of our American spirit in this war. A spirit that can only be interpreted by a true American.

If you will answer the call, which I esteem it a privilege to voice, I will organize at once a syndicate to distribute your masterful cartoons to the patriotic newspapers throughout the United States.

HENRY BUTTERFIELD.

Mr. Macauley's reply, dated August 7th, was as follows:

C. R. MACAULEY
Photoplays, Inc.,
516 Fifth Avenue, New York

My Dear Mr. Butterfield:

Let me begin by saying that all American newspapers are patriotic; and also that I am not at all sure I have earned the great compliment expressed in your letter of August 4.

I feel, keenly, of course, that these are days of unexampled opportunity in the history of our country and of the world for interpretation of the lofty ideals and purposes of this war against absolutism and autocracy, which have been so nobly expressed by our President and many of the forward thinking men of our splendid Republic.

If you succeed in convincing me that my pen would be of the smallest service to my country, I shall immediately lay aside everything and answer the call.

Cordially and sincerely yours,

C. R. MACAULEY.

Mr. Butterfield, without waiting for Mr. Macauley's reply, suggested to others that they express themselves on the subject and, on August 12th, Mr. Macauley sent the following letter to Mr. Butterfield:

C. R. MACAULEY
Photoplays, Inc.,
516 Fifth Avenue, New York

Dear Mr. Butterfield:

The number of men who have written to me at your suggestion urging me to draw a series of cartoons portraying our "America's Spirit in the War" is at once impressive and convincing.

If you will agree to furnish such a cartoon service to the newspapers of the country at a low cost, and without favor, I shall at once accept your proposition in the patriotic spirit in which it is made.

Since leaving the "WORLD" I have been working on a feature photoplay, which I have copyrighted under the title of "HUMANITY." I have organized the above corporation, which is now partly financed, but the time will not be here for the production of this world drama until near the close of the war.

Meanwhile, I will lay aside all other work and draw the series of cartoons you suggest.

Cordially and sincerely yours,

C. R. MACAULEY.

How It Will Be

Territorial rights are to be contracted to newspapers that are fortunate enough to secure them at a price that is not too high and to be distributed tremendously thereby.



C. R. Macauley

Every editor in the United States k

C. R. Macauley, America's foremost cartoonist, has left the newspaper field three years ago in order to devote his time to the production of moving pictures. He has a large number of friends and admirers, and his cartoons, entitled "American Spirit in the War," are widely known.

This is welcome news, for, during the past few years, Mr. Macauley's fame as a cartoonist of the New York World has become international.

This new series, which is scheduled to begin in the near future, and to continue for the duration of the war, will be syndicated throughout the country and will be one of the strongest features in the leading newspapers.

New York City, Offers

ca's Foremost Cartoonist

America's Spirit in The War" Cartoons

l Be Handled

contracted for, and of course, the
ough to secure this service will profit



Macaulley

ed States knows this signature.

foremost cartoonist, who abandoned
ago in order to devote his entire time
pictures has, at the solicitation of a
s, consented to produce a series of
rit in the War."

, during his ten years on the New
oonist of extraordinary power, force

cheduled to begin September 16th,
of the war, five cartoons a week, is
e country and will, of course, be one
eading newspapers everywhere.

TO THE EDITORS AND
NEWSPAPER PUBLISHERS
OF THE UNITED STATES:

In entering your service, I bespeak
the privilege of a brief statement rela-
tive to the spirit that moves me to
do so.

I parted from the staff of the New
York morning "WORLD" early in
1914 with many and deep regrets. I
had been continuously before the Amer-
ican public as a cartoonist for nearly a
quarter of a century. To break a
thing that had grown to be a very
strong bond—a daily contact with so
many of my fellows—seemed very sad.
But I had a plan to continue my rela-
tions with my brothers in another field,
a field that was parallel and very near
to the one from which I had gone.

My plan was to create a photo-
drama of world interest. It was my
ambition to make it a vital burning
story of "HUMANITY." A drama
that could be presented as a great spec-
tacle—a vivid picture of a world be-
ing born again. I began actual work
on it in March, 1914, and predicated
my story on the prophecy of a titanic
world struggle to throw off the yoke of
autocracy from the neck of all man-
kind, and to clear from the paths of
civilized progress the foul debris of ab-
solutism and militarism left over from
medieval times. The present terrific war
broke from the miasmic pile while I
was in the midst of my work in collab-
oration with Mr. David Belasco.

The monstrous tragedy of August 1,
1914, made it necessary for me to re-
vise my plans, temporarily abandon my
work, and await the psychological
hour. That hour will be here when
the war is won and while the work of
winning is proceeding, I believe I can
play no better part in this struggle for
a world democracy than to place my
services at your disposal by striving to
interpret through my cartoons the splen-
did American spirit in this titanic strug-
gle for right and justice.

Sincerely yours,

C/R. MACAULEY.

THE BUTTERFIELD SYNDICATE offers to newspaper publishers
of the United States—C. R. MACAULEY, America's foremost cartoonist,
in a series of five weekly cartoons interpretive of THE AMERICAN SPIRIT
IN THE WAR.

THESE MACAULEY CARTOONS WILL BE POWERFUL,
DIGNIFIED AND INSPIRING, as Macauléy's cartoons have always been.
They will be vivid pictures that will ring from the page, strong and
masterful.

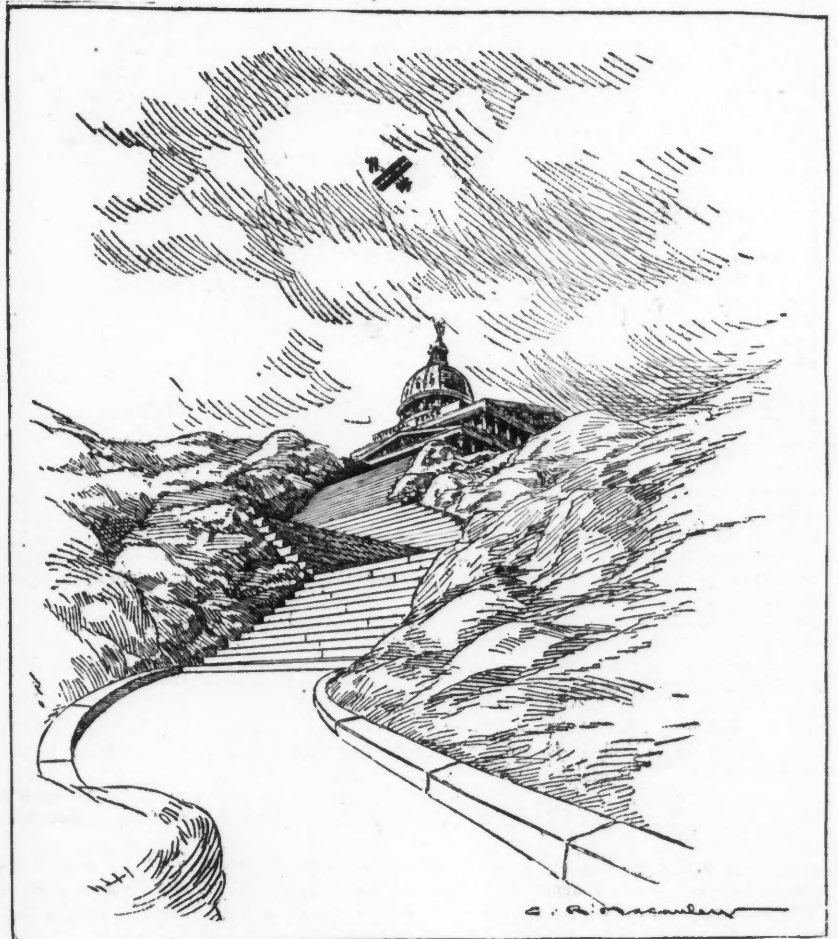
Macauléy's cartoons will win you friends and readers in great numbers.

No feature has been offered in years that has such a tremendous, vital
appeal as this one. No service will be offered that will approach it.

Write or wire today for your territory. Don't let the other fellow
beat you to this chance.

There are to be territorial book rights which are to be had in con-
nection with the cartoon service.

THE WORLD, WEDNESDAY, JUNE 1, 1910



THE ULTIMATE GOAL

In this cartoon, published on June 1, 1910, in the "World," Macauley had a vision of the future that is
now being fulfilled. The way to enduring peace is through the air; which will be demonstrated by 25,000
American driven airplanes in the sky lanes above Germany before many months have passed.

EDITORIAL

UNCLE SAM PAYS HIS WAY

OUR Uncle Samuel usually carries his hat on his head. When he holds it in his hand it is in respectful salutation to somebody—not in entreaty.

The sturdy old gentleman, with a bit of proper pride, pays his way in the world. If he buys something for his soldiers, he pays cash. He insists that the price shall be reasonable—which means an honest margin of profit for the seller, full value for the buyer.

The first campaign to sell Liberty Bonds placed the old gentleman in a false and embarrassing attitude—the attitude of asking for something of commodity value for which he had not provided any money appropriation. The hat was in his hand—but not in salutation. In the hat-language it said: "I need advertising, but I think you will be glad to donate it to me. I'm busy buying other commodities—but as so many people are eager to give away this commodity of advertising, I'm in a receptive mood."

The sentiment is not Uncle Sam, sentiment—the plan and policy and procedure are foreign and distasteful to him, and a little bit humiliating. Being a gentleman of a practical turn he sees no essential difference between asking for the gift of a dollar and in asking for a gift of something which sells in the market for a dollar.

Thus our Uncle Samuel—as the visualized spirit of our citizenship—feels that he was misinterpreted and humiliated by the methods of his official representatives in floating the first issue of his war bonds. He shows a growing anger at the proposal to repeat the tactics used in advertising the first offering in connection with the second issue. It is to be hoped that the tide of this resentment will rise to the Washington level, and that the next issue of bonds will be sold through PAID ADVERTISING.

THE SECRETARY OF WAR, through the columns of THE EDITOR AND PUBLISHER, has extended the thanks of the Government to the newspapers for their cooperation in publishing the selective draft lists. Without this service on the part of the newspapers, performed at great labor and expense, the organization of the new national army would now be in a state of utter chaos. The newspapers did work that had to be done in the national interest—they did it without urging, and with signal success. The Government, through its legislative department, recognizes this example of conspicuous service by proposing that the newspapers shall be hampered by discriminatory tax legislation. The spectacle of a democracy in action is often grimly amusing—but democracy carries within itself the toxins which finally purge from its body-politic the disorders and distempers which, in autocracies, become chronic.

BRUCE HALDEMAN retains the presidency of the corporations which publish the Louisville Courier-Journal and Evening Times, and is relieved of much of the routine executive work through the appointment, by the board of directors, of R. E. Hughes as general business manager, and of Arthur B. Krock as editorial director for both publications. The Kentucky Court of Appeals has decided that the owners of the stock of these corporations have the power to control their affairs. It is believed that the decision will end the controversy, and that these great newspapers will, under the harmonious joint control of three big men—Henry Watterson, Bruce Haldeman, and Gen. W. B. Haldeman—enter upon a period of still greater prosperity. In the issue of the legal battles the outsider sees "peace without victory"—and likewise without defeat—for all concerned.

THE St. Louis Post-Dispatch is one of the great business institutions of its city. Its new building, costing a million and a quarter dollars, would attest that fact. But it is more than a mere business institution—it is a living force, sleeplessly active in the community life of a great city. Joseph Pulitzer, the first, was its creator; Joseph Pulitzer, the second, has guided its later development, and Joseph Pulitzer, the third, presided at the cornerstone laying of the new building, and is destined to follow in the footsteps of his grandfather and father. The Post-Dispatch is a great newspaper because it

SMALL quips and sentences and these paper bullets of the brain awe a man from the career of his humour.—Shakespeare.

was cradled in the ideal of public service. It is a successful newspaper because it has never violated the faith or the purposes of its first great editor. It will continue to grow in power, prestige and profits because it will continue to adhere to the policies of the late Joseph Pulitzer. A late example of the enterprise of the Post-Dispatch is afforded by the comprehensive manner in which the draft was covered, requiring one thirty-two page section. The work was considered so authoritative that the Post-Dispatch's lists were used by a majority of the Examining Boards in the city and county.

CONGRESSMEN should find in their mails, nowadays, a good many letters from editors and publishers. So should the Secretary of the Treasury. These letters should help to destroy the delusion that in advocating a campaign of paid advertising for the next bond sale the newspapers are merely soliciting business from the Government—for that is a delusion. And it has been strong enough to silence many publishers who, understanding the NEED of the Government for the commodity which they sell, yet hesitate to remind our Washington officials that they are subject, as are other men in business, to production costs—and to meet these are compelled to SELL THEIR ADVERTISING SPACE, just as the shoe manufacturer is compelled to sell his product, even when required for the use of the Government, and needed in a period when every man is subject to examination as to his patriotism.

SOME people have gotten the impression that, surging paid advertising for the war bonds, THE EDITOR AND PUBLISHER is discouraging the publication in newspapers of news and feature matter concerning the next bond offering. This is not the fact. There are a hundred news-angles requiring the fullest treatment in connection with the offer to the people of three billions of dollars in national securities; there are opportunities a-plenty for editorial discussion of the need for general participation in the flotation, and for visualization through cartoons of the patriotic appeal involved. The bonds will occupy a dominant position in the news and editorial columns of all American newspapers—properly. But this will not serve to "get over" to the people the selling argument, nor create the impulse to BUY. The right kind of advertising campaign WILL DO THAT.

GEN. HARRISON GRAY OTIS died in harness—on the firing line of public service. Virile to the last, this veteran journalist, for a third of a century a State-builder, leaves behind him an enduring monument to his courage, to his public spirit, and to his loyalty to his ideals—the Los Angeles Times, a newspaper of distinctive character and large influence. He leaves this great newspaper to the direction of his trusted associate, Harry Chandler, and to Marian Otis Chandler, daughter of Gen. Otis and wife of Harry Chandler, and herself a newspaper executive of great talents and high vision. The future of the Times is secure—the ideals of Gen. Otis will endure.

August 18, 1917. Volume 50, No. 10.

THE EDITOR AND PUBLISHER

Published weekly by

THE EDITOR AND PUBLISHER CO.

1117 World Building, 63 Park Row, New York

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

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

Copyrighted 1917 by The Editor and Publisher Co. Entered in the New York Post Office as second class matter.

JUDGING A JUDGE

AN incident growing out of the Louisville controversy—now amicably settled—calls for passing notice. Stung by some criticism of himself, contained in the decision of Judge Wallace, in the first trial of the Bruce Haldeman injunction case, Marse Henry Watterson published an editorial in the Courier-Journal of August 9, entitled "To Whom it May Concern"—in which he paid his respects to that jurist in a frank and fatherly way.

The editorial is remarkable in that the veteran editor subjected the judge to quite as merciless a scoring as he would have administered to a layman under equally strong provocation. He used woodshed English. A New York editor, daring to chastise a judge with half the severity of that editorial would have visions of imprisonment for contempt.

Fortified by the opinion of the Court of Appeals, setting aside the decision of Judge Wallace, Mr. Watterson probably considered that a taste of the editorial scourging of other days might be salutary in these times, when the judiciary holds over the press the only form of intimidating control to which the press submits. The quality of fearlessness which Marse Henry exhibits in this rebuke to a judge is the element of his character which, next to his gift of phrasing his thought in matchless style, has for so long endeared him to his confreres in American journalism.

The decision characterized the judge's decision as "replete with half-statement, oburgation and injustice," and an "exhibition of witless and unrestrained malevolence." Judge Wallace, if he is a true Kentuckian, will probably feel that honors are even, as he had handled the veteran editor without much gentleness in writing his opinion.

FRANK SEAMAN discovered that a dollar had dwindled in purchasing power, within the past year, to sixty-five cents. He realized that this meant a reduction, in effect, of 35 per cent. in the salaries of his employees—so he gave them bonus checks covering the differences, and taking all of the sting out of the increased cost of living. Not all business men are able to do this—not even all of Mr. Seaman's contemporaries in the advertising agency field. But Frank Seaman had both the money and the will to do this splendid thing—and his generosity will earn the sort of dividends for his corporation which come only from the full-hearted cooperation of employees.

THE NEW National Army will be trained in 32 camps. The Army Y. M. C. A. plans to issue small weekly newspapers for each of these camps. These papers are to have "patent insides." They are to have, also, local news, collected in each camp. In their own way they will aim to do for the soldier in training at home what the Paris edition of the Chicago Tribune is doing for the soldier abroad. They will stimulate patriotism, stiffen the resolve of the boys to make good, and combat homesickness. John Stewart Bryan, of the Richmond News-Leader, is active in organizing this work, and has been assured of the cooperation of the high officials at Washington.

