

THE EDITOR & PUBLISHER

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

\$3.00 a Year

NEW YORK, SATURDAY, NOVEMBER 24, 1917

10 Cents a Copy

Dry Goods and Department Store Advertising in Chicago Newspapers

Total Agate Lines of Display Advertising Used by Individual Advertisers—January 1 to October 31, 1917

	The Daily News	Tribune		Herald		Examiner		Post	American	Journal
		Daily	Sunday	Daily	Sunday	Daily	Sunday			
The Fair	375,608	36,805	155,473	9,217	68,669	23,475	108,324	40,824	141,712	123,932
Boston Store	338,947	112,923	54,306	42,595	105,901	17,707	141,968	199,414
Rothschild & Co.....	338,288	10,920	122,874	7,573	68,927	8,392	111,930	8,335	118,434	193,341
Mandel Brothers	312,778	193,157	110,622	31,523	96,522	30,988	16,987	81,126	176,105	199,438
Siegel, Cooper & Co....	269,573	6,946	119,263	2,412	19,012	7,570	102,016	84,010	92,015
Carson, Pirie, Scott & Co.	242,239	235,297	151,835	83,687	53,072	79,639	113,950
Marshall Field & Co....	229,443	246,497	235,582	87,180	128,250	199,171	218,825
Wieboldt's	189,689	41,314
Hillman's	188,822	2,667	79,720	1,790	26,320	2,470	64,988	45,835	14,359
The Hub	175,058	138,528	5,069	30,964	6,044	70,977	4,844	10,621	89,278
M. L. Rothschild.....	156,496	178,140	164	3,306	..	28,861	3,922	34,543	37,029
Chas. A. Stevens & Bros.	85,007	124,965	47,227	12,516	5,764	7,428	9,730	3,802	12,958	5,696
L. Klein	49,094
Twelfth St. Store	26,743
Weber's	26,061	1,510	1,808	8,964
Becker, Ryan & Co.	11,371	372
Total.....	3,015,217	1,173,922	754,845	486,718	345,564	393,623	568,214	347,659	1,132,617	1,197,999

The Daily News Printed

- 1,841,295 lines more than the next morning paper
- 1,817,218 lines more than the next evening paper
- 1,086,450 lines more than the next daily and Sunday paper combined
- 960,954 lines more than all morning papers combined.
- 336,942 lines more than all other evening papers combined
- 1,346,594 lines more than all Sunday papers combined

It Is a Poor City That Has Not A Rich Country Trade!

A CITY in the South is FIRST the trading center and newspaper headquarters for the "country round," after which it may also be social and industrial metropolis.

Southern cities are not topheavy with population; nor overgrowing their rural resources.

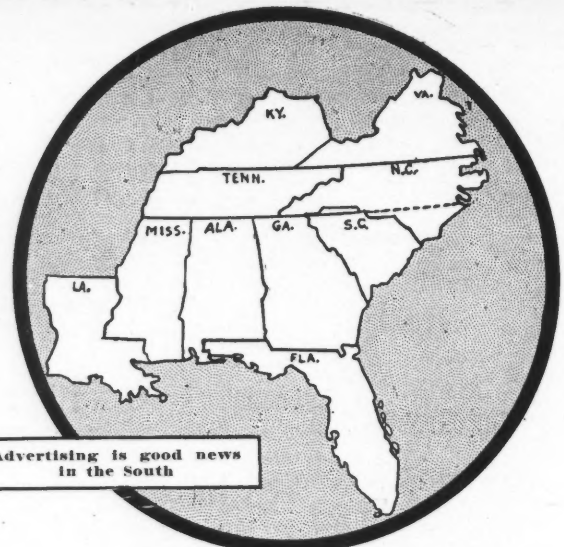
They have a larger percentage of good middle class incomes than their manufacturing contemporaries of about the same population in other sections.

A RURAL community, the South raises cotton, sugar-cane, rice, tobacco, nuts, apples, peaches, early vegetables, tropical fruits; operates mines of coal, iron, tin, brown metal, manganese; cuts annually millions of feet of lumber; and converts a growing percentage of its products into merchandise for home use, export and national distribution. Its extraordinary prosperity results from the gradual development of its material resources on sound enduring principles, and is merely a promise of a greater future.

The National ADVERTISER will find the South his logical field for immediate systematic development.

These home newspapers will carry his advertising into the rural as well as the city homes.

One thousand such people living along a cement road are not to be compared with the same number huddled into an apartment house, depending on a "delicatessen" around the corner.



		Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA.				
Birmingham Ledger	(E)	33,259	.06	.06
Birmingham Age-Herald	(M)	23,242	.07	.05
Birmingham Age-Herald	(S)	31,700	.08	.06
Birmingham News	(E)	41,000	.07	.07
Birmingham News	(S)	46,000	.08	.08
Mobile Register	(M)	15,351	.04	.04
Mobile Register	(S)	20,286	.05	.05
Mobile News Item	(E)	9,500	.03	.03
Montgomery Advertiser	(M)	18,213	.05	.04
Montgomery Advertiser	(S)	20,783	.06	.05
KENTUCKY.				
Louisville Courier-Journal	(M)	26,294	.10	.07
Louisville Courier-Journal	(S)	49,058	.12	.09
Louisville Times	(E)	43,805	.10	.08
Louisville Herald	(M)	53,115	.07	.07
Louisville Herald	(S)	43,943	.07	.07
Lexington Herald	(M)	9,300	.0215	.0215
Lexington Herald	(S)	9,300	.0215	.0215
TENNESSEE.				
Chattanooga News	(E)	17,833	.03	.03
Chattanooga Times	(M)	25,815	.06	.06
Chattanooga Times	(S)	25,815	.06	.06
Memphis News-Scimitar	(E)	45,000	.11	.10
Memphis Commercial Appeal	(M)	63,981	.12	.10
Memphis Commercial Appeal	(S)	102,081	.14	.12
Nashville Tennessean & American	(M)	36,665	.05	.05
Nashville Tennessean & American	(S)	39,129	.06	.06
Nashville Banner	(E)	59,557	.07	.07
Knoxville Sentinel	(E)	19,036	.05	.04
NORTH CAROLINA.				
Asheville Times	(E)	6,176	.015	.015
Charlotte Observer	(M)	13,696	.055	.03
Charlotte Observer	(S)	17,826	.065	.04
Greensboro	(M)	11,893	.03	.025
Daily News	(S)	16,890	.03	.025
Winston-Salem Sentinel	(E)	6,900	.0179	.0179
SOUTH CAROLINA.				
Columbia Record	(E)	11,325	.025	.025
Columbia Record	(S)	9,216	.025	.025
Columbia State	(M)	18,561	.05	.04
Greenville Piedmont	(E)	4,769	.0143	.0143
GEORGIA.				
Atlanta Georgian	(E)	55,535	.08	.07
Atlanta Sunday American	(S)	109,977	.12	.10
Columbus Ledger	(E)	7,425	.0215	.0178
Augusta Chronicle	(M&S)	6,267	.035	.025
Macon Telegraph	(M)	19,719	.04	.04
Macon Telegraph	(S)	19,719	.04	.04
Augusta Herald	(E)	10,408	.03	.03
Augusta Herald	(S)	10,135	.03	.03
Savannah News	(M&S)	14,037	.04	.03
FLORIDA.				
Pensacola News	(E)	4,628	.0139	.0139
Pensacola Journal	(M)	5,309	.0172	.0172
Pensacola Journal	(S)	5,309	.0172	.0172
Jacksonville Times-Union	(M&S)	24,598	.055	.055
Jacksonville Metropolis	(E)	18,183	.04	.04
LOUISIANA.				
New Orleans Item	(E)	60,756	.10	.10
New Orleans Item	(S)	77,438	.12	.12
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(M)	55,336	.10	.10
New Orleans Times-Picayune	(S)	68,299	.12	.12
New Orleans Daily States	(E)	37,462	.08	.08
New Orleans Daily States	(S)	36,569	.08	.08
VIRGINIA.				
Richmond News Leader	(E)	39,401	.08	.06
Newport News-Press-Times-Herald	(M&E)	10,355	.025	.025
Newport News Daily Press	(S)	6,993	.025	.025
Norfolk Virginian Pilot	(M)	25,891	.05	.05
Norfolk Virginian Pilot	(S)	33,016	.06	.06

WIN THE TRADE THAT STICKS

Philadelphia

"The World's Workshop"

Offers You Greater Selling Opportunities

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

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

Think of the vast daily needs of this big market.

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

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

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

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

WILLIAM L. McLEAN, *Publisher*

New York Office, Dan A. Carroll, Tribune Building

Chicago Office, J. E. Verree, Steger Building

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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

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Vol. 50

NEW YORK, SATURDAY, NOVEMBER 24, 1917

No. 24

THANKSGIVING TOASTS TO THE PRESIDENT BY THE NEWSPAPER MAKERS OF AMERICA

"To Woodrow Wilson, Whose Broad-Visioned Leadership Has Silenced Partisan Criticism and United a Free Press and People in a Common Purpose, the Newspaper Makers of the United States Tender Loyal and Affectionate Greetings."

LEADERS and moulders of public opinion in America extend, through this Thanksgiving number of THE EDITOR AND PUBLISHER, their greetings and their expressions of loyal allegiance to the great war President of the republic.

Newspaper makers of the country, in touch with the thought and sentiment of the people, pay a tribute, in these messages, to their fellow-citizen in the White House, placing on record their deep appreciation of the man and the statesman, and voicing the gratitude of his countrymen to Almighty God because He has raised up, in a fateful hour of human history, a man with wisdom ample for the leadership of the world's embattled democracy.

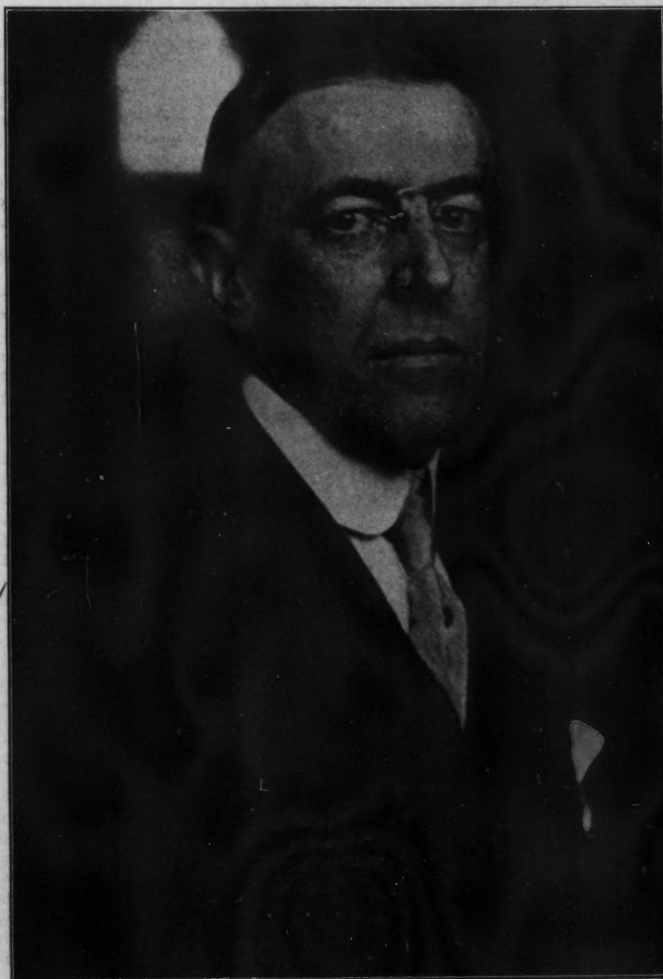
These tributes come from the hearts of big men. They come from men who have opposed Woodrow Wilson on domestic political issues, as well as from men who have supported him. But they demonstrate that, as the President of a great nation at war, he has no opposition from the makers of a free press, no petty criticism to add a straw to his heavy burdens.

It is within moderation to say that no other President in our history has ever so fully won the allegiance and support of the newspapers of the nation. Back of him, in solid alignment, stand the editors and publishers of America reinforcing his strength with their strength, his high service to the world with their service.

These messages, striking a new note in American life, offering an unprecedented evidence of the solidarity of the republic's makers and recorders of opinion, have for the most part come to THE EDITOR AND PUBLISHER by telegraph. They represent the views held by their writers now, and—we may be pardoned for believing—constitute the most heartening Thanksgiving feature that could be offered to the loyal readers of any newspaper.

Frank B. Noyes, President of the Associated Press, and editor of the Washington Star:

It has been my privilege on several occasions to pledge the whole-hearted loyalty and affection of the membership of the Associated Press to our Chief Magistrate in these days of heavy trial for him. I heartily join, in both my individual and representative capacity, in



By International Film Service.

WOODROW WILSON—AMERICAN.

your fine expression of our common attitude.

John R. Rathom, editor, the Providence Journal:

IN spite of mistakes inseparable from the tremendous and unusual tasks imposed upon America, the President has earned and rightfully won the loyal support of all patriotic and far-seeing members of the newspaper profession.

He has brought conscience, vision, and a sense of duty to bear on every grave problem that has confronted him in connection with the present war. He has the confidence of the people to an extent seldom equalled by any occupant of the Presidential office since the earliest days of the republic. This confidence is based on the general knowledge that the destinies of our country are being shaped at the most critical

moments in its history, by a man of heart and understanding, whose motives are unassailable.

Melville E. Stone, general manager, the Associated Press:

IN response to your suggestion, let me say that on April 24 last the following resolution was offered and unanimously adopted by a rising vote at the annual meeting of the Associated Press:

"Resolved by the Associated Press in annual session assembled:

"That as loyal citizens of the United States, we hereby pledge our hearty support of the effort of the executives of the Government to carry out effectively the mandate of the nation as expressed in the following war resolution adopted by the Congress on April 6, 1917:

"Whereas, The Imperial German Government has committed repeated acts of war against the Government and the people of the United States of America; therefore, be it

"Resolved, by the Senate and the House of Representatives of the United States of America in Congress assembled, that the state of war between the United States and the Imperial German Government, which has thus been thrust upon the United States, is hereby formally declared; and

"That the President be, and he is hereby, authorized and directed to employ the entire naval and military forces of the United States and the resources of the Government to carry on war against the Imperial German Government; and to bring the conflict to a successful termination all the resources of the country are hereby pledged by the Congress of the United States."

And respecting this resolution, let me say that "Our flag is still there."

Frank P. Glass, editor, Birmingham News:

"IN God we Trust" is the motto of the United States, and at no time in our history has that trust been more absolutely rewarded than in His raising up of Woodrow Wilson as the leader of the American people in this world cataclysm. Some years ago I wrote of the President that time would demonstrate that he had in extraordinary combination the outstanding qualities of several of our greatest Presidents. That demonstration has come quickly. He has indeed all the sound common-sense of

"PRESIDENT WILSON—PATIENT BUILDER OF A TRUER AND STURDIER AMERICANISM."—EDMUND W. BOOTH

Washington, which was the genius that enabled him to decide out of a confusion of counsel the wise, practical things to do for the day. President Wilson has even greater scholarship than Jefferson, with all that statesman's confidence in and vision of democracy. He has the will-power, the dominating quality, of Andrew Jackson, without his temper and with far more diplomacy. He has the self-control, patience, and charity of Abraham Lincoln, with the same intuitive perception of the people's purposes. He has the mental honesty and moral courage of Grover Cleveland. With such a combination of brain qualities and character forces, Woodrow Wilson will go down in history as the greatest of our Presidents, because he has had the opportunity and the responsibility of handling unprecedented world problems, while his predecessors were confined largely to domestic ones. Here is to Woodrow Wilson's continued health and vigor, that he may steer the ship of democracy to a safe harbor, where he will have the fullest opportunity to display his greatest gift—constructive capacity.

Edward P. Mitchell, the New York Sun:

"WE are beginning to realize," said a certain man about one year before the United States entered the war, "how a nation is a unit, and that any individual of it who does not feel the impulse of the whole does not belong to it and does not feel the impulse of the whole does not belong to it and does not belong to it." Is there a better response than in the repetition of these words of patriotism and long visioned statesmanship to THE EDITOR AND PUBLISHER'S Thanksgiving toast to the President who first said them, and whose name means to-day to all loyal Americans the flag and a united nation behind it?

R. F. R. Huntsman, president Brooklyn Standard-Union:

AMERICAN principles and aspirations have been nobly expressed and faithfully followed by the President since the time when resistance to a gigantic foe of political liberty and human rights became the duty of free men. The press rejoices that President Wilson is leading the nation on the path of right and justice when the world's eyes are upon America; that he seeks only the best means for making our power efficient and decisive, has avoided serious errors of administration, and has summoned anew that historic spirit of willing sacrifice and co-operation which promotes our national welfare in peace and war.

Elbert H. Baker, president and general manager, the Cleveland Plain Dealer:

RESPOND gladly to the toast, "The President of the United States." Since the nation began its existence no Chief Executive has had such great burdens to bear, such mighty tasks to do, such tremendous questions to answer. The conduct of his high office by President Wilson, in this vast crisis of world destinies, exalts the pride I feel that I am an American. He has submerged party beneath the higher obligations of patriotism. He has united all who are true Americans, and he faces the dark years before him with clear vision, courage, and the righteousness which comes of a just cause. As an American and as a newspaper publisher I stand by the President of the United States,

without equivocation and without compromise, until the fight is won.

Hon. Lafayette Young, sr., formerly U. S. Senator, and editor of the Des Moines Capital:

PRESIDENT WILSON was a peaceful President, elected when there was no struggle in the world excepting for commercial supremacy. Then, for two years and a half he guided the nation through difficulties as a neutral Power. Finally he was thrown into the conflict, backed by a country unprepared. Though he reversed his own peaceful attitude, he became a safe and sane leader in war. He possesses the faith and support of his country, which is fighting for its life and all its future. President Wilson is in the prime of manhood's strength, and the people are following him to an assured victory.

Richard W. Knott, editor, Louisville Evening Post:

TO the President, who withheld the thunderbolt of war as long as peace was possible, then launched it, with all the power that comes from a united people!

Norman E. Mack, editor and proprietor, the Buffalo Times:

SINCE the United States entered the war, no proposal for a collective expression of opinion has been more timely than the toast to the President, to which the newspaper men of America may make response. It gives us the opportunity to say what we all feel. In availing myself of that opportunity, I can say nothing better than what is contained in the words of the toast itself. The President's broad-visioned leadership, its effect in silencing partisan criticism, its unification of a free press and free people in a purpose universal to all, and the loyalty and affection with which the press proffers this greeting to the nation's great leader, summarize the whole situation.

P. J. Reid, managing editor, Detroit Free Press:

THANKSGIVING, 1917, for what? Freedom from the tyrant? Not yet. The Brotherhood of Man? Not by present records. Universal freedom? Far from it. American ideals? Yes! American purposes in this war? Yes. For the health and blessing of an army formed on this basis—that the American family stands firmly for the principle of democracy and universal freedom? Yes. Thanksgiving, 1917? Yes—because "the nation under God shall have a new birth of freedom," that from out of this calamity of war there shall emerge a country and a world committed to the central purpose that men are not mere pawns, but living, breathing flesh, entitled to and secure in liberty of action and the right to govern themselves. Thanksgiving, 1917? Yes, because it heralds the dawn of a greater day—a day when the next generation shall look back to this dark period as one which afforded the leadership, and an army, gifted with vision sufficient to see that America's strength and America's sacrifice were necessary, to the end that "Government of the people by the people and for the people shall not perish from the earth."

H. V. Jones, publisher, the Minneapolis Journal:

HERE'S to President Wilson! He kept us out of war till Germany had laid aside her last pretence. He put us in the war when our duty to our-

selves and to civilization permitted no other course. He has fused the American people into one nation. He has put America at the head of the world alliance of liberty. He has defined the war for all time as a struggle to make the world safe for democracy. Being human, he has his faults and has made his mistakes, but he is a great leader, and we trust him.

C. P. J. Mooney, managing editor, the Memphis Commercial-Appeal:

PRESIDENT WILSON has three superb qualities—Patience, Judgment, and Courage.

He was patient up to the point where his judgment directed that he should act, and when he acted he displayed exalted courage.

He has a right to command the loyal and active support of every one of the hundred million American people, and any American who does not stand behind him in this war is a traitor to his country.

John S. Cohen, editor, the Atlanta Journal:

COUNTLESS millions in lands across the sea, stricken hungry and helpless, may well give thanks with our own people that Woodrow Wilson's hand is guiding the destinies of our beloved republic, that his great heart and wonderful mind will dominate the treaty of peace when it is victoriously written.

A. C. Weiss, publisher, the Duluth Herald:

WHERE there is no vision the people perish." To the broad vision and enlightened leadership of President Wilson, more than to any other factor, is due the mighty reawakening of American ideals of democracy and social justice that has put the soul of a high purpose into America's participation in the war. When the future historian notes that the three towering peaks in the procession of American Presidents are Washington, Lincoln, Wilson, it will be because Wilson, like Washington and Lincoln, expressed in word and act the very heart and soul of American democracy in a great crisis and carried the nation through to victory because, God and the people with him, he was the fit leader and true spokesman of a great people, inspired by a great purpose, fraught with precious meaning for all mankind.

John C. Shaffer, editor, the Shaffer Group of Newspapers:

I CAN offer no sincerer toast to the President of the United States than to express the wish and hope of his countrymen that Divine Providence may permit him to realize at the war's end the splendid ideals expressed in the speech with which he entered it. And, further, that all partisanship shall be displaced by a united loyalty to our President, our country, and our flag, that we may thus attain a solidity of purpose and action that will be a lasting heritage to the future generations of the devotion of this present generation to honor and justice.

E. W. Barrett, editor, the Birmingham Age-Herald:

OUR President: He kept the nation out of war as long as he could do so with honor. Forced into the struggle by the ruthlessness of an autocracy which defies the laws of nations and instills in the hearts of its soldiers a barbarous cult, he has proved as strong in

war as he was in peace. Rallying the resources of the nation to battle for democracy, making of us a united people, and bending our energies under his wise direction to the fulfillment of a lofty purpose, the ideals of America and its best traditions are personified in the President.

E. B. Lilley, general manager, the St. Louis Republic:

PRESIDENT WOODROW WILSON'S masterly conduct of the war with Germany, his breadth of vision in our relations with other countries, and our preparations for the participation of the United States on the battlefields of Europe have placed our country so far in the front rank of world Powers that there can be no question of our position for centuries to come. The people of the Middle West, under the able leadership of the newspapers, are unanimously supporting the President, and will make any sacrifice necessary to uphold him and win the war.

H. L. Pittock, publisher, the Portland Oregonian:

THE Oregonian did not support Woodrow Wilson for President, but it supports President Wilson now, wholeheartedly, unreservedly, uncritically.

If the President loses the war, America loses the war, and I am for America always.

If Woodrow Wilson shall gain immortality through his successful leadership of America in this greatest crisis, the Oregonian will say, Well done and well deserved!

J. H. Allison, general manager, the Tennessean and American, Nashville, Tenn.:

SHOULD we not be grateful to the Almighty Father for giving us at this crisis in our affairs, and the affairs of the world, a man whose devotion to the synonymous ideals of Americanism and democracy has led us triumphantly into the fight for right, and in this struggle between the weak and strong, between the little and the big, beckoned us to gird our loins and cast our might for the cause of the weak, so that in the future the world may be made safe for the democracy of Christ?

Let us therefore thank God on this Thanksgiving Day for giving us, at this epochal period, our President, Woodrow Wilson!

C. F. Pfister, publisher, the Milwaukee Sentinel:

TO OUR PRESIDENT: May the depth and clearness of vision, aided by the far shining light of the imperishable Gettysburg ideal, with which the world, gradually including the better thought of Germany, now credit him, be demonstrated in the process of events and fructify in such a closing of the great world tragedy as shall prove the soul of good in things evil, and rebound to the better security and comity of nations.

Hon. Arthur Capper, Governor of Kansas, proprietor of the Topeka Capital:

THE loyal people of the nation, regardless of creed and political faith, repose implicit confidence in the courage, the patriotism, the wise statesmanship and the judgment of the President of the United States. They believe in his integrity of purpose in the war against autocracy, and at whatever cost

"PRESIDENT WILSON—HE HAS SUBMERGED PARTY BENEATH THE HIGHER OBLIGATIONS OF PATRIOTISM."—ELBERT H. BAKER

they will uphold his hands in its prosecution.

M. H. De Young, editor and publisher, the San Francisco Chronicle:

TO the President: May his policies have the effect desired of securing for all the peoples of the world the blessings of an enlightened form of democratic government, and rid them of the curses of autocracy and militarism. I am sure that in this wish I am joined by all patriotic Americans on the Pacific Coast, who look to his leadership and guidance to deliver the free nations of the earth from the menace which threatened them.

Charles Hopkins Clark, editor, the Hartford Courant:

THE Courant is profoundly grateful to President Wilson for his splendid utterances that have inspired the country and thrilled the world, and it is cordially supporting his prosecution of the war for democracy.

James M. Thomson, publisher, New Orleans Item:

AUTOCRACY never united a nation for selfish purposes as America is united to-day under the leadership of Woodrow Wilson who, as elected head of a democratic nation at war, is the proper protector of our rights and the necessary custodian of our national honor. The President has demonstrated his leadership in securing all that he has asked in the matter of ways and means for waging war, and has drawn to himself in magnificent fashion the patriotic cooperation of Congress, of the press and of the people. America has never yielded, and will never yield aught to its opponents' strength. It has the resources in morale and personnel, in numbers and in material, to defeat the Central Powers alone, and under the leadership of Woodrow Wilson all of the united and mighty force of the nation will be brought to bear against them, along with the stupendous forces of our gallant allies.

Edmund W. Booth, editor, the Grand Rapids Press:

TO THE PRESIDENT OF THE UNITED STATES, patient builder of a truer and sturdier Americanism, and back of him, to the host of volunteers and selective men under arms, to that great body of loyal citizens who have sunk partisanship to clear the channel for service, and to the mothers and wives who are knitting their hopes and prayers into the olive drab, to all of these, each helpless without the other, but who, united, typify the spirit that to-day is making America mean more to the world and more to an American than ever before!

W. H. Cowles, publisher, the Spokane Spokesman-Review:

ANSWERING your telegram: Since the declaration by Congress that a state of war existed between Germany and the United States, President Wilson has shown great courage and ability in getting under way the vast machinery necessary to organize our people for war and to train the necessary millions as soldiers, at the same time starting effective movements to make all parts of our huge country realize the seriousness of the situation and that each individual must do his or her share to help make victory certain. He is entitled to the full-hearted support of every citizen.

By the President of the United States of America: A Proclamation

IT HAS long been the honored custom of our people to turn in the fruitful autumn of the year in praise and thanksgiving to Almighty God for His many blessings and mercies to us as a nation. That custom we can follow even now in the midst of the tragedy of a world shaken by war and immeasurable disaster, in the midst of sorrow and great peril, because even amidst the darkness that has gathered about us we can see the great blessings God has bestowed upon us, blessings that are better than mere peace of mind and prosperity of enterprise.

We have been given the opportunity to serve mankind as we once served ourselves in the great day of our declaration of Independence, by taking up arms against a tyranny that threatened to master and debase men everywhere and joining with other free peoples in demanding for all the nations of the world what we then demanded and obtained for ourselves. In this day of the revelation of our duty not only to defend our own rights as a nation, but to defend also the rights of free men throughout the world, there has been vouchsafed us in full and inspiring measure the resolution and spirit of united action. We have been brought to one mind and purpose. A new vigor of common counsel and common action has been revealed in us. We should especially thank God that in such circumstances, in the midst of the greatest enterprise the spirits of men have entered upon, we have, if we but observe a reasonable and practicable economy, abundance with which to supply the needs of those associated with us as well as our own. A new light shines about us. The great duties of a new day awaken a new and greater national spirit in us. We shall never again be divided or wonder what stuff we are made of.

And while we render thanks for those things, let us pray Almighty God that in all humbleness of spirit we may look always to Him for guidance; that we may be kept constant in the spirit and purpose of service; that by His grace our minds may be directed and our hands strengthened, and that in His good time liberty and security and peace and the comradeship of a common justice may be vouchsafed all the nations of the earth.

Wherefore, I, Woodrow Wilson, President of the United States of America, do hereby designate Thursday, the twenty-ninth day of November next, as a day of thanksgiving and prayer, and invite the people throughout the land to cease upon that day from their ordinary occupations and in their several homes and places of worship to render thanks to God, the great ruler of nations.

In witness whereof I have hereunto set my hand and caused the seal of the United States to be affixed.

Done in the District of Columbia this 7th day of November, in the year of our Lord one thousand nine hundred and seventeen, and of the independence of the United States of America the one hundred and forty-second.