THE German-language newspapers are on the defensive. The sort of Americanism which sneers at our Allies in this war, because they have long been under the German ban, will not do. If our German language newspapers are to survive, as such, they must support the cause of democracy in this war. If they fail to do that there will not be any German-language newspapers published in this country in the near future.

NOW that we have provided for food control, and for price-making by the Government in many lines, the mild and sound proposal that the Federal Trade Commission shall have the authority to regulate the news print production and distribution, and to restore a reasonable price, should have no further opposition on the ground that it is a drastic and revolutionary measure.

PRACTICALLY all publishers support the proposal to levy upon all businesses alike a reasonable net profits-tax. To single out the newspapers for a special tax, of whatever nature, would be to class them with lines of business which are properly penalized through taxation—such as the liquor business.

PERSONALS

NEW YORK.—David Church has been transferred from the Washington bureau of the International News Service to the New York office.

John P. Gavitt, managing editor of the Evening Post is on his vacation.

Robert M. Brinkerhoff, cartoonist on the Evening Mail, is on his vacation.

Gerald W. Breitigan, rewrite man on the Globe, was drafted but has obtained exemption.

Wesley W. Stout, rewrite man on the Globe, was taken by the draft and has waived exemption.

Harold Phelps Stokes, of the Evening Post, has received a commission as second lieutenant in the artillery after training at the Plattsburgh Officers' Training Camp.

Thomas J. Ross, political writer on the Tribune, is now a second lieutenant in the army.

Mrs. L. S. Gannett has resigned as a reporter on the World and has joined a French reconstruction unit.

E. N. Lewis, former reporter on the Tribune, has received a second lieutenant's commission from the Plattsburgh training camp.

Frank L. Hopkins, who covers Criminal Courts Building for the World, has gone to the seashore for his vacation.

G. Sterling Patterson, former reporter on the Tribune, has received a commission in the Aviation Corps.

Frank Niemeyer, Police Headquarters' reporter on the World, has returned from his vacation.

Frank H. Warren, assistant musical critic on the World, is on a leave of absence for the summer. Mr. Warren is doing manual labor on the farm of Sherman Morse, former city editor of the World, at Canandaigua, N. Y.

William S. Lahey, former copy reader on the Tribune, has received a second lieutenant's commission after training at the Plattsburgh camp.

Blanton Barrett, former reporter on the Tribune, is now a captain in the officers' Reserve Corps. Mr. Barrett, an Annapolis man, was formerly an ensign in the navy, and was with the troops at the Mexican border.

Frank F. O'Neill, former sport writer on the Tribune, has enlisted in the cavalry.

Stanley J. Frost, day city editor of the Tribune, is on his vacation.

Walter Wilgus, former news service editor of the Tribune, is in the Officers' Reserve Training Camp at Plattsburgh.

Arthur R. Fergusson, city editor of the Tribune, is on his vacation.

J. W. Slaght, general assignment reporter on the World, has returned from his vacation.

Ray H. Leek has been promoted from assistant city editor to acting city editor of the Tribune.

Eugene Young is recuperating in his bungalow in the Adirondacks after a third strenuous year as head of the World's war desk.

Vincent B. Kelly, Max Fischel, Guy Rollston, Hazen Conklin, and Joseph S. Jordan, all of the Evening World's editorial staff, are on their vacations.

Joe A. Jackson, of the World's copy-reading force, is among the recently drafted men who will not claim exemption, and who expects to be in uniform soon.

F. C. Drake, art director of the World, is spending his vacation at his former home in Palmyra, N. Y.

"Cousin" Eleanor Schorer, manager and founder of the Evening World's

LET'S go hand in hand, not one before another.—Shakespeare.

"Kiddie Klub," is enjoying a vacation at Plattsburgh, N. Y., and in the Green Mountains.

H. P. Thuriow, one of the World's veteran copy readers, has returned from a month's outing in Canada, and is "sitting in" for Ervin B. Hawkins, who is on a vacation.

Isaac D. White, head of the World's legal department, is resting in the Adirondacks. Gus C. Roeder is taking his place with the Bureau of Accuracy and Fair Play, of which Mr. White is the head.

Alexander E. Macfarland, chief of the World's biographical department, is spending a two weeks' vacation at Lake George.

M. D. Stettenbenz is acting head of the World's war desk during the absence of Eugene Young.

Arthur C. Clarke, assistant managing editor of the World, has begun his yearly vacation. His place is filled by A. E. Wood, news editor.

Floyd R. Sutherland, Joseph A. Brady, and Gerald C. Smith, of the Evening World, have won commissions as second lieutenants by their work at Plattsburgh camp. James M. Loughborough, formerly of the Evening World staff, was commissioned first lieutenant.

Charles B. Schoolfield, formerly of the Tribune, is to become manager of the financial department of the American.

W. F. Lynch, superintendent of telegraphs for the United Press, is spending his vacation with his family at Burlington, Vt.

W. G. Newbold, bureau manager of the United Press at Harrisburg, Pa., is spending his vacation in New York.

Perry Arnold, cable editor of the United Press, with Mrs. Arnold, is spending his vacation in Columbia, Ind.

John G. O'Brien has been transferred from the New York office to the Washington bureau of the United Press.

E. W. Gillam, of the Newspaper Enterprise Association at Cleveland, is in New York for a few days.

OTHER CITIES.—Eugene Segal, of Cincinnati, is a new member of the Cincinnati Post's reportorial staff. He is a brother of Alfred Segal, who has been with the paper a number of years and is reputed to be one of the ablest writers of the Scripps-McRae League of newspapers.

George Horace Lorimer, editor of the Saturday Evening Post, was a recent Los Angeles visitor.

Walter F. Dumser, editor and manager of the Reading (Pa.) Telegram and News-Times, has been appointed director of publicity of the United States Public Service Reserve. The appointment was made by Secretary of Labor Wilson.

Harry C. Webber, of Bath, Mo., is now a reporter on the Worcester (Me.) Telegram.

Herbert Little, of Carrollton, Mo., is now a reporter on the Grand Junction (Col.) News.

Clair Shuart, former city editor of the Pittsburgh (Kan.) Sun and later sport writer on the Joplin (Mo.) Globe is now telegraph editor of the Joplin News-Herald.

Anderson A. Webb, has joined the editorial staff of the Ada (Okla.) Star-Democrat.

E. L. Mitchell has become editor and

manager of the Clinton (Okla.) Chronicle.

W. K. Stone was recently named editor of the Columbia (Mo.) Daily Times.

CHICAGO.—James L. Butts, formerly a reporter for the Daily News, is now with the China Press, in Shanghai.

Harry Friend, for several years under-world reporter and investigator for the Chicago Herald, has joined the Tribune staff.

Jack J. Michalson, formerly of the reportorial staff of the Herald and now a third-class yeoman in the navy, passed through the city recently on his way to San Francisco, where he has been ordered to report for service aboard his ship August 18.

G. H. Beittler, city editor of the Daily News, is absent on his vacation.

James Northmore, former Herald staff photographer, has recently gone over to the Tribune.

Guy Lee, of the Tribune copy desk, is spending his vacation in the Wisconsin woods.

Julian Mason, managing editor of the Evening Post, left recently on his vacation, which he is spending on the coast of Maine.

Homer V. Hogan, night city editor of the Examiner, is back on the desk after his vacation.

Frank Willard, cartoonist, and Arthur J. Hayes, feature writer for the Chicago Herald, have been drafted for the National Army.

Lloyd Lewis, Sunday feature page writer for the Herald, is on his vacation.

W. A. Curley, jr., of the reportorial staff of the American, son of the managing editor, has joined the "mosquito fleet" and is now somewhere on the Atlantic Coast.

George W. Cottingham, who has been covering training activities at the Reserve Officers' Training Camp at Fort Sheridan, Ill., has been drafted. He did not claim exemption.

Lyman Atwell, chief of the photographic staff of the Chicago Herald, was called for the National Army. Because he has a wife and two children depen-

dent upon him for their support, he claimed exemption. Thus far his claim has not been allowed.

C. L. Speed, city editor of the Evening Post, is spending his vacation "somewhere in Wisconsin."

BOSTON—Paul Athey, formerly of the Post, is now at the Massachusetts Institute of Technology studying aviation.

Roy Atkinson, of the Post, has returned from his vacation in Maline.

Dr. Charles P. Haven, Cambridge district man for the Globe, has returned to work after a vacation at Block Island.

PROVIDENCE, R. I.—Albert A. Bruel, of the Journal city staff, is taking his vacation.

J. Frank Davis, formerly a well-known Providence newspaper man, and Mrs. Davis have returned to Texas after a visit here.

W. L. Ball, Sunday editor of the Journal, is writing a series of articles on "Canada in War Time" for the Journal.

SPOKANE, Wash. — Henry Rising, managing editor of the Chronicle, together with Mrs. Rising and their baby, narrowly escaped serious injury recently when their automobile plunged over a fifteen-foot embankment, due to a cave-in of a stretch of soft earth at the side of the road.

Frederic P. Nobie, editorial writer on the Spokesman-Review, is spending his vacation at East Sound, Orcas Island, Wash.

John McKinley, of the Spokesman-Review, is spending his vacation fishing in the mountainous Lake Chelan, Wash., country.

Miss Roberta Hindley, a recent graduate of the department of journalism of the University of Washington, has joined the staff of the Spokesman-Review.

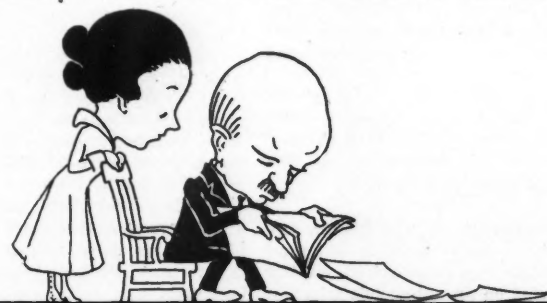
George W. Dodds, managing editor of the Spokesman-Review, is enjoying his vacation on the West coast.

McKinley Helm, a recent graduate of the University of Idaho, Moscow, has joined the local staff of the Spokesman-Review.

Visitors to New York

Eward Cohen, Scranton (Pa.) Republican.

Major G. Edward Buxton, Providence Journal and Bulletin.



The public looks for the Haskin Letter because it is worth while.

PERSONALS

DETROIT.—Charles T. Schermerhorn, managing editor of the Times, just escaped losing his life and \$1,500 last Saturday evening, when his automobile caught fire and exploded. Mr. Schermerhorn believes he saved his life by getting out of the machine before it blew up, and is absolutely certain he saved \$1,500 through the circumstances which staged the accident just twenty-four hours before his insurance on the machine expired.

John Dunnewind, legislative reporter on the Free Press, is covering L. W. W. activities in the Upper Michigan mining regions.

"Heinle" Whiteshott, formerly on the Times, has joined the telegraph desk force of the Free Press.

Walter Smalley, night editor of the Free Press, has left for a two weeks' vacation. L. J. Carr, State editor, Miss Harriet Culver, woman's page editor, William A. Moffett, and Thomas Munger, reporters, have returned from vacations.

L. L. Stevenson, of the News is at Grayling, Mich., with the Detroit National Guard regiment.

Henry L. Montgomery has left the News to become chief of a newly formed bureau of investigation under the direction of Wayne County Prosecutor Charles H. Jasnowski.

Mrs. Ella M. McCormick (Ella May Hawthorne), dramatic critic of the Times, has left for a month's vacation in New York and other eastern cities.

Arthur C. Bowman, telegraph editor of the Times, has passed the physical examination for the draft army. Although Mr. Bowman is married, he has waived exemption.

Percy Montleith, who left the News to enter the Officers' Training Camp at Fort Sheridan, has been commissioned a second lieutenant. Frank Manley, former marine reporter on the News, also has received a commission.

DALLAS.—John Knott, cartoonist for the Morning News, with his family, is spending a vacation in the Ozarks near Eureka Springs, Ark.

George Wythe, formerly reporter for the Morning News has received a commission as captain in the Officers' Reserve Corps.

Cornelius Lombardi, son of C. Lombardi, president of A. H. Beio & Co., publishers of the Morning News, Evening Journal, Galveston Daily News, and allied publications, has received commission as second lieutenant of field artillery.

Robert R. Miller, a graduate of the University of Missouri School of Journalism, has been employed as chief of the biographical department of the Morning News.

MILWAUKEE.—A. J. Schinner, formerly assistant sporting editor on the Sentinel, has just arrived on the Pacific Coast on an automobile trip.

George Damm, formerly police reporter on the Daily Leader, has been advanced to the copy desk.

A. B. Burns, formerly with the Memphis (Tenn.) Commercial Appeal, is now on the copy desk of the Sentinel.

Miss May Howard, of the Evening Wisconsin, is again at her desk after a week's vacation.

ST. PAUL.—M. R. Gait, managing editor of the Dispatch-Pioneer Press, is taking his vacation. His duties are being looked after by W. S. Bowers, city editor.

D. W. Birdsall, of the service depart-

ment of the Dispatch-Pioneer Press, is on his vacation.

Miss Florentine Michaud, society editor of the Daily News, who has been giving French lessons to the soldiers at Fort Snelling, is having her vacation.

L. S. McKenna, formerly with the Sioux City (Ia.) Tribune, is doing general assignments for the Dispatch.

Miss Lucile Hegner is the latest addition to the general assignment force of the Dispatch-Pioneer Press.

SAN FRANCISCO.—F. G. Bonflis, editor and publisher of the Denver Post and of the Kansas City Post, is a visitor here. He came West to attend the High Jinks of the Bohemian Club at Bohemian Grove, Cal.

Volney T. Hoggatt, editor of the Great Divide, the weekly edition of the Denver Post, is a visitor here.

Edgar B. Piper, managing editor of the Portland Oregonian, and Mrs. Piper are summer visitors here.

Samuel A. Perkins, owner of the Tacoma (Wash.) Ledger and News and of several other Washington newspapers, is enjoying a short vacation here.

Marion T. Salazar, with the Bulletin for many years, is now with the Call.

Vincente Valdes, editor of the Liberal, a Madrid newspaper, is here studying economic problems.

SEATTLE.—Col. C. B. Blethen, editor of the Times, is now in active command of the Washington Coast Artillery, which has been mustered into Federal service.

Courtland Maybin, formerly on the editorial staff of the Tacoma (Wash.) Tribune, is now assistant automobile editor of the Times.

"Ted" Cook, reporter on the Star, is now being called "Father." It's a big, robust lad.

"Dok" Hager, cartoonist on the Times, spent his two weeks' vacation sketching various points of interest about the State.

Louis Brenton, until recently a San Francisco newspaper artist, was in charge of the publicity end of the recruiting campaign for the Eighteenth Engineers Regiment in the Northwest.

Active preparations are now being made under the direction of William Peetrain, marine editor of the Post-Intelligencer, for the publication of "The Censor," the 1917 annual of the Seattle Press Club.

William Curry, court-house man on the Times, is in British Columbia on his vacation.

B. Lennox Simpson, of Peking, China, who under the pen name of "Putnam Weale" has represented London newspapers in China for the past twenty years, and who is now with the staff of the London Daily Telegraph, recently arrived in Seattle from the Far East.

H. Sheridan-Bickers, former Seattle and Vancouver, B. C., newspaper man, has been appointed scenario and publicity director of the Lois Weber Producing Company.

Fred Earp, copy desk man on the Times, is spending his vacation about the State.

PORTLAND, Ore.—Junius Hill, night editor of the Journal, is spending his vacation with his family at Oak Grove, Ore. R. B. Wescott, assistant night editor, is filling in during Hill's absence. Claude Simpson has joined the night desk temporarily.

Marshall Dana, special writer on the Journal, and "Tige" Reynolds, Oregonian cartoonist, have returned to work after spending their vacation in the Cascade Mountains.

George Prichard, who spent the last three months at the Presidio officers' training camp, is back on the Oregonian copy-desk awaiting orders from the War Department.

Ralph J. Staehli, former Journal automobile editor and assistant sporting editor on the Oregonian, is doing assignments on the Oregonian.

Miss Gertrude Corbett, who handled society for the Oregonian, is spending the summer at the beach for her paper. During her absence Edith Knight Holmes is doing society.

CIRCULATION MANAGERS TO HAVE FINE PROGRAM

(Continued from page 8)

ulation in the States affected by the law? How many publish two editions, one for wet and one for dry territory?

Value of magazine clubbing offers to daily newspapers in circulation building.—E. A. SCHOLZ, the Crowell Publications, New York city.

Best plan for stimulating R. F. D. and small-town circulation on an evening newspaper.—JOSEPH H. LACKEY, the News-Scimitar, Memphis, Tenn.

Suggestions from A. B. C. for simplification and standardization of records in circulation de-

partment. Helpful hints from A. B. C. How have they helped the circulation manager?—HAROLD HOUGH, the Star-Telegram, Fort Worth, Tex.

FOR GENERAL DISCUSSION.

THE PRESIDENT WILL CALL ON MEMBERS PROMISCUOUSLY FOR SHORT TALKS ON THE FOLLOWING TOPICS:

Should newspapers in any large city have exclusive carriers, or should they be permitted to handle other papers?

Is there too much space devoted to baseball and other sports in newspapers?

Are special editions and pages featuring small towns materially helpful in circulation building?

The Best Known Slogan in St. Louis



Reg. U. S. Pat. Office

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York



Answering the Nation's Call

IN this "supreme test" of the nation, private interests must be subordinated to the Government's need. This is as true of the telephone as of all other instrumentalities of service.

The draft for war service which has been made upon the Bell System is summarized in a recent Government report.

Government messages are given precedence over commercial messages by means of 12,000 specially drilled long distance operators all over the country.

The long distance telephone facilities out of Washington have been more than doubled.

Special connections have been established between all military headquarters, army posts, naval

stations and mobilization camps throughout the United States.

More than 10,000 miles of special systems of communication have been installed for the exclusive use of Government departments.

Active assistance has been given the Government by the Bell System in providing telephone communications at approximately one hundred lighthouses and two hundred coast guard stations.

Communication has been provided for the National Guard at railroad points, bridges and water supply systems.

A comprehensive system of war communication will be ready at the call of the Chief Signal Officer, and extensive plans for co-operation with the Navy have been put into effect with brilliant success.

As the war continues, the demands of the Government will increase. And the public can help us to meet the extraordinary conditions by putting restraint on all unnecessary and extravagant use of the telephone.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

Are Sunday comics in colors passing, and, if so, why?
Does circulation secured through scare heads pay?
Circulation at any price—Does it ever pay?

WEDNESDAY MORNING, OCT. 10.

PAPERS AND DISCUSSIONS.

How would you measure the efficiency of a circulation manager?—A. G. LINCOLN, the Post-Dispatch, St. Louis, Mo.
Co-operation versus competition in country circulation.—T. V. ARMSTRONG, the Journal and Citizen, Ottawa, Canada.
Introducing "Scout," the Milwaukee Journal's house organ for carriers and newsboys.—P. C. TREVENANUS, the Journal, Milwaukee, Wis.

CIRCULATION SALESMANSHIP.

SIDNEY D. LONG, the Eagle, Wichita, Kan. What system should be employed to reduce the difference between press run and circulation output?—H. A. AKIN, the Citizen, Columbus, O.

Getting classified ads through carrier-boys. How best can the circulation department cooperate to increase this kind of advertising? The relative value of want ads to circulation building.—E. C. WHITE, the Chronicle, Houston, Tex.

A simple and convenient way to file back copies of a newspaper. What should be the charge for back copies of one week, one month, one year, etc.?—ROBERT McCLEARY, The Globe, Toronto, Canada.

FOR GENERAL DISCUSSION.

THE PRESIDENT WILL CALL ON MEMBERS PROMISCUOUSLY FOR SHORT TALKS ON THE FOLLOWING TOPICS:

Is the Cox or any other similar mailing machine a success? Do they eliminate complaints? Would a newspaper with a small circulation of five, ten, or twenty thousand (efficiency, speed, and money invested considered) be justified in purchasing a machine of this kind?

Economies in news print consumption. Does bill-board, street car, and advertising in the columns of competitors pay in exploiting new features like serials, etc.?

Methods of handling weekly collections with carrier-boys.

The bulletin service. Is it of any value to the circulation department, and, if so, what is the best system?

Best method of organizing and directing city solicitors and what is a fair compensation allowed for them?

Experiences of circulation managers taking care of circulation at army camps.

WEDNESDAY AFTERNOON OCTOBER 10

PAPERS AND DISCUSSIONS

Is there enough attention given to the organization and operation of the circulation department?—ROBERT McCLEAN, The Post, New York City.

How to secure carriers to handle your paper exclusively and how to constantly increase their lists.—F. M. HATCH, The Tribune, South Bend, Ind.

Applying psychology to the soliciting of subscriptions.—MAURICE LEVY, The Post, Cincinnati, Ohio.

The best way to handle city circulation on a morning paper where the papers are sold to carriers; give details as regards handling office stops, new contracts, complaints, collections, etc. (2) The same as to an evening newspaper.—H. S. BLAKE, The Pioneer-Press and Dispatch, St. Paul, Minn.

In what other ways beyond giving circulation figures can the circulation department be of the greatest service to increase and hold advertising patronage?—H. A. WENIGER, The Post, Worcester, Mass.

Newsboys' and newsdealers' unions—are they practical? The best method to contend with them when found to be undesirable.—JOE LEVY, The Item, New Orleans, La.

Improved mail service—one weak link in circulation building. Concerted action by the I. C. M. A. in urging the Post Office Department for better service.—W. W. RHOADS, The Capper Publications, Topeka, Kansas.

The elimination of service copies. Can better service be had when free copies are used and charged as service copies? Do service copies really cut down circulation distribution expense?—E. F. MCINTYRE, The Herald, Syracuse, N. Y.

OPEN MEETING FOR QUESTIONS AND ANSWERS

By Members in Session

The President will call on the members in rotation and ask if they have any questions to

bring before the convention on circulation matters. A good discussion can be had if members will present their questions and schemes they have successfully worked the past year.

THURSDAY MORNING, OCTOBER 11

PAPERS AND DISCUSSIONS

The simplest and cheapest system for keeping R. F. D. and other mail subscription records, explaining the handling of a subscription remittance from the time it reaches the office until entire transaction is completed.—GEORGE FRELS, The Times-Star Cincinnati, Ohio.

The control of newsboys and the getting of permanent increases on street sales.—J. M. REGAN, The Leader, Cleveland, Ohio.

The relative value of circularizing as compared with personal solicitation in efficiency and economy and thoroughly covering of territory.—C. B. JULIAN, The Journal, Peoria, Ill.

Would it be a benefit to newspapers generally if the Government established zone rates on second class matter instead of raising the postage from one to two cents per pound as has been proposed? The best method to use in meeting the additional expense caused by the proposed increase in postage.—R. J. CORRIGAN, The News and Times, Denver, Colo.

WELFARE WORK AMONG NEWSBOYS

What big improvement has any member done to help the newsboys help themselves since the Grand Rapids Convention.

Discontinuance of premiums. Isn't it better generally to apply the money expended on them to increasing the quality of the newspaper, as, for example, with more local news?—J. T. TOLER, The Constitution, Atlanta, Ga.

The child labor law and the newsboy.—W. J. HARRISON, The Herald, Los Angeles, Cal. Cooperation among newspaper competitors in a given field. Establishing fixed selling conditions; how to minimize losses through dead-beat country and city dealers, etc.—FOY HATTON, The Free Press, Detroit, Mich.

Elimination of the "middle man." District commission agents vs. salaried representatives in charge of branch offices.—CHAS. PAYNE, The Star, Indianapolis, Ind.

Value of the New England Association of Circulation Managers Auxiliary to I. C. M. A. and of what advantage to the I. C. M. A. are these state and other circulation managers associations.—H. M. WHEELER, The Times, Hartford, Conn.

THURSDAY AFTERNOON, OCTOBER 11

SPECIAL SUBJECTS FOR GENERAL DISCUSSION

Thirty minutes allowed for each subject.

Shall the I. C. M. A. invite circulation managers of magazines and trade journals, and divide the association into divisions with a chairman at the head of each, and all come under the general control of the President of the I. C. M. A.?

Would it be wise to divide the United States and Canada into divisions so that the circulation managers of each division may hold state or sectional meetings at least twice each year, such meetings to be in charge of a chairman, all to be under the supervision of the I. C. M. A.?

Election of officers.

Selection of next meeting place.

Unfinished business

Adjournment of Convention.

Meeting of Board of Directors.

ENTERTAINMENT

The Entertainment Committee announces the following tentative programme, and further announcements will be made during the convention.

TUESDAY, OCTOBER NINTH

9 a. m. to 1:30 p. m.—The ladies journey on a trip to north side, Ansley Park, Druid Hills, and residence sections. Luncheon at East Lake Club House. Return to hotel to join the men for afternoon trip.

2 p. m.—For members and ladies. Trip to the Federal Prison: Cyclorama, Battle of Atlanta, located at Grant Park, and additional trolley ride.

8 p. m.—Ladies attend Keith's vaudeville. Forsyth Theatre.

WEDNESDAY, OCTOBER TENTH

9 a. m. to 12 noon—Ladies visit shopping district.

2 p. m.—Ladies enjoy auto trip to Burns Club, Wren's Nest, and other points of interest.

7:30 p. m.—Entertainment and banquet for members and ladies at Piedmont Hotel.

The official photograph will be taken while members and ladies are at the United States Penitentiary.

Photograph of members only will be taken at the adjournment of Wednesday's session.

Photograph of the ladies only will be taken while on automobile trip or at club house.

Every member should be present when official photograph is taken.

The officers of the I. C. M. A. are: president, John M. Schmid, the Indianapolis News, first vice-president; I. U. Sears, the Davenport (Ia.) Times; Second vice-president, Joseph R. Taylor, the Grand Rapids Press; secretary-treasurer, James A. Mathews, the Oklahoman, Oklahoma City, Okla.

The directors are: D. B. G. Rose, Louisville Post; James R. Henderson, Montreal Gazette; J. H. Miller, jr., Pittsburgh Gazette-Times; W. L. Argue, the Toronto Star; Harold Hough, the Fort Worth (Tex.) Star-Telegram; James McKernan, the New York World; A. G. Lincoln, the St. Louis Post-Dispatch; E. S. Dobson, Detroit, and T. J. Kavanaugh, the Dayton (O.) News.

It is suggested to members that they make their hotel reservations as far in advance as possible, as Atlanta will be crowded with tourists in October

UNCLE SAM HONORS MANY NEWSPAPER MEN

(Continued from page 8)

"Whereas a number of Examiner men have joined the colors, indicating a willingness to fight our battles in France at a great personal sacrifice, to wit: C. V. Slattery, 'Trixie' Friganza, Mathew Simons, Burtus Bidwell, et al. and

"Whereas, as many will be making the same sacrifice as members of the national army, to wit: Gene Flack, Clifford Shimeall, H. A. Simons, and possibly more of us, and

"Whereas, little things like 'smokes', shaving materials, books, etc., coming from the pals they left behind, send these true blue chaps down the rocky road of a soldier with boots, lots lighter, and

"Whereas, we continue in the prosperity which they shoved aside for a soldier's musket and \$30 a month.

"Therefore be it resolved that we, the appreciative members of the Examiner staff so far called upon to make no personal sacrifice, donate 10 per cent. or thereabouts of our salaries for the week of August 15 to a fund to be devoted to the comfort of our men at the front.

"Be it further resolved, that Messrs. E. L. Pratt, Gerald Murray, and H. Orville Dwyer, are selected as members of a board of trustees authorized to make all collections and disbursements such as the board may decide will afford the greatest degree of comfort to those in the service."

The fund was oversubscribed.

YOUNG REPORTER ENLISTS.

Perhaps the youngest newspaper reporter working on any Chicago daily, Charles McArthur, soldier and reporter of fortune, has joined the Black Watch Highlanders and is now on his way to the front. Until two weeks ago, "Mac," who is scarcely twenty-one years old, was one of the Tribune's star men.

The list of Louisville men who have received appointments to the Second Officers Training Camp, bristles with names of Louisville newspaper men. Toward the top of the list is Charles Dobbs, present managing editor of the Insurance Field, of Louisville. The staff of the Courier-Journal gives up Ulrich J. Bell, now in the First Kentucky Regiment; John W. Petrie, reporter and a feature writer, and G. A. Swearingen, of the advertising department.

In addition Sam McMeekin, sporting editor of the Courier-Journal, has been



CHARLES EDWARD RUSSELL, member of the United States Commission to Russia, which has just returned home, is a member of the NEA staff.

From the material he gathered while in Russia he is now writing, for the NEA service, the most interesting matter about that country and its people that has ever been offered to newspapers.

Papers taking the NEA service will have these articles by Mr. Russell, **EXCLUSIVELY.**

If you are not taking this service you had better write us about it, at once, for these articles will not only interest the readers you have, but will attract many new ones.

The
Newspaper Enterprise Association

**1279 West Third Street
Cleveland Ohio**



drafted and will not ask for exemption.

Three Lexington, Ky., newspaper men have been called into the service by way of the Officers' Training Camp. They are Ernest W. Helm and Morris O. Scott, of the Lexington Leader, and William Shinnick, of the Lexington Herald.

BOSTON MEN ESCAPE DRAFT.

Boston newspapers escaped lightly from the draft. Not one of the staffs were crippled and only a few newspaper men were among the first to be called.

On the Post, Alfred W. Cullis, of the city staff, and Walter Jacobs, Cambridge district man, were the only two members of the editorial staff to be affected. Neither claimed exemption and both were accepted.

On the Journal, Harold Bennison, married and who has two children, was exempted.

Fred H. Thompson, night city editor of the Boston Post has obtained a leave of absence to go to second training camp at Plattsburgh.

Charles E. Parker, of the Post's sporting department, has been appointed a captain in the Massachusetts State Guard.

Among the men who won captain's berths at Plattsburgh, in the first camp was Alfred Ford, of the Boston Herald; Harold W. Clark, of the Herald, won a similar berth; Labor Editor Peters, of the Journal, has resigned as captain in the Officers' Reserve Corps to become a first lieutenant in the national army.

Boston Post men who won commissions at Plattsburgh were Howell Stevens, captain, and Eugene Sleeper, second lieutenant, Quartermasters Corps.

Paul Hines, of the Boston Record, a sergeant-major of the Ninth Massachusetts Infantry, won a second lieutenant's commission.

John P. Buckley, Henry G. Chambers, and Warren Dvar, of the Boston Globe, won second lieutenant's commissions at Plattsburgh.

OMAHA MEN DO BIT.

Melvin Uhl, jr., son of the former owner of the Omaha Daily News, was appointed a captain at Fort Snelling, Minn.

Robert Weigel, day telegraph editor of the Omaha Bee received an appointment to go to the Fort Snelling training camp.

Robert Fleishauer, of the art department of the Newspaper Enterprise Association, Cleveland, has enlisted as a private in the medical corps, Fifth regiment, O. N. G.

John Vanek, for nine years in the business office of the Cleveland Press, has joined the aviation corps.

HOUSTON CHRONICLE DOES WELL.

The Houston (Tex.) Chronicle has lost thirty-one employees by enlistments in several branches of military service. The reporters enlisted are: Isadore Greenberg, Marine Corps; John Thomason, jr., Marine Corps; Paul Wakefield, Engineers' Reserve Corps; Paul Clegg, Company E, Fifth Texas Infantry, National Guard. Erwin H. Godfrey, city circulation manager, is in the navy. J. E. Chalmers, of the display advertising department, is in the Engineers' Reserve Corps. Maurice Bright, of the business department, is in the navy and Russell R. Luhn, of the business department, is an officer in the training school at Leon Springs. Other enlistments include five men from the composing room, two from the press room, nine carriers, two collectors, two elevator operators, an electrician and a man from the mailing room.

Rolland Hall, city editor of the Omaha World-Herald, has just been appointed to the second officers' training camp at Fort Snelling, Minn.

Ralph S. Doud, formerly of the editorial staff of the Omaha Bee, has just been granted a commission at captain at Fort Snelling, Minn.

Mrs. L. C. Heim will edit her husband's newspaper, the Marine (Ill.) Telegram, if he is admitted to the Officers' Reserve Corps for which he has passed examination. Three sons of Mr. and Mrs. Heim are already in military service.

William D. Hassett, who has been covering the House of Representatives for the Washington bureau of the International News Service, will enter the next officers' reserve training camp at Plattsburgh.

LOSE FIFTY-SEVEN MEN.

Fifty-seven members of the various departments of the Spokane Spokesman-Review have answered the call to the colors.

Roscoe Fawcett, for seven years sporting editor of the Portland (Ore.) Oregonian and one of the best known sporting writers in the far west, has been instructed to report at the Presidio Officers' training camp August 25.

Claude M. Bristol, who covers city ball for the Portland Journal, is an alternate for the second series of training camps.

Edwin Schallert, musical editor of the Los Angeles Times, has enlisted in the field hospital corps.

Wilford M. Newman, of the display advertising department of the Minneapolis Journal, has enlisted in the hospital division of the navy and will report for training at Great Lakes, Ill. Carl A. Stone of the classified advertising department has gone to the radio school at Brooklyn, N. Y. The Journal has now lost twenty-one men by enlistments.