WOODROW WILSON.

By the President:
ROBERT LANSING, Secretary of State.

W. A. Elloit, business manager, Jacksonville Times-Union:

IN proposing a toast to Woodrow Wilson, President of the United States, we make acknowledgment of his wisdom, foresight, and splendid ability. Chosen to guide the destinies of one hundred million of the finest people on earth, living in a land of achievement and industry, plenty and patriotism, his magnetic personality, his wonderful perception and unswerving fidelity to ideals, of which latter his are the highest, have welded instantaneous and insoluble bonds between himself and the inhabitants of the United States, and shown the path through difficulties and dangers. His broad vision has absorbed and understood the situation that now confronts the world, and his leadership for God and humanity and the right is followed, not blindly, but by multitudes,

with open eyes and thankful hearts. His leadership is complete, because his followers are satisfied that his every move is based upon sound principles, and must achieve success. Woodrow Wilson, the real man of the hour, we toast and speak for every honor.

Alexander P. Moore, editor-in-chief, the Pittsburgh Leader:

TO THE PRESIDENT, a lover of peace, forced into war for humanity's sake, and backed by a united nation in driving a one hundred per cent. blow at the enemy of democracy and individual and national rights. To the President, who will lead an army and navy that have never known defeat through the bloodiest war in history, and dictate a peace in accord with the doctrines of the Prince of Peace, that will stand as a monument to the birth of

world-wide democracy and equal opportunities for individuals and nations.

E. Lansing Ray, vice-president, the St. Louis Globe-Democrat:

THIS is a time of unusual stress and difficulty, and every loyal American should whole-heartedly support the President in the wise and efficient Administration which he is rendering, under the burden of overwhelming difficulties. This is not a time for partisan politics or petty criticism on non-essentials.

Scott C. Bone, editor, the Seattle Post-Intelligencer:

TO THE COMMANDER-IN-CHIEF, GREETINGS! May his vision ever be broad and true, and may God give increasing wisdom and courage to his leadership in this supreme crisis. No encomiums are due the American press for its steadfast and virile support of the Government. It has done only its patriotic duty. But the American press does deserve all praise for doing that duty so wholeheartedly, unitedly, and helpfully. The Thanksgiving slogan from this corner of the continent is: "Our country, eternally right in going to war, and ready to follow wherever Old Glory leads to win this war."

Marcellus E. Foster, editor, Houston Chronicle:

LET us be grateful for a Chief Executive who has the sensitiveness to feel, the vision to perceive, the intellect to realize, and the courage to perform. Here's to you, Woodrow Wilson, man of the hour and instrument of destiny! May God in His infinite wisdom cause the hope of this, and of all other countries to recognize, cherish, and defend the high ideals which you have put forward as justifying our entrance into the present war.

Arthur Brisbane, editor and owner, the Washington Times:

YOUR toast to the President and his public services is published in the news or editorial columns of the Washington Times every day. A large part of the satisfaction in owning a newspaper here consists in the opportunity to call attention to good work that the President does for the country.

William A. Thomson, director, Bureau of Advertising, American Newspaper Publishers Association:

PRESIDENT WILSON has America behind him because he has proved his Americanism. Politics is too often a matter of words and of factions, but patriotism is measured by the heartbeats of a nation. The President has united all factions because his leadership has challenged every man to choose between America and something less worthy.

W. H. Dodge, president, the Scripps-McRae Newspapers:

THE most trusted and best listened to man on the globe to-day is Woodrow Wilson. Bigger than politics, actuated by the principle that righteousness, not might, exalteth a nation, Mr. Wilson is making a tremendous impression upon the world. He is restoring the moral prestige of this country among the nations. He is leading us back to the ideals of the founders of this republic. No man doubts the honesty of the President. No man questions his courage or his wisdom. Time

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LEADERS IN 65TH CONGRESS EXPRESS LIVELY INTEREST IN NEWS PRINT SITUATION

Letters from Members to THE EDITOR AND PUBLISHER Contain Assurances that Smith Resolution for Federal Control Will Have Careful Consideration and Warm Support—Prospect that Early Solution May Be Found Through Amicable Agreement, Involving Government Supervision—Ample Grounds for Thanksgiving Cheer.

RECENTLY THE EDITOR AND PUBLISHER prepared and submitted to every Senator and Representative in the Sixty-fifth Congress a brief on the news print situation, in which conditions were outlined and the need for Federal control, as proposed in the Smith resolution, indicated.

Since that brief was prepared and mailed—November 10—events have been moving with startling rapidity. A solution of the differences between manufacturers and publishers, on lines involving a form of Federal control and regulation of distribution and prices on the lines contemplated in the Smith resolution, has been under consideration. For obvious reasons the details of this plan cannot be revealed at this time, as nothing definite may be accomplished pending the disposition of the trials of the manufacturers in the Federal courts.

The positive assurance may be given at this time, however, that the things which the Smith resolution aims to accomplish—the restoration of reasonable prices for news print, based upon manufacturing costs at the present time, and allowing a fair margin of profit for the manufacturers—are to come to pass, if not through the enactment of the proposed law, than even earlier through an amicable adjustment of the whole situation, through which hearty cooperation will be restored between makers of news print and their customers, under ample safeguards for all interests involved.

That leaders of the Congress are deeply interested in the news print situation, and stand ready to support the Smith resolution for Federal control, or any other legislation which may help to restore normal conditions in the news print market, is indicated by the tone of the responses received by THE EDITOR AND PUBLISHER to the recent letter sent to members of the two houses at their homes.

As a contribution to the Thanksgiving cheer of the newspaper makers of the nation, THE EDITOR AND PUBLISHER here reproduces a few of these letters.

SPEAKER CLARK IS INTERESTED.

Hon. Champ Clark, Speaker of the House of Representatives, writes:

"I have your letter and enclosures and will give the matter due consideration. The print paper situation is certainly very bad. I have been trying for ten or twelve years to improve it. I have introduced two or three bills on that subject. Naturally, I would have supposed you would have heard of my activities in that regard."

Hon. William E. Mason, Representative-at-Large, Illinois, writes briefly and to the point:

"I have received your communication in regard to the newspapers, and I am in sympathy with your suggestion."

Senator William Alden Smith, of Michigan, Member of the Committee on Foreign Relations:

"I have your courteous letter of the 10th, also the pamphlet on the news print paper situation, which I have read with interest. I am obliged to you for writing me. I am very much interested in the subject referred to."

Hon. Edward W. Pou, Chairman of the Committee on Rules of the House of Representatives:

"I beg to acknowledge receipt of yours of the 10th instant, enclosing pamphlet regarding the news print situation throughout the United States, and assure you I shall be glad to examine the same carefully, with every inclination to give my support to the Smith resolution."

Hon. William J. Cary, Representative from the Fourth District, Wisconsin:

"Your letter of recent date, with the brief, was duly received and I have read the same carefully. What you say is undoubtedly true, and you need not have any fear about my vote."

Senator Carroll S. Page, of Vermont, Chairman Committee on Transportation and Sale of Meat Products:

"Yours of 10th received. On my re-

turn to Washington I expect this matter will be taken up before the Committee on Printing, and I shall then be very happy to give the case consideration. The meetings of the Committee on Printing I always attend, and I presume at that time some one representing newspaper makers will be present to enlighten us as to what to do."

Hon. Louis W. Fairfield, Representative from the Twelfth District, Indiana:

"Referring to resolution of Senator Smith, concerning manufacture and distribution of news print, permit me to say I am in hearty accord with this effort to compel manufacturers and distributors to deal fairly with publishers."

Representative Harry H. Pratt, of the Thirty-seventh District, New York:

"I desire to thank you for sending me the brief giving the facts as to the news print situation. It has long been evident that there is nothing left to be done by Congress except to empower the Federal Trade Commission to take charge of news print manufacture and distribution. I will take pleasure in supporting the pending resolution (S. 101) offered by Senator Smith, of Arizona."

Hon. A. J. Montague, Representative, Third District, Virginia:

"I beg to acknowledge receipt of your letter of the 10th inst., in relation to manufacture and distribution of news print paper by the Government, and to say that I shall read the statement accompanying your letter and will give to the whole subject very careful consideration."

Hon. J. Hampton Moore, Representative, Third District, Pennsylvania:

"Your favor of November 10, relating to the newspaper supplies situation, has been received, and will have my best attention."

Hon. Edward W. Gray, Representative, Eighth District, New Jersey:

"Replying to your favor of the 10th inst., I beg to say that, as an experienced newspaper man, I feel myself in a position to give intelligent consideration and support to the interests of the newspaper publishers of the country."

Hon. Joseph McLaughlin, Representative-at-Large, Pennsylvania:

"Your letter of November 10 has been received, and I hasten to assure you that when the resolution of Senator Smith, of Arizona, comes before the House for consideration, I will give it my best attention and consideration."

Hon. George E. Hood, Representative, Third District, North Carolina:

"I have the honor to acknowledge your communication of the 10th inst., together with pamphlet, in reference to the newspaper industry of America. I will be very glad to give the matter my earnest and careful consideration."

Hon. Carl E. Mapes, Representative, Fifth District, Michigan:

"Your letter, with enclosure relative to the resolution of Senator Smith, of Arizona, providing that the manufacture and disposition of news print shall be on Government account during the war, was duly received. I am glad to write that I am in favor of Senator Smith's resolution, or one having the same purpose in view."

Senator S. S. Thomas, of Colorado:

"I am absolutely and unreservedly in favor of the Smith Resolution. My only criticism of it is that it does not go far enough. I would prefer to see the Government, under the direction of the Federal Trade Commission or some other agency, take over the manufacture and distribution of all paper, print and otherwise on Government account until the war shall have ended; and if the administration of the Bureau proved satisfactory, then I am in favor of its indefinite continuation."

Hon. Jeff McLeMore, congressman-at-large, Texas:

"Your contentions regarding the news print paper trust are well taken, and if the Smith Resolution will afford the relief desired, it shall receive my most hearty support and vote."

PUBLISHERS HAVE REAL CAUSE FOR GENUINE THANKSGIVING

MAY JOIN WITH REST OF NATION IN GIVING SINCERE THANKS—WAR PROBLEMS HAVE BEEN MANY BUT FEW HAVE BEEN INSURMOUNTABLE

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, November 20.—With the approach of Thanksgiving the publishers of the country may join with the rest of the business interests of the nation in giving sincere thanks. As the nation is at war, it is to be expected that the publishers' interests would necessarily have to suffer some curtailments owing to the restrictions of war policies, but with the prosperity of the present and the prospects of continued prosperity, the publishers need hold no fears for the future.

While it may be stated that in many of the European countries the newspapers are given principally to the publishing of news—the elimination of social and sporting news and the very material advertising matter has become necessary—such will not be the case in America. From present indications the United States will prove the exception to this condition which has been imposed upon the European countries now at war.

That the publishers will have the aid of the Administration and the help of Congress in the forthcoming session, is vouchsafed by present actions and promises for the future. The Treasury Department only this week has handed down a very important decision, very materially affecting the newspaper business, in the interest of the publishers. Notwithstanding that express companies had held that newspapers shipped by express in bulk should be taxed on individual packages when so shipped, the Commissioner of Internal Revenue, with the approval of the Secretary, has reversed that decision of the express companies and holds that newspapers shipped by express in bulk shall be taxed on a single weight basis only.

The loss of automobile advertising in newspapers is rumored, owing to the fact that this industry is directing a great deal of its attention to Government purposes, but it can be stated without fear of contradiction that the automobile has its hold upon the American public to the extent that it will continue to be used regardless of the large number which may be diverted for Government purposes, owing to the demand by war agencies, and that the automobile manufacturers will continue to advertise their commodity as extensively in the future as in the past.

The Food Commission denies that, while active in the conservation of all unnecessary articles being used, it

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SUBSTANTIAL REASONS FOR GIVING THANKS FOUND BY MANY ADVERTISING AGENTS

Business Better Than Anticipated—Shows Healthy and Steady Increase, and Gives More Than a Promise for Excellence Next Year—Busy Advertisers Appreciate Importance of Keeping Brands Before Public and Stimulus of Speeding Up Enlivens Every Office.

IF there is anything pessimistic in the advertising situation, either as to its present condition or the outlook for the coming year, advertising agents seem to be unable to find it. THE EDITOR AND PUBLISHER asked a number of them to express their sentiments at this Thanksgiving period, and they did so, fully and freely. Despite the apprehension that obtained among some of them a while ago, that the war would curtail advertising to a point where the large agencies would do little business and the smaller ones be forced to utilize their activities in other fields, experience so far indicates that business is practically as good as ever. Some accounts, affected by changes in production caused by the war, have dropped out, as is admitted on all sides, but the industry of the advertising agents has replaced the business lost with other just as good and as profitable, and the stimulus of seeking new ways has been found improving.

Some of the lines that ceased putting out copy have returned, and there is a feeling that most of the others will follow suit. Some advertisers who are unable to keep up with their orders, and who might be expected to at least curtail their advertising, have maintained their usual volume, and in some instances increased it, feeling that now, while their business is heavy and their profits more than usually large, is the time to spend their money to keep their brands before the public against the season when they will need to push hard for the business that now comes to them easily.

The "year of starvation" predicted by some during the first twelve months of the year, has failed to materialize, and if it is to come next year, not a single advertising agent communicating with THE EDITOR AND PUBLISHER finds its shadow cast before. Some of them think 1918 may not show up very well when a balance is struck at its close, but these anticipate no calamity, but rather an impetus to ideas and efforts that will send the volume of business recorded for the year following, and those that come after that, to higher levels than were ever before reached.

Here is what they say:

James O'Shaughnessy, executive secretary American Association of Advertising Agencies, 225 Fifth Avenue, N. Y.

"We have more to be thankful for in this wonderfully blessed country of ours this Thanksgiving-time than ever before in its history.

"Under our Government we are achieving for the world's enlightenment and its economic betterment.

"As a nation we are making world ideals into world realities.

"As a people we are standing upright in the majesty of our full power, looking clear-eyed at our problems, which have been strangely simplified by the purity of our desire for world justice and perpetual peace and happiness to every race in every clime.

"On every side we are blessed with abundance. We are stewards of the world's stores; yet we are practicing the beatitudes. We have made ourselves irresistible in war and admirable to the world.

"We have more blessings for which to devoutly thank God than we can truly comprehend."

Frank Presbrey, president, Frank Presbrey Co., 456 Fourth Avenue, New York:

"There is much that we have to be thankful for in this country, and advertising agents particularly should be thankful that the manufacturing and merchandizing interests are taking the situation sensibly and not curtailing their expenditures in the line of advertising.

"The sober, second thought of the commercial world is based on sound sense, in that it realizes that a general curtailment of enterprise would result in seriously crippling business, and if business is crippled or depressed, the nation will be handicapped in carrying out its stupendous plans for the conduct of the war. Business begets prosperity, and prosperity is a prime necessity for accomplishment.

"Let us, therefore, be thankful that there are no signs indicating a diminution of enterprise, or of advertising."

Major E. E. Critchfield, president of Critchfield & Co., Chicago:

"I can see a marked stimulation of advertising activities along practical lines—to a degree sufficient, I believe, to more than overcome the so-called 'slump' in advertising as applied to merchandise belonging in the luxury class.

"That war conditions have had their effect upon the buying habits of the American people cannot be denied; yet the fact remains that the buying power of the people as a whole is undiminished. Human needs are the same, and the momentary facilities with which to meet those needs are in no way reduced. Our economies are based upon the exigencies of war-times and are not the forced result of money shortage. They are measured by the needs of the men who are doing our fighting, rather than by any necessity for economy, as the term is commonly accepted.

"In other words, the American people can buy, but they intend to buy sensibly. The situation, therefore, seems to present an unusually favorable chance for good products, house furnishings, clothing, and a vast variety of articles designed to serve the requirements and comforts of the people.

"This is the time, then, for constructive advertising covering such products, and a host of manufacturers see the proposition in this light. Competition after the war, and during the long period of commercial reconstruction which is sure to follow a declaration of peace, is bound to be keener by far than it is to-day, or than it has ever been.

"Owners of brands and trade names

which are firmly fixed in the public mind have no cause for worry. Manufacturers who take advantage of this opportunity to establish their brands and names in the channels of trade and the public consciousness will have no cause for worry after peace settles over the world.

"It is America's great advertising opportunity—within prescribed limits—and he who takes advantage of his opportunity is the one who will share none of the uneasiness now felt by the manufacturer whose eggs are all in the war basket. The country must be served—true. But where individual interests may be protected without interfering with public service, common-sense dictates that broad, constructive work for the future is the procedure that will give the one assurance of business safety."

William H. Rankin, president of the William H. Rankin Company, Chicago:

"One of the strongest indications of the value and the growth of newspaper advertising in the future is the wonderful way in which newspaper men, advertising men, and business men worked together to make the Government in the second Liberty Loan campaign the greatest advertising campaign that has ever been run.

"So long as newspaper advertising can prove so conclusively, as it did in the second Liberty Loan campaign, that it will lower the cost of distribution, there can be little fear concerning its future. Reports from hundreds of cities all over the United States indicate that wherever strong advertising campaigns were used, notably in Detroit, Cleveland, Chicago, New York, San Francisco, Portland, Seattle, Los Angeles, and a great many other cities, the quotas were not only over-subscribed, but the time of the bond salesmen was greatly conserved and the cost of selling a bond was materially reduced.

"In Chicago, for instance, with an extensive advertising campaign going in every one of the seven English dailies, with a full page or smaller-sized advertisement every day from October 8 to 27, and also with pages and smaller advertisements in eighty-three of the foreign-language newspapers, and five farm papers, the cost of the advertising was only 2.7 per hundred-dollar bond sold.

"This campaign shows conclusively that it is possible for the Government to give the next issue of the Liberty Loan a thorough advertising in the newspapers, which is necessary, and, at the same time, keep within the appropriation for expenses which Congress is likely to make.

"But not only in Liberty Loan advertising is the future of the newspapers and newspaper advertising very bright. Among our own customers there is a spirit of determination to go steadily forward, mindful of the fact that a strong advertising campaign is the best insurance that they can possibly carry.

"Government control of foods and industries, while it makes it advisable to cease advertising in certain lines, in order to keep down the demand, on the other hand, makes it highly desirable to advertise certain other lines, particularly substitutes for some of the articles which we are especially interested in conserving. This opens up new fields for advertising which the business men have very quickly taken advantage of.

"The reason that I am so confident of a future for advertising, and of newspaper advertising in particular, and the reason that my associates in this company and our customers all feel that the year 1918 is going to be the very best in our history, is this:

"Conservation must be the keynote of our business relationship—conservation of food, of materials, of men, of money, and of time. Conservation of time is one very important item which we should not overlook, and one of the very greatest forces in the conservation of time is advertising, as was so conclusively proven in the hundreds of successful advertising campaigns recently, where the cost of distribution has been lowered. In the Red Cross campaign in Chicago the cost of selling Red Cross memberships was reduced from the previous record of 23 cents per member to 7½ cents per member secured.

"With these definite facts as to the power of advertising in conserving time, it is certain that such a great economic force not only will not be diminished in the war period, but that day by day, as our need for conservation grows greater, the power of advertising will be greater."

W. C. D'Arcy, president of the D'Arcy Advertising Company, St. Louis, Mo.:

"We have never before been so busy as we are now. We have renewed three campaigns within the last week. One of them represents an increase of one hundred per cent, the other two approximately thirty per cent. Ordinarily these three accounts might be expected to curtail operations and promotion.

"We have a Southern food account that within the last twenty-four hours has authorized some page insertions in Southern dailies, and this is the forerunner of three campaigns on separate products which will be put out on the first of January or before. These advertisers have not spent more than a few dollars in the past two years.

"Our other business is above normal, and for eleven consecutive years each twelve months has surpassed the previous. We confidently look for even better business, but we will admit that a disposition exists on the part of the advertiser to be cautious; and we are in sympathy with his reasoning."

H. E. Lesan, 440 Fourth Avenue, New York:

"I find reason for thankfulness in that the whole world is undergoing a financial and political adjustment. This will immensely benefit the entire structures of both ethics and business. The French

Revolution was tough while it lasted, and tough for a long time afterward; but now we can look back and see that monarchism then got its worst blow. Monarchism didn't take the count then, but it had a fearful shock. This time, however, it is doomed, and with political monarchism will go into the discard monarchism in business, religion, banking, and every other phase of human life. We can look forward to the time when the war ends with victory for the Allies, as it surely will, with a feeling of thankfulness that the whole world is to benefit by reason of its suffering now, just as a patient is better after a successful operation.

"In the meantime we are going to do enough business to get along, and get along well. All we are losing now are the luxuries, and we can well afford to do without them. Wheatless days and meatless days will occur in the advertising business, but as we don't find them difficult to endure in our daily lives, now we are becoming accustomed to them, so we will find our advertising digestion and general health better for enduring them in that line. We shall be reduced to the essentials in advertising, as we are in living. There is a good deal of bunk and hot air in advertising to-day, and it might better be wiped out. Everything that smacks of false advertising must go, and the business body will find itself better for the going.

"We shall last, in the advertising business, through the entire war, no matter how long it is stretched out, and have enough to go and come on. We shall have to speed up on ideas and increase our efforts, but that is only another way of doing without luxuries. There's nothing pessimistic to me in the advertising situation, not even when I consider the period of reconstruction that is bound to follow the war, and which will give us even a tougher experience."

H. K. McCann, of the H. K. McCann Company, 61 Broadway, New York:

"One of the things we have to be thankful for is that we are on this side of the water, not on the other. Another thing is that we have a form of government here that makes such a situation as obtains in the warring European countries impossible. There is an element of sanity in the United States that makes us all pull together, not in opposite directions, as is the case with Germany. We are united, and this means certain victory over any foe that opposes us.

"From a business standpoint, I am extremely optimistic. All our clients are prosperous, and that means that we are prosperous, too. Business is holding extremely well, although there is no doubt that if the war continues two or three years longer, as some folks say it will, advertising is going to suffer. There will be a shortage of food and other things that is certain to curtail advertising. But even at that, conditions will not be so serious as to drive any of us out of business. I notice that all the English advertising concerns manage to keep their signs out, and conditions there are a great deal worse than they are over here—probably worse than they ever will be in the United States.

"I hear some talk about advertising dropping off because the manufacturers have more business than they can attend to; but I don't take any stock in it. We have one client especially, who produces a food, who cannot deliver more than about 50 per cent. of his orders, they come in so fast. But he isn't cutting down his advertising. He argues that now is the time for him to come

in and dominate the market. He intends to keep his product and his brand before the consumer, and to take the time while he has the money to pound it in so hard that it will never be forgotten. That's the way with a good many others, and that will aid very materially to keep the advertising agents busy and the columns of the newspapers filled.

"America is the richest market in the world, and this has never before been so keenly appreciated by foreign advertisers. That means that when the war is over they will literally flood our country with appeals to purchase their goods. I know of a number of British manufacturers who are now preparing to make a big drive here after hostilities cease. Some will take longer than others to make a commercial invasion, but it is bound to come, and within a year or two after the war every country in the world will look to the United States for a market and spend its money freely here for advertising. Personally I am content with the present and the fiercest of optimists for the future."

Ernest J. Goulston, of the Ernest J. Goulston Advertising Agency, New York and Boston:

"It is our opinion that advertisers and agents in America owe a profundity of thanks for the fact that they are integral parts of the greatest country in the world. A country which, even when plunged into the midst of war, is not shaken from the foundation of righteous living and justice to all mankind—and the country that will eventually make safe for the democracy of the world in its broadest aspect, and for all time to come will be the foremost exponent of the principle of "Peace on Earth and Good-will to Men."

C. Ironmonger, 85 Madison Avenue, New York:

"With the approach of our national day of thanksgiving it is highly appropriate that those of us who have the honor to be associated actively with the great profession of advertising should 'take stock' of the particular reasons why we should be thankful.

"Inasmuch as our beloved country has found it necessary to draw the sword in defence of the liberties of humanity, I am thankful that our business men recognize that a live country can make war more effectively than a dead one, and have kept the wheels of industry and production turning. As the revenues of a nation are dependent solely upon its activities, I am thankful that advertising is playing and will continue to play so important a part in producing those revenues upon which our nation must depend for the effective support of our soldiers and sailors at the front.

"More than ever this nation needs merchandise. More than ever our manufacturers and merchants need the assistance of advertising, the greatest economical force in their distributing and selling plans. More than ever the people will respond to the honest story of honest goods. To invite the stagnation which would result from a general cessation of advertising at this critical period in the history of our nation would be to invite the shrinkage of our national revenues and the weakening of our mighty right arm upon which the world is depending more and more for the salvation of its civilization. I am thankful that, due to the broad common sense of our patriotic business men, no such danger confronts us."

Harry Rascover, vice-president and treasurer, Albert Frank & Co., 26 Beaver Street, New York:

"Looking back on the past twelve

months and reviewing the events which take rank with the most important in the history of the world, we must come to the conclusion that we have much to be thankful for as Americans, individually and collectively.

"We should be thankful because Woodrow Wilson is President of the United States at this time; because of the wonders accomplished in getting our military forces into fighting trim; because the two great Liberty Loans were so successfully subscribed—over-subscribed; because financial conditions are so encouraging; because business is holding up remarkably well under the circumstances; because advertising plans now being worked out point the way to encouragement for business conditions during the coming year."

Wilbur S. Corman, president Corman-Cheltenham Co., 19 West Forty-fourth Street, New York:

"There are many reasons why we should be thankful. One of them, so far as this agency is concerned, is that our business has shown a steady and healthy increase during the year just closing, that it is continuing to improve, and that the outlook for the coming year is so bright. I believe we are in for better times than we have had recently in the advertising business, and that as matters adjust themselves to the conditions created by the war, everybody will find plenty of reason for continued thankfulness."

Representatives of Canadian newspapers share the optimism of American advertising agents. They find that Canada is far more prosperous than she was before the war, that the people who have not gone "over the top" have more money to spend and that advertisers find good results from their newspaper solicitation. They say that all the advertising lost during the first year of the war, and this was not slight, has been more than replaced, and that the outlook is for even better business than formerly. These responded:

C. H. Eddy, of Charles H. Eddy Company, 200 Fifth Avenue, New York:

"The advertising agent who is not optimistic just now is a pessimist of no mean parts. We don't have to make a diligent search for thankfulness, I assure you. It is true that some lines of business have dropped out of the advertising field because of the war, but that was to be expected, and the live advertising agent didn't wait for them to fall by the wayside before he got after others to fill their places.

"The war is affecting the whole business structure, of course, but one of its effects is to drive the advertiser more than ever to the columns of the newspapers. To get the best results he must be on the alert and take quick advantage of the news of the progress of the war. This means quick shifts in his manner of appeal to the purchasing public, which only newspapers can achieve.

"Business is good now, so far as our agency is concerned; fully as good as it was a year ago, and perhaps a little better. It is improving all the time, too, and I look for a better year in 1918 than 1917 was, though we have no cause for complaint in that. Some of the lines that have dropped out are bound to come back before long, and this means that all we have secured to replace them will represent additional business. Put me down as one who bases his optimism on what has been, what is, and what will come as certain as Thanksgiving Day."

J. P. McKinney, of J. P. McKinney & Son, 334 Fifth Avenue, New York:

"Thanksgiving finds Canada in a pe-

culiar situation. More than 600,000 of her sons have gone across the ocean to fight for the parent country. There is hardly room for rejoicing in the fact that they are risking their lives in a war that ought never to have been begun, but every man, woman and child in the Dominion is thankful that Canada can do her bit, and that she is doing it in a whole-hearted way.

"We have cause for real rejoicing in the tremendous prosperity of Canada. Never before have the harvests been bigger nor better, never before has there been such a volume of employment, and never before have Canadians had so much money to spend for the luxuries and necessities of life. In Toronto, where the Mail and Empire, which I represent here, is published, whatever poverty existed has been entirely wiped out. Everybody, from the laborer to the capitalist, participates in the good times and can buy more freely, attend more shows and entertainments and live better than he could at any time in the past.

"Speaking from a business point of view, advertising is now on a good, substantial basis, the losses that occurred in the first year of the war have been more than made up, new concerns are seeking the Canadian field for the disposal of their wares through the columns of the daily papers, which are bringing excellent results to their patrons, and the future holds a promise of even better times than those we are having now. I see every reason for representatives of Canadian newspapers in the United States to rejoice and give thanks at this season of the year."