Willard S. Danser, of the advertising staff of the Trenton (N. J.) State Gazette, has enlisted in the army and gone to Fort Slocum, N. Y.

Stephen Nowland, editorial writer on the Indianapolis News, has entered the officers' training camp at Fort Benjamin Harrison, Ind.

Thomas A. Hendricks and Frank Elliott, former reporters on the Indianapolis News, recently obtained commissions as lieutenants in the army. They are stationed at Fort Benjamin Harrison, Ind.

William M. Tugman and John R. Hiss, jr., formerly of the Providence Journal, have passed through the Officers' Reserve Training Camp at Plattsburgh as second lieutenants.

Percy J. Cantwell, of the Providence Journal, has passed the examination for entrance to the Officers' Reserve Training Camp at Plattsburgh.

Ray I. Tennant, of the service department of the St. Paul Dispatch-Pioneer Press, recently was accepted as a candidate for the Second Officers' Reserve Training Camp at Fort Snelling, Minn.

Robert A. Jones, former city editor of the Waukegan (Ill.) Gazette, has been accepted for the Hospital Corps. Another former city editor of the Gazette, Leo Camfield, is in a machine-gun company of the regular army.

William E. Haskell, jr., son of William E. Haskell, former publisher of the Boston Herald, has received a first lieutenant's commission in the infantry after training in the Plattsburgh camp.

Harry Melville Didd, sporting editor of the Savannah (Ga.) Morning News,

has received a commission as captain in the Field Artillery from the Officers' Training Camp at Fort McPherson, Ga.

The following Boston and New England advertising men have enlisted:

Russell Bacon, corporal Machine Gun Company, Fifth Massachusetts Infantry; John Alexander Barron, Medical Department, Fifth Massachusetts Infantry; Charles T. Cahill, adjutant-general, Second Brigade, Massachusetts Infantry, N. G.; H. Dwight Cushing, major, Eighth Regiment, Massachusetts National Guard; Harold D. Kennedy, Field Artillery; J. Ernest Kerr, sergeant, 236th Canadian Highlanders; Carl E. Shumway, Naval Aviation Corps; Carroll J. Swan, captain, D Company, Regiment of Engineers, First Corps of Cadets; Wayland D. Towner, Woodmen's Division, First American Expeditionary Force; Charles D. Gardner, Naval Reserve.

INSTALL STEEL FURNITURE

New York Evening Post Improves Equipment in Composing Room.

The New York Evening Post is completing the installation of an equipment of steel furniture in its advertising composing room. The work was begun last spring and will be completed by September 1. It provides a standardized basis for the entire "ad alley" department.

The system is the latest creation of the Keystone Type Foundry. Every tool and every type has its appointed place, selected with a view to convenience. This insures against loss of time. A coordination is secured which makes possible the highest efficiency. There are composing racks, imposing stones, galley racks, storage cabinets, and other devices.

The advertising composing room of the New York Evening Post is a busy place. In it are set not only all the advertisements for the Evening Post, but all those of the Nation, the Nautical Gazette, and many advertisements for advertising agencies in New York.

Honor Veteran Reporter

Twenty-five years' continuous service on the staff of the Cincinnati Post recently won for William Kramer, a reporter, a gold watch from the members of the staff and a dinner in his honor at a resort across the river in Kentucky. Frank Rostock, editor of the Post, presented the gift of the staff with their felicitations to Kramer.

A phonograph talks, but doesn't know it.

PARIS NEWSPAPERS HARD HIT

Shortage of Paper and Increased War Expenses Give Rise to Many Problems.

The moot question of the size and price of Paris newspapers, which are handicapped heavily by the cost of and the shortage of paper and other increased war expenses, has been settled by Mr. Viviani, acting as Minister of the Interior, in the absence of Mr. Malvy. He issued a new set of regulations governing all periodicals.

The smallest size one-cent paper may continue to be sold for one cent if the issue contains two pages only on Monday and Thursday, and four pages on other days. For the next larger size two cents may be charged, but the limit is four pages daily. The third size may charge two cents, but they are limited to two pages on Monday and four on other days. The largest size can charge two cents for two pages on Monday and Thursday and have four pages on the other days. Papers issued between ten o'clock and noon may choose their own two-page days.

The few remaining expensive papers, as well as the weeklies and bi-weeklies, are limited severely. This is found necessary because many journals have been increasing their sales. Consequently, the use of white paper, not to gain circulation for attractive advertising—war issues carry an almost irreducible minimum already—but to increase incomes from sales, will be brought back to normal.

Open Cleveland Branch

The Wm. D. McJunkin Advertising Agency of Chicago announces the opening of a Cleveland branch. The new office will be under direct charge of E. E. Wagned, as Vice-President and General Manager. Mr. Wagned's most recent connection was as Advertising Manager of the East Ohio Gas Co., and previous to that he was publicist of the F. B. Stearns Automobile Co., and in the editorial department of the Cleveland Press and Cleveland Leader-News.

Complete A. B. C. Reports.

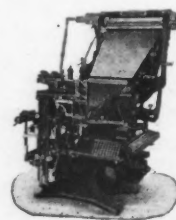
The Audit Bureau of Circulations has completed an audit of circulation accounts of the following newspapers: New Castle (Pa.) News, Paterson (N. J.) Evening News, Press-Guardian and Sunday Chronicle, Riverside (Cal.) Daily Press, Washington (Pa.) Observer and Reporter, Wilmington (N. C.) Dispatch, Regina (Sask., Can.) Morning Leader and Daily Post.

INTERTYPE

"The BETTER Machine"

Model A, \$2100 Model B, \$2600 Model C, \$3000
Single Magazine Two Magazines Three Magazines

SIDE MAGAZINE UNIT, APPLIED BEFORE SHIPMENT, \$150 EXTRA



About April 1st we refused an order from a publisher who was ready to buy an Intertype, because his foreman was not convinced that we had "the better machine."

This surprised the foreman so much that he thoroughly investigated our claims for the Intertype—and to-day an Intertype is running in this plant, backed by the foreman's unqualified endorsement.

Send for literature about Intertype improvements and simplifications.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

THE TRADE PRESS

A. W. Stypes, director of publicity for the Western Farmer, Portland, Ore., was a recent New York visitor.

Richard H. Edmonds, editor of the Manufacturers' Record, Baltimore, is co-operating with Herbert Hoover, Food Administrator, in handling food conservation problems.

Barnhill & Henning, publishers' representatives, 23 East 26th Street, New York, are now representing the Montana Farmer of Great Falls, Mont. The Montana Farmer is a member of the Audit Bureau of Circulations.

A recent issue of the Boot and Shoe Recorder contains a very interesting story about the pageant, "The Seven Ages of Shoes," conceived and staged by the Boot and Shoe Recorder, as a prelude to one of the Caliban performances recently at the Harvard Stadium, Cambridge, Mass. The pageant was planned by Arthur D. Henderson, editor of the Boot and Shoe Recorder, who impersonated St. Crispin, was written by Arthur E. Hawkins, of the editorial staff, and staged with the assistance of W. Thacher Folsom, of the art staff.

Decorating Contractor is the name of a new trade paper which is being published in Chicago. The journal is devoted to the interests of the decorating and printing business, and is published monthly by the Decorating and Painting Contractors' Association. N. J. Nelson is president of the Association,

George E. Hart is secretary, and E. Osterholm is treasurer. Walter B. Roderick is publisher and business manager, and E. M. Cralg is associate editor. Offices are 111 South Clark Street, Chicago.

T. F. Sturgess, editor of the Twentieth Century Farmer, Omaha, accompanied by Mrs. Sturgess, is spending his vacation at Estes Park, Col.

H. D. Bertsch, for seven years telegraph editor of the Omaha Bee, has resigned and taken a place as news editor of the Journal-Stockman, published in South Omaha.

The Audit Bureau of Circulations has completed an audit of the circulation accounts of the following New York publications: Automobile Dealer and Repairer, Blacksmith and Wheelwright, Metal Worker, Plumber and Steam Fitter, Motor Print Including Motor Life, and the Photographic Journal of America.

The Southwest Oil and Farm Journal is the name of a new trade publication printed and published at Enid, Okla. George G. Garnett is editor and publisher.

The Technical Publishing Company, 537 South Dearborn Street, Chicago, announces that beginning with the September 1, 1917, issue the name of the Practical Engineer will be changed to the Power Plant Engineering.

Orchard & Farm, the farm paper owned by Hearst interests, has been moved from San Francisco to Los Angeles. Bailey Millard is continuing as editor.

Charles Dobbs, jr., managing editor of the Insurance Field, has been accepted for the second officers' training camp.

The Associated Business Papers, Inc., New York, are sending a series of five folders to all members of Congress protesting against the proposed zone system of second class postage rates.

Hobart B. Hankins and H. H. Pakraddoni have acquired the entire capital stock and property of the Tobacco World Corporation, publisher of the Tobacco World, Philadelphia. Mr. Hankins, who has been advertising manager of the publication since 1913, has been elected president and general manager.

Frank E. Russell, formerly advertising manager for the Erwa Chemical Manufacturing Company, of Needham Heights, Mass., has joined the service department of the Shoe and Leather Reporter and the Shoe Retailer, Boston.

Woman Telegraph Editor

The Pendleton (Ore.) East Oregonian boasts of one of the few women telegraph editors in the United States. Miss Edna Zimmerman handles the 1,200-word United Press pony report the East Oregonian receives, plays up the news as she judges its relative value, and turns out a neat, well-balanced front page. E. B. Aldrich is the editor of the East Oregonian.

Students Honor Professor

Professor Franklin Matthews, of the Columbia School of Journalism, New York, was the guest of honor at a banquet Wednesday evening given by the summer school journalism students. There were sixty students present.

INCREASES IN SCALE

Typographical Journal Announces Recent Changes in Wages.

The Typographical Journal for August announces the following increases in scales:

A flat rate for both newspaper, book, and job work has been arranged for the members of Astoria (Ore.) Union, No. 682, with an increase of \$3 per week over the old scale.

In Louisville the newspaper scale adopted by the union and signed by the proprietors gives the day men an increase of \$2 for forty-eight hours and the night men an increase of \$2.40 for forty-eight hours, and back pay from May 1. The newspaper scale now is \$26 on the afternoon newspapers and \$28.80 on the morning papers.

Hand compositors on the day side in Clarkesburg, West Va., now get \$21, and operators \$23. On the night side handmen get \$23 and operators \$26.

East Liverpool, O., Union No. 318 succeeded in raising the minimum scale \$1 per week, making it read \$22.60 for all newspaper employees on the day side and \$25 per week for all members who work at night.

The newspaper scale at Nashville has been advanced \$1.50 per week.

Reduce Discount

The department of advertising of the New York American has announced that the cash discount allowed on all foreign and general advertising bills of the New York American, on and after September 1, will be reduced from five to two per cent. This change is effective on new business and renewals only. The agent's commission will remain as heretofore.

The shipping industry has suddenly become the most significant thing in America

The government is pouring its millions into ships. Private capital is scarcely outdone. Invention and ingenuity are turned seaward.

But not only the romance rivets the shipping industry to the attention of investors, merchants, shippers, and men of every commercial and industrial activity. It has attained a business importance equal to that of railroads and public service corporations. The

news of the American shipping industry is as vital as the prices of the stock market.

And this is the service which The Nautical Gazette is performing for the American business man. It gathers and presents the pregnant news of shipping and maritime circles,—with newspaper timeliness and magazine thoroughness.

THE NAUTICAL GAZETTE

A Newspaper of Marine Construction, Navigation, Marine Engineering, Naval Architecture, Shipping News and Port Development.

Now a Semi-Monthly, but commencing September 6 issue, Weekly

Now Published by The New York Evening Post Co., 20 Vesey Street, New York

McADOO CALLS FOR ADVERTISING PLANS

(Continued from page 7)

zines, farm papers, business press, religious papers, foreign-language papers, painted bulletins, billboards, street cars, circularizations, house organs, and factory bulletins.

Courtland Smith, while here, stated that the American Press Association had polled thirty members of the Senate on the question of Government advertising, and had found but two who dissented.

If Secretary McAdoo accepts the plan of the advisory board and makes a recommendation to Congress for the fund, immediate consideration of the measure will be urged on the ground that until the result is known all of the publicity plans upon which the success of the three-billion loan depend will be held in abeyance, and it is everywhere admitted that the effectiveness of the campaign depends in large measure upon the time given for advance preparation.

SMOOT DECLARES GOVERNMENT SHOULD NOT BUY AD SPACE

WASHINGTON, August 15.

DECLARING that the demand that the Government use paid advertising for "all matter referring to Government affairs outside of the editorial columns" was "propaganda," Senator Smoot, of Utah, during the debate on the War Revenue bill to-day, added that he did not think that there was any possibility of the Government spending any money for advertising during the present session.

"I am fully aware," said Senator Smoot, "that there is a propaganda, and a well-organized one, and a very active one, working with a view of securing from the Government payment for advertisements and all matter referring to Government affairs outside of the editorial columns. I do not know how far that will get, but I do not think it will have any effect upon this bill, and I do not think we are going to make any appropriations at this session of Congress to meet that extra expense."

Senator Smoot followed Senator Pomerene, of Ohio, who said:

"Recently I was waited upon by the general manager of one of these newspaper associations, who suggested to me that the Government of the United States ought to deal with the publishers on a purely business basis, and that, if they were dealt with on that basis, the Government must distinguish between advertising and news and pay them for all the advertising of the sale of Liberty Bonds. Naturally it occurred to me to suggest to him that if the Government was to look at the subject upon a business basis it might be well for the publishers to take a view of the other side of the proposition; and if this were done the publishers ought to pay a substantial portion of what it costs the Government to carry the newspapers and the magazines.

"It costs the Government in the neighborhood of \$70,000,000 more than the Government receives to carry the newspapers and magazines. We are now carrying this printed matter at one cent a pound, and we add a quarter of a cent to it in this bill. It costs the Government about eight cents per pound.

"I notice in the report of the Committee on this Revenue bill that they expect to get by the excise tax on coffee, tea, cocoa, and sugar \$86,000,000. In

other words, we give to the publishers nearly the entire amount of the tax that we raise from sugar, tea, coffee, and cocoa.

"I confess that I do not see any justice in it. I would infinitely rather that we charge these publications the full cost of the service we give them and then direct the Secretary of the Treasury each year to give them a check for the amount that we are now giving to them by the present indirect method of charging the publishers about one-eighth of what it costs the Government for the postal service they enjoy. It would at least have the merit of doing our business upon a business basis."

During the debate Senator McKellar said, "there is quite a difference in the cost of carrying newspapers through the mail and the cost of carrying other second-class mail matter. The cost of carrying newspapers is very largely borne by the newspapers under the present law."

BANKERS SAY THEY WILL NOT PURCHASE MORE ADVERTISING

ACCORDING to A. D. Welton, of the American Bankers' Association, with a membership of 17,000 banks in all parts of the country, there will be no organized national advertising campaign to be paid for by the associated bankers to promote the sale of the second Liberty Bond issue.

"We have had several meetings and have reached the conclusion that while we will do all we can to assist the flotation, we will not contribute money to a disorganized, inefficient, and wasteful process of selling these bonds," he said.

Mr. Welton exhibited a number of letters from bankers, of various sections of the country, severely criticizing the methods in the campaign of last June. The burden of the complaints substantiated Mr. Welton's views. Here are some excerpts from these letters:

TELLS OF WASTE.

A Connecticut banker mentioned "a big waste in the publicity department, as we had any number of duplicate shipments from the same address in different handwritings and thus many pounds of paper was wasted. Federal Reserve banks in New York and Boston sent us the same things, particularly long and expensive telegrams."

A New Jersey banker told of extravagant advertising matter, confusing instructions, waste in telegrams.

A Minnesota banker said that the machinery of the spring campaign had been permitted to rust and fall apart after the first loan and that much valuable service had been lost to the second venture.

It appeared from many letters that the campaign of June had not reached or stirred farmers, many classes of workmen and large areas of population and it was also specifically stated that the advertising, in many instances, was not of a nature to awaken the interest of many classes of citizens. Others, particularly from the West, complained that the interest rate was considered too low. Nearly all of the bankers wanted a prolonged educative campaign to insure the sale of the second issue.

RESERVE BANKS IN CHARGE.