Dan A. Carroll, 154 Nassau Street, New York:

"As a Canadian newspaper representative, I find a lot of reason for thankfulness in the fact that Canada is now getting her second wind, from a business point of view. The war hit Canadian business houses at a most inopportune time. There had been many land booms, and the people were land poor. Therefore the slump in advertising that came after the war was due and would have occurred even if hostilities had not broken out. Then came the Victory Loans, which took what remained of cash from the people, who responded nobly to the call. If the money raised in the loans had been spent in Canada, business would have maintained at least its usual level. Unfortunately, Canada was not prepared to manufacture the things needed for the war—uniforms, equipment, munitions, etc.—and so, unlike the United States, was obliged to spend it in foreign markets.

"Now, however, Canada is spending her money within her own borders. This, with the tremendous crops for which everybody is getting increased prices, is spreading prosperity over Canada to a measure that the Dominion has never before experienced. Everybody is working, and that means there are plenty of people to buy commodities offered through the columns of the newspapers.

"So far as United States advertising is concerned—that is, advertising in Canada goods made here—I have no apprehension. Even if the Government take over parts of many plants that are manufacturing non-essentials, the advertising will continue good. The Government will pay 10 per cent. of the cost, and that means the manufacturer will at least not lose any money and will be able to advertise the remainder of his production. And they'll do it

Growth and Development of American Journalism

By James Melvin Lee
Director, Department of Journalism, New York University

2. Newspapers of Revolutionary Period. 1765-83

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

THE Revolutionary Period really began on March 22, 1765, when on that date the British Parliament passed its obnoxious Stamp act to take effect on November 1 of that year. By this act, newspapers published in the colonies were scheduled to pay a half-penny tax for one half-sheet, or less, and a one-penny tax for anything over one half-sheet, but not exceeding one whole sheet "for every printed copy thereof." Any advertisement inserted in their columns must, according to the terms of the act, pay a duty of two shillings. The newspaper taxes imposed by the Provincial Legislature of Massachusetts and New York had been paid without a great deal of protest, but colonial printers fought this new act, not only because they were opposed to taxation without representation, but also because they feared that subscribers and advertisers would not be willing to pay the increased cost of production. In self-defence the newspapers, even those still loyal to the Crown, united in a spirit of co-operation against the act: legislators were advised to "take good care of the freedom of the press," and the columns of the newspapers reproduced lively discussions on "the rights of the people" in the matter of taxation.

While a few of the newspapers in America did actually suspend publication on account of the Stamp act, most of them simply threatened to do so and then went ahead and brought out their issues with or without their regular official titles. For two or three weeks after the act went into effect several newspapers appeared with such heads as "No Stamped Paper to Be Had," "Recent Occurrences," etc. The Maryland Gazette issued a "Doom's-Day Number," which appeared in deep mourning, with the skull and cross-bones, representing the stamp, on the lower right-hand corner of the front page, and printed in deep black type the words, "The Times are Dreadful, Dismal, Doleful, Dolorous, and Dollarless." Though this newspaper had announced in its issue of October 10, 1765, that it would suspend publication, it was kept before the people of Maryland by "apparitions" which closely resembled the real thing. For example, on January 30, 1766, there appeared the Maryland Gazette Reviving; on February 20, 1766, the Maryland Gazette Revived, and by March 6, 1766, the Maryland Gazette. These "apparitions" proved that the Gazette was "not dead but only sleepeth." After the date last mentioned, the paper resumed regular publication. Even the South Carolina Gazette had in place of its title the usual imprint "No Stamped Paper to Be Had."

NEWSPAPERS LINED UP AGAINST ACT.

Other newspapers took just as decided a stand against the act. Hugh Gain



CONSTANTINOPLE, August 17.
WE have accounts that the plague this year has destroyed upwards of 40,000 persons in Salonica, the capital of Macedonia, and half the inhabitants of Grand Cairo, and at least one third of that of Alexandria.

TOULON, Sept. 1765.
Direct letters, dated sixth August last, written by officers whose vicinity and military merit, are well known, do all agree in the circumstances of the Duke de Cillon's defeat on the island of Minorca; they mention particularly that his arrival was perfectly unexpected. The particulars of the battle are the following: The army of the King at this moment was on the island of Minorca, after a passage of thirty days from Cadix. At the winds were favorable to us, for in three days we had sailed the straits; our fleet consisted of 100 ships, among which two were of 70 guns, five frigates, six corvettes, and six bomb vessels. In sight of Carthagena, the wind became calm, and obliged us to come to anchor for 17 days in a row. Afterwards the wind permitted us to proceed on our voyage, but calm coming on we were still retarded; however, about the middle of August the wind favoured us, and in three days brought us in sight of Minorca. The senior of the Generals and of the troops at this moment was such, as to make us forget the length and toilsomeness of our voyage. Every thing you prepared for the defence, and if the winds had not been favourable, we might have been obliged to fight in the straits, which would have been a long and troublesome business, we would have perfectly surprised the enemy; for they did not know in the least of our approach, neither did we expect it. The commander in chief having previously concerted the plan of operations, and given all his officers the most particular instructions, the defeat was made in the following manner: 1. Some frigates of the King were commanded by Don Diego Quevedo were dispatched, before the enemy could be perceived, to block up Port Mollon, and prevent any vessels escaping. Several other vessels of war, commanded by Don Pedro Cervera, and by Don Antonio Ortega, were sent to block up the straits of the bay of Forcella and Citadella. 2. A long-boat manned with sailors and grenadiers, under the command of an officer of infantry, was sent before to reconnoitre the coast of the bay of Mahon, the landing place. 3. Several long-boats belonging to the squadron of Don Bernardino Moreno, landed the Duke de Cillon, followed by his brigade of infantry and six companies of Grenadiers, under the command of the Marquis de Castiglione. 4. At the same time, Don Felix, second in command, and Don Louis de la Cava, distinguished French regiments. 5. A third division consisted of grenadiers, chasseurs, and dragoons, under the command of the Marquis de Ariles, took possession of the town of Citadella, and of the forts which defended the entrance of its port, by burning them. 6. As soon as the Duke de Cillon was landed, he sent the Marquis de Ariles, with six companies and his baggage, to the bay of Mahon, a brigade of grenadiers and chasseurs, under the Marquis de Penafiel, son of the Duke de Orlans, were ordered to proceed, either by land or water, to seize upon Forcella, and to burn the houses which defended the entrance of this port. This defeat was covered by several vessels of war, commanded by Don Bernardino Moreno. 8. During this time, Don Baltazar de Farna covered the bay of Mahon, with his fleet, a brig and a half, and a half from Mahon; Don Antonio Ortega, covered that of the Marquis de Ariles, in the entrance of Citadella; and Don Pedro Cervera was to cover that of the Marquis de Penafiel, if it had been necessary for this detachment to have gone by sea to Forcella. 9. Thirty-two transports carrying artillery, baggage, provisions, powder, hospital stores, &c. were arranged in the rear of the fleet, under the command of the Marquis de Ariles, in order to put in the rear of the enemy, to judge which was to be the true attack.

From this plan of operations which could not be so completely executed as it wished, owing to the contrary winds, we may judge how much success attended it would have been, if the brigades of Ariles had not been prevented by the English from their landing at Forcella. The two fleets of the Duke de Cillon and of Ariles, were one league and a half from Fort St. Philip, and about the same distance from each other; and if the division at Ariles could have effected a landing at the same time with the Duke de Cillon, they would have prevented the English troops which were at Mahon, from retiring into Fort St. Philip; but the brigades of Ariles could not effect a landing with the rest of the army, and the Duke de Cillon, the Governor of the fort was enabled, by the delay, to see in the two batteries which were at Mahon, and force 500 inhabitants into the fort, which without need of any more men it was a strong one.

The town and forts of Citadella and Forcella, surrendered without making any defence. The landing which began at Lave's attack in the afternoon, was finished at midnight, and the Duke de Cillon, with the whole island, except Fort St. Philip. We expect a reinforcement of 5000 men in a few days.

LONDON, 10 September 55.
We have advice from Paris, of the 27th Instant, which says, that the King has signified to his Legation Benjamin Franklin, by his Minister, leave on treaty for a general pacification with Great Britain, without the assent and approbation of his faithful allies the United States of America, and finally establishing their independence.

Extract of a letter from Dublin, Sept. 5.
We have, that the regiments in the garrison of this city, are under arms, and march tomorrow morning to the south of Ireland; and in a order that the different corps of horse and foot in this city, will not on either of their levies to do military duty, and absent the different city companies, during the absence of the garrison.

The contents of a speech from Lord Stowell, are as follows, to wit: That the fleet consists of 65 sail of line of battle ships, besides lighter vessels of war, and a great number of transports with troops on board. There will sail on the first of June, and will consist of 100 sail of ships, and the remainder of the combined fleets are to proceed the attack from any distance from Ouessant-Belisle; and that such a disposition is made by the navy, as puts it beyond a doubt, that their capital object is the invasion of Ireland.

Intelligence is received this day at 10 o'clock, giving an account that the

During the War of the Revolution, whenever the British succeeded in occupying a strategic city there was nothing left for the patriotic printer to do but to suspend publication or take his newspaper elsewhere. John Holt, the publisher of the New York Journal, for example, was forced to remove his paper to Kingston when New York fell into the hands of the British. Later he moved to Poughkeepsie, as the above reproduction of a front page of the New York Journal will show.

printed in his New York Weekly Mercury on October 23, 1765, a notice that his paper "must now cease for a Time and the Period of its Resurrection is uncertain," but that "when it is revived the Printer hopes for a Continuation of the Favour of his Friends." He made—as did many other printers—who issued a similar announcement—an appeal to patrons to pay what was due on subscriptions. A little later a New York mob compelled the surrender of all stamped paper in that city, and thus

Gazette for February 13, 1766, for example, has on the upper left-hand corner of the fourth page the red half-penny stamp, with the word "America" also in red above it. The Boston News-Letter, in its issue for December 26, 1765, printed an item from Philadelphia in which a mention was made of the arrival in that city from Barbados of a "Stamped News-Paper of 2d. of November," and an announcement was given that the newspaper was "exposed to Public View at the Coffee-House." The paper was later suspended from an iron chain and burned.

When the news reached Boston on Friday, May 16, 1766, that the British Parliament had repealed the Stamp act on March 13, the papers of that city united and published an "extra" of the fact with the head, "Glorious News." To quote its conclusion: "Printed for the Benefit of the PUBLIC by Drapers, Edes & Gill, Green & Russell, and Fleets. The Customers to the Boston Papers may have the above gratis at the respective Offices." In the same spirit, at least, the newspapers in other colonies published the "Glorious News."

"PET OF THE PATRIOTS."

The Boston Gazette, the third paper of that name in Boston, and established April 7, 1765, by Edes and Gill, was the especial "pet of the patriots." In its pages were fought the New England editorial battles for American freedom; its contributors numbered such patriots as Samuel Adams, Joseph Warren, John Adams, Thomas Cushing, Samuel Cooper, etc. The paper was a good reporter of such important events as the Stamp act, the Boston Massacre, the Boston Tea Party, etc.

When the four victims of the Boston Massacre of 1770 were buried, the Boston Gazette, in its issue for March 12, 1770, illustrated its account of the event with cuts of four coffins. Evidently there must have been some one else who was expected to die, for Paul Revere, the leading Boston engraver, but better known for his midnight ride, rendered a bill to the Boston Gazette for engraving "5 coffings for a massacre." The coffins, with their skulls and crossbones, did much to stir the Sons of Liberty to action.

In all probability Hugh Gain was the first newspaper publisher to employ newsboys to deliver papers. The Mercury for September 14, 1761, contained an advertisement for a nice boy to deliver papers to city patrons: "He will not be employed for more than two Hours every Monday Morning." The Mercury again asked on August 24, 1772, for "a clever honest Fellow to carry The New York Gazette and Weekly Mercury to Part of the Customers in the City, four Hours every Monday will do the business."

ROYALIST PAPERS HAD TROUBLES, TOO.

The Royalist papers, published under the protection and the encouragement of the British authorities, continued to issue their numbers, but they experienced difficulties and hardships almost equal to those of the patriotic papers, for local citizens, sympathizing as they did with the cause of national independence.

(Continued on page 24)

HEARST BUYS BOSTON MORNING AND SUNDAY ADVERTISER

SALE THIS WEEK OF VENERABLE NEW ENGLAND INSTITUTION PRESAGES SOME IMPORTANT CHANGE IN THE BOSTON NEWSPAPER SITUATION

WILLIAM RANDOLPH HEARST'S purchase this week of the venerable Boston Morning and Sunday Advertiser presages some important changes in the Boston newspaper situation.

Through the purchase of The Advertiser from Charles Sumner Bird, who retains ownership of the six-day-a-week Evening Record, Mr. Hearst obtains a morning Associated Press membership, a valuable good-will, and a high-grade financial and commercial clientele.

It is the announced purpose of Mr. Hearst to place in the field at once a strong, vigorous, virile, conservative morning paper, with a separate aggressive selling organization, independent entirely of the staff of his successful evening newspaper, the American.

.. SEPARATE ORGANIZATION FORMED.

So the plan then briefly is to dissociate the morning and Sunday Advertiser from the six-day-a-week evening American. To accomplish this purpose a separate corporation has been organized under the laws of Massachusetts. It is the Northeastern Publishing Company, of which Charles M. Palmer, of New York, is president. Title to the Advertiser has already passed to this company, and it is said that the Boston Sunday American will be sold to this company within the week.

The Boston Evening American will continue to be published by the New England Publishing Company.

Charles M. Palmer is the Associated Press member for the Advertiser.

It was through the good offices of Mr. Palmer's New York newspaper brokerage concern that the sale was consummated.

The Boston Evening American and the Boston Morning Advertiser and the Boston Sunday American and Advertiser will be issued from the Hearst plant on Summer Street.

It is reported that the personnel of the American will remain as formerly—John D. Bogart, publisher, and E. A. Westfall, business manager.

No statement has been made as to the personnel of the Advertiser, aside from the announcement of the election to the presidency of Charles M. Palmer, but it is expected that an announcement will be forthcoming some day next week.

The Boston Record staff remains as formerly—Francis W. Bird, publisher; George D. Dutton, business manager and treasurer, and Dr. W. T. Ellis, advertising manager.

This change leaves four morning and Sunday and five evening newspapers published in Boston. In the morning field: The Post, E. A. Grozier, proprietor; the Globe, Gen. C. H. Taylor, owner; the Herald, James H. Higgins, general manager; the Advertiser, Charles M. Palmer. In the evening field: The Globe, Charles H. Taylor, jr., and W. O. Taylor; the American, John D. Bogart, publisher; the Traveler, J. H. Higgins, general manager; the Transcript, L. W. Hammond, general manager, and the Record, Francis W. Bird, publisher.

In the Sunday field, the Globe, American and Advertiser, Post and Herald.

The Advertiser was founded by Samuel Adams in 1748 and has been issued as a daily newspaper since 1813.

The Advertiser in its earlier years, acquired the good will of several journals, among them the Independent Chronicle, the Boston Patriot (established in 1809); the Columbian Sentinel, the New England Palladium, the Boston Gazette (first published in 1803 by W.

W. Clapp, and united with the Daily Advertiser at the outset, its name for a while being part of the title), and the Boston Weekly Messenger. The first publisher of the Advertiser was W. W. Clapp, and the first editor, Horatio Bigelow.

In April, 1814, Nathan Hale, then the editor and proprietor of The Messenger, purchased the Advertiser property from Messrs. Clapp and Bigelow, Mr. Clapp continuing for a while as publisher. For more than thirty years Mr. Hale conducted the paper with credit to himself and the community. It was under his administration that it attained the local title of "the respectable daily." Mr. Hale was the first to introduce steam power presses in New England; and it is claimed that his was the first journal which systematically introduced the editorial discussion of political topics.

He died in 1863, and one of his sons, Charles Hale, succeeded him as editor, having for some years previously ably assisted his father in the conduct of the journal, as had also his brothers, Edward Everett Hale, the well known clergyman and writer of the present day, and Nathan Hale, jr.

Upon his appointment as Consul-General at Alexandria, in 1864, Charles Hale disposed of the property to Dunbar, Waters & Co., and Charles F. Dunbar of the firm, who had for some time been the assistant editor of the paper, succeeded Mr. Hale in its editorial conduct.

Mr. Dunbar continued in charge until 1869, when he was appointed professor of political economy in Harvard College. In that year, also, the property was sold to a new company, Delano A. Goddard, an accomplished journalist and writer, then became the editor; and Edwin F. Waters, one of the original purchasers of the property from Charles Hale, continued as publisher.

Until the summer of 1881, the paper was a large folio; but on the Fourth of July it appeared in the quarto form, printed on an improved Bullock press with a patent cutter and folder attachment.

Early in January, 1882, Mr. Goddard died very suddenly, and he was succeeded as editor-in-chief by Edward Stanwood, long a leading editorial writer on the staff. He was succeeded in turn by William E. Barrett, who launched the Evening Record.

The Advertiser enjoys a circulation among the best class of readers, and a valuable advertising patronage. It has long been recognized as a leading commercial and business journal.

To Publish Sunday Paper

The Macon (Ga.) News, an afternoon newspaper, is to begin publication of a Sunday edition soon.

FIX \$2.50 AS PRICE OF LABOR URGES FEDERAL NEWS PRINT PAPER MILL

CANADIAN CONTROLLER OF PAPER EXTENDS STANDARD PRICE TO JANUARY 20.

Special to THE EDITOR AND PUBLISHER.

OTTAWA, November 19.—An order was issued to-day by R. A. Pringle, K.C., controller of paper, extending the fixed price of news print, viz., \$2.50 per 100 pounds, from November 20 to January 20. This disposes of the question until well after the coming Dominion election.

FRENCH PAPER REFUSED PAPER BY COMMISSION

Provincial Newspaper in France Unable to Buy Paper Because of Order by Inter-Ministerial Press Committee — Paper Charged with Evading Decree Providing Increase in Price.

Special Correspondence of THE EDITOR AND PUBLISHER.

PARIS, November 2.—The Inter-Ministerial Press Committee has given another example this week of the high-handed way it wishes to rule the press. A provincial paper, the *Bien Public*, published at Dijon, received notice from its paper supplier that the Commission had telegraphed forbidding any paper to be supplied to the newspaper because "it had employed a trick to evade the decree raising the price of newspapers." The paper merchant, therefore, notified the *Bien Public* that its order for ten tons would be suspended until the newspaper had put itself in agreement with the Committee, which, added the paper dealer "we hope will be soon."

The "trick" employed by the *Bien Public* was to give away two of its issues a week, and so no longer be a daily paper liable to the regulations of the decree.

MAY BUY PAPER COMPANANY

N. Y. Times Negotiating for Control of Iroquois Paper & Pulp Co.

Whether the New York Times will be able to purchase control of the Iroquois Pulp & Paper Company, at Thomson, N. Y., formerly owned by ex-Gov. Dix, is still in the balance. George McAneny, general manager of the Times, said yesterday:

"We have made an offer for the control of the company, but the title is now in litigation and must be cleared by the courts. A trustees' sale has been applied for, and the argument will be made before Judge Ray in the United States District Court, in Auburn, N. Y., on December 4. The title was attacked by the creditors.

"The offer made by the Times for control is ample to secure both creditors and stockholders, but, of course, cannot be put into force until whatever cloud there may be upon the title shall be dissipated by a legal decision."

New A. N. A. Member

The Whitman & Barnes Manufacturing Co., Akron, O., manufacturers of agricultural implements, have been elected to membership in the Association of National Advertisers, Inc. The company is represented in the association by Karl Kendig, advertising manager.

Doing Their Bit

The Regina (Canada) Morning Leader recently donated its entire front page to an advertisement urging the people of Canada to buy Victory Bonds.

NEWS PRINT SITUATION AROUSES LIVELY DISCUSSION AT FEDERATION MEETING.

Special to THE EDITOR AND PUBLISHER.

BUFFALO, N. Y., November 21.—The American Federation of Labor, in convention here, voted approval of the proposed law of Representative Raker, of California, for the establishment of a Government-owned paper mill to supply the Government its paper.

The convention did not specifically endorse Government-owned paper mills to supply newspapers, magazines, and other private enterprises. The nearest approach to such a suggestion endorsed by the convention is the provision of the Raker bill "for the purpose of erection of a paper mill or mills for the manufacture of print paper for the Government and other purposes." No definition of what is meant by "for other purposes" is made in the bill or the convention's resolution.

John P. Burke, president of the International Pulp, Sulphite, and Paper Pulp Makers' Union, pointed out that in recommending the fixing of a standard price for news print, the Federation had to take into consideration the maintaining of the standards of the paper pulp makers, who were being held back in their demands for more wages by employers who took defence in the governmental price regulation as a reason for not paying better wages.

"It is not my conception of the labor movement to fight the battle of the employers," he said. "If the price of news print paper is fixed, it must not be at the expense of the men in the industry."

Matthew Woil, of the International Photo Engravers, for the committee, explained that the idea was to "stop the exploitation by the Paper Trust both of its employees and the users of news print paper."

Max S. Hayes, of the International Typographical Union, urged immediate agitation throughout the United States for public ownership of the paper industry.

Mr. Burke gave notice that when the present wage agreement with the manufacturers expired in the spring an advance in wages would be asked. He said that if the demands of the union were not granted, his union "would tie up most of the print paper production of the country."

Standardize Legal Publications

The standardization of legal publications is being effected by a committee of seven members of the Minnesota Editorial Association at the office of State Expert Printer Sam Y. Gordon, in St. Paul. Mr. Gordon says recommendations will be made to the Legislature when the committee completes its work.

Grand Rapids Men in Service

Thirty-three former employees of the Grand Rapids (Mich.) Press are in branches of the military service. Eighteen members of the newsboys' band and six members of the editorial force are in this quota. The Grand Rapids Herald has a service flag of 16 stars in front of its new office. Three employees of The News are in the service.

Success to This

The St. Paul Daily News, under the official sanction of the Red Cross, is raising a Christmas fund for the St. Paul soldiers. Every one of them will be sent a Christmas bag.

AGREEMENT MAY SOLVE PAPER PROBLEM

SETTLEMENT PREDICTED ON BASIS OF FEDERAL CONTROL OF OUTPUT AND PRICES.

The executive committee of the Paper Committee of the American Newspaper Publishers' Association, consisting of Messrs. Frank P. Glass, Birmingham News; Elbert H. Baker, Cleveland Plain Dealer; Emil M. Scholz, New York Evening Post and A. G. McIntyre, special representative, has been busy this week with important conferences and meetings in Washington and New York.

The committee sent out word to a representative of THE EDITOR AND PUBLISHER that it had not a word—"absolutely nothing"—to say to THE EDITOR AND PUBLISHER with respect to the reported agreement with the newsprint manufacturers providing Federal control of the news print industry for the period of the war.

Neither had the committee anything to say relative to the criminal prosecution of the seven indicted newsprint manufacturers whose trial is set for next Monday, November 26th, before Judge Julius M. Mayer in the criminal branch of the Federal Court.

But the report persists that an agreement has been reached.

The paper manufacturers in appearing in court can make three pleas—"guilty," "not guilty" and "nolo contendere."

In case of "guilty" the judge sets the sentence without further ado. In case of "not guilty," the trial goes on to some indefinite length. "Nolo contendere" means that the defendants, when questioned by the Court, state: "We have nothing to say." This also leaves it to the judge to decide what the sentence shall be.

It is said to be the intention, as the case stands at present, to bring about a settlement on the basis of a "nolo contendere" pleading, fines to be imposed in the discretion of the Court, the defendants agreeing to conform to the letter of the law in the future, and to submit to control of news print distribution and prices by the Federal Trade Commission.

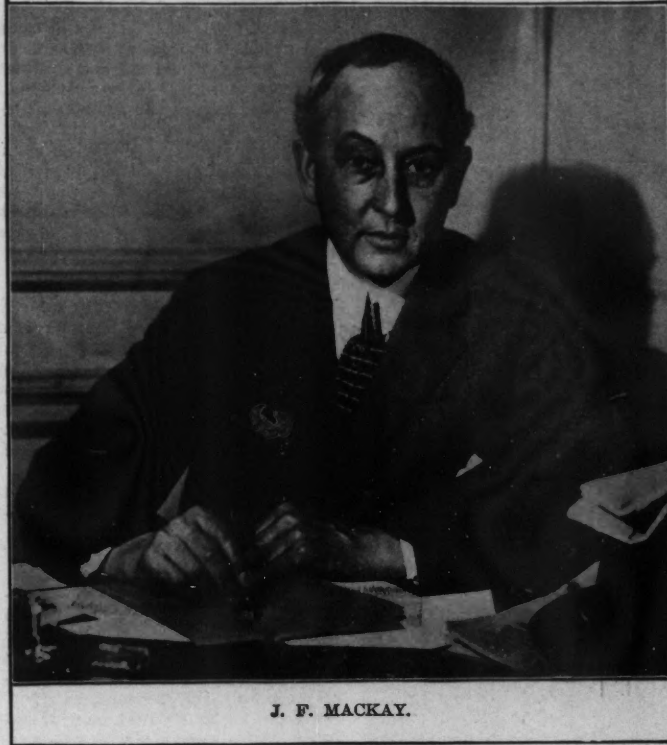
That this basis of settlement will be reached is the belief of those who are close to the manufacturing interests. That it may not, at this time, be definitely and positively stated is due to the fact that any one of the seven manufacturers under indictment may change his mind between now and the date of the trial, November 26th, thus upsetting the plans for an amicable settlement.

If no such change of plan occurs, the settlement will be made on the basis described.

Meanwhile, as interesting developments are just ahead, publishers are urged not to make contracts for news print under present market conditions, but to buy in the open market or make arrangements with the mills for month-to-month supply on an adjustable price basis.

A significant fact outstanding in the report of the Federal Trade Commission on book paper production and stocks for the month of October and covering the first two weeks in November, issued on November 20th and 21st, is the fact that 53 machines were down the first week in November and 39 machines the second week because of "lack of orders" and 22 machines the first week and 29 the second week for "other special reasons," including repairs, lack

NEWSPAPERS MAKERS AT WORK



J. F. MACKAY.

THROUGH his long and active association with the A. N. P. A., J. F. Mackay, business manager of the Toronto Globe, is perhaps better known to the publishing fraternity of the United States than any other Canadian newspaper man. He is in a sense the "representative of Canada," for when anything turns up that concerns the Dominion, it is invariably to the Toronto Globe man that members of the Association turn for enlightenment.

Mr. Mackay is a worthy representative of the Canadian press. Clean-cut, alert, urbane, he is a man who by virtue of education, culture, and experience stands out prominently in any society in which he may be placed. In his home city and in the land of his birth, he is known as a public-spirited citizen, whose interests extend far beyond the pale of the Globe office. He is a valued member of the Canadian Conservation Commission; he has been active in the promotion of the cause of technical education; he is a strong supporter of the Y. M. C. A., and just now he is actively interested in the election campaign, fighting for the cause of conscription and in support of the Union Government.

As manager of the Globe it is his policy—he describes it as his hobby—to increase coöperation between the different departments of the paper. Once a month he takes the chair at a supper attended by members of the business staff, with editorial representatives on hand, where problems affecting the business side of the paper are considered. By this means every wheel in the machine is kept running smoothly and harmoniously.

For the past six years Mr. Mackay has been a director of the A. N. P. A. For four years he held office as chairman of the Bureau of Advertising Committee, and for two years he has been on the paper committee. He is a past president of the Canadian Press Association, and is now chairman of its Paper Committee. He was the first president of the Canadian Press Limited, the Canadian A. P., and is still a member of its board of directors.

Mr. Mackay is in his fiftieth year. He was born in Woodstock, Ont., and started his newspaper career on the Sentinel-Review in that city. He was subsequently a reporter on the Toronto Mail; manager of the Leamington (Ont.) Post; manager of the Chatham (Ont.) Banner; secretary-treasurer of the Montreal Herald, and proprietor and manager of the Woodstock Sentinel-Review. He came to the Globe as business manager in 1903.

of materials, car shortage, etc., which seems to prove conclusively that the talk of salesmen for news print manufacturers about taking machines off of news print and placing them on other grades of craft and book, etc., was just pure camouflage.

The Federal Trade Commission finding shows clearly that the book market is decidedly soft and stocks are high.

Eighteen new contracts for machine-finished paper were made by manufacturers during October, aggregating 19,435 tons, the prices ranging from \$4.90 to \$7.50 per hundred pounds less 3 per cent for cash in 30 days.

Eighteen contracts aggregating 32,

700 tons were also made for super-calendar book paper, prices ranging from \$5.50 to \$7.85.

Representative Writes Song

A. E. Chamberlain, of Knill-Chamberlain, Inc., New York, newspaper representative, has written and composed a song entitled, "Sammy, Give 'em the Union Yell," which has been published by M. Witmark & Sons.

Dayton News Does Bit

The Dayton (O.) Daily News is flying a service flag with sixteen stars.