Mr. Welton said: "The second installment of the loan may be announced from September 15 to October 1, and the understanding is that it will run for a month. It has probably been definitely settled that the organization

will be made by Federal Reserve districts, the bank in each district taking charge within its limits. There will therefore be nothing in the way of a national organization, unless the Treasury Department creates one. It was the original intention to have the whole business conducted from Washington under the direction of the Secretary of the Treasury and his assistants. The reserve banks apparently feel that they can do better. It is now understood that the organization will be built along lines of greater centralization of authority and responsibility, but there is disorganization at present.

"If Secretary McAdoo has a plan for advertising I do not know it. My understanding has been that he would depend upon the methods followed last spring.

"For some reason the Administration has not gone to Congress for an appropriation to defray the legitimate costs of the second flotation. If it is the purpose to do so, the time limit is narrow. Congress does not hastily appropriate such sums and everything will have to wait until this matter is clear.

"It has been stated many times that it will be hardly feasible to have the hundreds of bond salesmen, who did such effective work in the last campaign, serve again without remuneration. Nor is it fair to ask the banks to expend more millions in advertising. The banks spent more money for the loan of June than the Government allowed for the entire expense, \$2,000,000, most of which went for the printing of the bonds and incidental printing.

MUST FIND NEW CUSTOMERS.

"Many bankers and others interested have expressed the opinion that the flotation of the second issue will be

easier than the first. Experience alone can determine that point. The bond buyers of the first issue were those who could most easily be reached. Cities easily organized contributed the most. New customers will have to be found for the second issue, in many cases.

"There has been much discussion of the interest rate of 3½ per cent. Many opinions have it that unless the next bond issue carries a rate of at least 4 per cent. the loan may not succeed. In terms of strict business the rate is undoubtedly low. But, whatever the rate if Government bonds cannot be sold, nothing is secure. There are always individuals who will hang back for 10 per cent, but their safety in this respect lies in someone else supplying the funds at the lower rate. There will always be dealers in moonshine whisky and ghouls who will follow the army to rob the dead. Just now the subject for consideration is the stability and safety of the Government of the United States.

"If the Administration will put this bond issue on a business basis it will not have to consider the question of increasing the interest rate to make the issue a success. It merely needs an efficient advertising and selling campaign."

German Editor Arrested

Dr. Fritz Bergmeier, president of the St. Paul Volkszeitung, was arrested Thursday under the President's proclamation of April 6. The policy of the Volkszeitung has been to "cast aspersions by innuendo" on American war measures, it was charged. Bergmeier was committed to jail pending further orders from Washington.

The biggest asset in business is trained brains.

The Importance of Sound Cost Systems—NOW!

A thoroughly dependable cost system which can be used by an executive in forming his policies, under the present and future business conditions is undeniably a great asset, several influences, moreover, are so affecting industrial conditions of the publishing business, at the present time, that a dependable cost system becomes almost a necessity.

SCIENTIFIC MANAGEMENT

One of the most important of these influences which many newspaper publishers are experiencing today is the tendency on the part of their competitors towards the adoption of more scientific methods of management.

Just so far as these modern types of management are adopted and become established successes, those who do not adopt them will gradually fall out of the running.

Are you sure waste and duplication have been eliminated from all departments?

Have your business methods progressed with your business? You can't afford to take chances these days.

Let me show you how to keep your thumb on the pulse of all departments without entering into the tangled mass of detail.

Starr cost system and survey will acquaint you with present opportunities (scientifically) and keep you reliably informed, giving you a look ahead.

Newspaper publishers say its the best investment they ever made, paying big dividends. Write for publishers' names, and make appointment NOW.

PIERRE C. STARR, Starr Service Corps. 548 TRANSPORTATION BLDG. CHICAGO, ILL.

Only Organization of Its Character in the World Serving
Newspapers ONLY.

UNCLE SAM SHOULD NOT ASK FOR MORE DONATED SPACE

BY CHARLES F. W. NICHOLAS
President Charles F. W. Nicholas Co., Chicago.

I HAVE read very carefully the article in THE EDITOR AND PUBLISHER by Wm. C. Freeman, relating to the second Liberty Loan.

I agree with his viewpoint in every detail. I do not believe that the Government should ask for the second time a free contribution of advertising space paid for by any financial institutions, publications, posters, street car and outdoor sign organization, in order successfully to sell the next loan bond issue which is scheduled to start next October.

It is my opinion that in so vital a measure as this, one that affects the destiny of this country so tremendously, that those who contributed free advertising space to the first Liberty Loan should not be called upon to bear the burden in a like manner for the second Liberty Loan.

MUST BE FAIR.

The situation bears a striking resemblance to the condition that confronted this country at the commencement of the war, in relation to the raising of our fighting forces. The cry that really made conscription was the unfairness of the volunteer system. We who enjoy the benefits of this country's institutions should be prepared to protect them. In similar measure this thought prevails to-day, and we (and this means the entire country) who benefit by the Liberty Loan in its use

as a measure to carry on the war, should be prepared to contribute to its raising, and that contribution unquestionably should come from the Government in the purchase of adequate advertising space to put the second loan over safely.

I presume a national council will suggest the direction of the advertising appropriation. The somewhat erratic knowledge that Congress has of advertising would seem to make it necessary to have advertising men of experience direct the expenditure of the sum suggested in Mr. Freeman's article. I feel sure that advertising agencies will be glad to serve on that national council without compensation, and give the best of their experience and ability in securing the biggest and brightest minds in the country for the preparation of the advertising copy.

Here is indeed a field that would irresistably enroll the enthusiastic services of the best known and greatest writers and artists in this country. It is a lofty, patriotic duty that I am sure would appeal to all advertising agency men.

It was my privilege to serve with Mr. Edward Clifford in the Seventh Federal District as Chairman of the full page committee on advertising, and all who served will do all in their power should the Government, the Secretary of the Treasury, or those in charge request such service.

POWER OF PRESS SHOWN IN FIRST LIBERTY CAMPAIGN

By WILLIAM H. RANKIN,
Vice-Chairman National Advisory Advertising Board.

I HAVE noted with great interest THE EDITOR AND PUBLISHER articles on Liberty-Loan advertising in the issue of August 11.

They are absolutely right—and I want to go on record as backing THE EDITOR AND PUBLISHER up in this to the last word. Any action with reference to the next section of the loan which does not lead to a direct paid advertising campaign by the Government is a very serious mistake.

The value of paid advertising, of the dominant kind, was too clearly established in the recent Red Cross and Liberty Loan campaign to permit even the shadow of a doubt as to the effectiveness of this means of serving the best interests of the Government.

DEMONSTRATED POWER.

If one has any question at all about the mighty power of this advertising, it is only necessary to read the report which I have submitted as chairman for the Seventh Federal Reserve Bank District, and similar reports which were submitted from all over the country—the great, central fact of each report being that wherever a systematic campaign of paid advertising was used, there was not only a generous over-subscription of the quota of bonds, but the advertising enabled the bond salesmen to sell the bonds at a less cost per dollar of bonds sold than would have been possible without advertising.

In fact, in some of the cities, situations arose similar to that described in

the following letter which I received from the Muncie, Ind., Ad Club:

The remarkable feature of this (Liberty Loan) campaign was that the allotment was more than doubled without a single solicitor being sent out. Subscriptions coming in voluntarily kept the bankers too busy to get out and solicit. We feel proud of that record.

All honor is due to the patriotic business men, advertising men, and newspaper men who made it possible to run these tremendously successful campaigns.

CAN'T GOVERNMENT SEE THIS?

It seems like merely a trite saying, like an axiom which ought to be accepted without proof, to say that the Government should no more demand that the newspapers donate their space—their merchandise—than it should demand that the contractors donate their building materials, that the woolen mills donate their cloth, or the steel, copper, iron, and other industries donate their raw material—and yet the fact is that it seems almost impossible for Washington to realize that the publisher's space is the publisher's merchandise, just as much as if he sold it over the counter at so much per inch or so much per pound.

I believe the wise thing is for the publishers of the country, by concerted action, to impress the public and the public's representatives with the plain, simple, fundamental fact that their merchandise is entitled to the same recognition as that given to merchan-

dise in any other line of business. If this is done in the right way—and done in time—it will anticipate any possible criticism later on that the publishers are shirking their duty to the Government—and, of course, there will be no such shirking, because there is no more loyal and patriotic set of men in the entire United States than the publishers, the business men, and the advertising men who made such a success out of the last Liberty Loan campaign.

If the Government would adopt a business-like policy of conducting a paid advertising campaign to float the next section of the Liberty Loan, it could have no greater insurance of success than to entrust it to these men.

START DRIVE AGAINST FRAUDULENT AD COPY

Chicago Advertising Association and Chicago Daily News Wage Vigorous Fight Against Deceptive and Misleading Advertising—Comparative Prices Condemned.

Since the passage of an ordinance in Chicago prohibiting "untrue, deceptive, and misleading" advertising, several clubs and newspapers have started a drive against the use of fraudulent copy. The Chicago Advertising Association and the Daily News are the leaders in the movement.

Through "Chicago Advertising," an organ of the Chicago Advertising Association, an attack was recently made on the retail clothing merchants who call attention to radical savings in comparative price advertisements, such as "\$20 suits for \$10." Robert C. Fay and Edward L. Greene, of the Association, are conducting a "better advertising bureau," to which members may submit cases of "off-color" advertising.

"Fraudulent advertising of realty propositions appear occasionally in various parts of the country and cast opprobrium on the real estate industry," said David R. Summers, real estate editor of the Daily News, in an article recently printed. "The fraudulent schemes are frequently published alongside of a legitimate real estate man's proposition. For some time the National Association of Real Estate Boards has been working on a plan to prevent fraudulent advertising of real estate by cooperating with discriminating publishers and bringing due pressure upon publishers who accept advertisements indiscriminately. They found that the majority of publishers aim to print only such advertisements as will bear scrutiny."

The Daily News will continue to print articles attacking fraudulent advertisers in various lines of industry.

Charles A. Stevens & Bros., a Chicago retail department store, recently placed articles of clothing on sale, bearing the label, "Made in France." Edward L. Greene, secretary of the "Better Advertising Bureau" of the Advertising Association, investigated, found that the merchandise was made in Manila, and called the firm's attention to the error. It was found that the wrong labels had been placed on the goods by an ignorant clerk, and Mr. Greene was thanked.

Judge Edward Wade, before whom the suit, filed under the city ordinance prohibiting untrue advertising, against Samuel Bezark, a millinery merchant, was heard, granted a continuance until August 20. Mr. Bezark is accused of advertising hats at \$1 and offering them for sale at a higher figure.

Thoughtless remarks cause endless trouble.

TEXAS CIRCULATION MEN HOLD ANNUAL MEETING

Circulation Managers from Two States Meet at Beaumont—Because of Fine List of Topics Offered for Discussion, Entertainment Features Were Cut Short.

(Special to THE EDITOR AND PUBLISHER.)
BEAUMONT, TEX., August 16.—Circulation managers from Texas and Louisiana are here to-day to attend the annual meeting of the Texas Circulation Managers' Association.

While a number of delegates failed to arrive in time for the opening session and some important subjects were postponed for a day, the interest of those present in the topics under discussion was evident. Instead of the usual long speeches by individual members, the convention this year is being conducted on the round-table discussion plan. Every member was given an opportunity to discuss himself.

Houston and El Paso are making strong bids for the next meeting.

The entertainment committee, which is composed of R. B. Kinard, Beaumont Enterprise; B. C. Schroeder, Galveston News; T. N. Smisson, Houston Post, and J. L. Mapes, Beaumont Enterprise, arranged to take the visiting circulators for a trip down the river to Port Arthur, but because some of the members failed to arrive the trip was made by automobiles instead. The party made a tour of Port Arthur and were the guests of the committee at a banquet at the Hotel Plaza. The evening was spent in dancing at the pleasure pier. The party returned to Beaumont at twelve.

Because of the large amount of business, the entertainment features have been cut short.

Montana Editors to Meet

The annual meeting of the Montana State Press Association will be held in Missoula, October 3, 4, and 5. The editors will make their first official visit to the State University School of Journalism. The annual press banquet will be in charge of the Missoula Chamber of Commerce.

From the Skippersville Signal

"Owing to the outspoken and vigorous denunciation of the policy of Germany toward this country made in the columns of the Signal, Teutonic plotters, who are secretly at work in this fair and patriotic town, have determined to wreak vengeance on the plant of the Signal, knowing it to be a thorn in the side of the Kaiser and his war lords. Last week our office eat was poisoned by a frankfurter dropped on the office floor by a mysterious-looking stranger. Limburger cheese had been melted and poured into stacks of printed papers ready to be delivered into the homes of our subscribers, causing us great loss and necessitating the printing of an extra edition. Despite the fact that we do not know at what moment molasses may be poured over our printing presses and the roof lifted off the composing room, we shall continue to denounce the policy of Germany in no uncertain tones. Until we can secure a five-inch gun and a couple of prizefighters for day and night service, we will have to trust to our watchman and a bulldog. But let the plotters beware. Their day of doom is fast approaching."

The real preparedness begins in the home.

MILLION DOLLAR FIGHT ON LIQUOR IS PLANNED

Federal Council of Churches of Christ Will Use Newspapers Exclusively in Waging Extensive Campaign for National Prohibition—Other Tips for Ad Managers.

A million dollar advertising campaign for national prohibition, to be handled entirely through daily and weekly newspapers in the twenty-two "wet" states has been announced by the Federal Council of the Churches of Christ in America. Newspapers in more than 3,500 towns will carry the advertising which will consist of a series of twelve-inch double column insertions.

The advertising copy will be prepared jointly by Rev. Charles Stelzle, field secretary of the Federal Council and the Hawley Advertising Co., 347 Fifth avenue, New York. Plates will be prepared and sent out by the Hawley Co. so that every paper will print the advertisements on the same day. The weekly papers will carry one ad a week and the daily papers two ads a week.

In some cases where a large prohibition town is surrounded by "wet" territory advertisements will be prepared especially to meet such conditions.

The directors of the "Strengthen America" campaign are trying to influence the state legislatures to ratify the constitutional amendment for national prohibition.

THE FEDERAL ADVERTISING AGENCY, INC., 4 East 39th Street, New York, handles the advertising of Many-Use Oil Co., 113 Chambers Street, New York. Now placing 560-l. 4-t. orders with some New York and New England newspapers.

CHURCHILL-HALL, 50 Union Square, New York, handles the advertising of Silverberg Import Co., 239 Fourth Avenue, New York, makers of "Slip-on" veils, etc.

W. H. RANKIN, Monroe Building, Chicago, handles the advertising of E. G. Staude, St. Paul, manufacturer of "Mak-a-Tractor."

H. S. STEINBERG, 1457 Broadway, New York, handles the advertising of U-Auto-C Corporation, 21 West 38th Street, New York, manufacturers of "Klear-Sight" win-shield cleaner.

FEDERAL ADVERTISING AGENCY, INC., 6 East 39th Street, New York, handles the advertising of Charles B. Knox Co., Johnston, N. Y., manufacturer of "Knox" gelatines.

J. H. CROSS CO., 214 South 12th Street, Philadelphia, handles the advertising of Gilpin, Langdon & Co., 300 West Lombard Street, Baltimore, Md., manufacturers of "Black Flag" insect powder.

NATE LE VENE, Claus Spreckles Building, San Francisco, is handling the advertising of the Oceanic S. S. Co., San Francisco. Reported to be placing orders with newspapers.

W. M. D. McJUNKIN ADVERTISING AGENCY, 35 South Dearborn Street, Chicago, handles the advertising of Heppes-Nelson Co., Asphalt Paint, Roofing, and Shingles, 4505 Fillmore Street, Chicago.

PICARD & Co., 50 East 42d Street, New York, is placing one-time special newspaper copy for Underwood Typewriter Co., 20 Vesey Street, New York, with a few selected newspapers.

FRANK SEAMAN, 461 Eighth Avenue, New York, handles the advertising of Kellogg Products Co., "Nut Margarine," Buffalo, N. Y.

J. WALTER THOMPSON CO., 242 Madison Avenue, New York, handles the adver-

tising of Andrew Jergens Co., Soaps, etc., Cincinnati, O.

GEY C. WHIDDEN ADVERTISING AGENCY, Widener Building, Philadelphia, handles the advertising of Lake Paupac Co. Is placing 42-line 4-time orders with Pennsylvania newspapers.

THE BEERS ADVERTISING AGENCY of Havana and New York is now running some school advertising in Spanish newspapers in Cuba for the Elon College, N. C., Lawrence Academy, Mass., Keevatin Academy, Wis., and Mt. Pleasant Academy, N. Y.

THE HONIG-COOPER ADVERTISING CO., of San Francisco, handles the advertising of the California Prune & Apricot Association of San Jose.

KLAU-VAN-PIETERSOM-DUNLAP AGENCY, of Milwaukee, handles the advertising of the Miller Brewing Co., Milwaukee, and is now conducting a newspaper campaign on its Milo and Vivo products.