ASSOCIATED PAPERS MEET IN CHICAGO

INFLUENCE OF WAR UPON FEATURE SERVICE PRINCIPAL TOPIC OF DISCUSSION.

The effect of the war on the feature service in general, both to-day and in the future, was the main topic of discussion at the regular fall meeting of the Associated Newspapers, held at the Hotel La Salle, Chicago, November 16 and 17.

H. H. McClure, general manager of the organization, opened the meeting on Friday morning with an informal address, which he followed with a report, covering the period of the war, devoted to the attitude of newspaper publishers toward feature copy.

He declared that the leading features have shown a steady increase since the beginning of the war, while the lesser ones have declined in popularity, especially with the publications having wide circulation. Cartoons and short stories, he said, seemed to be always in demand, especially those pertaining to subjects dealt with in a lighter vein.

Then followed a general discussion of the policy to be adopted during the coming year. It was decided that under existing conditions no new features, except those directly applying to the war, were desirable. Plans were made to keep close watch on the tendency of the times and determine what went best during the next six months.

Saturday's session was featured by a talk by the Countess Mazzuchelli, who is touring the country in the interest of the Italian Red Cross. Following that the shortage of newspaper space, caused by the increased price of paper and influx of a large amount of cable news, was discussed in relation to its effect upon non-news features. It was the general opinion, voiced by G. W. Danzinger, managing editor of the Pittsburgh Chronicle, that it was far better in many cases to leave out some of the news and print interesting and instructive features.

Among those present were W. Kee Maxwell, of the Akron (O.) Times; Calvin Cobb, of the Boise (Ida.) Statesman; M. Strauss, of the Cincinnati Times-Star; Herman Phillipson, of the Dallas Herald; H. C. Campbell, of the Milwaukee Journal; C. H. Dennis and Harry Smith, of the Chicago Daily News; H. D. Perkins, of the Norfolk (Va.) Ledger-Dispatch; W. B. Watson of the Omaha World-Herald; Dwight Merwin, of the Troy (N. Y.) Herald; R. Krager, of the Kansas City Star; H. R. Galt, of the St. Paul Pioneer Dispatch; J. F. Jarnagin, of the Des Moines Capital; G. W. Danzinger and H. H. McClure.

Victor F. Lawson, editor and publisher of the Chicago Daily News, who is president of the Associated Newspapers, was unable to attend the meeting. A telegram was received from him expressing his regret at not being able to be present.

Advertising A Fiction Feature

The Philadelphia North American circularizes and postcards Philadelphia homes with the somewhat startling query: "Would you leave your husband if—." The explanation is made that this question is treated in a serial, "Margaret Garrett's Husband," appearing exclusively in that newspaper.

To Encourage Newsboys

The St. Louis Times issued to newsboys certificates, redeemable in prizes, for increases in street sales.

WOMAN "CUB REPORTER" PICTURES THORNY PATH TO FRONT PAGE

ELIZABETH ESKEY RELATES HER ADVENTURES IN LEARNING HOW TO GET AND TO WRITE NEWS FOR A METROPOLITAN DAILY NEWSPAPER

By ELIZABETH ESKEY.

(Miss Eskey's narrative of her adventures as a woman "cub" on a leading New York daily, presented as a faithful record of actual experience, will interest all young news writers throughout the country who aspire to metropolitan careers. How, in spite of many bitter disappointments, she finally "landed" on the front page, because of the "superior spirit" of her copy, fitly climaxes an interesting story of actual routine life in news writing.—Eds.)

MY telegram of self-recommendation to the city editor caused me some anxiety. To seem enthusiastic without levity, self-confident without vanity, young without immaturity; to say enough, and not too much, and just the right thing—to an unknown power—in a telegram! But when I finally got it finished I was proud of it. It was a diplomatic document.

I journeyed to New York from my home in the Middle West with no other encouragement than a tip that a position was open on one of the daily papers, and a brief but courteous answer to my telegram from the city editor's secretary.

I found myself in the metropolis some days before the city editor returned from his vacation. Without his sanction not the smallest hope could be extended to me; so I waited and went to the movies, a prey to anxious thoughts.

But all things have an end, even the vacations of city editors. I was greatly troubled in my mind that first morning to decide whether to give him time to open his mail, thus leaving him a prey to the machinations of ambitious rivals, or to strike while the iron was hot and brave his possible wrath. I finally called up on the telephone, and a humane and kindly secretary made an appointment for the next afternoon at three.

THE LONG PERIOD OF WAITING.

I arrived at ten minutes before three, and waited until fifteen minutes after five, when the boy in buttons, acting on information from within, told me that the city editor had been detained up-town, but would see me to-morrow at three.

The next day I was conducted through a long hall and emerged in a great room crowded with desks, at which a few men, smoking furiously, hammered typewriters like mad. I threaded my way among them to a little dais at one end, where three desks arranged U-fashion were enthroned.

The city editor rose to receive me. I had pictured him as a keen but kindly gentleman, perhaps a little past his prime, in view of the exalted heights that he had reached and kept.

He wasn't past his prime, though. I looked at him, and the fear of death descended on my soul.

However, I managed to stammer out my business, my telegraphic opus was produced, and the editor gazed thoughtfully upon me. Finally, he said:

"Frankly, I don't know what to tell you. There doesn't seem to be any real reason why we shouldn't try you when you seem to wish so much to be tried. Except that you have had no experience. Come back Monday at two."

I came back Monday at two, and Wednesday at four, and Thursday at three. On Thursday I met the city editor in the elevator, and he told me somewhat doubtfully that he thought I might consider myself engaged, but to come back to-morrow at the same hour. So I came Friday at three, and Saturday at three. On Saturday, the following conversation ensued:

THE CITY EDITOR'S MISGIVINGS.

"A cub reporter is a liability to a paper, not an asset."



ELIZABETH ESKEY.

"Yes, sir," with becoming deference. "You may have, you must have, initiative, perseverance, industry, intelligence—but all these avail you nothing if you do not have what we call a nose for news."

"No, sir."

"You don't know, of course, and neither do I, whether you have this faculty. You will have to be trained before we can tell."

"Yes, sir."

"I suppose I don't need to disillusion you regarding the toils and rigors of newspaper life. A newspaper demands the same unswerving loyalty as an army, and it makes pretty much the same returns. Of course, there goes with it the deep peace of having your finger in the public pie."

"Yes, sir."

"Well, if you are firmly committed to this course, I believe we'll try you. It rests with you to prove the advisability, or inadvisability, of continuing your connection with the paper. Come back Tuesday at one o'clock. I've never had a woman cub before. God knows what I'll ever do with you! However, I wish you success." He nodded curtly, and I trod on air through the long passage-way to the door.

On Tuesday I was introduced to various members of the staff, and assigned to a desk and locker. In the desk I found a typewriter of very ancient vintage, and age had considerably withered it, and custom staled. I spent the after-

noon in mastering its intricacies and in absorbing "newspaper atmosphere," which is largely tobacco smoke, I find. In the evening I continued to absorb atmosphere until about eleven o'clock, when some one suggested that I ask for "Good night." Wednesday and Thursday found me still absorbing atmosphere. I shall never forget those hours of aching idleness.

Then the night city editor took me in hand. He sent around long press-agent articles to be reduced to "2 stks pls." "A stck," the grinning office-boy explained, "is ten typewritten lines, and always triple space your copy."

HER FIRST OUTSIDE ASSIGNMENT.

Late Thursday afternoon the sub city editor came to me with a telegram from a paper in Chicago, asking about an actress whose wealthy father-in-law had just died in that city. The question was, would she now be able to collect her alimony from the son. "You'd better look her up in the morgue," said the sub city editor.

"But the lady isn't dead," I objected. The sub city editor called the office-boy.

"Take Miss E— to the biographical department," he said.

I found three fat envelopes of clippings, and through the lady's lawyer finally learned that she was playing at a local theatre. I waited until about ten o'clock, and then approached the magical stage door with thumping heart.

The doorkeeper received me with suspicion. It is always unwise to let reporters in during a performance, he said Miss C—, however, is generally through early. He would see. In a few minutes he came back saying that I would find Miss C— in dressing-room 6. I climbed up the winding stair and entered the dressing-room with the joyful step of one who brings glad tidings. Miss C— came forward to meet me, very dazzling in her jewelled costume. I explained that I was a reporter, and began:

"Well, now that your father-in-law is dead—"

She threw up her arms and began to scream at the top of her voice: "My papa is dead, my papa is dead! Oh! Oh!"

She collapsed on the floor, and distracted ladies in various stages of make-up came rushing in with smelling-salts and brandy. I stood around feeling like an unmitigated fool while pointed remarks were made concerning "reporters who are always too anxious to come butting in to bring bad news." But I had been sent for a story, and I couldn't go without it.

The weeping of the unhappy lady became gradually quieter, and an understudy was safely dispatched to say her few remaining lines. Whatever might be said of my nose for news—or my intelligence—industry and perseverance I did not lack, and I returned to the interview. Gradually the lady became sufficiently calm to sob out the story of her life. It was in the midst of it that the irate manager came storming in.

"Miss C—," he said in voice of thunder, "I wish you would be so kind as to inform ME when you are going to substitute an understudy in your part. I didn't know anything about it until she walked upon the stage."

I rose before him meekly.

"It was all my fault," I said. "Miss C— was all ready to go out on the stage, when I came blundering along with the news that her father is dead."

The stage manager showed signs of humanity. "Of course I'm sorry," he said, "but—"

"I'll never do it again," I promised.

I returned to the office in the full flush of triumphant achievement. The man on the night desk listened to my tale and said, "I don't see why we should rake up all this ancient scandal about the son just because the old man is dead. I'll have the Chicago man up, and you can tell him, but I don't think we'll use the story." It was a bitter, bitter disappointment, but I returned meekly to the absorption of atmosphere.

MAKING FRIENDS WITH THE "BULLDOG."

The next week netted several assignments, three of which actually appeared in the bulldog. My itinerary included Brooklyn, The Bronx, and the remotest confines of Jersey City. I interviewed a variety of ladies regarding a variety of domestic difficulties, and covered one or two small public meetings. It was a time of great anxiety. I would copy from my notes "one million, three hundred thousand," and awaken at four in the chilly morning with the awful consciousness that it was thirteen millions. The copy desk, fortunately, regarded most of my statements with a distrust bordering on cynicism, and many things that I turned in never came out.

A MEMORABLE EXPERIENCE.

But one evening I reported a speaker in a spicy phrase he was not guilty of. I think he might have said it if he had thought of it, but he didn't. However, I was so enamoured of the sound of it, and it rounded out my article so nicely that I used it anyway. The next morning my horrified gaze was transfixed with the sight of it in the headlines. My article had been entirely rewritten to centre round the spurious statement. That lesson I shall never have to learn again. I was paralyzed with fear, though nothing happened.

As time went on I began to analyze as well as to absorb the atmosphere of our office. "Generally speaking, a man has to be a bit of a gentleman to get on this paper," said the star reporter one day. "Some paper," said the other cub. "Good spirit, don't you think?"

THE SPIRIT OF COMRADESHIP.

Which brings me to a most cheerful thing which I think I have discovered about the newspaper profession. Namely, that it is coöperative and appreciative when it might so easily be competitive and critical. I don't think there is a man on our staff that has not been pointed out to me as "a good sort, and an expert, you know, in his way," by some other member of the staff, speaking in confidence. And the reporters from all the papers work together in good harmony. "There can be excellence in the presenting of the facts as well as in the gathering," said the star reporter. "Generally there is little struggling for a scoop." And only the next day I was saved from utter ignominy by a reporter from another paper. In the evening after a meeting I called up the clerk to get the verification of some trifling matter from the minutes. The clerk said: "Didn't you hear the letter?" And it appeared that a letter had been read before I arrived. The reporter from whom I had to get it said, "But I don't think that was the story."

Then he told me what else had happened before I arrived. When I handed in my copy the night city editor stared. "Why didn't you tell me this sooner?" he asked. My answer was evasive.

I got into orthographic difficulties during the political campaign. Painfully, by the method of trial and error, I learned that "Hillquit" is spelled with two "L's" and "Mitchel" with one. Also

(Concluded on page 25)

HERBERT PULITZER NAMED TRUSTEE

YOUNGEST SON OF JOSEPH PULITZER NAMED TO SUCCEED J. ANGUS SHAW.

Herbert Pulitzer, youngest son of the late Joseph Pulitzer, who has just attained his majority, appeared in person before Surrogate Fowler Wednesday and petitioned to be appointed a trustee



Courtesy The New York World.
HERBERT PULITZER.

of the Pulitzer estate in the place of J. Angus Shaw, one of the original executors and trustees under the will of Mr. Pulitzer.

The petitioner gave his home address as 7 East 73d Street, but said that his temporary address was the Naval Aviation Detachment, Massachusetts Institute of Technology, Cambridge, Mass. On the recommendation of his brothers Ralph and Joseph and the officers of the Union Trust Company, who form the trustees of the estate, the Surrogate granted the prayer of the petitioner and signed the order making the petitioner one of the trustees of the estate.

Under the provision of the will Mr. Shaw was to serve as executor only until Herbert Pulitzer reached the age of twenty-one, which he did this week.

MAKES ENVIABLE RECORD

Lieut. Neely Powers Finishes Training Course at Head of List of 2,500.

Lieut. Neely Powers, who was sales manager of the Central Press Association at the time he entered the reserve officers' training camp at Fort Benjamin Harrison, Ind., last May, is making a remarkable record as a soldier. He finished his training course at the head of the list of 2,500 men, and was offered his choice of a captaincy in the O. R. C. or a commission as lieutenant in the regular army. He chose the latter, and was assigned to Company D, Tenth Infantry, U. S. A.

Recently he was made provost marshal for the military district, including Fort Benjamin Harrison and the city of Indianapolis. This post gives him the direction of the military police. Lieut. Powers is also summary court officer for his regiment. The Central Press Association is holding his position for him in case he wishes to return to the work after the war.

The modern grocer is unwilling to create the demand, but serves the demand that newspaper advertising creates.

First—By a Great Majority!

Men WHO KNOW the answer to the CIRCULATION PROBLEM
VOTE

Newspaper Feature Service Comic Pages
BEST PRODUCERS

“Polly and Her Pals” Lead All Comic Features

The Dayton (Ohio) News circulation department recently addressed an inquiry to a national list of circulation managers. The Dayton News has used “Polly and her Pals,” “That Son-in-Law of Pa’s,” “Buster” and “Hans and Fritz” for the past three years and has increased its Sunday circulation in that time from twelve thousand to twenty-six thousand.

This is the result of the vote by the circulation managers addressed:

**Five syndicates manufacturing
Sunday comic pages were absolutely ignored**

One syndicate received one vote

—and—

**NEWSPAPER FEATURE SERVICE STAR PAGES RECEIVED
74 PER CENT. OF THE TOTAL
VOTE CAST**

An analysis of the vote by the circulation managers, representing publications using *different comics* and *in widely different fields*, shows an *overwhelming majority* in favor of “Polly and Her Pals” as a *circulation producer*—and that more than *sixty-three per cent* voted for “That Son-in-Law of Pa’s” and “Buster” as among the best.

This independent vote by the *men who know results* establishes a precedent for the choice of Newspaper Feature Service star features.

See the September issue of the Official Bulletin of the International Circulation Managers' Association for verification of these figures.

For details of Service of Sunday Comic Page mats or ready printed colored Comic Supplements of the most productive comic pages in America, address

NEWSPAPER FEATURE SERVICE

37 West 39th St.

M. KOENIGSBERG, Manager

New York City

THE ATLANTA CONSTITUTION

Daily and Sunday
Circulation Department
JNO. TOLER, Manager

August 24, 1917.

MR. T. J. KAVANAUGH,
Circulation Manager,
THE DAYTON DAILY NEWS,
Dayton, Ohio.

Dear Mr. Kavanaugh:

I am in receipt of yours of the 21st instant, and in reply to same will state that the four comics we are using are as follows:

THE KATZIES,
THAT SON-IN-LAW OF PA'S,
JUST BOY,
DIMPLES.

Until we secured these comics, the writer is safe in stating that we had the worst comics of any paper in the South; but we feel now that we have the best comics of any paper going out from Atlanta.

Hearst prints a paper here. You know what the Hearst comics are. We feel that our comics, week out and week in, are better than his, principally on account of “That Son-in-Law of Pa’s” and “Just Boy.”

Our comics are purchased from the Newspaper Feature Service, 37 West 39th Street, New York City.

Yours very truly,
JNO. T. TOLER,
Circulation Manager,
THE ATLANTA CONSTITUTION.

A Sample Reply to the Dayton News Inquiry—from a paper printing one comic page the News uses and three other N.F.S. pages.

CIRCULATION MANAGERS CALLED TO WASHINGTON CONFERENCE

ARMY CAMP PROBLEM TO BE WORKED OUT WITH REPRESENTATIVES OF WAR DEPARTMENT ON DECEMBER 5.

A CONFERENCE of newspaper circulation managers, with representatives of the War Department, for the purpose of deciding upon uniform plans and policies in the handling of newspapers at the various army camps and cantonments throughout the United States, has been called, to meet in Washington on Wednesday, December 5.

Capt. R. H. Kimball, executive officer of the Post Exchange Committee, and Harold Braddock, executive staff officer of the Commission on Training Camp Activities, will represent the War Department at this conference, and will be prepared to hear and to act upon the suggestions of the circulators as to the most practicable methods for securing prompt distribution of newspapers at the camps.

J. M. Annenberg, president, and James McKernan, vice-president of the New York State Circulation Managers' Association, will attend the conference as representatives of that organization.

Edward Gans, of THE EDITOR AND PUBLISHER, who has been active in furthering the organizations of various State associations, has been requested to attend the conference as the representative of the New England, Ohio, and Illinois Associations, comprising more than one hundred newspapers.

FOR A NEW ASSOCIATION.

At a meeting of circulation managers, held in Philadelphia on Tuesday, at which a tentative organization was formed, to be known as the Inter-State Circulation Managers' Association, the matter of the Washington conference was discussed. M. E. Zepp, circulation manager of the Washington Times, attended the meeting at the request of officials of the War Department, and upon his recommendation a committee was appointed to represent the new sectional organization. This committee consists of Mr. Zepp, chairman; Frank A. Clark, circulation manager of the Philadelphia Ledger, and A. R. Michener, circulation manager of the Harrisburg Telegraph.

At the Philadelphia meeting it was proposed that membership in the Inter-State Circulation Managers' Association be extended to include the States of Pennsylvania, New Jersey, Delaware, Maryland, and the District of Columbia.

A. E. McKinnon, circulation manager of the Philadelphia North American, was chosen temporary president, and A. R. Michener, temporary secretary.

Mr. McKinnon opened the meeting with an address in which he reviewed the useful work done by the State organizations.

Edward Gans, of THE EDITOR AND PUBLISHER, was invited to tell of the activities of the New England, Ohio and New York associations. He had been active in the organization of these associations, and was thus familiar with the methods followed in placing them upon a sound foundation. He urged that by-laws of the sectional associations should be uniform, in order that their efforts might be better coordinated. He described the work already done toward solving the camp circulation problem, especially in New England, and pointed out that the efforts of the circulators should be directed toward securing rulings by the War

Department placing all newspapers on the same basis.

Mr. Zepp, in his talk to the circulators, told of conferences which he had held with Mr. Braddock, of the Commission on Training Camp Activities. The following tentative plan for camp and cantonment distribution was presented by Mr. Zepp:

No newspaper, periodical or magazine shall be given superior facilities for sale or preferred display to any other of its general classification.

The price paid by the Camp agent for newspapers, periodicals and magazines shall be in each case not less than the wholesale price regularly charged by the publication. If transportation expense in getting publications into camp from a transfer point is necessary and is incurred by the agent, the actual expense involved may be apportioned and charged among the publications benefiting.

The price charged the purchaser shall not be more than the published retail price for the publication unless written authorization has been obtained from the publisher to sell at a higher price.

While the camp agent is not required to put on sale all publications offered to him for that purpose, it is expected that he will put on sale those newspapers, periodicals and magazines for which there is a natural and expected demand.

Agents authorized to sell newspapers, periodicals and magazines within the limits of the camp are expected to agree in advance to the principles outlined above and permission to sell within the camp should be made conditional upon the observance and maintenance of those principles.

Mr. Zepp also pointed out the difficulties the soldiers in training encountered because of the lack of pennies in the camps. The boys use Government script, in denominations as small as 5 cents, and Mr. Zepp suggested that the newsdealers issue script in denominations of one cent, redeemable at the post exchanges. He believed that a ready sale could be found for coupon books, the purpose of which would be to enable the soldier to secure his newspaper without the necessity of paying more than the fixed price. This phase of the problem will be further discussed at the Washington conference.

It was decided to complete the organization of the Inter-State Association at a meeting to be held at the Hotel Adelphi, Philadelphia, December 11. This meeting has been called for two o'clock, and will be continued in the evening. It has been suggested that the date be set forward to December 5, in Washington, in order that the circulation men of the states included may attend the conference and perfect their organization at the same time. This matter has not yet been decided.

Getting the Boys Together

R. H. Berg, circulation manager of the Jacksonville (Fla.) Metropolis, entertained the newsboys, carriers and agents of that newspaper recently with a frolic at a near-by camp, devising a programme of original stunts.

LOUISVILLE STAFF CHANGES

J. L. Bomar Named to Succeed G. E. Johnson, of Courier-Journal and Times.

After twenty years as circulation manager for the Louisville Courier-Journal and Louisville Times, G. E. Johnson has resigned. He will continue as confidential secretary to Henry Watterston, editor of the Courier-Journal, and in addition will assume other duties on the two papers.

J. L. Bomar, who succeeds Mr. Johnson, has been in charge of city circulation for the two papers for 24 years.



J. L. BOMAR.



G. E. JOHNSON.

forty-seven years.

Co-operation With News Dealers

The Albany Knickerbocker-Press furnishes to local dealers, who conduct cigar stands and stationery shops, folders on which their places of business are pictured and advertised, and in which that newspaper also affectively tells its own story to the patrons of these dealers.

CAMP CIRCULATION IS STILL A PROBLEM

OHIO CIRCULATORS WANT WAR DEPARTMENT TO ADOPT UNIFORM POLICY.

In accordance with a resolution adopted at the last meeting of the Ohio Circulation Managers' Association, President T. J. Kavanaugh, of the Dayton News, has appointed a special committee to confer with other sectional organizations in a common effort to have some uniform plan adopted by the War Department for selling and distributing newspapers in army camps and cantonments.

The committee consists of: E. L. Cohan, chairman, Cincinnati Commercial Tribune; H. H. Aiken, Columbus Citizen; Leslie Neafie, Toledo Blade, and James Reagan, Cleveland Leader.

President Kavanaugh has received a suggestion from a member of the Ohio association bearing upon the problem of soldier circulation, and believes that it may help toward the general solution. This member cites Camp Sherman, Ohio, as an example of how his idea may be worked out. At this camp Scott Kraus has charge of newspaper sales. Like other agents at the camps, he has difficulty in securing proper carrier service.

Members of the Ohio organization are asked to write to Mr. Kraus and to suggest that he secure the help of such enlisted men as have formerly been newsboys or carriers, and that he split the commission with them and thus make it worth their while to cooperate in making camp deliveries. He thinks that every enlisted man who has had such experience in private life would welcome a chance to thus get back in the game, and that camp commanders would approve of the plan.

President Kavanaugh believes that circulation men all over the country may find some help in this matter by adopting this idea, and communicating with the camp agents in regard to its adoption.

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

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

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

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

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



TRYING TO BE FUNNY AFTER YOU'VE HAD A TERRIBLE SCRAP WITH THE ONLY GIRL

THE WORD TRAGEDY DOESN'T SEEM TO DESCRIBE ADEQUATELY THIS LITTLE PATHETIC SCENE

WHEN Lieut. P. L. Crosby, of the McClure Newspaper Syndicate, was asked to portray his idea of a "Little Tragedy of a Newspaper Office," he pulled up to his board and in a little while handed the above cartoon to a representative of THE EDITOR AND PUBLISHER. Lieut. Crosby has composed the music, you can find the words.

Lieut. Crosby's now famous daily three-column comic, "That Rookie from the 13th Squad," has given him a national reputation. Because of its timeliness, because of the reputation of the artist and because he is actually in the service and is making his pictures from first-hand observation of the humor of the training camp, his cartoons were bound to be well-received. And the most enthusiastic expectations of the McClure Newspaper Syndicate have been more than realized.



LIEUT. P. L. CROSBY.

Lieut. Crosby sold his first drawing to Life, at the age of seventeen, for which he received \$6. When it was published that drawing fairly burned through the cover. Then he got a job on the New York Call and turned out cartoons day and night for \$10 per. Later he went to the New York Globe, where he worked with Davenport. "There I was treated as if I were human," remarked Lieut. Crosby recently. "They never docked me for the minutes I squandered in sleep."

At the age of nineteen he won first prize on the New York Edison Company advertisement competition—there were ten prizes. Later he worked on the New York Evening World, New York Sunday World, New York Herald, New York Evening Telegram, Philadelphia Ledger. He did "Bugs" on the New York Sunday World.

Lieut. Crosby tells how he used to have terrible times in getting ideas and how he used to use a mirror to portray expression. One warm night he did this while his window was open. He went through his various gestures. The next day there was a rumor about a certain boy that wasn't all—and fingers were pointed significantly at heads.

He believes in making an idea and drawing as human as possible—stopping when idea is expressed. He believes a drawing should be simple. Lieut. Crosby finds this easy when he puts himself in his work.

Lieut. Crosby's drawing is exceptionally good. His sense of humor is boundless. He is fresh from the Plattsburgh camp, where he obtained his commission and is now training recruits at Yaphank, Long Island, N. Y.

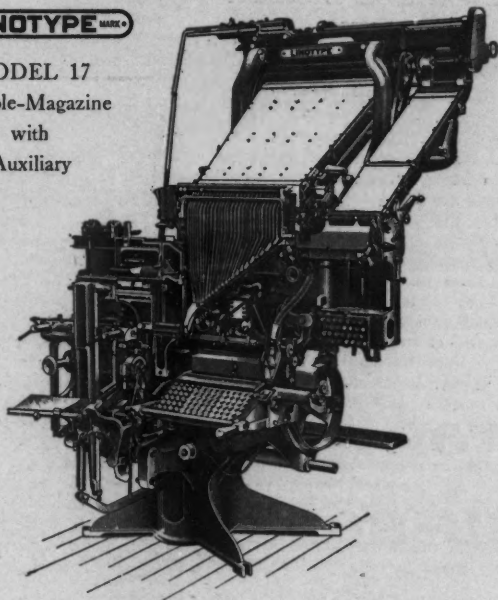
Lieut. Crosby is a fine man to know. He has friends everywhere.

"Things are in the saddle, and ride mankind," said Emerson. What would the Sage of Concord say of present-day events?

When angry, you are advised, count 100 before speaking. It is wiser, in such event, neither to count nor to speak at all.

TRADE MARK LINOTYPE

MODEL 17
Double-Magazine
with
Auxiliary



"Making Good" in the Panhandle State

LAST March the Charleston (W. Va.) Mail installed a Model 17 Linotype—the first of this model for the Panhandle State.

Mr. Williams, the machinist in charge, who had never before seen a Model 17, erected the machine without assistance.

Four months later Mr. Walter E. Clark, President of the Charleston Mail, wrote:

"Our Model 17 has been operating with no interruption whatever. Foreman and all our operators are enthusiastic over its ready versatility, smooth running, and all-around efficiency."

Aside from their simplicity, continuous composition Linotypes possess many time and labor saving features that are exclusively Linotype.

Write for descriptive literature or for a representative to demonstrate them to your foreman.

Mergenthaler Linotype Co.

Tribune Building, New York

CHICAGO SAN FRANCISCO NEW ORLEANS TORONTO

BURLESON REPLIES TO MILWAUKEE LEADER

SAYS THERE IS AN ORGANIZED PROPAGANDA TO DISCREDIT AND IMPEDE HIM.

Special to THE EDITOR AND PUBLISHER.

WASHINGTON, November 20.—The Postmaster-General has filed in the District Supreme Court an answer to the mandamus proceedings recently instituted by the Milwaukee Social Democratic Publishing Company, to compel him to rescind his order revoking the second-class mailing privileges of the Milwaukee Leader. Hearing on the matter, which involves the validity of the Espionage act, was postponed by Justice Hitz until November 26.

The answer sets forth that the action of the Postmaster-General was in pursuance of authority of law and involved an exercise of his judgment and discretion, which is not reviewable in a court of law. Mr. Burleson insists that the Espionage act is valid and constitutional, but asserts that his denial of the privilege to the newspaper in question was not based entirely on that enactment.

United States Attorney Laskey and Assistant United States Attorney Van Fleet appear for the Postmaster-General. Attorney Charles Poe, of the local bar, and Attorneys Cochems and Wolfe, of Milwaukee, represent the publishing company.

Mr. Burleson denies that the Leader has complied with the provisions of the Espionage act, and says:

"From the date of the declaration of war and continuously down to the action of the respondent (Burleson) complained of by the relator (Leader) this respondent avers that from matter received at the Post Office Department from various sections of the country he finds that there exists an organized propaganda to discredit and impede in every way the objects for which this government is spending billions of dollars and will probably be called upon to sacrifice thousands of lives.

"The publications forming this propaganda in many cases subtly guard their utterances in the attempt to avoid the criminal liabilities of their acts under the Espionage law; they are nevertheless united in publishing the same character of matter, whether partially true or entirely false, and are daily accomplishing results in clear violation of the law."

TO KEEP CANADIANS INFORMED

Dominion Government Appoints Director of Public Information.

Special to THE EDITOR AND PUBLISHER.

OTTAWA, November 19.—A Director of Public Information, whose duty it will be to keep the Canadian public fully informed of facts connected with the conduct of the war and problems arising therefrom, has been appointed by the Dominion Government in the person of M. E. Nicholis, formerly publisher of the Montreal Mail, and prior to that manager of the Winnipeg Telegram.

Under the terms of the Order in Council, the Director of Public Information is required to furnish to the press and the public the fullest possible information concerning the progress of the war, the operations of the Canadian naval and military forces, the decisions and measures adopted by the Government for the prosecution of the war, and the necessities and demands of the war as they affect the people of Canada.

HOWELL A. GWYNNE, EDITOR OF THE LONDON MORNING POST, IS ONE OF ENGLAND'S MOST BRILLIANT JOURNALISTS



HOWELL A. GWYNNE.

(Special to THE EDITOR AND PUBLISHER.)

LONDON, November 2.—The range of versatility in talent to be encountered among editors of London newspapers is wide. These are not known by the man in the street, but the majority of educated and discriminating readers manage to learn something of them. Howell A. Gwynne, editor of the Morning Post, in the establishment of which Lord Glenesk prided himself in the degree in which it, among other points, purveyed "exclusive personal information"—is a product of what a newspaper man should be after personal contact as a special correspondent with practically every news development of consequence throughout the world during the past twenty years.

He is, in fact, one of the small but gifted band of English correspondents equally at home in effectively and conscientiously discharging their duties in the field in the course of one of England's "little wars" somewhere on the other side of the world as they are striking at the heart of the intricacies of diplomatic conferences that settle the positions of nations.

After serving as the Times correspondent in the Balkans, Mr. Gwynne became the correspondent for Reuter's Agency, in Rumania, in 1893, going to Ashanti in 1895. He accompanied Lord Kitchener's expedition to Dongola in 1896, as Reuter's chief war correspondent, in which capacity he followed the operations of the Turkish-Greek war in 1897, and going on the expedition to Berber in the same year. Assigned to Peking in 1898, he remained until May of the following year, whence he sailed directly to South Africa and organized Reuter's war service for the Boer War. He followed Lord Methuen's operations and was present at Margersfontain. Joining Lord Roberts on his arrival, he went through his operations to the capture of Pretoria. He reached England on his return just in time to be sent back with Mr. Chamberlain on his visit.

It was quick work on the part of Mr. Gwynne shortly after getting off the train at Belgrade that enabled him to send to Reuter's a dispatch that cleared up many of the questions on everybody's lips concerning the murder of the King and Queen. He visited Macedonia during the disturbances. In 1894, in recognition of his splendid services in many fields, he was appointed director of Reuter's foreign news. He was appointed editor of the London Standard in 1904. He resigned in 1911, and shortly afterwards accepted the post of editor of the Morning Post. This great property, incidentally, is now owned by the Countess Bathurst, a daughter of the founder, and she has displayed a talent surprising to her friends in the manner in which she is carrying out her father's work.

Mr. Gwynne was born at Kilvey, South Wales, in 1866. He is a son of the late R. Gwynne, of Kilvey. In 1907 he was married to Miss Edith Douglas, only surviving daughter of Thomas Ash Lane.

Philadelphia

Is

a

Morning

Newspaper

City

LAUD NATION'S CAUSE FOR GOING TO WAR

IRVIN S. COBB AND DR. FRANK CRANE ADDRESS WAR CAMP SERVICE LUNCHEON.

Irvin S. Cobb and Dr. Frank Crane were the two principal speakers at a patriotic luncheon held Tuesday noon at the Hotel McAlpin under the auspices of and in the interests of the War Camp Community Service.

"I have sort of sworn off talking about the war," said Mr. Cobb, in opening. "According to a lady to whom I am very closely related by marriage I haven't been doing anything else for some time. She insists that talking is my favorite sport, indoor and outdoor, and she has informed me that unless I mend my ways her next husband will be a man who will not be in the same business that I am. But here I am at it again.

"However, I solemnly believe that no nation ever went to war for a holier cause than our beloved United States. I believe no nation ever went to war prompted by nobler purposes. I believe no nation ever went to war with finer Allies. Benjamin Franklin once said—and I feel somewhat indebted to Franklin inasmuch as he established the Saturday Evening Post—that every man loves two countries, his own and France. You and I love our country and we love France and all of our other allies."

PICTURES INADEQUATE.

Mr. Cobb declared that no pictures could tell the awfulness of the war. He said all descriptions were inadequate. He told of his experiences in Belgium and northern France during the earlier part of the war and said that no man could conceive of what is meant by the horrors of war unless he had observed for himself.

"I recall an incident," said Mr. Cobb. "A nurse was attending to a torn fragment of humanity, a French soldier, who had had both hands shot off. The nurse wanted to say something and yet could think of nothing suitable other than, 'You have been very unfortunate. I'm so sorry.'

"The soldier, through blood and dirt, actually smiled. 'I am fortunate, not unfortunate,' he said. 'I offered my life to France. She took but my two hands.'"

NO TIME TO FIND FAULT.

Mr. Cobb declared that the time was here when every man and woman must support the Government in its prosecution of the war. He said that now was no time to find fault; now was no time to pick flaws. This is a time for united action by a determined, unqualifiedly loyal people.

"We must realize that war means sacrifice," said Mr. Cobb. "War means giving and giving and giving. We must all do our part. It isn't for this man and that man to do, but for all of us. We can't all go across but we can all come across."

Dr. Crane in explaining the efficiency of the German nation said that destruction was more efficient than construction.

"A baby in a minute can destroy a watch that required ten men ten years to build," he said. "If a man were suddenly to go crazy in this room, would flash a revolver and terrorize all of us, he would be remarkably efficient for a time. So with Germany. She has let go of all of the fine moral teachings of civilization. She is literally a nation gone mad. And in her destructiveness she is remarkably efficient. But no na-

tion can survive with such a programme. Disaster to such a country is inevitable.

"This is not the day of private profit or of private opinion. Our country is at war. We must have loyalty of opinion as well as loyalty of deed. Just as Pershing's army will keep the Stars and Stripes flying in France, so we should keep the flag of high and loyal thoughts flying here. The time has come when people must either step up, put up, or shut up."

DESCRIBES SPIRIT OF 1917

James Schermerhorn, of Detroit, Addresses Baltimore Advertising Club.

"The Spirit of 1917" has four figures in the forefront—a man with a sword, another with a cross, another with a pen, and another with an armful of receipts for his subscriptions to various war funds," said James Schermerhorn, publisher of the Detroit Times, in an address before the Baltimore Advertising Club Thursday evening.

"And outflung above them the national oriflamme—the sacrificial scarlet of the sword, the unflecked white of the cross, the brave blue of the ink of the pen, and the consecrated, indispensable dollar-marks—once besprinkled upon the raiment of the American political boss as a sign of sordidness—now transcending the stars in glory.

"So there you have the first set of fours of the long, long column of Columbia's freemen, moving irresistibly as a nation rather than as an army, to the vindication of the principles that have made us the unoppressed land of hope and happiness.

"Sword and cross and pen and business, all consecrated to the great task in hand! Can you conceive of a more invincible alignment of the forces that make for democracy's triumph, for war's annihilation and the establishment of enduring peace?"

R. E. HOLLIWAY RELEASED

St. Louis Republic Reporter Ordered to Appear Before Grand Jury.

Circuit Judge Slate on November 17 released Robert E. Holliday, staff correspondent for the St. Louis Republic at Jefferson City, Mo., from the Cole County Jail, where he had been for more than a month. Holliday was jailed on the charge of contempt because he would not disclose to the grand jury the source of his information on which he based a story that indictments had been voted in alleged graft cases, and which was prematurely published. Holliday was freed on bond and ordered to appear before the grand jury in March.

Judge Slate dismissed the case against Ralph E. Stout, managing editor of the Kansas City Star, who had been cited for contempt because of an editorial in that paper in criticism of Judge Slate. The court had been informed that the editorial had been written at the direction of I. R. Kirkwood, publisher of the Star, and that Stout had nothing to do with it.

Raise Price to 5 Cents

The Waco (Tex.) Daily Tribune has announced that the price of the newspaper on the streets, by newsboys, at newsstands, on trains, or elsewhere where single copies are sold, will be 5 cents. The subscription rates for delivery by mail or by carrier remain unchanged.



"I see by the papers——"
Mr. Dooley

That's What They Do In Wisconsin

They read the papers, those Badgers. They are a mighty well informed, steady, prosperous lot—good solid citizens every one, whether on farms or in towns or cities. And if you knew the Wisconsin papers thoroughly, you would know why the people read them and know why they swear by them.

And on the other hand, if you knew the Wisconsin people as you should, you'd understand why they are such prosperous, enterprising and good citizens.

Of all the larger states, Wisconsin has a greater proportion of farms owned by the people on them than any other.

The value of the dairy products of Wisconsin alone, is nearly one fourth of the total of the whole country. Think that over.

In crops The Wisconsin farmer stands very near to the top in grand total.

In mine products Wisconsin is one of the heaviest producers of iron, lead and zinc.

In manufactures, over \$600,000,000 annually, and growing.

In commerce, excellent stores and fine transportation by land and water.

The way to get all this, the way to get your share of this prosperity, is through Wisconsin newspapers. Here are the best of them:

	Circulation	Rate for 5,000 lines
Beloit News (E).....	* 6,000	.02
Eau Clair Leader-Telegram (M&E).....	*† 8,282	.0286
Fond du Lac Commonwealth (E).....	*† 5,106	.0143
Green Bay Press Gazette (E).....	* 9,264	.02
Janesville Gazette (E).....	*† 7,373	.0214
La Crosse Tribune-Leader Press (E & S).....	*† 14,324	.025
Madison, Wisconsin, State Journal (E).....	* 13,385	.03
Madison, Wisconsin, State Journal (S).....	* 10,199	.03
Milwaukee Evening Wisconsin (E).....	* 36,596	.06
Milwaukee Journal (E).....	* 110,964	.12
Milwaukee Journal (S).....	* 97,849	.12
Milwaukee Leader (E).....	* 36,543	.07
Milwaukee Sentinel (M&E).....	* 49,665	.08
Milwaukee Sentinel (S).....	* 51,677	.11
Oshkosh Northwestern (E).....	*† 13,277	.06
Racine Journal News (E).....	*† 7,219	.02143
Racine Times-Call (E).....	* 6,050	.0150
Sheboygan Press (E).....	*† 5,497	.0143
Superior Telegram (E).....	* 14,254	.06

* A. B. C. Statement April, 1917.

† Commercial survey of city sent on request.

INDICTMENTS AGAINST MASSES' EDITORS

SEVEN ASSOCIATED WITH RADICAL MAGAZINE ACCUSED UNDER ESPIONAGE LAW.

Seven persons connected with the Masses Publishing Company, which issues the Masses, a monthly magazine, were indicted Monday in New York by the Federal grand jury for conspiracy in violation of the Espionage act. Bench warrants were issued for their arrest by Judge Julius M. Mayer.

Those indicted are Max Eastman, editor-in-chief; Floyd Dell, managing editor; C. Merrill Rogers, jr., business manager; Henry J. Glintenkamp, artist; Arthur Young, artist; John Reed, writer, and Josephine Bell, writer.

In addition to the seven indictments, two other indictments for attempting to use the mails for non-mailable matter were also returned by the grand jury against the Masses Publishing Company as a corporation, and C. Merrill Rogers, jr., as an individual.

Mr. Rogers was informed about the indictments a few minutes after they had been presented.

"We have been more or less expecting this action," was his only comment.

Max Eastman, editor of the publication, who had just returned from the West, said:

"These indictments seem to be a part of the organized effort of certain subordinate officials in the United States Government to crush the voice of the Socialists. We have as yet no evidence that the courts of the United States are a party to these proceedings, and we have complete confidence that they are not."

Morris Hillquit, attorney for Max Eastman and his colleagues on the Masses, declared Wednesday that his clients had not in any way obstructed the work of the Government. He said the only question was whether or not they had exceeded the limit of proper criticism.

He said his clients would not seek to evade trial. Federal Judge Mayer placed Eastman under bond of \$5,000, C. Merrill Rogers, jr. under \$3,000; Arthur Young under \$1,000 and Floyd Dell under \$500. Hillquit then entered the plea of not guilty.

NEWSPAPER TAX RULING

Papers Shipped by Express to Be Taxed on Single Weight Basis.

WASHINGTON, November 21.—The Internal Revenue Bureau has made a tax ruling on shipments of papers by express, in which it says: "From the facts presented, it appears that the method of transporting newspapers by express is to deliver to the express company in bulk, tied, or fastened together, an entire shipment, and to base and pay the express charges thereon without regard to enclosed sub-divisions to be thrown off or delivered at way stations; that is to say: If 500 pounds of newspapers should be shipped on a single car at one time, to be distributed at ten different stations, the package would be received as one shipment and the express charge would be for the aggregate amounts of the ten sub-divisions, and not upon the basis of the ten deliveries.

"As this was a fact and a commercial condition at the time of the passage of the act, Congress is assumed, if the contrary does not otherwise appear in the law, to have enacted the taxing provision relative to express shipments in view of and to meet such existing commercial conditions and practice."

VETERAN JOURNALISTS MEET

Governor McCall, of Massachusetts, Names Officers of Boston Organization.

Governor Samuel McCall was the presiding officer at the tenth annual meeting and dinner of the Veteran Boston Journalists held recently. Exercising his privilege under the rules of the organization, Gov. McCall appointed as officers for the ensuing year: President, Samuel L. Powers; treasurer, Charles E. Pierce; secretary, Weston F. Hutchins. Eight members died since the last meeting, and the club's loving cup went round in honor of Alexander Moffatt Gillam, Franklin Benjamin Sanborn, John Lord Parker, Charles Fred Smith, Henry Pickard Winter, Virgil Gullford Eaton, William Wirt Burke, and Frank Gordon Dickey.

In opening the after-dinner proceedings, Gov. McCall told of his connection with the press in his younger days, and particularly of his work on the Boston Globe. Robert Lincoln O'Brien, editor of the Herald, discussed journalistic conditions, and Clarence W. Barron, of the Boston News Bureau, urged independence and respect for the truth in journalism.

Other speakers included: Police Commissioner Stephen O'Meara, President-elect Powers, E. B. Gerry Brown, and Frank P. Bennett.

SHOWS 51 SERVICE STARS

National Press Club Flies Banner of Members Serving Their Country.

WASHINGTON, November 21.—The National Press Club proudly floats from its windows a service flag with fifty-one stars. The names of the fifty-one follow:

Robert B. Bermann, G. Arthur Bell, Capt. D. Spencer Bliss, G. W. B. Britt, Bennett Champ Clark, Douglas V. Cornwell, John Corrigan, jr., John H. Craige, Thomas R. Darden, James A. Drain, X. A. De Lisle, Stephen T. Early, Raymond H. Fuller, W. D. Hassett, George R. Holmes, Joseph M. Heller, Gen. George H. Harries, Major William C. Harlee, Michael Jacobs, Oliver McKee, jr., Earl C. Kindelberger, John S. McCallum, Samuel T. Moore, Thomas W. Miller, Edward B. Mitchell, Thomas K. Meloy, John Nash, Oliver P. Newman, C. L. Nelson, Norris W. Owens, Byron Price, Paul B. Popenoe, James M. Proctor, Dr. Harry Price, Warren S. Patten, David L. Rowe, Nelson M. Shepard, Richard Dana Skinner, Charles J. Stermer, Earl Hamilton Smith, Alfred Louis Stern, Arthur Sweetser, Dr. J. Blair Spencer, G. K. Shuler, Leo R. Sack, Mercer Vernon, W. Ben Weissblatt, W. J. Weissinger, James L. Williams, Floyd P. Waggaman, Donald Woodward.

Name Convention Board

Five of the seven members of the Convention Board of the San Francisco Ad Club, which will direct the affairs of the Ad Club in connection with the annual convention of the Associated Advertising Clubs of the World, which is to be held in San Francisco next July, have been appointed by the directors of the Ad Club. Frank H. Abbott, jr., of the Abbott Press, was made general director of the board. Associated with him are B. F. Schiesinger, the Emporium; Milton H. Esberg, General Cigar Co.; Samuel P. Johnston, of Johnston-Ayres, president of the club; and Chas. W. Duncan, of Foster & Kleiser, who was elected secretary of the board.

SOLDIERS PUBLISH PAPER

Texas Newspaper Men Now in Service Hope to Print Paper Abroad.

The Reconnaissance is the title of a weekly newspaper published exclusively by soldiers of the mounted service at Camp Bowie, Tex.

The Reconnaissance—newsboys would have a hard time calling that name—is a non-profit-paying paper. Every person in any way connected with it is an enlisted soldier. The profits from advertising go into a fund with which to purchase a portable field printing shop, with the hope that the paper may be published when the men go to the other side.

Tom M. Arnold, formerly of the Dallas Morning News, is manager. Kent Watson, formerly with the Associated Press at Dallas, is assistant manager. Frank S. Tillman, former city editor of the Fort Worth Record, is director.

THE EDITOR AND PUBLISHER extends greetings to the new newspaper, and wishes good fortune to all those connected with it.

Forty-One Dailies in One City

Buenos Aires has forty-one daily newspapers, which consume 30,000 tons of news print a year, according to Robert S. Barrett, a special agent of the United States Bureau of Foreign and Domestic Commerce, who has just returned from South America.

W. F. DUMSER LEAVES READING PAPERS

DUDLEY H. MILLER IN CHARGE OF READING (PA.) TELEGRAM AND NEWS TIMES.

Walter F. Dumser, for five and one-half years editor and manager of the Reading (Pa.) Telegram and News-Times, who three months ago entered the Government service under a special war-emergency act as publicity director of the United States Public Service Reserve, has given up the active management of the papers. The attention of his duties in Washington made it impossible for Mr. Dumser to give the required amount of time to the Reading end, and he has turned over the reins to Dudley H. Miller, who has been elected president, manager, and treasurer.

Frederick S. Fox, connected with the papers for the past twenty years, has been placed in full charge of the editorial end.

Mr. Dumser will continue in an advisory capacity, and will visit Reading from time to time while his residence is maintained in Washington.

Mr. Dumser's work in Washington has to do with the enlisting of a vast reserve of skilled labor who will aid in the successful prosecution of the war.

National Advertising Record for October, 1917

FOR ALL ST. LOUIS DAILY NEWSPAPERS

The Figures Presented in this Advertisement were compiled by the Statistical Department of The St. Louis Star, and show the Gain and Loss of each newspaper in October, 1917, as compared with October, 1916.

The St. Louis Star	- -	GAIN 20,790 Lines
The Post-Dispatch	- - -	LOSS 20,040 "
The St. Louis Times	- - -	LOSS 11,700 "
The Globe-Democrat	- -	LOSS 32,910 "
The Republic	- - - -	LOSS 16,800 "

The St. Louis Star's Gain for the Month	20,790	Combined Losses of ALL Other Papers	81,450
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THE ST. LOUIS STAR

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

PHILADELPHIA
Colonial Bldg.

NEW YORK
Fifth Ave. Bldg.



UNITE IN CAMPAIGN FOR SUBSCRIBERS

LOUISVILLE COURIER - JOURNAL AND TIMES OFFER THIRTEEN PAPERS FOR 15C.

The Louisville Courier-Journal and the Louisville Times have just launched a joint campaign for increased circulation which promises to be exceedingly successful and which is being prosecuted with much vigor. It is a proposal addressed to the three "Falls Cities," Louisville and Jeffersonville and New Albany, Ind., under the slogan "Thirteen for fifteen," meaning that all seven issues of the Courier-Journal and six of the Times will be delivered to subscribers by carrier at the rate of fifteen cents a week. Heretofore the Times has been sold at ten cents a week and the Courier-Journal at fifteen cents a week, by carrier, including the Sunday paper, and at ten cents a week without the Sunday paper.

By the new proposition Courier-Journal subscribers may have the Times each afternoon without additional cost, while subscribers to the Times may have the weekly and Sunday Courier-Journal added for an additional five cents. At the same time a reduction in the mail rates of the Courier-Journal has been announced, a cut of ten cents on the former daily and Sunday rate of seventy-five cents, ranging to a cut of eighty cents on the annual subscription rate of \$8 a year by mail.

In advance of announcement of the new offer the circulation manager, J. L. Bomar, consolidated the carrier routes of the two papers in the so-called "metropolitan" district, and the carriers will make the collections, weekly, bi-weekly, or at such other intervals as may be

agreed on. There will be no changes at all in the so-called segregated rate, to subscribers who take only one paper. Beginning with November 17, the new offer has been most extensively advertised by the two papers. There have been news stories in both of them daily, first setting forth the proposal and then recording progress in the way of new subscriptions. In addition elaborate full-page advertisements have been used in both papers, while separate advertisements have made note of the change in the mail rates. The slogan, "13 for 15" is being used extensively, in white on black and has been appearing on every page in the two papers. In addition cardboard strips were distributed by carriers to houses on their routes on which the proposal was set forth in detail, with a post card, perforated to be removed and mailed in by subscribers. In addition telephone orders were invited.

The response was immediate. Within half an hour after appearance of the noon edition of the Times on the streets new subscriptions at the combination rate began to reach the office, while thereafter they continued to be received in increasing volume. Saturday night's mail showed that the post-card coupons were being largely clipped and generously used. The Times has been rated as having the largest circulation of any paper in the district in which the new rates are in effect.

R. E. Hughes, business manager of the two companies, is credited with having worked out the plan and the publishers are working with the object of putting the two papers into every home in the Falls Cities.

The newspaper which has its share of classified advertising is founded upon the rock of intimate and limitless service.

CO-OPERATE IN HANDLING NEWS

Toronto Newspapers Get Together in Covering Exemption Tribunals.

Special to THE EDITOR AND PUBLISHER.

TORONTO, November 19.—The first instance of coöperative news-gathering on a large scale in Canada is occurring at present in Toronto in connection with the work of the exemption tribunals under the Military Service act. Under the Canadian system, every man between twenty and thirty-four years of age, single or widower, without children, must come forward and either sign up for service or claim exemption. The exemption claims then go before tribunals established for the purpose. As a very large percentage of the men called up are claiming exemption, the work of the tribunals is heavy.

There are thirty tribunals in Toronto, located in all parts of the city, and they are in session from nine in the morning until five in the afternoon. To cover their proceedings thoroughly, the Star has entered into an arrangement with the Globe and the World by which it secures the services of about twenty reporters from these papers. The two morning papers, for their part, have the advantage of the late reports which are crowded out of the afternoon paper.

Iowa Newspaper Men Meet

The third annual conference of Iowa newspapermen was opened yesterday at Iowa City and is in session to-day. The principal speakers are Hopewell L. Rogers, business manager of the Chicago Daily News and president of the American Newspaper Publishers Association, and N. A. Huse, vice-president of the American Press Association.

COMMISSION TO ASK POSTAL CHANGE

A. A. C. W. COMMITTEE TO HELP TO HAVE NEW LAW AMENDED OR REPEALED.

The National Commission of the Associated Advertising Clubs of the World at its recent Indianapolis meeting expressed its willingness to get behind the movement for the repeal or modification of the new second-class postal laws. The Commission announced it was ready to receive requests from publishers' organizations for coöperative action.

Another matter that came before the Commission was the case of the Hanff-Metzger Advertising Agency, of New York, in relation to its controversy with the Democratic National Committee. That agency had charge of the advertising of the National Committee in the 1916 campaign, and a dispute arose over the size of the bill for the service. The National Committee insisted that it had been overcharged, but finally paid the entire bill. The Hanff-Metzger Agency now claims that its good name was assailed. The Commission, some time ago, asked the Democratic National Committee to file a brief in reply to the brief filed by the agency, but there was no response. Now the Commission says that unless the National Committee files its brief and argument it will have to decide that the Hanff-Metzger Agency is correct in its position.

The Commission decided that the advertising exhibits at the Convention of the Associated Advertising Clubs, at San Francisco, next summer, shall be standardized. All display panels will be of the same size and shape, and exhibitors will be required to make their exhibits accordingly.

THE AULT & WIBORG CO.

HOME OFFICE, CINCINNATI, OHIO

EASTERN DIVISION:

Office, 57 Greene St., New York

Factory, Jersey City, N. J.

Branches: Baltimore, Philadelphia, Boston

MAKERS OF FINE
PRINTING AND LITHOGRAPHIC INKS—

ALSO

News Ink

EDITORIAL

THANKSGIVING!

BROTHER to the Spirit of Christmas is the Spirit of Thanksgiving. It is the day of reckoning and of renewal.

For more than a year the publishers of American newspapers have been dwelling, figuratively, in the land of Egypt. The grim sojourn is almost over.

Morally conscripted for the service of the nation at war—yet eager to render that indispensable service in the spirit and generous measure of the volunteer—the newspapers have faced conditions formerly inconceivable.

For in the former days nobody would have believed it possible that the men, whose industries were founded and dependent upon the patronage of publishers, would exchange the traditional spirit of the seller toward his buyer for the spirit of the exploiter.

But the inconceivable came to pass. The manufacturers of news print, seizing upon plausible economic pretexts, and acting in that unnatural accord which avarice breeds, proceeded to exercise the dangerous prerogative of arbitrary price making. They imposed upon newspapers an added burden of expense for white paper which confiscated the earnings of many, and imperilled the existence of others.

From coöperators the manufacturers suddenly turned to the rôle of taskmasters. They looked back upon so-called "lean years" and proposed to atone for them through a swift and effective campaign of profiteering. They produced less news print than the market demanded. They fixed prices which the Federal Trade Commission, after impartial investigation of manufacturing costs, pronounced grossly excessive.

America's entrance into the great world struggle for human liberty made mandatory upon the newspapers a sort of super-service to the Government. And it was a crippled and hampered press which responded so gloriously to the call, and whose response has been steadily growing greater and stronger. As with the Israelites in Egypt, the newspaper makers were compelled to make bricks without straw—to publish newspapers of power and influence without a sufficient supply of raw materials.

The trend of events turns against the taskmasters. Uncle Sam has played the rôle of Moses. He has ascertained and made known the truth about conditions. He has put the fear of Federal authority into the minds of the manufacturers. He has recalled them to reason, to a spirit of fairness. This Thanksgiving, holding the promise of Federal control—and an early ending through legislation of present evils—brings to us another, and a still more definite, assurance of quick relief. A solution for the intolerable conditions of the past year is now being worked out—a plan is maturing through which, perhaps without the enactment of a special statute, normal conditions in the news print market will soon be restored.

There is good news, cheering news, in the making. The news print crisis may be said to have ended. How, and through what process, will soon be known. Publishers may say good-bye to their Egypt. For this, Thanksgiving!

War has brought other economic alarms. We have been talking about non-essential industries—about the curtailment of the production and advertising of luxuries—about the supposed wastefulness of advertising foodstuffs and other essential commodities. The safe ground will be found. Common sense will prevail. The volume of advertising has thus far held to normal. Apprehensions are, for the most part, groundless. If we should have a smaller volume of advertising of a particular kind we shall recoup with larger volume in other lines. To advertise is to make known. In war time the people need to know about buying opportunities—the need is greater than in peace times, for wise buying is more essential. Advertising, carrying vital information to the people about vital problems, will continue to serve the consumer, the manufacturer and the dealer. The experience of Canadian newspapers, faced with war conditions more than three years ago, is encouraging. In the first year or so of the war, with unusual economic problems before them, the Canadian business men did not advertise normally. That condition did not continue. To-day the Canadian

**THE understanding is always
the dupe of the heart.—
Rochefoucauld.**

papers are prosperous—all lines of advertising are running full volume. For the fact that advertising conditions are sure to quickly adjust themselves, and that revenues from this source are not seriously menaced, Thanksgiving!