N. W. AYER & SON, 300 Chestnut Street, Philadelphia, Pa., handles the advertising of Olympian Motors Company, Pontiac, Mich., manufacturers of "Olympian" automobiles, and not Lee-Jones, Inc., Republic Building, Chicago, as was published recently. THE EDITOR AND PUBLISHER is glad to make this correction.

J. W. MORGAN ADVERTISING AGENCY, 44-60 East 23d Street, New York, handles the advertising account of the Hessig-Ellis Drug Company, Memphis, Tenn., manufacturers of Q-Ban Hair Preparations. About 500 newspapers will be used.

VAN PATTEN, INC., 50 East 42d Street, New York, handles the advertising of the American Chlele Company, 19 West 44th Street, New York.

GEORGE BATTEN COMPANY, 381 Fourth Avenue, New York, handles the advertising of Loose-Wiles Biscuit Company, Thompson Avenue, Long Island City, N. Y., makers of Takhoma Biscuits and Sunshine Products. Extensive campaigns are being planned.

CHAMBERS AGENCY, INC., Malson Blanche Building, New Orleans, is sending out copy to Southern papers for I. L. Lyons & Company, Ltd., New Orleans.

Publish House Organ

The first issue of a new house organ called "Intertype News" was mailed recently by the Intertype Corporation to its machine and supplies customers. It is a neat little booklet, consisting of eight pages and cover. A large part of the issue is given over to an explanation of the standardization of the Intertype.

New Nome Newspaper

Authorized by the United States Bureau of Education, a monthly newspaper called "The Eskimo," has been established at Nome, Alaska. Nearly all of the contributors to the paper are Eskimos, prominent among which is Abraham Okillook, of Kotzebue. The circulation of the paper extends to the most northerly points in the Arctic.

Large Summer Classes

More than 100 students were enrolled in the classes in journalism at the University of California this summer. C. V. Dymont, of the University of Washington, and Ralph Casey, of the University of Montana, were in charge.

New Morning Newspaper

The Waco (Tex.) Semi-Weekly Tribune, published by the Tribune Publishing Company, of which A. B. McCollum, is president, and editor, will soon appear as a morning newspaper, according to announcement.

NEW FIELD OPENED TO NATIONAL ADVERTISER

Harry G. Atkinson Resigns as Contract Manager of Hanff-Metzger to Become General Manager of the Associated Representation Company of New York.

Harry G. Atkinson this week resigned as contract manager of Hanff-Metzger, Inc., Advertising, New York, to become general manager of the Associated Representation Company, New York, special representatives of newspapers equipped with Prestoplate Casting Machine.

The Associated Representation Company is at present handling the adver-



HARRY G. ATKINSON.

tising of 400 country newspapers already equipped with the Prestoplate Caster, and the number of newspapers is being added to at an average of two and three a day.

The Prestoplate Caster is a device by which any one can make a perfect casting in from one to two minutes.

The Prestoplate Caster opens up to the national advertiser a new field in the use of country weeklies, because it enables these papers, for the first time, to use matrices. Heretofore, the purchase of space in country weeklies has been very expensive because it necessitated sending heavy electrotypes or stereotypes for each advertisement.

C. J. Atkinson, a brother, succeeds Mr. Atkinson as contract manager of Hanff-Metzger.

URGES CHURCH ADVERTISING

Declares Greatest Need of Churches Today Is for General Publicity Campaign.

G. Waidon Smith, of Portland, Me., state manager for Maine of the Connecticut General Life Insurance Company, recently delivered an address in Portland at a meeting of the Universalist Institute, on "Church Advertising." Mr. Smith declared that advertising is the way to get religious truth into the hearts and heads of "the ignorant, the deluded, the misinformed, the Godless."

"The greatest need of the churches in this age is for a general gospel publicity campaign, prosecuted by laymen of all denominations for the reinforcement of all the churches and the awakening of religious interest and desire among the people," said Mr. Smith.

Short Course for Printers

Iowa State College, Ames, will hold its first short course for country newspaper foremen and printers, August 23, 24, and 25.

ESTABLISH SERVICE BUREAU

Great Bend (Kan.) Daily Tribune Hears Call for Genuine Co-operation.

Announcement was made this week of the new Bureau of Service and Statistics of the Great Bend (Kan.) Daily Tribune. The Tribune is the first Kansas daily to hear the call for service and coöperation from national advertisers and agencies.

A complete merchandising survey of the territory covered by the Tribune will give the new bureau much information which will be available to responsible firms upon request. Coöperation in securing more profitable distribution and in making arrangements for special window displays and "weeks" will furnish no little part of the new Bureau's endeavors.

Will Townsley, editor and owner of the Tribune, has secured William S. Cady, graduate of the department of journalism at the University of Kansas and present advertising manager of the Lawrence (Kan.) Journal-World, as director of the new Bureau.

To Advertise State's Resources

Will M. Maupin, publisher of the York (Neb.) Democrat, was recently elected director of the new State publicity bureau, under supervision of the State Conservation Commission of Nebraska. An appropriation of \$12,500 for advertising the resources, industries, and products of Nebraska has been made by the Legislature.

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

O'FLAHERTY'S N. Y. SUB-URB LIST, 225 W. 39th Street, New York. Tel. Bryant 6875

New Orleans States

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

36,670 Daily

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

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

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

AD FIELD PERSONALS

MALCOLM H. ORMSBEE of O'Mara & Ormsbee, New York, and Allan Montague of the Chicago office of that firm have been visiting in St. Paul.

D. C. ADAMS, Jr., has been placed in charge of the automobile advertising Department of the Brooklyn Standard Union.

A. H. MAJORS, formerly of the advertising staff of the Omaha Bee, has been appointed a second lieutenant at Fort Snelling, Minn.

OSCAR L. ACUFF, president of the Massillon (O.) Advertising Club, plans to leave Massillon soon and come to New York to join the staff of a firm here.

ARTHUR SHIVERICK, advertising manager for the Tobey Furniture Company, Chicago, was made a second lieutenant of infantry in the award of honors at the Reserve Officers' Training Camp, Fort Sheridan, Ill.

H. J. HAWES, an account executive of the H. K. McCann Co.'s San Francisco office, was drafted into the army on the first call. He has gone East to visit with his family before going into active service.

FRED R. LUFKIN has opened an advertising agency and service bureau in Elgin, Ill.

J. K. GROOM, manager of national advertising of the Aurora (Ill.) Beacon-News and Elgin (Ill.) Courier, recently won a \$50 prize offered by the Adman, of New York, for the best idea on "How to Increase the Revenue of Newspapers."

C. F. KING, at one time advertising manager of the Chicago Herald, and who later served the Louisville Herald in publicity work, is now a member of the advertising staff of the Chicago Evening Post.

H. A. AHERN, advertising manager of the New York Evening Post, is on his vacation.

WILLIAM GARRARD, JR., former city editor of the Savannah (Ga.) Press and now of Garrard & Hill, publicity and advertising agents, Savannah, has been appointed assistant secretary of the Savannah Board of Trade and will have charge of advertising and publicity.

JOHN SULLIVAN, secretary of the Association of National Advertisers, returned to New York Wednesday from his vacation.

WALTER E. GILLAM, son of Manley M. Gillam, of the Gillam Service, New York, has received a captain's commission in the cavalry after training at the Plattsburgh camp.

GEORGE FRENCH, editor of Advertising News, has returned from his vacation trip to Montreal.

C. E. LESLIE has been appointed advertising manager of the Emerson-Brantingham Implement Company, Rockford, Ill., to take his new office at once. Mr. Leslie has been assistant advertising manager since the first of the year, and previously was in the advertising departments of the Fairbanks, Morse & Co., and the International Harvester Company.

NORMAN S. ROSE has left the publicity department of Aircraft Pictures Corporation to become associated with the George Batten Company.

LOUIS GLASER, with Ewing & Miles, New York, for some time, has joined the staff of Doremus & Morse, New York.

C. L. BONTA has merged his advertising agency in New York with that of the Wales Advertising Company, same city.

DOING PIONEER WORK

Cleveland Advertising Club Sets Good Example in Educational Field.

The Cleveland Advertising Club is doing admirable pioneer work in the education field. Under the auspices of the educational committee, a summer school was established to correct the faults of advertising apprenticeship—there being no means easy of access whereby young men in the advertising business can learn the fundamental principles save by experience.

The education committee believed that this long road might be shortened. To do this they established a practical training school for advertising men, the lectures being open to the public and the lecturers being men who have made good.

The list of speakers to date has included: E. Elmo Martin, the Sheldon School; Charles W. Mears, advertising manager of the Winton Co.; F. C. Kuhn, the Sherwin-Williams Co.; F. R. Morrison; Charles Oswald, Oswald Advertising Agency; H. A. Hahn, the Gardner Printing Co. Carl Moellman spoke Wednesday of this week, and Lloyd Young, of the Lloyd Young Advertising Agency, is scheduled to speak next week.

Prof. Cherrington to Talk.

Prof. Paul Cherrington, of Harvard University, now conducting special investigations along export lines for the Bureau of Foreign and Domestic Commerce, will address the members of the Advertising Club of New York, at their luncheon Tuesday. His subject will be, "What the Government is Doing for the Exporter."

Ad Man in Accident

Frank T. Carroll, advertising manager of the Indianapolis News and a brother of Dan A. Carroll, newspaper representative of New York, was seriously injured in a street-car accident in Indianapolis last Saturday night.

Plan Educational Talks

The Omaha Ad Club is planning a constructive programme of educational talks this fall. Frank C. Bulta, advertising manager of the Nebraska Telephone Company, heads a committee which is arranging the programme.

Golf Tournament Postponed.

The second golf tournament between the advertising clubs of New York and Philadelphia, which was scheduled to be played Tuesday at the Siwanoy Country Club, will be postponed until early in the fall.

Condemn Returned-Goods Practice

The Pittsburgh Leader recently carried a page advertisement condemning the returned goods practice, which was paid for by the retail merchants of Pittsburgh.

To Hear Carl Ackerman

Carl Ackerman, war correspondent, will address the Advertising Club of New York next month on "The Economic Plans of the Central Powers."

Ad Club Changes Name

The St. Paul Town Criers' Club has changed its name to the St. Paul Advertising Club. Frank L. Madden is president and H. L. Danforth is secretary.

More Smokes for Soldiers

The Milwaukee Evening Wisconsin has fallen into line by starting a tobacco fund for the Wisconsin soldiers at Camp Douglas, Wis.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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

ALABAMA	MONTANA
NEWS Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 13,781. Sunday 22,343. for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth
MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	PRESS-CHRONICLE Paterson
GEORGIA	NEW YORK
BANNER Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER Buffalo
JOURNAL (Cir. 55,428) Atlanta	IL PROGRESSO ITALO-AMERICANO — New York.
ILLINOIS	DAY New York The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 15,190) Joliet	OHIO
IOWA	VINDICATOR Youngstown
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	PENNSYLVANIA
SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMES Erie
KENTUCKY	DAILY DEMOCRAT Johnstown
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.	TIMES-LEADER Wilkes-Barre
LOUISIANA	TENNESSEE
TIMES-PICAYUNE New Orleans	BANNER Nashville
MICHIGAN	TEXAS
PATRIOT (No Monday Issue) Jackson Lat Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MINNESOTA	UTAH
TRIBUNE, Morning and Evening... Minneapolis	HERALD-REPUBLICAN Salt Lake City
MISSOURI	VIRGINIA
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average 362,858 Daily and Sunday 195,985	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
ROLL OF HONOR	WASHINGTON
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	POST-INTELLIGENCER Seattle
NEBRASKA	NEW YORK
FREIE PRESSE (Cir. 128,384) Lincoln	BOULLETTINO DELLA SERA New York
ILLINOIS	
SKANDINAVEN Chicago	

TIPS FOR DEALERS

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

GLENROCK, Wyo.—Glenrock Gazette Publishing Co.; capitalization, \$10,000; incorporators: A. A. Spaug, J. A. Reed, J. H. Barber, S. M. Anderson, and John E. Higgings, all of Glenrock.

CANANDAIGUA, Ont.—Ontario Publishing Co., Inc.; general printing and publishing business; capitalization, \$50,000; incorporators: E. Calman, G. Aumann, W. A. Patton.

BELLAIRE, O.—Bellaire Democrat Printing Co.; capitalization, \$15,000; incorporator, D. W. Shields.

NEW YORK.—The White Way Publishing Co., Inc.; to do a general printing and publishing business; capitalization, \$25,000; incorporators: Robert Sharp, C. Ray Severance, Adolphe Israelowitz.

CLEVELAND, O.—The Direct Advertising Co.; capitalization \$10,000; incorporators: A. M. Allport, Howard N. Putnam, F. M. Pickman, H. C. Leaderham, C. P. Ecclestone.

NEW YORK.—Shipping Publishing Co., Inc.; general publishing business; capitalization \$50,000; incorporators: C. A. Haxen, C. L. and G. K. Wise; place of business, 12½ Broadway.

NEW YORK.—Financial Tables, Inc.; general publishing, printing, and book selling; capitalization, \$30,000; incorporators: A. H. Longfellow, W. S. Munson, F. R. Magee; place of business, 40 West 59th Street.

VALITE, N. Y.—Charles Gilbert, Phelps Co., Inc.; general printing, publishing and stationery; capitalization, \$12,500; incorporators: C. and H. G., and N. P. Wild.

NEW YORK.—Inter-American Movement, Inc.; printing and publishing; capitalization, \$50,000; incorporators: E. W. Kaysel, C. F. Sander, S. F. Beavey, jr.; place of business, 42 Broadway.

CHANGES IN INTEREST

VAN HORN, Ia.—C. W. Canfield is the new publisher of the Record here.

YALE, Ia.—H. W. Semple has sold the Ledger here to E. A. Odell.

RIPON, Cal.—C. A. McBrian is now sole owner of the Record here.

SULPHUR SPRINGS, Tex.—J. S. Bagwell former editor and publisher of the Mount Pleasant (Tex.) Journal, has sold his interest in his paper at Sweetwater, Tex., and has purchased the Weekly Echo published here.

CRAIG, Mo.—L. R. Bagby, of St. Louis, is the new publisher of the Leader here.

ST. ANAGAR, Ia.—Rush A. Culver has leased the Enterprise here, from his father, Miles K. Culver.

WICKENBURG, Ariz.—F. H. McKay has purchased the Miner here from A. D. Akin.

OLTON, Okla.—Mrs. Hallie Bennington has purchased the News here from J. D. Carter.

HURON, Kan.—R. E. McBride, of Topeka, is the new owner of the Herald published here.

BOWLING GREEN, Mo.—C. Ed. Mayhall is the new publisher of the Times here.

SHARON, Kan.—F. A. Lelth is now owner of the Times here.

DAYTON, Tenn.—The Herald here has been leased by its editor and publisher, C. L. Locke, to W. W. St. John, a former newspaper publisher of Russell, Kan.

EXETER, Cal.—C. F. Carpenter is the new publisher of the Tribune here.

ETNA MILLS, Cal.—M. H. McCarthy, editor and publisher of the Siskiyou (Cal.) Standard, is now owner of the Scott Valley Advance, published here.

RICHLAND, Ia.—M. C. Lemley and Mrs. Lemley have purchased the Clarion here from Mrs. C. S. Alguire.

SAN MARCOS, Tex.—The Record, established here in 1912 by George C. Staples has been sold to Henry Barnhouse, of San Marcos, and E. B. Norwood, of Austin.

SUSPENSIONS

CHINO, Cal.—The Herald here has suspended. M. P. Broadway and W. P. Chambers, formerly of Glenwood, Ia., have purchased the plant and will move it to Alhambra, Cal., where they will publish the Alhambra Argonaut.

HARRISONVILLE, Mo.—The Cass County News published here has suspended.

FREMONT, Neb.—The Tri-Weekly Tribune published here has suspended.

CIMARRON, N. M.—The News-Citizen here has suspended.

LATHAM, Kan.—The Mirror published here has suspended.

ROCKY FORD, Ga.—The Eagle here has suspended.

WILLOW, Okla.—The Times here has suspended.

STUART, Okla.—The Chronicle, edited by J. D. Rogers, has suspended publication here.

STRANG, Okla.—The Grand River News here has suspended.

HARTFORD, Ky.—The Republican here has suspended.

BROWNWOOD, Tex.—The Morning Herald, which has been published daily here for the last two years, has suspended.

NEW ENTERPRISES

SNYDER, Tex.—The Scourier is the name of a new newspaper to be started here by Will S. Cooper.

GALATIA, Kan.—The Register is a new newspaper here published by Leon Goheen, editor of the Holyrood (Kan.) Banner and printed at Holyrood.