For the fact that postal rates are sure to be re-adjusted on a basis of far-sightedness, assuring to the people the sum of benefits derived through minimum charges to the newspapers by the nation's post office—Thanksgiving!

For the growing spirit of helpful coöperation among editors, publishers, managers, and circulation men—for the gold-yielding economies which have been instituted in newspaper plants—for the passing of the economic eclipse—for the fact of press freedom in a period when extreme counsels are often loudly voiced and too frequently heeded—for the privilege of unselfish service to the great Republic we love—Thanksgiving!

For national leadership which has assured national unity—for a President who embodies the American spirit and purpose, and who has already won the hearts of his countrymen and the love of the world's free peoples—Thanksgiving!

MORNING AND EVENING NEWSPAPERS

AS long as morning and evening newspapers are published in competition with each other there will continue to be fervid discussions as to their relative value as advertising mediums.

Claims of rival advocates sometimes take the form of destructive criticism—and that fact is regrettable.

If the morning newspaper did not have its own sphere of service and usefulness it would not be a good advertising medium—and therefore would not continue to be published. Precisely the same thing is true of the evening newspaper.

Both morning and evening newspapers are in the service of the people—both are essential. Both are read by men and women alike. The advertisements in both appeal to men and women alike. Both are home newspapers. Neither may properly claim an exclusive appeal.

This is not to say that one may not claim special value, as compared with the other, as an advertising medium. For, in many cities, local conditions favor the one or the other—local preferences give to one or to the other peculiar value, while in another city the condition may be exactly reversed.

In a majority of the larger cities there are strong morning newspapers and equally strong evening newspapers. In such instances quality and quantity of reader-following may determine relative values for the advertiser. In some cities afternoon papers dominate the field, and advertisers are enabled to practically win local markets through their exclusive use. Yet there are some cities known to advertisers as "morning newspaper cities," in which the morning paper overshadows others.

Local advertisers know local conditions, and divide their appropriations accordingly. National advertisers are not, as a rule, inclined to place their business on any plan which would confine it, in all fields, to either the morning or the afternoon papers. They weigh other factors of value than the

hour of issue. The nature of a newspaper's appeal to its readers, the character of the following it has created, the degree of reader-confidence which its policy inspires—these things count for decision with the national advertiser. And these things should be the basis of the newspaper's selling argument in advertising its space.

EXCESS WAR PROFITS TAXATION

IN the issue of November 10, THE EDITOR AND PUBLISHER presented a digest of the features of the taxation provisions of the War Revenue act, based upon a study of the statute as made by the experts of the National City Company. The purpose of the feature was to clarify to some extent the somewhat obscure and complicated provisions of the act, especially as these affected newspapers. An unfortunately phrased paragraph made us say that the War Excess Profits tax would not apply to newspapers, which, of course, is not the fact. The writer of the article had in mind the thought that newspapers, under present conditions, were not likely to be hit by the excess profits clause, as normal profits had been, in so many instances, sacrificed on the altar of excessive news print costs. However, judging by the number of inquiries which have reached THE EDITOR AND PUBLISHER, by wire and letter, as to the exemption of newspapers, it would seem that the question of excess war profits has been taken to heart by some publishers.

For the information of those publishers who may be earning war-time profits in excess of those earned in peace times we are compelled to say that the law applies to all lines of business alike. The matter of determining exactly what is meant by "invested capital" is under consideration by the War Excess Profits Tax Board, of which Congressman Hull is chairman. This board is now in session at Washington.

THE news writers, serving at the front for the press associations and for the metropolitan newspapers, have shown their mettle in telling the story of the great drive through which Marshal Haig has smashed the centre of the Hindenburg line. The correspondents have pictured the operation in a vivid and heart-stirring way. Readers of American newspapers who have been wondering whether we shall ever have, during this war, real war reporting—that sort of description which brings an event close up to the eye and the understanding—are answered by the news dispatches from the British front during the last few days. These measure up to the magnitude of the event.

"PAPER," a news print trade journal, says the big publishers are "yawping" for Government ownership of paper mills—which, of course, is not true; and that they hope, through the influence of the daily press, to compel the Government "to sell them print paper, as it hauls their output in the mails, at a loss." This latter statement is made by "Paper" in face of the fact that the proposal for Government control now pending does not involve the sacrifice of manufacturers' profits, except those which are grossly excessive, and that it is not proposed to have the Government sustain either profits or losses through its intervention for the restoration of a normal market.

THOSE who insist that the newspapers have ceased to exert a strong political influence may find small comfort in the fact that, chiefly through newspaper appeal, a recent adverse vote on equal suffrage in the State of New York has been changed into an emphatic endorsement. Here the newspapers were battling for a principle, not merely for a candidate.

THE Canadian Paper Controller has extended the period in which the \$2.50 price for news print shall prevail to January 20. Knowing the actual facts as to manufacturing costs, Commissioner Pringle has evidently ignored the assertions as to enormously increased costs as made by the manufacturers.

PROFITEERS look upon Government interference with their plans as dangerous and Socialistic, an entering wedge for paternalism. Their victims do not.

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PERSONALS

NEW YORK.—Grantland Rice, sports editor of the Tribune, is publishing a book of collected verse called "Songs of the Stalwart."

James L. Ford has resigned as literary editor of the Herald to give all of his time to The Porcupine, New York satirical monthly magazine.

Richard H. Waldo, formerly secretary of the Tribune and one of its chief executives, has been commissioned a captain at the Plattsburgh training camp.

Stephane Lauzanne, editor of Le Matin, Paris, addressed the Presbyterian Social Union of New York City at the Hotel Astor Monday night. His topic was "The Valor of Churchmen."

Charles M. Lincoln, managing editor of the World, returned on Tuesday from a six weeks' absence in England and France.

Miss Betty Graeme has joined the reportorial staff of the Morning World.

Joe A. Jackson, who has made an excellent record on the World as a reporter and a re-write man, resigned from the staff on Wednesday and expects to be doing war duty soon.

Frank R. Margeson has rejoined the staff of the McClure Newspaper Syndicate, where he began his career in the syndicate business.

OTHER CITIES.—C. F. Drake, for the past two years editor of the Sharon (Pa.) Daily Telegraph, has been elected secretary of the Weatherford (Tex.) Chamber of Commerce. Mr. Drake has been succeeded by A. G. Dickson, son of the owner and publisher. Fred Harding has left the copy desk of the St. Paul Dispatch to serve on the Minneapolis Tribune.

Howard F. Voile has resigned as city editor of the Wheeling (W. Va.) News, and has been succeeded by William R. Keyser, formerly city editor of the Intelligencer. H. H. Diddlebock, police reporter, has taken the city desk on the Intelligencer.

Paul M. Clemens, of Elm Grove, W. Va., has accepted the position of sporting editor of the Wheeling Intelligencer.

Herbert Hodge, for more than three years cartoonist of the Spokesman-Review, has dropped his pencil and bristol board, and has enlisted in the radio branch of the Naval Reserve.

William C. Hespelt, who was for some time connected with the editorial staff of the Amsterdam (N. Y.) Morning Sentinel, has gone to the National Army Training Camp at Ayer, Mass.

Charles A. Hall, until recently Sunday editor of the Omaha Daily News, was wounded recently while in service in France, and is now in a military hospital in England.

Copeland C. Burg, for the past year city editor of the Livingston (Mont.) Enterprise, resigned recently to go to Eugene, Ore., where he entered the ordnance department of the University of Oregon with the object of later obtaining a position in the army.

CHICAGO.—Dan Sullivan has returned to the copy desk of the Tribune after an absence of seventeen years, during which time he has been connected with newspapers in various parts of the country.

Paul Gram, formerly of the St. Louis Globe-Democrat, has joined the reportorial staff of the Examiner.

Lloyd Lehrbas, who recently joined the staff of the Tribune as a reporter, has resigned to enter the Cornell University aviation school at Ithaca, N. Y.

Harold R. Campbell, formerly of the Nebraska State Journal, and later of the Omaha News, has joined the reportorial staff of the Tribune.

THE superfluous is a very necessary thing.— Voltaire.

J. Anderson, former reporter for the Salt Lake City Tribune, has joined the staff of the Examiner.

ST. LOUIS, Mo.—J. Vion Papin, market editor for the Republic, also is editor of the music department.

Dick Collins has been transferred from the position of sporting editor of the Republic to that of assistant city editor. J. Reeves Espy and Wilbur Wood are conducting the sport department.

L. N. Biber, formerly of Detroit, is now doing night police work for the Republic.

BOSTON.—Howard Brock, city editor of the Post for several years, is now managing editor of the Traveler. Mr. Brock succeeds Walter Emerson, who has been acting managing editor. Mr. Emerson will become special political writer of the Traveler.

ALBANY.—Brevard Stephenson, a Southern newspaper man, who came North several weeks ago as a reporter on the Scranton (Pa.) Republican, is now with the Times-Union.

William Scully has joined the staff of the Journal as reporter.

William Whittemore has been named telegraph editor of the Argus.

Joseph Murphy is the latest addition to the Knickerbocker Press reportorial staff.

Bernard V. Fitzpatrick has left the Argus to report for training at the National Army cantonment at Ayer, Mass.

Herman Borzner, for five years staff photographer of the Knickerbocker Press, was recently sworn into the army as a photographic observer in the aviation division of the Signal Corps.

MINNEAPOLIS.—C. K. Michener, formerly night city editor of the Tribune, is now associate editor of the Bellman and Northwestern Miller, published here. J. V. Harris, formerly assistant to Mr. Michener, succeeds him as night city editor.

Earle R. Buell has taken charge of the Daily News telegraph deck, replacing B. W. Phillips, who is now in the Tribune's night copy desk "slot." Mr. Buell was formerly day copy reader for the Tribune.

Louis Collins and Joe McDermitt, two of the several Minneapolis editorial men who have enlisted and already seen service in France, are back from the front. They were members of the Norton-Harjes unit and drove ambulances in the thickest of the bloody Verdun and St. Quentin engagements. Collins was formerly with the Journal and McDermitt with the Tribune and News.

SALT LAKE CITY, Utah.—Charles H. Le Bronte, of San Francisco, is the new automobile editor of the Tribune. He succeeds Floyd Timmerman, who is with the Utah Artillery as staff correspondent at Camp Kearney, Linda Vista, Cal.

George Plumb has left the Deseret Evening News to take a place with the Herald-Republican as copy reader.

W. E. Holliday, formerly of Pittsburgh, is now head of the Herald-Republican's copy desk.

CANADA.—H. W. Anderson, the Toronto Globe's special press gallery representative at Ottawa, has been advanced to the editorial staff to fill the vacancy created by the death of the late S. T. Wood.

Mrs. Jean Blewett, a well known Canadian woman writer, has been added to the staff of the Toronto Globe, which has recently established a once-a-week woman's forum in its table of contents.

W. F. Maclean, proprietor of the Toronto World, is again a candidate for the House of Commons in the approaching Dominion election. He was formerly member for South York.

Betram R. Brooker has been appointed advertising manager of the Regina Leader. Mr. Brooker has had previous advertising and editorial experience on the three Winnipeg dailies.

WEDDING BELLS

The wedding of Miss Iphigene Bertha Ochs, daughter of Mr. and Mrs. Adolph S. Ochs, and Lieut. Arthur Hays Sulzberger, was solemnized at five o'clock last Saturday afternoon at the residence of the bride's parents, 308 West 75th Street, New York. The ceremony was performed by the Rev. Dr. Joseph Silverman, of Temple Emanu-El, in the presence of the near relatives of the bride and bridegroom and intimate friends. Miss Ochs is the only child of the publisher of the New York Times, and is a member of the board of directors of the New York Times Company, and of the Chattanooga (Tenn.) Times Company. She is a graduate of Barnard College, class of '14, and has taken an active part in the work of several charitable associations.

Capt. Harold W. Clark, a former military writer of the Boston Herald staff, who accompanied the Massachusetts troops to the Mexican border last year, and a graduate from the Plattsburgh officers' training camp, was married recently to Miss Grace L. Egbert, of Tompkinsville, N. Y.

Miss Heien Harned Williams, daughter of Mr. and Mrs. Walter Williams, of Columbia, Mo., will be married December 1 to Capt. John Franklin Rhodes, at the First Presbyterian Church, Columbia. Mr. Williams is dean of the School of Journalism at the University of Missouri, president of the Association of American Schools of Journalism, and president of the Worlds Press Congress.

J. Howard Tillotson, son of Editor Joseph H. Tillotson, of the Englewood (N. J.) Press, was quietly married last Saturday evening in the manse of the Presbyterian Church, Englewood, to Miss Ethyl Robers, of the business staff of the Press. The Rev. Robert Davis officiated. The best man was Charles E. Oliver, of Englewood, and Miss Delia Oliver, of Closter, was bridesmaid. The newlyweds will live in Englewood, where the bridegroom has charge of the mechanical department of the Press.

Ben Titus, police reporter for the Portland (Ore.) Evening Telegram, and Miss Carolyn Lucile Krimbel, were married recently.

L. O. Peck, editor and publisher of the Hamilton (Tex.) Record, and Miss Ella Moore of Waco, Tex., were recent staff of that paper, will be married in Englewood on Thanksgiving eve.

Tom. W. Goodale, city editor of the Marquette (Mich.) Chronicle and grandson of George P. Goodale, dramatic editor of the Detroit Free Press, was married recently to Miss Lena E. Bobko, of Marquette, former newspaper woman.

Visitors to New York

Dorman Black, publisher, Fargo (N. D.) Forum.

A. A. McIntosh, London (Ont.) Advertiser.

Frank P. Glass, editor, Birmingham News.

Jas. Schermerhorn, publisher, Detroit Times.

Herman Philipson, advertising manager, Dallas Times-Herald.

E. J. Ottoway, manager, Port Huron Times-Herald.

D. D. Moore, editor, New Orleans Times-Picayune.

Elbert H. Baker, president Cleveland Plain Dealer.

J. B. Woodward, Chicago Daily News.

W. A. Strong, Chicago Daily News.

C. H. Rembold, manager, Cincinnati Daily Times-Star.

Timothy F. Dwyer, secretary, Providence Tribune.

H. P. Raban, secretary-treasurer Montana Newspaper Association.

The news writer who gives to the small assignment the best effort of which he is capable will discover that this habit will serve to make the big assignment simple and easy.



The Haskin Letter
tells the reader
how to do things

PUBLISHERS HAVE CAUSE FOR REAL THANKSGIVING

(Continued from page 8)

tising for the period of the war. There are no adequate newspaper advertisements to eliminate advertising in advertising. Chicago has been active in advertising. There is absolutely no foundation for this rumor.

That railroads and travel resorts will discontinue to some extent their advertising cannot be truthfully stated, for the American energy is of such force that its demands for travel must be met. While the American traveller must necessarily confine his travels in a limited way to his own continent, this, of itself, necessitates the advertising of travel resorts and of train service. Even with a nation at war, lest it weaken its own strength, the people must give themselves to diversion and to healthful recreation.

POSTAL LAW CHANGE PROBABLE.

As has been repeatedly stated in these columns, the leaders of Congress in the Senate have stated most emphatically that their efforts will be strenuously used to secure legislation which will either modify or repeal the increased postage on second-class mail matter, which so materially affects the publisher. The genuineness of this desire to modify this law is proven by the fact that the Administration's leader on the War Revenue bill, Senator Simmons, had stricken from that bill the special 5 per cent. tax on excess profits of publishers.

The Smith joint resolution, placing print paper under the supervision of the Federal Trade Commission, is now on the Senate calendar, and possibly will be one of the first measures which will engage the attention of the Senate, thus giving the publisher relief by placing print paper under Government control, and insuring a fair price and an adequate supply to publishers generally.

Other legislation may be pending which would affect publishers, but it is not believed that at this time, with the taxes which have been imposed upon publishers or the newspaper business by the taxation of corporations owning newspapers and the other taxation for which the individual publisher and the corporation is liable, it will be enacted at this Congress.

The announcement of the Attorney-General that he would not dismiss the indictment against the news print paper manufacturers on trial in New York, shows conclusively that the Administration will defend the interests of publishers in this particular case to the utmost. The Federal Trade Commission's reports on news print paper recently have been most encouraging, showing that there has been a greater amount of paper available and at a more moderate price. The Commission itself, notwithstanding the great number of other commodities it is dealing with, is giving its best efforts to the solving of the news print situation.

With these things stated as they exist, the publisher cannot help but take an optimistic view of what might otherwise, without the Administration's strong cooperation, be, owing to the war, a discouraging one.

STORY OF GROWTH OF AMERICAN JOURNALISM

(Continued from page 11)

dence, positively refused to support journals with Tory editorial policies. Of these Tory sheets, possibly the most hated as well as the most feared was Rivington's New-York Gazette; or

the Connecticut, New Jersey, Hudson's River and Quebec Weekly Advertiser, which James Rivington, once a member of a famous English publishing house of his name, established in New York, April 22, 1773. So bitter became the feeling against this newspaper that its shop was twice mobbed during 1777. The second time a thorough job was done; a group of armed men on November 27 rode into New York, broke into the building, destroyed the press, and carried away the type, which was later melted into bullets for the use of the "Rebels," as Rivington called the Whigs.

Because the New York newspapers were supervised by the British authorities, New Jersey as a "war measure" promoted the establishment of The New-Jersey Journal at Chatham. The Revolutionary forces under Washington at Morristown, five miles away, helped its publisher, Shepard Kollock, with "Nine Hundred Wt of Old Tent Unfitt for service," and later with "Eight Hundred Three Quarters & Twelve pound old Tent Cloth," and still later, "Two Bundles Old Tent Rags wt Two Hundred One Quarter," also "One Other Bagg wt Two Hundred One Quarter old tent Rags"; these rags and old tents were for the manufacture of paper which Kollock so sadly needed. In addition, the army out of its scanty stores actually furnished a very large amount of white paper in order that the soldiers might have a newspaper which told of the progress of struggles in other colonies.

FREEMAN'S JOURNAL.

During the last few years of the American Revolution, the most important newspaper in Philadelphia was The Freeman's Journal; or The North-American Intelligencer. It first appeared on April 25, 1781, and was edited and printed by Francis Bailey. Its policy was thus announced editorially: "To encourage genius, to deter vice, and disrobe tyranny and misuse of every plummage" but its most distinct service, however, was in reporting the progress of the war. In its issue for October 24, 1781, it announced the surrender of General Charles Earl Cornwallis in lines which reached clear across the page. In addition to its patriotic news was its satire, often contributed by Philip Freneau, who later achieved prominence through his editorship of The National Gazette.

When the British occupied Philadelphia a local printer took his printing-press and went to Egg Harbor where he published The Minute Intelligencer. Evidently the Tory press was not the only one which published sensational news, as the following item quoted from The Minute Intelligencer will show:

It is said the English Ministry, having no hopes of subduing America by force of arms, whilst the inhabitants retain their native virtue, have instructed the officers in their army to try a more certain method of success; by debauching the morals of the men, and seducing the virtue of the women. For this purpose play-houses are opened, gaming-tables established, and balls promoted, in a city languishing under a scarcity of the necessities of life.

While the British were in control of Charleston, several printers in the army conducted a newspaper called The Royal South Carolina Gazette, printed by Roberts, MacDonald, and Cameron. Revolutionary forces in South Carolina also had an army printing-press and issued many "near-newspapers" telling of the activities of Green's army. The Royal Gazette always referred to them as The Rebel Gazette. But when the British evacuated Charleston, December 14, 1782, there was no newspaper left to tell the news of the place. This

condition did not obtain long, for on February 15, 1783, Nathan Childs brought out The South Carolina Weekly Gazette; on January 18, 1786, the paper appeared as a daily under the name, The Charleston Morning Post and Daily Advertiser—later changed to The City Gazette, or Daily Advertiser. Associated in the publication of this paper was Peter Freneau, a brother of Philip Freneau, who was the poet of the Revolution and later the editor of The National Gazette.

LOTTERY ADVERTISING COMMON.

Toward the close of the period, and especially at the beginning of the next, advertisements of lotteries occupied much space in the newspapers. In most cases these lotteries were conducted not for personal gain, but for village and city improvement. Especially interesting to-day are those advertisements which announced lotteries for the benefit of churches and colleges. If these advertisements were truthful—and there is no reason to suppose otherwise—lotteries equipped the libraries of our higher institutions of learning, remodelled houses of worship, put bells in the steeples of churches, repaired roads, erected bridges over rivers, and did many other things for which communities to-day are commonly taxed. An advertisement in The Virginia Gazette showed that a local church had gone into the wholesale tobacco business and was evidently trying to market through the columns of the press the nicotia leaves turned in by parishioners in payment for subscriptions to the rector's salary.

Benjamin Franklin was an able writer of advertisements. An excellent example of his work will be found in an advertisement which he wrote for George Washington, inserted in the first number of The Maryland Journal and the Baltimore Advertiser, which William Goddard brought out on Friday, August 20, 1773. Most vividly did Franklin tell how Washington, "having obtained patents for upwards of twenty thousand acres of land on the Ohio and Great Kanawha Rivers," was going to lease sections upon moderate terms—a number of years rent free provided settlers cleared, fenced, tilled, laid down good grass for meadow, and set out at least fifty good fruit trees. Franklin did not hesitate to add for Washington this concluding bit of comment:

And it may not be amiss further to observe, that if the scheme for establishing a new government on the Ohio, in the manner talked of, should ever be effected, these must be among the most valuable lands in it, not only on account of the goodness of soil, and the other advantages above enumerated, but from their contiguity to the seat of government, which more than probably will be fixed at the mouth of the Great Kanawha.

WHEEL PRESS INVENTED.

Newspapers continued to be printed on the ordinary flat-bed hand-press. The size of the editions of some papers had become so large that the man who pulled the levers complained of back-aches. To overcome this difficulty, inventors had already started to find some way out of the difficulty. Before the close of the period, Benjamin Dearborn, publisher of the New Hampshire Gazette, had invented a wheel press which would print the whole side of a sheet at one pull of the lever. No great mechanical improvement in the printing-press was made, however, until the beginning of the next century, when a revolving cylinder was substituted for the lever.

During the time that the British were in control of New York times were unusually hard, especially for printers. The price of provisions had been repeat-

edly advanced. On account of the blockade the supply of firewood, the only fuel of the time, was greatly reduced, and what there was sold for a price beyond the purse of the printer. Rents had been raised, and local taxes had been increased. Consequently, there was some justification for a meeting of printers for the expressed purpose of insisting upon an advance in their wages. Meeting at the home of one of their number, they fixed upon what they considered a fair remuneration for their work and presented their demands to the newspapers by which they were employed. The newspapers consented to the increase, except the one owned by James Rivington. Upon his refusal to grant the increase the printers for his paper refused to work any longer at the old wage. Finding himself unable to print his newspaper, Rivington at last yielded, and the printers came back. In all probability this was the first strike of printers in America. Justification for this strike will be found in the fact that the printers were receiving a wage of less than one dollar per day.

WAR ENDED PAPER IMPORTATION.

The war automatically ended the importation of white paper from abroad. Paper mills had increased until there were over forty in the country. Several of these were laid waste by British soldiers, and others lay idle because employees had enlisted in the army. The remaining mills were unequal to supply the demand, so that during the latter part of the Revolutionary period and for some time later the newspapers ex-

Key to Events of the Day

The New York Times Index is a perfect digest of the year's events—a comprehensive reference to all newspapers. The Index is acknowledged to be as necessary in every library as an almanac, and it is the more valuable in that it has a permanent value as a work of reference. The Index points the way to the source of all information—the newspapers—and saves time, trouble and expense for those to whom research is a part of every day's activities. The Times Index is issued in quarterly volumes of more than 400 pages of alphabetically arranged references and cross references, the skeletons of over one hundred thousand of the year's events. Testimonials from bank Presidents, editors, lawyers, librarians, teachers, trade associations, insurance and steamship companies and hundreds of others.

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perienced great difficulty in securing the paper on which to print the news.

Several sheets were forced to refuse subscriptions until conditions should improve. The New Jersey Gazette on April 23, 1778, announced, "No more subscriptions can be received at the present by this Gazette for Want of Paper." The Supreme Executive Council of Pennsylvania was very anxious to subscribe for the New York Packet, which had been established in New York, January 4, 1776, but was then published at Fishkill, New York. In answering the request, Samuel Loudon reported that, on account of the scarcity of paper, he had printed but few sheets for the past three months, but that a parcel was now on its way to him, and that in two weeks he would begin to forward the papers to the Council.

Advertisements for rags for the paper mills continued to appear frequently in papers of all sections of the country where presses had been established. Especially urgent were these appeals in such papers as the Boston Gazette, the Providence Gazette, the Albany Gazette, the Maryland Gazette, the Hudson Gazette, the New Jersey Gazette, the North Carolina Gazette, the Fayetteville Gazette—to use simply the Gazettes. The Fayetteville Gazette asserted "that the economical Housewife who supplies the paper mill with rags, serves her country in her sphere as well as the soldier who fights for it does in his." The Chelsea Courier, at Norwich, Conn., suggested that every husband should say to his wife, "Molly, make a rag bag—and put it under the shelf where the family Bible lies." The Massachusetts Spy, at Worcester, expressed much the same thought when it requested "the fair Daughters of Liberty not to neglect to serve their country by saving for the Paper Mill all Linen and Cotton Rags," and remarked, "If the Ladies should not make a fortune by this piece of Economy, they will at least have the Satisfaction of knowing they are doing an essential Service to the Community, which, with the ten Shillings per pound, the price now given for clean white rags, they must be sensible will be a sufficient reward." The North Carolina Gazette urged young ladies to send to the paper mill "Any old handkerchief no longer fit to cover their snowy breasts."

POOR PAPER AND POOR PRINTING.

The paper from American mills was of inferior quality, because in the rush to supply the demand it had to be taken wet from the machines, and was often unfinished by the workmen. Poor printing was due, in many cases, to the poor quality of the paper put on the press.

During the War of the Revolution, whenever the British succeeded in occupying a strategic city, there was nothing left for the patriotic printer to do but to suspend publication or take his newspaper elsewhere. John Holt, the publisher of the New York Journal, for example, was forced to remove his paper to Kingston when New York fell into the hands of the British. His first issue of the Journal with the Kingston date-line was July 7, 1777. Holt found it necessary to make another change. After he had brought out an issue on October 13, 1777, Kingston was burned by the British three days later, and he removed to Poughkeepsie, where he revived his Journal with the date-line on May 11, 1778. He discontinued publication in Poughkeepsie on January 6, 1782, and returned the latter part of 1783 to New York, where he again brought out his paper on November 22 of that year. Other publishers of the period were forced to make similar arrangements. Edes took his Gazette

from Boston to Watertown; Thomas, his Massachusetts Spy from Boston to Worcester; London, his New York Packet to Fishkill; Southwick, his Newport Mercury to Attlebury; Dunlap, his Pennsylvania Packet from Philadelphia to Lancaster; Hail, his Pennsylvania Gazette from Philadelphia to York, etc.

On September 3, 1783, the Gazette, of Providence, R. I., printed one of the great scoops of the period, when it announced: "By the brig Don Golvez, Capt. Silas Jones, arrived in the river from London, we have received a copy of the long-looked-for Definitive Treaty, which we embrace the earliest occasion of handing to the public."

(To be continued December 8)

WOMAN CUB REPORTER TELLS OF EXPERIENCES

(Continued from page 14)

that "Sulzer," unlike seltzer, "has no 't.'" The last mistake occasioned speech with the city editor.

"Miss E—!"

"Yes, sir," I made my way respectfully to the desk.

"Did Mr. — [the night city editor] speak to you about misspelling 'Sulzer'?"

"Yes, sir." (Very earnestly.)

"There is no excuse for inaccuracy of that sort, of course. That kind of thing can so easily be verified. A paper should never be guilty of a misspelled name."

"No, sir."

I have made every sort of mistake that a cub could be guilty of. My first court story was libellous, and had to be written from the city news, to my intense mortification. The experience bore fruit the next evening at a rather sensational public meeting. I came home and wrote a safe story, so safe that the paper used about two inches of it. Some of the others had a column and a half.

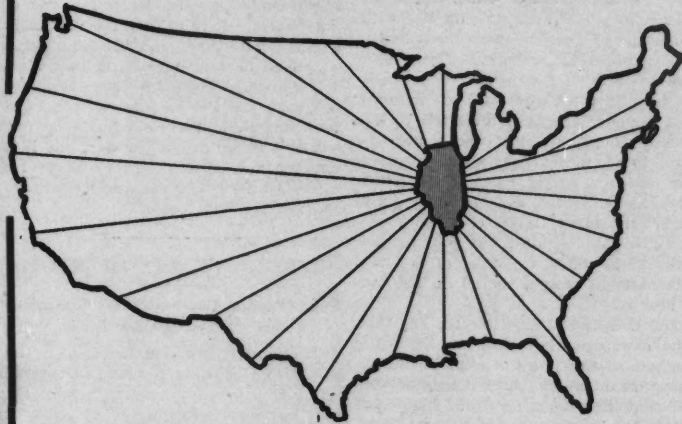
HER TRIUMPH.