CONSOLIDATION

ALTUS, Okla.—W. F. McDowell has sold the Times here to Jack Bonner, publisher of the Democrat, and will consolidate the two newspapers.

Assigned to Italian Bureau

Edgar Ansel Mowrer has been assigned as chief of the Chicago News Italian bureau at Rome. He formerly reported conditions in Belgium after the German invasion. He is a brother of Paul Scott Mowrer of the Paris staff of Chicago News correspondents.

WASHINGTON EDITORS
PLAN ANNUAL SESSION

Representative Newspaper Men from All Parts of the Pacific Northwest to Attend Thirty-first Annual Convention to Be Held in Chehalis, Wash., This Coming Week.

Representative newspapermen from all parts of the Pacific Northwest are booked to speak at the thirty-first annual convention of the Washington State Press Association, to be held in Chehalis, August 23, 24, and 25. Because of the timely subjects given the speakers and the press of important business an exceptionally large attendance is expected.

The opening days' programme includes the following addresses: "Editorial and Business Independence," A. R. Fenwick, editor, Everett Herald; "Is Any Legitimate Business an Alien Enemy?" J. V. Hopkins, advertising manager, MacDougall-Southwick, Seattle; "What the Advertiser Asks of the Agency and Publisher," James A. Wood, editor, Town Crier, Seattle; "Good Business versus the Average Editor," N. B. Coffman, banker, Chehalis; "Work That Never Ends," Mrs. Allie W. Reardon, editor-manager, Monroe Independent.

On Friday, August 24 the following talks will be given: "The Paper Price Situation and the Future," W. W. Ball, president and manager, Paper Warehouse Company, Seattle; "Cost Systems and Profits," Lloyd Riches, business manager, Weekly Oregonian, Portland; "Starting Something," Chapin D. Foster, Grand View Herald; "Prospects Worth Going After," E. E. Troxell, executive secretary, Washington Newspaper Association; "Our Association in the Days of Albert Johnson," Frank B. Cole, Trade Register, Tacoma; "New and Greater Responsibilities," Frank P. Goss, instructor in journalism, University of Washington, city editor, Seattle Post-Intelligencer; "The Newspaper, a Nation's Big Asset," Edgar B. Piper, editor, the Oregonian, Portland; "Getting Even With Piper and Others," Major W. H. Patton, editor and publisher, Hoquiam Washingtonian.

Friday night there will be a concert given by the Chehalis band, to be followed by a banquet for visiting newspapermen, their wives and guests.

Addresses scheduled for Saturday morning include: "Washington Newspapers, Workers, and Ambitions," by

Prof. Colin V. Dymont, head of the department of journalism, University of Washington; "In Oregon," by Prof. Erie W. Allen, dean of the school of journalism, University of Oregon; "Legislation," by J. Clifford Kaynor, editor of the Ellensburg Record.

There will be a general discussion during the closing season on the subject; "The Possibilities of an Alliance."

For the National Advertiser

The Arkansas Democrat, published at Little Rock, has just published an attractive booklet of interest to the national advertiser who wants his share of Little Rock and Arkansas business. The booklet is filled with information which the national advertiser would wish to obtain.

Heads Maryland Editors

John E. Raine, editor and publisher of the Towson (Md.) New Era, was recently elected president of the Maryland Press Association at the annual meeting held recently at Baltimore.

Russian Editor Here

Vladimir Krymoff, editor of Russkoe Slovo, Petrograd, recently arrived in San Francisco. He came to America to write a series of articles on American democracy for his Russian readers.

The hypocrite succeeds in completely deceiving himself.

JULY GAIN

In July the New York Times published 875,272 lines of advertisement a gain of 83,321 lines compared with July 1916 and, deducting help and situations wanted advertisements, a greater volume than any other New York newspaper.

Average net paid circulation, daily and Sunday exceeds 344,000 copies.

Topeka
Daily Capital

Average net paid circulation for the six months ending Sept. 30, 1916, as sworn to in Government report.

3 4 , 2 3 8

And as confirmed by report of The Audit Bureau of Circulations

Arthur Capper
Publisher
TOPEKA, KANS.

The New Orleans Item

Largest afternoon Circulation in the entire South

(April A. B. C. Net Paid Statement)

Sunday 68,875
Daily 55,041

A TOP NOTCH FEATURE
The Humor of Human Nature
In Our Sunday Page

SKETCHES FROM LIFE

By HARRY J. WESTERMAN

Makes An Instant Appeal

Write for samples and prices

The McClure Newspaper Syndicate 120 West 32nd St.
New York

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

CONSTRUCTIVE CONTEMPT CASE ATTRACTS ATTENTION OF PUBLISHERS EVERYWHERE

Santa Fe Newspaper Fights for Newspapers' Right to Criticise Candidates for Office and Public Servants, Including Judges—Holds Judge May Not Use Official Position to Prevent Criticism of His Acts in an Unofficial Capacity.

WHETHER the judicial prerogative of punishing for contempt shall be so extended as to make possible the virtual silencing of the press, is the issue which the Santa Fé Daily New Mexican alleges is to be fought out in cases pending against it in the court of Judge Merritt C. Mechem, one of the State district judges of New Mexico. So sharply cut is the issue that the cases have already attracted nation-wide attention.

The general position of the New Mexican is that the right of newspapers to criticise candidates for office and all public servants, including judges, must be upheld; and that on no account may a judge use his official position to prevent criticism of his acts in an unofficial capacity.

OUTCOME OF POLITICAL CAMPAIGN.

The present controversy is the outcome of the State political campaign of 1916, in which the New Mexican vigorously attacked H. O. Bursum, Republican candidate for Governor, and was a leading factor in his defeat. Judge Mechem has been affiliated with Mr. Bursum in a political and business way. The contempt proceedings are the immediate outgrowth of a libel suit brought against the New Mexican by Henry Dreyfus, political protégé of Mr. Bursum, in the court of Judge Mechem. The New Mexican holds it proved the truth of its charge, and that the plaintiff offered no disproof. The jury, however, returned a verdict for \$35,000 damages, the court overruling a motion for a new trial when the plaintiff agreed to a reduction of the damages to \$10,000. The trial was held in the home county of Mr. Bursum.

MOTION FOR NEW TRIAL OVERRULED.

The motion for a new trial overruled by the lower court set forth that the damage verdict was unjust, excessive, not warranted by the law or the evidence; showed the jury was influenced by bias, prejudice, passion, and politics; that it amounted to a denial of justice and taking of property without due process of law; that no malice was shown; that there was no ground in law or fact for punitive or exemplary damages; that defence proved the truth of its charge by preponderance of evidence and beyond a reasonable doubt.

The Dreyfus libel case and the alleged misconduct of the plaintiff's attorney, form the background and the nub, respectively, of the contempt cases.

Spicer, plaintiff's attorney, it is alleged, secretly signalled answers to the plaintiff Dreyfus while defence counsel was cross-examining him. The charge was made by the defence in open court. The court disclaimed knowledge of its truth or falsity, and heged the accusers, for personal reasons, to spare him the embarrassment of hearing the charges, urging that they be laid before the bar examiners.

This was done, the charges being supported by several affidavits.

COURT EXONERATES ATTORNEY.

Judge Mechem then filed a purported affidavit with the examiners absolutely exonerating Spicer; thus, the New Mexican holds, breaking faith, uttering a falsehood, and stepping down off the bench to act strongly prejudicial to a defendant in his own court. The purported affidavit, being made before a United States Commissioner in a State cause, has been held by the Santa Fé County District Attorney no legal affidavit at all. On the strength of the statement, however, the bar examiners dismissed the Spicer charges.

The New Mexican then published an article devoted to exposing the entire action of Mechem in the Spicer matter. The article the court holds contemptuous.

The lead to the story was a parallel between the Court's alleged statements from the bench and to defence of the bench, and statements in his purported affidavit. The large headlines featured this alleged discrepancy.

NO CRITICISM MADE OF RULING.

No criticism was made of any act or ruling of the judge on the bench nor of the \$35,000 verdict.

Citing the president, Bronson M. Cutting, and the editor, E. Dana Johnson, as well as counsel, Francis C. Wilson, afterward dismissed from the case, the court alleged isolated parts of the article were calculated to give the impression that the Court was under control of H. O. Bursum, and that the publication was an attack on the judge

in his official capacity. A later news item which the New Mexican alleges was a bare statement of fact regarding a postponement of hearing by the court, was again made cause for a citation for contempt. Defects in the drawing of the papers caused further postponement and the hearing is expected to occur this month.

PRESS MAY BE SILENCED.

Political observers of the case hold that if it is established that comment on "pending cases"—such as Mechem held the Dreyfus case to be after the jury verdict was rendered—may be held contemptuous, the press may be silenced; that a candidate, for instance may file a libel suit at the opening of a campaign and further reiteration of the charges involved will then be impossible.

Whether the Court holds that the publication tended to coerce or prejudice the court in acting on a motion for a new trial, or to bring the court into disrepute, he has not yet indicated.

The present status indicates an attempt to go to unusual lengths in using power to punish constructive contempt; in a case where no actual attack was made on any judicial act or utterance and where the cause of action is an article which in its entirety is an attack on the incumbent of the bench in his unofficial capacity.

toms, judging by the experience of recent years, seem to have gone out of fashion. In the Washington Star of August 6, 1867, the following paragraph is found:

"Congress having adjourned, the Washington correspondents have mostly scattered for the summer. Bartlett, of the New York Evening Post, is enjoying the sea breezes with his family at West-haven, on the Sound. Ben Perley Poore is now in Virginia, but will soon retire to his splendid farm at Newbury-port. Painter, of the Philadelphia Inquirer, has gone to the French exposition with his wife. Shaw, of the Boston Transcript, is summing on the upper Susquehanna. Crouse, of the New York Times, has gone off on a trout-fishing excursion in the Cheat River wilderness of West Virginia. Andrews, of the Boston Advertiser, has taken his new wife on a trip to the St. Lawrence, White Mountains, etc. The only 'regulars' left in Washington are Young, of the Tribune; Adams, of the World; Conery, of the Herald; Boynton, of the Cincinnati Gazette, and Brooke, of the New Orleans Republican, who will go when they get a chance. Young, in fact, leaves tomorrow on a special trip of two months down South in Sheridan's district. James McConnell, the Albany correspondent of the Tribune, will run the Tribune bureau in his absence."

Content is the lubricant of life.

"DAYS OF REAL SPORT"

There Was a Time When Washington Correspondents Took Vacations.

Fifty years ago Washington correspondents used to get what might be styled a "summer vacation." Such cus-

Readers Decide

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

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

Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

USE UNITED PRESS

FOR Afternoon Papers

General Offices, World Bldg., New York

The True News
—FIRST—
Always—Accurately

International News Service
World Bldg., New York

Says the
NEWS-TRIBUNE
of Duluth

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

Central Press Ass'n

New York Cleveland



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager
New York

HIGH LIGHTS ON THE FOREIGN SITUATION

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

Feature articles from leading soldiers,
THE INTERNATIONAL NEWS BUREAU, INC.
J. J. BOSDAN, Editor

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

NEWS BUREAU, INC.
15 School Street, Boston, Mass.

THE PATRIOT-O-WHIRL
The Newest and Best Automobile Accessory
Join in the Patriotic Spirit of Liberty and
WHIRL YOUR COLORS
The Patriot-O-Whirl is rain-proof and indestructible. Consists of three heavy sheet steel wheels, enameled in red, white and blue, and attached to the radiator cap or windshield of the automobile. It revolves with great velocity and makes a very striking appearance.
PUBLISHERS:
Here's the Biggest Winner Ever Offered! Can also be used on boats, bicycles, and motorcycles. Retail Price \$1.00. Write to-day for special price on quantity orders.
S. BLAKE WILSDEN
Premiums and Advertising Specialties
29 E. Madison St. Chicago

QUALITY CIRCULATION BUILDER
National Editorial Service, Inc.,
225 Fifth Ave., New York.

MANHATTAN PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS
204 & 205 WILLIAM ST. NEW YORK
CHAMBERS ST. NEW YORK.

AFTERNOON NEWSPAPERS TO SUSPEND LABOR DAY

All of New York Afternoon Dailies with the Exception of the Evening Telegram, Agree to Suspend on the One Day—Means Saving of From 250 to 300 Tons of Paper.

All of the New York city afternoon newspapers have agreed to suspend Labor Day, Monday, September 3, with the exception of the Evening Telegram.

The suspension of these newspapers on this one day means a saving of between 250 and 300 tons of news print.

The paper committee of the American Newspaper Publishers' Committee is hopeful that the example set by the publishers of the afternoon newspapers of New York will be followed by publishers in other cities.

HELP WANTED

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

WANTED.—Live and energetic news editor for six page daily. Must be good head-writer and able to take phone service report accurately and rapidly, and know how to handle news. Only competent and dependable man wanted. Fine small city, pleasant surroundings. Position permanent. Address U-3372, care The Editor and Publisher.

LARGE PUBLISHING CONCERN wants a circulation manager for a Branch Office Manager, who has had considerable experience in handling canvassers. Position pays salary and commission. Permanent position. Good chance for promotion. Replies confidential. Give age, experience and if at present employed. Address U-3376, care The Editor and Publisher.

BUSINESS OPPORTUNITIES

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

BEST DOLLAR YOU EVER SPENT. — To Business Men.—We rewrite any advertisement for \$1.00 each; expert service. Brewton Business Builder, Dept. 32, Washington, D. C.

MISCELLANEOUS

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

MANUSCRIPTS, TYPEWRITTEN NEATLY.—Prompt service. Fifty cents per thousand words with one carbon copy. Revision if desired. Address U-3367, care The Editor and Publisher.

FOR SALE

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

BONAFIDE OFFER.—Actually for sale for immediate shipment. Several Models, Linotype and Intertype Machines; Reeces, Head Letter and Regular Molds; Liners, Space Bands, Blades, etc. Can save you money on purchases of any New Linotype or Intertype. Address U. 3364, care The Editor and Publisher.

\$5,000 will purchase well equipped job printing and weekly newspaper plant with well established newspaper. Lucrative business. Principals only. Rockaway Life, Far Rockaway, N. Y.

FOR SALE.—A Campbell New Model Press and Stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page and can be used running daily in our plant. Reason for selling is that we are about to install a larger press. Small cash payment and balance in monthly installments. First reasonable offer gets it. Address U-3368, care The Editor and Publisher.

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

LINOTYPE—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magz sine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

GOSS OCTUPLE STRAIGHTLINE PRESSES

with Two or Four Folders

For sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

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.

AUDITOR, BUSINESS MANAGER, CIRCULATION MANAGER, SYSTEMATIZER.

Position wanted by young married man with country-wide experience in all the details of paper economy and business and circulation department efficiency. Long experience systematizing circulation departments, cutting down waste, stopping leaks and in up-to-the-minute methods of circulation promotion. Also long accounting experience in various lines. At present employed in responsible position but desire a change. Can furnish the best of references from present and previous employers and business associates. Address U-3366, care The Editor and Publisher.

ADVERTISING MAN of proven ability with plenty experience on Metropolitan dailies, at present employed wishes to make a change. If you need a sober, active persistent man, write me. Address U-3369, care The Editor and Publisher.

CORRESPONDENT & EDITORIAL WRITER.—Washington and European experience, good photographer, well educated and reliable. Address U-3374, care The Editor and Publisher.

CIRCULATION MANAGER.—Fifteen years' experience, thoroughly familiar with every detail of the circulation department; original schemer; good organizer and hard worker. Thirty-five years of age, married. Address U-3365, care The Editor and Publisher.

CIRCULATION MANAGER who has had years' of experience on large and small papers and a business getter, can show results. Not subject to draft. Address U-3375, care The Editor and Publisher.

CIRCULATION MANAGER—Live circulation manager of Evening daily of 1,300 desires to make change. Age 33. Ten years in present place. Recently went through 50% raise in price of paper and got by with flying colors. Good references given. Address U-3355, care Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER.—Live wire, energetic, ambitious and man of character, married, age 28, desires to make change by September 1st. Employed at present but has gone as far as possible for some time in present position. Highest references from past and present employers. More than 12 years' experience in business and advertising departments. At present assistant advertising manager daily in city, hundred thousand. Good copy man, convincing salesman who holds and makes friends for himself and paper. I can deliver the goods, what have you to offer? Nothing less than fifty dollars week considered. Address U-3370, care The Editor and Publisher.

NEWSPAPER PRESSMAN—Thoroughly competent, who has made a special study of press room conditions, the handling of paper cost and waste, seeks employment—15 years a press room foreman, has business and executive ability, can assume charge of a plant and produce results. Exceptional references. Am familiar with the low down construction and the high speed straight line presses. Experienced color man. Address T. 3345, care The Editor and Publisher.