One day I was sent on the trail of another actress. I love actresses for I cherish ambitions toward dramatic criticism, unbecoming in a cub, but comforting in moments of dullness or discouragement. The sub city editor came to me with a bundle of clippings about an actress who was at one time distinguished for her beauty, and who had had a spectacular social career. The paper had an exclusive tip that a woman of the same name was in the city, poor and ill and insane, perhaps dying. It was for me to establish her identity. I followed false clues up blind alleys for the whole afternoon. Finally, I obtained an interview with the physician and learned that the patient had died that morning. The name of the patient's sister tallied with the name of a sister of the actress, and I got her address. I stood on her doorstep fully ten minutes pleading with the tongues of men and of angels before I gained admission, but in the end I got my story.

The next evening the night city editor came to me. "I showed your copy to the city editor last night," he said, "as an example of superior merit. And the first thing he noticed was a reference to the Hearst papers, spelled 'H-u-r-s-t!'" But I declined to be downhearted, for did I not see my story sprawling down one whole joyful column of the front page!

There is a veritable Niagara of waste mental energy in the habit of giving advice—little of which is ever utilized in the operation of the mental machinery and intellectual processes of men and women.

"Outlook Good" IN ILLINOIS!



Authoritatively Reported

by the

Official Bulletin

PUBLISHED DAILY UNDER ORDER OF THE PRESIDENT BY THE COMMITTEE ON PUBLIC INFORMATION, GEORGE CREEL, CHAIRMAN

Vol. 1. WASHINGTON, WEDNESDAY, NOVEMBER 7, 1917 No. 153

SUMMARY OF BUSINESS CONDITIONS THROUGHOUT COUNTRY AS OUTLINED IN MONTHLY REPORTS BY FEDERAL RESERVE BANKS

Summary of Business Conditions, October 23, 1917, as given in Reports by the Federal Reserve Banks.

		District No. 7— Chicago.	
General business	Good		
Crops:			
Condition	do		
Outlook	do		
Industries of the district	Active		
Construction, building, and engineering	Slow		
Foreign trade	Increasing		
Bank clearings	Firm		
Money rates	Post office increasing		
Railroad, post office, and other receipts	Shortage		
Labor conditions	Good		
Outlook			

Get into Illinois at once with national advertising where "Outlook Good" assures you a successful campaign. Success in Illinois means that an appreciable influence of that success will radiate North, South, East and West throughout the United States and Canada.

Your merchandizing message will be carried into the HOMES of Illinois by the following leading daily newspapers:

	Paid	2,500	10,000
	Cir.	Lines	Lines
Anrova Beacon News (E)	15,664	.04	.04
Bloomington Pantagraph (M)	16,677	.03	.03
Chicago American (E)	326,908	.40	.38
Chicago Examiner (M)	193,000	.30	.25
Chicago Examiner (S)	513,000	.53	.46
Chicago Herald (M)	179,184	.36	.25
Chicago Herald (S)	211,763	.40	.28
Chicago Journal (E)	108,220	.24	.21
Chicago Daily News (E)	392,001	.43	.43
Chicago Post (E)	55,477	.25	.12
Chicago Tribune (M)	381,075	.50	.35
Chicago Tribune (S)	614,418	.60	.45
Elgin Courier (E)	7,517	.0143	.0143
Rate after April 1st, 1918—2c per line flat.			
Freeport Journal-Standard (E)	6,154	.015	.015
Galesburg Evening Mail (E)	9,147	.015	.015
Moline Dispatch (E)	9,061	.025	.025
Peoria Star (E)	21,201	.045	.035
Quincy Journal (E)	7,534	.02	.02
Rock Island Argus (E)	6,400	.015	.015
Springfield State Register (M)	20,492	.035	.035
Sterling Daily Gazette (E)	5,228	.017	.017
Government Circulation Statement, Oct. 1, 1917.			

SOLDIERS' NEWSPAPER ALWAYS WELCOME

CANADIANS' EXPERIENCE IN GETTING NEWS TO FRONT SHOULD HELP AMERICANS.

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, November 19.—There are many media through which Canada's soldier boys in France are supplied with home news. Letters, home town newspapers, specially prepared scrapbooks, gazettes printed for their exclusive use, all help to swell the total of material that is poured through the mails to the men at the front. But above and beyond these, more eagerly sought than any of them, except perhaps the letter from home, is the soldiers' own daily paper, the sheet fresh from the press that gives him within a few hours of the close of the game, the score of the last International League match in Toronto or Montreal.

The Canadian Daily Record, as this little newspaper is called, has been the outcome of two years of experimenting. Recognizing in the early stages of the war that the men at the front should be supplied daily with the latest news from home, the authorities at Ottawa made arrangements whereby daily bulletins of Canadian news were cabled to England for the information of soldiers there and in France. These cables sent in skeleton form were extended in London and appeared in Intelligence Summaries which formed part of Divisional Orders, and thence were copied into Brigade Intelligence Summaries.

SUMMARIES PROVE UNSATISFACTORY.

This method did not prove satisfactory because these Intelligence Summaries did not reach the rank and file and, moreover, at times pressure of purely military work crowded out the news from Brigade Orders. A new and improved plan was accordingly adopted in the fall of last year. The news received by cable in England was printed on small slips of paper, which were sent forward to units at the front through the Canadian Postal Corps. This was found to be an improvement, though still far from perfect, as the slips, being small, were easily lost, and besides because of their unattractive form they were not always read.

At the beginning of the present year it was decided to print an independent daily newspaper under the auspices of the Canadian War Records Office in London. Arrangements were made with the London Daily Mirror to print it free of charge, the Canadian Government paying for the actual cost of paper and other out-of-pocket expenses. The nightly news cables sent from Canada were extended somewhat, the Government continuing to pay the cost of these. The new paper started with a modest circulation among units in France and Belgium and camps and hospitals in Great Britain. It was most enthusiastically received.

ESTABLISH NEWS BUREAU.

Owing to the appreciation expressed by officers and men it was decided in September last to extend the news from Canada still further. Up to that time this had been supplied by two members of the Ottawa Press Gallery. A regular news bureau under the care of Capt. William Wallace, M.C., formerly of the Toronto Star, was established and about a thousand words of live news is now cabled across nightly. In addition, press clippings and special articles are prepared and sent by mail. Several Canadian newspapers are cooperating by

supplying photographs of Canadian events, and the Canadian Press Limited gives its news service free of charge.

The Canadian Daily Record consists of from four to eight pages, 8½x11 inches in size. Each issue contains the principal happenings of the previous twenty-four hours in Canada. Thanks to the co-operation of the Canadian Army Postal Service, the paper reaches the majority of the units in France on the day of publication. It is, in fact, the first daily newspaper to reach the Canadian corps each day, beating in point of time London newspapers specially subscribed for and even the Paris edition of the London Daily Mail. Its circulation now runs to about 20,000 copies per day, and it is steadily increasing. The soldiers receive copies gratis, but civilian subscribers are charged for their copies.

CLEVELAND MAKES AD RECORD

Four Papers Combined in Campaigns that Netted 500,000 Lines.

Cleveland is pluming itself upon the advertising showing it made in the recent campaign for raising money for war purposes. In the two Liberty Loans, the food conservation campaign, the Red Cross and the Y. M. C. A. movements, the four English language dailies there carried 200 full-page advertisements, a total of 500,000 agate lines.

The Plain Dealer, the Leader, the Press, and the News all worked together. Each sent a man out every day to get subscriptions from big business houses, explaining that the contributions were for advertising in all the papers, and not in one. Each subscriber had the benefit of one advertisement in one paper each day. The advertisements were prepared by W. R. Wrigley, whose services were enlisted by the Fuller & Smith Company, which bore all the expenses of an out-of-town campaign.

Mats and proofs were sent to newspapers throughout the country, and advices received at Cleveland show that excellent results were thus obtained. A total of 634,880 lines have been reported from the Columbus Citizen, Memphis Press, Houston Press, Dallas Despatch, Denver Express, Toledo News-Boe.

ELUCIDATES DEBATED CLAUSE

Prevents Advertising of Matters of Probable Military Importance.

Concerning Article 20, on purchase contracts made by the Government with manufacturers, about the correct interpretation there has been much discussion. Stanley King, writing from the War Department, Washington, says:

"This clause is apparently designed to prevent the publication of information or drawings disclosing a matter which might be of military importance, and to prevent the manufacturer using for advertising purposes the fact that he holds a contract with the Government."

TO INSTALL NEW PRESSES

N. Y. Journal of Commerce and Commercial Bulletin Growing Rapidly.

The New York Journal of Commerce and Commercial Bulletin, on account of largely increased circulation, has found it necessary to provide additional press-room facilities, and has contracted with the Duplex Printing Press Company, of Battle Creek, Mich., for one of its Metropolitan Tubular Plate Rotary presses, carrying thirty-two plates, to be installed as soon as it can be completed.

COMMITTEE CHAIRMEN NAMED

New President of Advertising Club of St. Louis Makes Annual Appointments.

John Ring, jr., president of the Advertising Club of St. Louis, has announced the appointment of chairmen and vice-chairmen of committees as follows:

Programme committee—Chairman, Glenn W. Hutchinson; vice-chairman, George M. Burbach. Membership committee—Chairman, Bert Barnett; vice-chairman, F. H. Schellenberg. Publicity committee—Chairman, Roy M. Edmonds; vice-chairman, J. E. Sullivan. Acquaintance committee—Chairman, H. L. Berger; vice-chairman, J. A. McCullom. Educational committee—Chairman, C. L. Fisher; vice-chairman, Harry Meyer. Vigilance committee—Chairman, C. L. Brittain. Forward St. Louis committee—Chairman, J. W. Booth; vice-chairman, H. M. Crutcher. Convention committee—Chairman, J. H. Brinkmeyer; vice-chairman, W. H. Hartley. Public speakers committee—Chairman, H. M. Morgan; vice-chairman, E. R. Britt. Publication and bulletin—Chairman, D. R. Williams; vice-chairman, R. E. Flint. House committee—Chairman, John H. Wilson; vice-chairman, E. L. Skinner. Government cooperation committee—Chairman, W. S. Donaldson; vice-chairman, F. D. Beardsey.

Higher Subscription Rates

The Binghamton (N. Y.) Republican-Herald and Press will advance their mail subscription rate from \$3 to \$5 in advance, on January 1. City delivery on this date will also be advanced from \$5 to \$6.

KEEP PRODUCT BEFORE PUBLIC

Northrup Tells About Effective Argument to Get Manufacturer to Advertise.

"Accepting the fact that there are two situations in which it is most difficult to get manufacturers to advertise—when they are not making big profits and when their profits are extraordinarily large, and they are unable to fill their orders—and realizing that the latter condition obtains now, I find one argument that has worked out very successfully for me," said Frank R. Northrup, newspaper representative, to THE EDITOR AND PUBLISHER, this week. "I closed a large contract recently with a manufacturer who said: 'What is the use of advertising? I have more business now than I can attend to.'"

"But why get out of the lime-light?" I asked. "The day will come when you will not have the large volume of orders that now decorate your books and enhance your bank account, and then you will have to go after business hard. Now your product is well-known, but, since there is nothing more fickle than the memory of the public, if you don't keep it before the people they will forget it. Then you will have to start from the ground and build it all up again. Now you can afford to spend a great deal of money in advertising, which, as you know, is not always framed for immediate results. Will you be as well able to afford it when your business falls off and the people have forgotten your product?"

New conditions demand of advertising new forms of service.

TWO FACTS FOR THOUGHT

1. The Liberty Loan

In the recent selling campaign of Liberty Bonds, The Brooklyn Eagle led every other afternoon newspaper in Greater New York and every morning paper except one, in volume of Liberty Loan advertising, with a total of 53,517 agate lines.

2. Voters

Brooklyn has the largest voting population of any other Borough of Greater New York, having outstripped Manhattan at the last election by 3,000 votes.

THE BROOKLYN DAILY EAGLE

Brooklyn and Long Island's Leading Newspaper for 76 Years

The
House of
Taylor



HOTEL MARTINIQUE

BROADWAY, 32D STREET, NEW YORK

One Block from Pennsylvania Station

Equally convenient for amusements, shopping or business.

157 Pleasant Rooms, with Private Bath

\$2.50 PER DAY

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

\$3.00 PER DAY

Also Attractive Rooms from \$1.50
The Restaurant Prices are Most Moderate

400 Baths
600 Rooms

ADVERTISING SLUMP ON ITS WAY

LOSS OF FOREIGN ADVERTISING INEVITABLE, SAYS KANSAS CITY REPRESENTATIVE.

"Publishers must expect a diminution of foreign advertising," said George W. Preston, special representative of the Kansas City Post, to THE EDITOR AND PUBLISHER.

"No use whistling to keep up your courage," he continued; "might just as well face the music. There is no denying the fact that New York theatres are suffering. Attendance is 'way off.



GEORGE W. PRESTON.

New York managers are planning to lessen the number of houses.

"Newspapers are going to be hard hit. There will be less automobile, tire, and accessories advertising, less schools and colleges advertising (and there ought to be more), less tobacco and cigarette advertising, less railroad and beer advertising, less food and specialties advertising, and less advertising of trademarked goods.

"I know, because I've just finished a long trip around the circle, and I can sense it coming.

"There was never a time in the history of the country when money was so plentiful. The great mass of the people have more money to spend than ever before, and the demands upon them are greater than ever before.

"We will have a great holiday business and a great big spring business, but all waste and extravagance must go, as we are in this war—all of us—to win, and each and every one of us must help.

"If the Government needs gasoline for war purposes, then we have to cut out joy-riding—and we will do it gladly.

"Newspaper executives must show more force, determination, and ingenuity during the next six months than ever before.

"New accounts must be developed. Newspapers can function, in a big way, in perfecting distribution of necessities direct from producer to consumer.

"We are coming through all right. We are going to win—there is no question about that—and ultimately business will be better than ever. But the critical time will come during the next six months, when business must adjust itself to new conditions."

Mr. Preston has had a wide experience in newspaper-making. He was for five years the advertising manager of the Omaha Bee, and prior to that, for eight years, business manager of the Duluth News-Tribune.

ADVERTISING FILLS HOSPITAL

Use of Newspaper Space Fills Empty Rooms of Canadian Institution.

Advertising, in the hands of one who can write convincing copy, can accomplish most anything these days. Here's an interesting story of how the Toronto General Hospital solved its problem of empty rooms.

Newspaper advertising was proposed, but was opposed as unethical by some of the good old medical brethren. If advertising could fill hospitals, it would have been used by other institutions long before this, continued the M. D.'s. And true enough, there had been no similar advertising campaigns that had attracted national attention, except campaigns of a fund-begging nature.

"But begging advertising is just what we don't want," said the business men on the board. "This is a business institution, and when we tell the people of Toronto how business-like this hospital is run, how we are keeping it abreast of the best hospitals elsewhere, how quiet, homelike, comfortable, and clean it is, they will want to come here when they are sick or ailing."

The business men's arguments prevailed, and advertising was given a chance. Simple, straightforward, humorous-interest copy was prepared, and, of course, it made good. The reports even indicate success in several unlooked-for directions.

COMPLAIN ABOUT POOR MATS

S. N. P. A. Asks Ad Agents to Instruct Matmakers to Use Good Materials.

Members of the Southern Newspaper Publishers' Association have repeatedly complained that the mats furnished by advertising agents are of a very poor quality, and it is with difficulty the stereotyper is able to secure good results therefrom. Since the advance in the price of materials matmakers are using an insufficient number of sheets and of an inferior quality. Quite frequently mats received by mail are also not sufficiently protected with cardboard, resulting in their being bent or damaged in transit.

A circular letter is being sent to the leading advertising agents calling their attention to the above and requesting that they instruct their matmakers to use good materials.

Bid Farewell to Charles Copenharve

The Butte (Mont.) Newswriters' Association made their annual dinner on November 11 a farewell banquet to Charles Copenharve, formerly city editor of the Butte office of the Anaconda Standard. Mr. Copenharve will pass the winter months in California for rest and recreation. Among the news writers present were: Ned C. Haines, A. E. Keith, Warren Coman, I. B. MacDowell, H. Smurr, Ed Hammer, Hay B. Bowden, E. B. McLaughlin, A. William Walliser, Archie Clark, Dowsley Clark, William H. Bastedo, Henry C. Sultzter, John H. McIntosh, Byron Cooney, and Charles L. Stevens.

To Have Summer Camp

A tract of land fronting on Lake Popolopen, in the highlands of the Hudson, has been tendered by Oswald Garrison Villard to the employees of the New York Evening Post Company, of which he is president, for use as a summer camp. The employees were quick to accept the offer, and a committee representing all departments is maturing plans for spring and summer holidaying. The place has been named Camp Henry Villard, in honor of Mr. Villard's father.

MONTH OF PATRIOTIC ADVERTISING

ADVERTISING AGENCIES ASKED TO CO-OPERATE IN SPLENDID MOVEMENT.

The American Association of Advertising Agencies has just sent a letter to all its members, urging their hearty cooperation in the movement to make April a patriotic month in the copy they place with newspapers and other mediums for reaching the public. The letter, which is signed by James O'Shaughnessy, executive secretary, says that the plan has the earnest approval of the A. A. A., and that word has been received from Washington urging all to cooperate, adding that the Bureau of Publicity expects the patriotic sentiments expressed in the advertising to be of great service to the Government in winning the war.

"Practically all the big organizations connected with newspapers and periodicals have endorsed the scheme," said Miss Eula McClary, who originated the plan, to THE EDITOR AND PUBLISHER. "It occurred to me one day last summer, and I placed it before an advertising agency, the head of which said it was good, but too big to be 'put over.' I dropped it for awhile, and then, spurred on by a friend, went to see Mr. Creel in Washington, who offered me the support of the Government. This I declined, feeling that more benefit to the country would result if the movement were voluntary. It has grown now un-

til there is no doubt that advertising from next April to the end of the war will carry a tinge inspiring the people to even greater degree of patriotism than the splendid one they have shown thus far. I have talked with a number of national advertisers, and they have not only welcomed the suggestion, but have said they would increase their advertising appropriations for April, or for March, where they cannot reach the magazines for April, in order to carry some expression of patriotism in the body of their copy, a box, or a slogan."

PRESS CLUB ANNUAL OUT

This Year Known as the Censor, Yearly Publication Makes Hit.

Profusely illustrated with cartoons and drawings by Seattle artists and containing a great variety of interesting and timely articles, the annual book of the Seattle Press Club, known this year as the Censor, was distributed recently at the annual frolic of Seattle newspaper men.

Richard Seelye Jones, former president of the Seattle Press Club, and now with the Eighteenth United States Engineers "somewhere in France," and George Creel, chairman of the Committee on Public Information, contributed the leading articles.

Joseph Gilbert, political editor of the Post-Intelligencer, was editor of the book, and William Petrain, marine reporter on the "P.-I.," was business manager.

The Decline of the Morning Newspaper

The Saturday Evening Post recently printed an editorial showing the decline of the morning newspapers. The statement is particularly true in the middle West, where only one morning paper is about all even the largest cities will support. In Detroit, a city of 800,000 population, only one paper is issued in the morning. The same is true of Cleveland with 780,000 population, and Indianapolis with over 300,000.

Many reasons are set forth why this condition prevails. Take Indiana, for instance. The Indianapolis News in the evening field publishes the greatest amount of advertising in that city. In Terre Haute, it is the Tribune that leads. Terre Haute is a city of 75,000 population and the Tribune prints more advertising than any other daily in Indiana week days, except the News of Indianapolis.

Amongst advertisers in Indiana the impression prevails that all advertising is good; hand bills, billboards, magazines, and even the morning paper has some merit; but the cream of all advertising is the home evening newspaper that receives the attention of the reader after his or her day's work is completed and nothing is on their mind to detract their attention from their paper. Morning newspaper advertising cannot possibly receive the same serious attention with the day's work ahead of the reader, that advertising in an evening paper does. Much morning paper advertising gets but scant attention.

The Terre Haute Tribune enters 11,000 of the 12,000 homes in the city and 12,000 more within the trading distance, and is the best advertising medium in Indiana at its rate. The new rate card calling for 3½ cents per line flat will take effect January 1st next. All contracts accepted before that date will receive the present rate of three cents per line for one year.

The G. Logan Payne Company of New York, Boston, Chicago and Detroit, represents the Tribune in the foreign field.

The Terre Haute Tribune

COACHING THE BOYS IN ART OF "CRYING" NEWS

System Employed by John D. Walker, of Johnstown Tribune, Encourages Newsboys to Put Selling Talk Into Their Street Cries—Older Boys as Trainers for Little Fellows.

John D. Walker, of the Johnstown (Pa.) Tribune, told the circulators at the Atlanta convention how to train newsboys in "news crying." He said:

The problem of promoting efficiency in the distribution department is one of the most perplexing with which newspapers have to deal, and it is only through intensive training methods that anything approaching 100 per cent. efficiency can be attained. The value of training boys in "news-crying," selling points, and behavior soon becomes evident in largely increased sales and improved department, which in turn have the effect of creating a better public impression of the institution which employs the boys.

There are psychological elements entering into the work of the newsboy to which the public will respond without, perhaps, knowing just why it does so. The newsboy should be taught to employ the power of suggestion in his news crying, to create in the minds of the passing public a desire to read the news of the day. This can easily be done if the newsboy can be made to grasp the peculiar significance of a correct presentation of his selling argument, changing inflection of voice, pleasing facial expression, etc., and their effect upon the public. These points can be no better illustrated than by the story of the two bootblacks. These two "shine" boys occupied positions on the same street corner on a busy Saturday night. "Shine! Shoes shined!" called one in a monotonous drone. The other was alert, cheery, and his suggestive cry, "Get your Sunday shine here!" brought instant response. It reminded passersby that the morrow would be Sunday and that if they wanted to look their best it would be necessary to have their shoes polished then and there.

This same spirit must be carried into "news-crying" to achieve real success in street selling. The lad with a cheerful countenance and a cheery voice will sell more papers than the boy whose voice reflects a lack of the commodity commonly called "pep." Your selling force must be "gingered up" and taught the value of a friendly attitude toward the public, but equally important is a knowledge of the published news of the day and the best means of acquainting the public with the contents of the newspaper.

THE ART OF THE CRIER.

The boy who has not been properly trained will probably consider his work well done if he calls out the name of the paper and indicates the edition, but the boy who has been trained and has a proper appreciation of selling points will not be content unless he has given the passerby a comprehensive idea of the principal news of the day. If his news-crying is intelligent, he creates in the mind of Mr. Passerby a desire to further inform himself and a sale is the result. There are times when a shade of mystery may be employed in the words and tone of the news-crier, but such fine discrimination would have to be exercised that it would not be a safe practice except in the case of the more intelligent newsboy. I would not recommend for general adoption any other than a frank statement of the more important contents of the newspaper, as few boys are sufficiently intelligent to

employ the other method to advantage, and if it is bungled the effect will be quite the reverse from what is sought.

In presenting this paper I am, of course, addressing myself more especially to the circulation departments of newspapers published in town of medium size; towns of not more than 150,000 population. In the larger cities of America the older boys and men have entered the service as news-criers and a greater degree of business sense is displayed than as a rule in the smaller communities, where it is possible to secure only young boys for this important service. It is difficult to impress the juvenile mind with the importance of presenting a selling argument to the public, but the situation may be saved through the little boy's penchant for imitation. The best plan to pursue, therefore, is to secure a few boys above the average of intelligence—boys able to grasp the selling points of news stories—and put them through a course in intensive training for street service. This should be followed by a series of demonstrations for the smaller boys, in which the trained boys take part as demonstrators. Prizes may be awarded to those who most nearly attain perfection in news-crying. A monthly award for the best average street performance in the regular course of selling will create a rivalry that will prove a spur to the ambitious newsboy. Too much emphasis cannot be laid upon the warning to boys against employing dull, monotonous tones in their news-crying. The voice that is bright and friendly and "personal" in its suggestion to the passerby will prove a selling factor in any community, large or small, just as the monotonous drone will fail to reach the public in any community.

NEWS HEADLINES AS GUIDES.

A fairly safe rule to follow in selecting the "news cry" for the day is to adopt the important headlines on the front page. These, if they are the product of a competent head writer, will be brief and snappy, calculated to arrest the attention of the reader and instantly convey to him an intelligent idea of the news. Slight revision will frequently be necessary, perhaps, but in the main the thought will be worthy of adoption.

The general behavior of the boys while on duty is an important phase of the selling game that is too often neglected. The boys should be taught the value of an alert, business-like attitude toward the public, and should especially be cautioned against showing disrespect to prospective patrons. A clean face and qualities outlined above, will bring success to any newsboy.

The process of "gingering" the enthusiasm of the American newsboy in circulation building closely parallels the clean hands, when coupled with the course of training suggested for the promotion of more efficient selling methods. It should not be made a sporting proposition in the sense that one boy be pitted against another in competition for a prize, for the reason that the more gifted boy may become a regular prize winner, with the result that the unsuccessful boy may lose interest after a few unsuccessful attempts and go about his work half-heartedly. If the game is to use the boys in building circulation, other than the ordinary street sales, it would be better to put each lad on his own initiative and reward him in proportion to the success of his efforts, without the competitive feature referred to. In this way he may be encouraged to strive for a new record each month, and as his self-reliance and business instinct develop he will become more and more a productive unit in your organization.

In the circulation department of the Johnstown Tribune, with which I have the honor to be associated, we have used the route boys as circulation builders with fine success. As a circulation solicitor, the carrier enters the work with the important advantage of knowing subscribers and non-subscribers, which obviates the loss of time and consequent reduction of productive efficiency that attends the sending of professional solicitors into territory with which they are unfamiliar. As an example, the carrier's route may embrace sections of three streets. He knows that only 20 families on his entire route are not now subscribers and his work at once resolves itself into solicitation of those twenty homes. The solicitor unfamiliar with the territory would visit subscribers and non-subscribers indiscriminately unless given specially prepared lists of names and street numbers. And in any event, it would be difficult for him to avoid duplication and consequent loss of time. Our experience has been that the carrier's work as circulation solicitor has been much more productive than the professional solicitor, and at much less cost. We have found that a merely nominal salary paid the carrier boy, with an occasional bonus in recognition of especially good work, has brought fine increases in circulation.

COLLEGE NEWS

A class in journalism has been started in St. Paul under the direction of the social centre division of the city Department of Education. It meets every Monday night. The instructor is Charles B. Driscoll, education editor of the Daily News and writer of "The Hornet's Nest" column of that paper.

In common with other departments of the University of Missouri, at Columbia, the School of Journalism shows a decrease in enrolment this year because of war conditions. The attendance is 80 per cent. of last year's figures. Of the total of 167 who are taking work in the department, 106 are men and 61 women.

The Missoula (Mont.) Chamber of Commerce recently issued an illustrated booklet concerning the city of Missoula and western Montana, which was written principally by the students of journalism at the State University of Montana, Missoula. Most of the data in the booklets was collected by the students. The little volume reflects great credit upon the Montana School of Journalism.

Lyman Bryson, former instructor in English at the University of Michigan, who was in charge of instruction in journalism, is now personal assistant to Lieut.-Col. M. W. Thompson, of the Signal Corps, in Washington. Mr. Bryson has been succeeded by J. A. Mosenfelder, who was graduated from the University of Michigan last June. Mr. Mosenfelder resigned as Washington correspondent of the Philadelphia Record to return to Ann Arbor.

In spite of the decrease of numbers in attendance at the Louisiana State University on account of the war, the classes in journalism are larger than ever before. The total enrolment is fifty-six. Two changes in the work are noteworthy. A course in reporting, consisting entirely of work in the office of the daily paper of Baton Rouge, has been added. The other innovation is the establishment in the college weekly, the Revellé, of a summary of current

events of the previous week similar to that in the weekly magazines.

The enrolment in the University of Oregon School of Journalism this year in the senior and junior courses shows a decrease owing to the enlistment of a large number of upper classmen. The total enrolment is about the same as last year. Approximately two hundred students are registered in all branches of journalism, the classes ranging in size from the senior class in editing, which numbers seven, to the elementary news-writing class of thirty-two. Eric W. Allen, dean of the school, has received calls this year to place in desirable positions a great many more students than the school can supply. The new four-term plan, which permits students to attend the University in twelve-week "shifts," is relieving the situation somewhat and at the same time allowing undergraduate students to gain more outside experience than was possible heretofore.