ADVERTISING SOLICITOR and manager capable of producing new business, desires to locate with publisher on paper in town of 25,000 to 100,000 population. Prefer working on a commission basis, or small salary and commission. Address U-3359, care The Editor and Publisher.

CIRCULATION MANAGER wants place as general, mail or city circulation manager on a live paper. Competent to promote special campaigns and successfully handle any kind of territory. Familiar with all approved systems. Experience covers large and small cities. Am employed, but desire a change at once. Age 32, references. Address U-3361, care The Editor and Publisher.

REPORTER AND FEATURE WRITER.—Capable, young woman reporter and feature writer, experienced in all branches of editorial work, is ready to connect up with a job in a regular city. Can furnish excellent references from editors of several metropolitan dailies, and better still, can make good on the job. Address U-3358, care The Editor and Publisher.

BUSINESS AND ADVERTISING MANAGER.—Live wire, energetic, ambitious and man of character, married, age 28, desires to make change by September 1st. Employed at present but has gone as far as possible for some time in present position. Highest references from past and present employers. More than 12 years' experience in business and advertising departments. At present assistant advertising manager daily in city, hundred thousand. Good copy man, convincing salesman who holds and makes friends for himself and paper. I can deliver the goods, what have you to offer? Nothing less than fifty dollars week considered. Address U-3362, care The Editor and Publisher.

EDITOR—Experienced daily newspaper man wants situation as editor, editorial writer or telegraph editor on Republican paper in Central or Western states. Write U-3354, care Editor and Publisher.

PUBLISHERS' NOTICE

The Editor and Publisher maintains a corps of paid correspondents in the following cities:

- Albany, N. Y.—Thos. C. Stowell, 136 Washington Avenue.
Atlanta, Ga.—Miss Neil Freeman, the Constitution.
Boston—Roy Atkinson, the Post.
Bridgeport, Conn.—Warren W. Lewis, the Herald.
Buffalo—A. H. Kirchhofer, the News.
Brooklyn—Tom W. Jackson, 919 Foster Ave.
Chicago—C. B. Cory, Jr., Inland Storekeeper, People's Gas Building.
Cincinnati—Roger Steffan, the Post.
Columbus, O.—R. H. Jonca, the Citizen.
Cleveland—W. H. Zelt, 764 Hippodrome Annex.
Dallas, Tex.—J. E. King, 202 South Winnetka Avenue.
Denver, Col.—Meredith Davis, Rocky Mountain News.
Des Moines—Roy A. Jarnagin, the Capital.
Detroit—Fred R. Barkley, 146 Charlotte Ave.
Indianapolis—Ellis Searles, the News.
Jacksonville, Fla.—Walter R. Early, 42 West Adams Street.
Little Rock, Ark.—W. H. Adams, Arkansas Gazette.
London—Valentine Wallace, 3-7 Southampton Street, Strand.
Los Angeles—Fred Gilroy, the Times.
Louisville—Aubrey Cosar, Starks Building.
Memphis—Arthur J. Forbes, Commercial Appeal.
Milwaukee—U. G. Cox, 423 22d Street.
Montreal—J. C. Ross, Board of Trade Building.
Minneapolis—T. A. Boright, the Tribune.
New Orleans—Henry I. Hazleton, 903 Ithieria Bank Building.
New York—Joe A. Jackson, the World.
Omaha—A. E. Long, The Bee.
Philadelphia—Miss Curtiss Wager-Smith, 3207 Baring Street.
Pittsburgh—C. C. Latua, the Dispatch.
Providence—Wm. M. Strong, the Journal.
Portland, Ore.—F. W. McKechnie, United Press, Oregon Journal Building.
San Francisco—Geo. R. DeVore, 1915 Green Street.
Seattle—Roy Alden, the Times.
St. Paul—John Talman, 599 Laurel Avenue.
St. Louis—C. M. Baskett, P. O. Box 856.
Savannah, Ga.—J. P. Watkins, Dixie News Bureau.
Spokane, Wash.—Ralph E. Dyar, Spokesman, Review.
Toronto—W. A. Crack, 52 Foxbar Road.
Washington, D. C.—E. A. Haisey, 402 Wardman's Court, East.
Other correspondents will be added from time to time.
Branch office San Francisco, 742 Market St.
R. J. Bidwell, manager, 'phone Kearney 2121.
The Editor and Publisher page contains 672 agate lines, 188 on four. Columns are 13 picas wide and twelve inches deep.
Advertising Rate is 30c. an agate line, \$125 a page, \$80 a half page and \$45 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, Help Wanted and Miscellaneous, twenty cents a line; Business Opportunity, thirty 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, \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 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; Brown's Book Store, Twenty-sixth Street and Fifth Avenue, and Mack's, Macy's corner, at Thirty-fourth St. on cross.
Baltimore—B. K. Edwards, American Building.
Philadelphia—L. G. Rab, 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.—Rert F. Trenis, 511 Pennsylvania Street, N. W., Riggs Bldg., News Stand.
Chicago—Fowler'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—R. J. Bidwell Co., 742 Market.

80% only evening daily of a very attractive city of 15,000 can be bought for \$18,000. Equipment claimed to be worth \$20,000. Business has netted owner \$3,500 to \$8,000 a year from a gross of approximately \$24,000. No debts. Proposition P. H.

Charles M. Palmer
Newspaper Properties
225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON
Newspaper and Magazine Properties
Times Building, New York

Over 30% Profit

Only daily in prosperous and popular Florida town, gaining annually 25% in population. Business in fine shape and making over 30% on investment. \$10,000 cash will swing deal. Quick action advised. Proposition 971x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend. Keep in mind the scope of our work. Ours is a service bureau for employers and employees in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg., Springfield, Mass.

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

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

DETROIT CARTOONIST DIES

Ole May, Recently with the Newark Star-Eagle, Dies at Ashbury Park, N. J.

Ole May, Detroit Journal cartoonist, recently with the Newark (N. J.) Star-Eagle, died recently at Ashbury Park, N. J., as a result of injuries received in an automobile accident.

Falling sight caused Mr. May to give up his work as cartoonist temporarily. He planned to return to the Detroit Journal in September.

Mr. May started his newspaper career in Houston, Tex., later working on the Washington Post, the Pittsburgh Post and Dispatch, and the Cleveland Leader.

OBITUARY NOTES

JOHN W. BRIGHT, well-known Philadelphia advertising agency man, died recently in Philadelphia, at the age of forty-six. He was at one time advertising manager of Mandel Brothers, Chicago.

CHARLES C. CARLTON, formerly a newspaper correspondent, died recently at Bayside, Long Island, N. Y. Early in life he took up newspaper work and in 1897 was sent to Washington as correspondent for the San Francisco Call. In 1907 he was sent to New York as correspondent for the same newspaper, and retired two years ago.

GEORGE M. S. HORTON, aged sixty-nine, for fifteen years a member of the editorial staff of the New York Tribune, died Sunday in Nutley, N. J., at the home of his daughter, Mrs. John Seward. Mr. Horton was born in Boston and had spent his life in newspaper work. Previous to 1889 he edited the children's department of the Tribune and was also with the business department.

GEORGE M. LANE, for nineteen years commercial editor of the now defunct Detroit Post-Tribune, died recently at his home in Detroit, aged eighty-four years. Mr. Lane was widely known among older newspaper men in the Middle West.

CHARLES EDWIN MERRIHEW, for many years dramatic editor of the Albany (N. Y.) Argus, died recently at his home in Ivy Place, Ridgewood, N. J., at the age of sixty.

COL. EUGENE D. BERRI, aged eighty-two, at one time joint publisher with his brother, the late William Berri, of the Brooklyn Standard Union, died Monday in Santa Barbara, Cal.

WATKIN W. JONES, aged seventy-three, founder of the Rockaway (N. Y.) Journal, died Tuesday at his home in Far Rockaway, N. Y.

ERNEST L. ARONI, aged fifty years, editorial writer, music and dramatic critic, died recently in Memphis, Tenn., after an illness of five years. Mr. Aroni began his newspaper work in Louisville and his work as dramatic critic of the Courier-Journal attracted wide attention. He left Louisville to manage the American tour of Madame Rejane, at the conclusion of which he went to the editorial staff of the New York Evening Mail. Later he went to the Philadelphia North American, where he remained until ill-health compelled him to give up his work.

MRS. ERNEST F. BIRMINGHAM, aged fifty-seven, wife of the publisher of

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

The Fourth Estate, died suddenly Monday in Great Barrington, Mass.

MRS. ANNA EASTMAN DE BRUEN, sister of John C. Eastman, publisher of the Chicago Journal, died recently at the country home of Mr. Eastman, near Crown Point, Ind.

LUKE MCGUINNIS, aged forty-four, of the news department of the International News Service, died suddenly Monday of heart failure, at his home in Brooklyn.

ANNIE FRYE WALDO, wife of George C. Waldo, editor of the Bridgeport (Conn.) American and Standard-American, died recently in Bridgeport after a long illness.

CHARLES E. SCHOOL, aged seventy-six, a former editorial writer and war correspondent, died recently at his home in Philadelphia after an illness of more than two years. Mr. School was one of three founders of the Philadelphia Evening Star, which he edited for twenty-two years.

Camps Open to Newspapers

WASHINGTON, August 13. — Newspapers are to be given the freedom of the National Army and National Guard camps, the War Department announced today. Offices may be established and private wires installed. Camp commanders will oversee the reporters and establish rules to prevent disclosures of military information.

Name Christian Science Editors

William P. McKenzie has been elected editor of the Christian Science Journal, Christian Science Sentinel, and Der Herold der Christian Science, all published at Boston. John R. Watts has been elected manager of the Christian Science Publishing Society.

Bibles for Soldiers

The church advertising department of the A. A. C. W. has joined hands with the American Bible Society, and together they will raise funds for putting a Bible in the kit of every American soldier and sailor.

Texas Editors Meet.

The Northwest Texas Press Association met Thursday and yesterday at Seymour, Tex.

The
Pittsburg Dispatch
For nearly four score years has sold good merchandise 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

PHILADELPHIA
America's Greatest Industrial City.
The PRESS
Philadelphia's Great Industrial Paper.
Foreign Representatives
GILMAN & NICOLL
1103 World Building 1030 Tribune Building
NEW YORK CHICAGO

TO AID HAMILTON'S WIDOW

New York Press Club Raising Money for Widow of "King of Press Agents."

The New York Press Club is attempting to raise \$1,000 for the widow of "Tody" Hamilton.

"Tody" Hamilton was for a generation the "King of Press Agents" and creator of much advertising and other work for newspaper men. He was for thirty years a member of the New York Press Club.

Contributions should be sent to Fred. Sonthemer, superintendent of the New York Press Club, New York city.

Honor Veteran Employee

George Mulford, superintendent of the Detroit Free Press mailing department, was given a dinner by fifty of his fellow employees of the Free Press last week, in honor of his fifty years' service as a member of the organization. Short addresses were made by Phil J. Reid, managing editor, E. R. Hatton, circulation manager, and representatives from all other departments of the paper. Mr. Mulford joined the Free Press organization as a carrier boy when twelve boys delivered 1,000 papers to cover all parts of the city.

Uncle Sam—Cub Reporter

The New York Times Magazine, date of August 12, carried an article of unusual interest to newspaper men entitled, "Uncle Sam as Cub Reporter and News Critic." The article was about how the Government, through the Committee on Public Information, is learning the business of writing for the newspapers, with "censorship as a side line."

(June Circulation 81,035)
"ASK THE LOCAL ADVERTISER"
The St. Paul Daily News
leads its field in advertising and in circulation with more readers than any other St. Paul paper ever had. In six months of 1917 it showed a gain of 134,358 hues.
"For More Business Than Usual"
C. D. BERTOLET
Boyc Building, Chicago
A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Ave., New York

The Evening Mail
New York
Last year GAINED
178,965 lines
of
Dry Goods Advertising
Only one other N. Y. evening paper exceeded this record, and three of them showed losses.
The New York Evening Mail

The
Pittsburgh Post
ONLY
Democratic
Paper In
Pittsburgh.

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

WEDDING BELLS

Jacob Baum, business manager of the Los Angeles Times, and Miss Florence Hope Richards, of Los Angeles, were married recently at Santa Barbara, Cal.

Louis T. Gild, of the Santa Monica (Cal.) Outlook, and Miss Ruby A. Hegelson, of North Dakota, were married recently at Santa Monica.

Curtis D. Stratton, pioneer Seattle newspaper man, was married recently to Miss Ora D. Cook, in Seattle.

Ensign Walter P. Hanson, formerly a reporter for the Chicago Examiner and lately of the Tribune staff, now of the United States navy, is engaged to Miss Coila M. Anderson, of Chicago, according to an announcement made recently.

Walter J. Reek, formerly of the Ohio State Journal, Columbus, now night editor of the Associated Press there, was married recently to Miss Clara E. Myers of Detroit.

Plan Special Edition

The Daily Scioto Gazette, published at Chillicothe, O., will, about October 1, publish a Camp Sherman edition. The edition will cover every detail of the building of one of the largest army cantonments in the United States at Chillicothe.

The Times-Dispatch
Richmond, Virginia
A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.
Story, Brooks & Finley
Special Representatives
200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
FOR THE ALL THE TIME
POWERS PHOTO ENGRAVING CO.
141 Nassau St. N. Y.

Thirty-Three New York Newspapers Listed Give a Circulation of 3,493,852 Copies At a Line Rate of \$6.1615 Per Line

New York with one-tenth the population of the United States, is, without question, the greatest market for commodities of all kinds. People make markets.

New York, with 8,434 miles of steam railways and a network of trolley lines, is as close to the center of things as any community on earth.

New York, with the greatest per-capita of wealth, has more automobiles within its borders than any other state in the Union.

New York consumes more merchandise than any other state in the Union, and imports a greater per cent of that merchandise than does any other state.

Because of the proximity of the rest of New York to the greatest city in the world, New York, as a state, is the most metropolitan state in the Union.

New York, as a state, offers the greatest market on earth, mile for mile; and, because of the compactness of its population, is one of the most, if not the most accessible market to work in.

New York state newspapers (as listed here) reach the very pinnacle of circulation at the smallest cost possible to find, and that circulation is distributed in the most intensive and productive manner.

The manufacturer who seeks distribution for his product, and seeks it economically, finds it is best to start with a given territory, gradually enlarging his sphere until he covers the land.

In starting out to conquer a market it is well to consider, first what will the effect of the market conquered have on other markets.

An advertiser may cover territory outside of New York without making any market for himself in New York, but it is a psychological fact that the manufacturer who has the New York market under his thumb can, with that prestige, go into other markets and find a much easier task before him.

New York State newspapers offer the circulation in the worth while field.

	Paid Cir.	2,500 Lines	10,000 Lines		Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.45	.41
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.65	.60
Brooklyn Eagle 3c (E).....	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....				New York Herald (M)	133,918	.40	.40
Binghamton Press-Leader (E).....	27,541	.06	.05	New York Herald (S)		23,682	.50
Buffalo Courier-Enquirer (M & E)....	84,000	.14	.12	New York Evening Post (3c) (E)....	.19		.17
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M).....	150,439	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S).....		.39	.36
Corning Evening Leader (E).....	7,363	.0193	.015	New York Sun (E)	186,185	.34	.32
Elmira Star-Gazette (E)	†22,097	.05	.04	New York Telegram (E)	215,282	.342	.315
Gloversville Herald (M).....	6,062	.02	.015	New York Telegram (S)246	.225
Gloversville Leader-Republican (E)....	6,179	.0179	.0129	New York Times (M).....	344,436	.50	.45
Ithaca Journal (E)	7,012	.0357	.025	New York Times (S).....			
Jamestown Post (M)	8,765	.025	.0207	New York World (M).....	387,549	.40	.40
Middletown Times-Press	4,462	.0107	.0107	New York World (S).....			
Mt. Vernon Daily Argus (E).....	5,739	.0214	.0172	New York World (E).....	423,810	.40	.40
				Rochester Union & Advertiser (E).....	40,768	.10	.06

Ratings Government Circulation Statements, April, 1917.
† Statements to A. B. C.

The New York Globe

Now selling over 200,000 a day offers the national advertiser a most profitable return from advertising to increase sales

*A newspaper made for people
able to buy advertised goods*

No Liquor ads

No "Cure" ads

No fake financial ads

No objectionable ads

The Globe's record of achievement in putting across scores of big successes single handed proves it produces results

*The same rate for like service
local or foreign*

Its rate card provides liberal discounts for experimental campaigns—approximately 20 per cent. on 2,500 line orders

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