Appreciating the fact that high schools all over the country are beginning to teach newspaper writing, L. N. Flint, chairman of the department of Journalism in the University of Kansas, has issued a bulletin to assist teachers in organizing and standardizing the course. In the absence of an authoritative outline for a course in newspaper writing in high schools, teachers of this subject have been running more or less wild. The situation seemed to invite a bulletin that might discourage the unfortunate tendency to make the high-school course professional, and that might aid in standardization. Professor Flint has devoted the first half of the bulletin to discussions on such questions as "The Value of a Course in Newspaper Writing for High School Students," "A List of Books on the Newspaper," "Preparation of the Teacher," "Equipment Necessary," "Representative Papers for Class Study," "What a Good Paper Can Do for the School," "How to Organize the Staff," etc. The last half of the bulletin is devoted to an outline of a model course, giving the subjects for discussion and the assignments, week by week, for two terms of eighteen weeks each.

ANOTHER BEAT FOR McCLURE

Newspaper Syndicate Obtains Newspaper Serial Rights of Whitlock's Story.

The McClure Newspaper Syndicate has obtained at a tremendous figure, and against keenest competition, the newspaper serial rights of the inside story of Belgium, by Brand Whitlock, United States Minister to Belgium.

Although no announcement has been made, it is understood that many papers have already wired and telephoned to the Syndicate for their territory on this story, which, so far as can be imagined at the present time, will be the biggest and most important newspaper feature of 1918. It is expected that announcements will be sent out within the next three or four weeks.

Newspaper to Play Santa

The Louisville Courier-Journal will be Santa Claus to Camp Zachary Taylor, at Louisville, and will also play the same rôle to Camp Shelby, Hattiesburg, Miss., at least so far as the Kentucky troops there are concerned. The Courier-Journal will see to it that every man and officer at the camp receives a gift, whether sent to Louisville in care of the Courier-Journal by friends of named soldiers, or not. Subscriptions for such a fund are being taken by the paper. A Christmas tree will feature the presentation.

MILLINGER RETURNS TO AGENCY FIELD

JOINS E. KATZ SPECIAL ADVERTISING AGENCY WITH HEAD-QUARTERS IN CHICAGO.

W. O. Millinger, well known agency and newspaper representative, and for many years director of foreign advertising of the Scripps Newspapers, has, after two years with the Erwin & Wasey Company, of Chicago, returned to the



W. O. MILLINGER.

representative field, joining the E. Katz Special Advertising Agency organization with headquarters in Chicago.

Mr. Millinger after fourteen years in the agency business in Pittsburgh, took charge of the general advertising of the Scripps Newspapers and while in this capacity worked along intelligent, constructive lines with the advertisers and agencies throughout the entire country. He has studied and analyzed the conditions and values of all classes of publications. His experience and knowledge will be of value in this new connection.

WHO SHALL FIX RETAIL PRICE?

R. H. Macy & Co. Takes Action Against Victor Talking Machine Co.

R. H. Macy & Co., New York, has taken action against the Victor Talking Machine Company et al. for damages aggregating \$570,000 under the Sherman Law. The Victor Company fixes an unvarying price at which its product may be sold at retail. In March, 1914, R. H. Macy & Co., having in stock a number of shopworn records upward of two years old, offered them at cut prices. In retaliation the Victor Company refused to sell R. H. Macy & Co. more goods, or to have any further business dealings with the Macy Company.

It is alleged also that the Victor Company operated a spy system to prevent the Macy store from getting the Victor phonographs and records indirectly. In addition, the Victor people brought suit against the department store on a charge of having infringed the Victor patents. This action was dismissed without trial.

Wise & Seligberg, attorneys for the plaintiff, set out in their petition that the system of "licensed dealers" and the fixed retail price of the Victor Company restrains and destroys competition and creates a monopoly within the meaning of the Sherman Anti-Trust law.

SAYS ADVERTISING WILL PULL BUT YOU MUST PUSH

Striking Address by Iowa Merchant Illustrates How Public Demands Branded Goods for Safety—Turnovers Profit the Dealers—Says Advertising Sells Goods in Advance.

Notable facts and figures on national advertising were contained in an address delivered recently before the Davenport (Ia.) Advertising Club by Harry Spencer, president and general manager of the Spencer Furniture Company, one of the largest concerns in the State.

He said in part: "I have had furniture dealers tell me they won't handle trade-marked goods because the margin of profit is too small, and right there is where they overlook the one great feature of national advertised goods.

"All nation-wide advertised products, whether they pay the dealer more or less on each unit sale, pay the dealer more than the unadvertised in the long run, because they pile up more business.

"W. R. Hotchkiss, author of 'The Manual of Successful Storekeeping,' says:

"To-day progressive merchants are realizing, as they have never realized before, that THE COST OF SELLING IS VASTLY LESS ON NATIONALLY ADVERTISED GOODS; that they sell more quickly than other goods; that they can get new supplies more quickly; that they have less complaints about them than they have of other goods. And, most vital of all, they can make more turnovers of advertised goods than they can of other goods. And every well-informed merchant knows that he makes his sure profits on turnover."

"I find that five to six hundred millions of dollars are spent annually by national advertisers, in exploiting their merchandise which is sold entirely through local dealers.

"This is not the high-water mark of one year, but the conservative average for many years.

SELLS GOODS.

"This vast investment would not be continued year after year, if it were not profitable—if it were not definitely proven that the advertising sells the goods advertised.

"It means that not less than ten billion dollars' worth of goods is sold every year by local dealers, as a direct result of this advertising.

"It was not many years ago that people would come into our store and the vital point in their mind was 'What is the price? Haven't you something cheaper,' etc., but now it is an every day and many times a day occurrence to have them ask, 'Who makes this? Is it made by so and so?' They are posted, and it clearly shows they have greatest confidence in 'national advertised goods.'

"Trade marks are the 'John Hancock's' of business. The manufacturer who signs his name to his goods, places his trade-mark on them, gives unmistakable evidence of his responsibility, and the public have learned to know this. If the goods are right, he wins; if not, he loses. It is only because the trade-mark protects you that it is profitable to him.

"Every nationally advertised line has a demand created for it before it reaches the dealer's store. The article is practically sold when the customer enters your door; therefore it takes less selling effort and expense. There is less time consumed in persuasion, and better than all there are less exchanges and kicks by fussy customers. You have had such customers who will fuss and fume and demand attention and require this, that, and the other thing. But when you sell them an article of standard reputation

and they are convinced that you have given them the utmost in quality and merit as evidenced by the well-known brand, your troubles are over. It actually costs less to merchandise an advertised article.

GIVE BETTER SERVICE.

"National advertisers give better dealer help; they keep you and your sales force chock full of information regarding their merchandise; it becomes second nature to lead your customer up to the article nationally advertised because you have more confidence in yourself to bring out the good points; you are saturated with information about this article; you have confidence in yourself to 'put over the sale'; you use the results of big minds, for without exception the national advertised article has big men with big minds behind it.

"National Advertising will pull for you, but YOU must Push."

Department Heads Entertainment

Geo. S. Oliver, vice-president and manager of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle Telegraph, recently entertained the heads of departments at the Duquesne Club. The meeting was held in honor of C. W. Danziger, managing editor of the Pittsburgh Chronicle Telegraph. Senator George T. Oliver spoke of the success of the newspapers and his ideas of running a newspaper. The following were in attendance: G. S. Oliver, A. K. Oliver, D. B. Smith, C. W. Danziger, R. M. Ginter, C. E. Yost, H. S. Rosenbaum, G. S. Snyder, U. E. Dice, Wm. Griffith, F. E. Grunagle, J. Pichel, J. H. Miller and J. Aylward.

Harwood Hull in Porto Rico

Harwood Hull, a native of Springfield, Mo., who broke into the newspaper field through the Springfield Republican, thence to the Courier-Journal in Louisville, is now a successful publisher of the Porto Rico Progress, at San Juan, P. R. This is the only all-English paper on the island, is a weekly, and a money-maker. Mr. Hull, after leaving Louisville, was for some time on the Indianapolis Star, on the Associated Press, and United Press Associations, then with the Brooklyn Eagle. He went to Porto Rico as a member of the Governor's force.

Publish Camp Edition

An interesting and successful joint special edition of the Louisville Courier-Journal and the Louisville Times was issued recently at Louisville to signalize placing of Camp Zachary Taylor at Louisville and to serve as an introduction of the camp to the city and vice versa. This was a "two-eye" edition, so called because of its characterization as the Inaugural-Identification edition. With the regular daily editions of both papers there were distributed two special sections, one of sixteen pages and the other of fourteen pages.

Publish Sunday Edition

A Sunday edition of the Boston Daily Advertiser is now being published. The first one appeared last Sunday. The price of the Sunday edition is two cents, the same as the week-day morning edition.

To Boost Tobacco Fund

The Pittsburgh Dispatch is having the Russian Symphony Orchestra go to Pittsburgh to give a benefit concert on Thanksgiving evening for the Dispatch Tobacco Fund for Soldiers.

EDITOR & PUBLISHER QUOTED

Senate Printing Committee Cites Editor-ial in Support of Federal Control.

The Senate Committee on Printing, in its report to the Senate, which strongly urged the necessity for Federal control of news print production and distribution, quoted, in support of its recommendations, an editorial from this journal as follows:

THE EDITOR AND PUBLISHER, of New York, an influential publication devoted to the interest of newspapers men, in its issue of June 30 says editorially:

"The objectors who foresee unfair discrimination against certain newspapers because of a possible desire of Government officials to hold over them a club of control may easily dismiss such fears. The disclosure of any such tactics would instantly pilory any officials responsible, and serve to drive them from public life in quick-step fashion.

In assuming the grave responsibility of fixing prices and supervising distribution of newsprint, the Federal Trade Commission will put to the test its own capacity and disposition to serve usefully. It will be "on trial" to an extent not heretofore contemplated. Absolute fairness to both manufacturers and consumers will be mandatory upon this body. It will act in the full light. The necessity for even-handed justice to all parties concerned—not forgetting the general public—must always rule its actions.

"The existing situation is extraordinary. It is a public menace. It calls for drastic measures of relief. These are now proposed. They hold nothing of danger—much of promise. In the solemn conviction that Congress may, through enacting the legislation asked for by the commission afford sorely needed relief from an intolerable situation, THE EDITOR AND PUBLISHER unhesitatingly urges publishers to give to the proposed plan their strongest support."

Advertising is quite as necessary a service-factor in American life in war time as in peace times.



INTERTYPE

"The Better Machine"

—the standardized machine which grows with your business.

INTERTYPE CORPORATION

Executive Offices:

50 Court St. Brooklyn, N. Y.

THANKSGIVING TOASTS TO PRESIDENT WILSON

(Continued from page 7)

is vindicating his words and deeds. Fate has assigned him a rôle that probably will send his name down the ages with that of Lincoln, for one of these days it will devolve upon him to bind up the wounds of the world and restore peace and good will to men."

James Schermerhorn, publisher, the Detroit Times:

WHILE awaiting Gov. Wilson's appearance to address a meeting at Plainfield, N. J., at the close of the first State campaign following his election to the Governorship, in the fall of 1911, I was impressed with excerpts from his writings and speeches posted in the foyer of the opera house. Something in the quality of these expressions on "The New Freedom"—their courage, candor, and clarity—took one back to the time when Jefferson dreamed his dream of democracy under the lindens of Monticello. Gov. Wilson's acceptance of the invitation to make his first visit to Michigan, anticipatory of his candidacy for the Presidency, inspired the mental prophecy that his election would give the country a voice unsurpassed since Jefferson; and this conviction was responsible for the Detroit Times being the first paper in the Middle West to advocate his nomination. That prophecy has been fulfilled in a fuller sense and in a wider field than we ever dreamed of. Domestic concerns related to an era of international tranquillity would, we predicted, produce the state papers of a progressive period which Wilson knew how to write so luminously; but portentous and mighty events have pressed him into the forefront of world opinion and action, and he has met that challenge with a vision of widening democracy that has enriched the literature of human progress beyond any contribution since the Declaration of Independence was penned. Among the blessings that should find us reverently grateful upon the national day of Thanksgiving is the reflection that the realm of American scholarship raised up a man full-armed and lofty-visioned for the weightiest task ever devolving upon a leader of democracy.

Col. Robert Ewing, editor, the New Orleans States:

IN the prayers they offer Thursday the American people will not forget one of thanksgiving that an all-wise Providence has called Woodrow Wilson to the head of the republic in this crisis. He is to-day the central figure in the war, the hope and inspiration of the nations fighting the greatest battle of the centuries for human liberty. Upon his prudent and resolute leadership and unswerving devotion to republican ideals the American people have reason confidently to rely for that ultimate peace which will make the whole world safe for democracy.

Horatio W. Seymour, editorial department, the New York World:

SUBSCRIBE to your toast most heartily. President Wilson is not only a great leader—he is the greatest of modern prophets. He has interpreted the dream of the mightiest of nations, and "the dreams that nations dream come true."

John W. Dodsworth, editor, the New York Journal of Commerce:

BY sheer ability, forcefulness, tact, and high purpose. Woodrow Wilson has transformed this country from an historic, isolated observer into an aggressive leader in this great world

crisis. He is already rated as one of the world's greatest statesmen; and he wields a power greater than that ever exercised by a single individual. This power he has attained, not by force or intrigue, but through the more lasting ways of reason and persuasion. He has elevated our conception of patriotism from the level of purely national selfishness to that of international justice and freedom. In so doing he has not only enlarged the prestige of the United States, but he has also firmly established lofty standards of practical idealism that will be a guide for generations to come. It is his opportunity, more perhaps than that of any other ruler, to lead the way into a lasting peace, and into a new and better era.

Col. C. A. Rook, president and editor, Pittsburgh Dispatch:

POPULAR confidence in the President rests upon his demonstrated capacity for leadership and his remarkable ability to interpret and express the opinion of his countrymen. He has reflected at every stage the trend of public sentiment, which desired to keep out of the war so long as it was possible, with self-respect; but, when that became impossible, demanded that the whole strength of the nation be exerted to restore the reign of law and order. He has grown with each emergency, displaying a statesmanship that holds its own with every challenge, and has won for his country the respect and admiration of the world.

C. K. Blandin, publisher, the St. Paul Dispatch and Pioneer-Press:

HERE'S to our President, whose calmness disarms our small passions, whose vision penetrates the impalpable, whose charity and tolerance we have not known since Lincoln, who is most loved by the weak and most feared by the Kaiser, who convinced the most peaceful people in the world of the wisdom of entering the world's most "terrible war"—whom we would appreciate more if he were lost to us, who makes mistakes, but does the best he can—here's to Woodrow Wilson, the last in war, last in peace, and first in the hearts of his countrymen!

Hon. James M. Cox, Governor, Columbus, O.:

PRESIDENT WILSON belongs to the civilization of the world. In its darkest hour he has planted a standard, so high in moral concept, that nations with our own, are willing to sacrifice for it. He has inspired a spiritual attitude toward government that exalts humanity. Fortunately his vision is buttressed with a courage which tells him we must see this thing through, and that the ultimate reward to us and our children will be proportioned to the nature and measure of our unselfish devotion to an ideal.

Richard Hooker, publisher the Springfield Republican:

ON the day set apart for the great home festival, the American people give thanks to God for the leadership which has kept the nation in line with the fundamental principles of the republic and they rejoice in the patient certainty with which each step has been taken, so that full assurance of the fairness and righteousness of our participation in the World War can be felt by every citizen who cherishes the ideals of Washington and Lincoln and would have the nation remain true to them. The task you have so far performed has unified and inspired the people with a spirit of sacrifice and devotion that will know no shadow of turning until the battle for an enlarged and purified

world democracy has been carried to victory and the noble possibilities of future accomplishment that lie beyond it."

E. A. Crozier, editor and publisher, the Boston Post.

IT is the pride and glory of the American democracy that it has always produced for a great crisis the man to meet it. Washington came forward to found the nation. Lincoln was evolved to save the nation. Wilson is found at the helm to steer the ship to victory for democracy's sake in the greatest war of all history.

D. D. Moore, editor New Orleans Times Picayune:

HERE is a toast to Woodrow Wilson, who as President, holds first place in the hearts of all loyal Americans, because of his sane leadership, his sound judgment, and his splendid courage; a President who was "too proud to fight" a weak republic and yet brave and strong enough to fight the greatest autocracy on earth, "that the world may be safe for democracy."

F. W. Kellogg, publisher San Francisco Call and Post:

TO President Wilson. In this our hour of thanksgiving, the thoughts of the nation naturally turn to you, the nation's chief and the world's spokesman in the battle for democracy. Your efforts to keep us out of the maelstrom of war won the commendation of every true patriot, but when the time came and you said the word, you said it with such emphasis as to stir the fealty of every blue-blooded American. We are with you, President Wilson, through thick and thin, and I am sure that I voice not only my own sentiments and those of the publishers of America, but

those of all the people in this great and glorious country which has risen above petty policies under your clear and clean-cut leadership to the point where there is only one result possible, victory for our allies, for the United States, and for the peoples of the world. I salute you."

CAUSE FOR GRATITUDE

Lincoln B. Palmer, of A. N. P. A., Tells Why He Is Thankful This Year.

Asked why he was thankful, Lincoln B. Palmer, manager of the American Newspaper Publishers Association, said:

"I am thankful: "Because the A. N. P. A. is stronger, larger, and more useful to newspaper publishers than ever before.

"Because some news print manufacturers have learned that laws still prevail to check those who wander from the straight and narrow path.

"Because THE EDITOR AND PUBLISHER continues to show increasing enterprise.

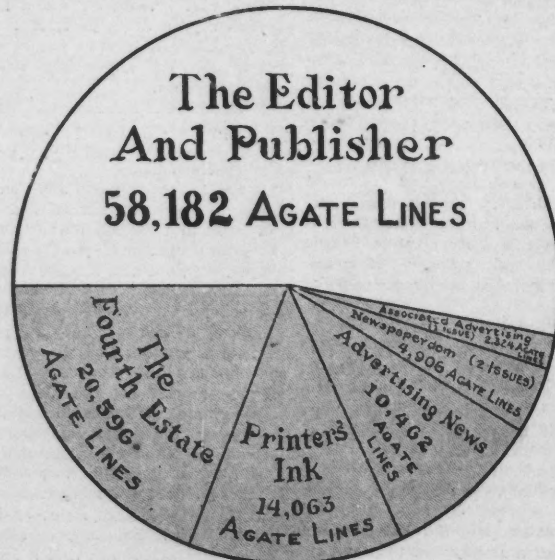
"Because the bizarre War Revenue Postal legislation of the last Congress cannot be digested by the Post Office Department.

"Because news print is to be plentiful and the brakes put on the excessive profits lately derived from its manufacture.

"Because newspaper publishers have had the sagacity to trim the sails of expense and increase the avenues of receipts in anticipation of the time of necessity.

"Because the Commissioner of Internal Revenue has shown a broad business spirit, in dealing with the Express Tax on newspaper shipments."

The Record for October, 1917, Visualized



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

**LIFE OF E. D. PAIN
PROVES INSPIRATION**

Former Member of London Staff of New York World, Who Was Killed as Captain of Somerset Light Infantry, Held in Highest Esteem To-day by his Old Fellow Newspaper Workers.

By VALENTINE WALLACE,
London Correspondent of
THE EDITOR AND PUBLISHER.

LONDON, November 8.—Every young reporter with aspirations to do good and effective work should take a lesson from the life of the late Edward Davy Pain, an Englishman, formerly of the London staff of the New York World, who was killed as a captain of the Somerset Light Infantry while leading his men on August 18, 1916, at Delville Wood.



EDWARD DAVY PAIN.

one of the costliest efforts of the British forces in the costly battle of the Somme.

While he died a hero's death it was as a working member of his profession that his example should be emulated. Barely thirty-three years old, near-sighted and of poor constitution, he found much difficulty in being accepted for military service, but managed to slip into the Public Schools Battalion within a fortnight of the outbreak of war. He was within six weeks of the age limit at that time and could not have been drafted. At the end of his training he was given a commission in the Somersets, and went out to France in July, 1915, being promoted to a captaincy in nine months for conspicuous gallantry.

He was a member of the staff of the Evening Standard and St. James's Gazette, in London, and previously on the staff of the North Mail, at Newcastle. He served as a member of the New York World staff in London, under J. M. Tuohy, as his chief for four years. He started a picture paper in Newcastle which lost him a good sum of savings in its failure, smiled and declared he would try later.

"Unlike other English newspaper men, Davy Pain never went about his work on sufferance, but pursued it as a matter of right, regarding the newspaper as an authorized public institution of which he was an accredited representative. Honest and candid in all of his dealings, he won respect and esteem everywhere, especially among his American colleagues in London."

So wrote, in response to a note, Mr. Tuohy, one of the most talented and skilful newspaper men in Europe, for a number of years the London correspondent of the World and chief of its foreign news service.

Imbued with the views referred to regarding his calling, Mr. Pain was unconsciously for years doing pioneer work in London for American correspondents to come, in calling on public men for their opinions on varying subjects of current interest. To those constitutionally inclined always to regard the visit of a newspaper man as an intrusion, he usually presented his own views politely, and many of his most brilliant interviews were obtained after interesting exchanges of this sort.

**BELIEVES BURLESON'S
POWERS ARE TOO LIMITED**

Dallas Evening Journal Approves Editorial in The Editor and Publisher on Press Freedom, and Would Have Postmaster-General's Authority Further Strengthened.

DALLAS, Tex., November 21.—In a recent issue of the Dallas Evening Journal, of which Tom Finty, jr., is editor, says, editorially:

"Shortly after Congress authorized the Postmaster-General to prevent the circulation of seditious publications, a number of loyal newspapers protested, fearing that the liberty of the press was endangered. But this fear seems to have been dissipated by the promises and actions of Mr. Burleson. The following from THE EDITOR AND PUBLISHER probably represents the view of the American press generally:

"Only an unhampered press, free from control by official dictum, may hold the confidence of a free people. Rightly, our Government thrusts out its strong arm to stay the preaching of sedition. Rightly it withholds this same strong arm from any intervention in the work of a loyal press. The freedom of the press, with us, is not threatened. The license to attack our Government from the rear, hitherto indulged in by publications at heart German, has been annulled—and the fact heartens those of loyal breed.

"If there is anything wrong about the power given to the Postmaster General, it is that it doesn't go a bit further, so that he might prevent the circulation for the time of the war of any publications issued by men who have published seditious papers. Some men whose publications have been excluded from the mails have started other publications. Upon the theory that "guilt is personal," and that preachers of sedition do not speedily reform, the Evening Journal would put these men out of the publishing business, at least until the end of the war."

Impressions of a World Cub Reporter

Here are some thoughts I cannot curb,
Here is the plain, unvarnished dope
About one known to fame as Herb—
'Erb Swope.

They say that he is hard to please—
And yet with me he's not been cross.
He hasn't cussed me once, though he's
My boss.

Never from him an unkind word;
Never a phrase denoting blame;
Never a syllable that stirred
My shame.

Three months I've worked for him! yet
he
Has never given me a "call" . . .
You see, he doesn't speak to me
At all.

M. R.

To advertise is to make known. Even in these times manufacturers of necessary food products have need to make known many things about them—about shortage, higher prices, conservation in their use.



**Do Advertising Agents Read
THE EDITOR AND PUBLISHER**

?

They Do

Frank James Rascovar, President of Albert Frank & Company, General Advertising Agents with headquarters at No. 26 Beaver Street, New York, and branch offices in London, Chicago, Philadelphia, Boston, Baltimore, Pittsburgh, Cincinnati, and Washington, on being questioned, writes:

"I am a constant and careful reader of THE EDITOR AND PUBLISHER." I read it because I derive both information and profit from its columns—and because I have discovered that the presidents, vice-presidents and general managers of the big firms whose advertising we handle seem to do the same thing.

Every man in a big corporation who comes into touch with advertising nowadays considers it essential to keep abreast of the inside news of the advertising profession. Very many such executives do it through the columns of THE EDITOR AND PUBLISHER.

I continue to go through your issue each week because I continue to find them well edited, closely packed, and suggestive. What his favorite morning newspaper is to the average man THE EDITOR AND PUBLISHER should be to the alert advertising man."

Some opinion, that. It is worth while to strive, and struggle, and plan, and keep high ideals and late hours, and do everything possible to make a better paper all the time when such men say such things about one's efforts.

And THE EDITOR AND PUBLISHER, for this reason, is a mighty good paper for newspaper publishers to market their space.

Mr. Publisher—you want to have these men familiar with your paper; you want them to know what you are doing. You want to keep them fully informed of the growth of your paper.

We can reach them for you.

THE EDITOR AND PUBLISHER

Suite 1117, World Building

New York City

UNITED DRUG CO. TO START CAMPAIGN

OWNERS OF LIGGETT-RIKER-HEGEMAN DRUG STORES TO ADVERTISE NATIONALLY.

The United Drug Company, Boston, manufacturers of "Rexall" products and owners of the Liggett-Riker-Hegeman drug stores, are entering upon a large national advertising campaign, and will expend a considerable sum during the coming year to further popularize the "Rexall" Line.

The advertising of their "Jonteel" toilet preparations will be greatly enlarged during the coming year, and in the early spring an extensive campaign will be launched to advertise their new "Klenzo Dental Creme." C. E. Murnan, advertising manager, will have charge for the company. The Agency of Street & Finney, Inc., 171 Madison Avenue, New York, with Alfred Hanchett in charge, will place the advertising.

TIPS FOR THE AD MANAGER

F. WALLIS ARMSTRONG ADVERTISING AGENCY, North American Building, Philadelphia, again placing orders with newspapers in selected sections for Popular Science Monthly, 239 Fourth Avenue, New York.

ATLAS ADVERTISING AGENCY, 456 Fourth Avenue, New York, again placing a few orders with newspapers in selected sections for Pacific Coast Borax Company, "Twenty Mule Team Borax," New York, Chicago, and Oakland, Cal.

Geo. BATTEN Co., Fourth Avenue Building, New York, reported will shortly place orders with newspapers generally for Lehn & Fink, "Lysol" Disinfectant and "Pebeco" Tooth Paste, 120 William Street, New York.

CRITCHFIELD Co., Brooks Building, Chicago, placing orders with some Western newspapers for Chandlee & Chandlee, patent attorneys, Washington, D. C.

J. H. CROSS Co., 214 South 12th Street, Philadelphia, again placing orders with newspapers in selected sections for S. E. Goff & Sons Co., "Goff Cough Drops," Camden, N. J.

WILL H. DILLG AGENCY, Chicago, again placing orders with newspapers in wet States for Anheuser-Busch Brewing Co., "Budweiser" beer, St. Louis, Mo.

GUENTHER-BRADFORD Co., 64 West Randolph Street, Chicago, placing orders with some Western newspapers for Mills Chemical Co.

KAHN, SIBERMUND, Marbridge Building, New York, making 5,000-line contracts with newspapers for New York Waist House, 122 West 125th Street, New York, in cities where company has stores.

H. W. KASTOR & SONS ADVERTISING Co., Lytton Building, Chicago, placing orders with some Western newspapers for Color Bak Products Co.

FRANK KIERNAN & Co., 135 Broadway, New York, will shortly place orders with newspapers in selected sections for Adipo Co., Fat Reducer, Beard Building, New York.

KIRTLAND-ENGEL Co., 14 East Jackson Boulevard, Chicago, placing orders with some Western weeklies for Gates Mfg. Co.

LORD & THOMAS, Mellers Building, Chicago, placing orders with some Western newspapers for Stone Thompson Mfg. Co.

MASSINGALE ADVERTISING AGENCY, Candler Building, Atlanta, placing orders with some Pennsylvania newspapers for Exelento Medicine Co.

J. W. MORGAN ADVERTISING AGENCY, 44 East 23d Street, New York, again making contracts with newspapers in selected sections for Chas. Cluthe & Sons, 125 East 23d Street, New York.

MORSE INTERNATIONAL AGENCY, Fourth Avenue and 30th Street, New York, renewing contracts where they have expired, for J. C. Enos, "Enos Fruit Salts," London, England, and E. Forigera, New York city, selling agents.

GEO. H. PIERRE, Wilmington, Del., handles the Harris Paints advertising. Reported will shortly place orders with a selected list of newspapers.

POWER, ALEXANDER & JENKINS Co., Journal Building, Detroit, placing orders with newspapers in selected sections for Crittal Casement Co., "Crittall Steel Casements & Windows," Detroit.

FRANK PRESBREY Co., 456 Fourth Avenue, New York, handles the "Bull Durham" account of the American Tobacco Co., 111 Fifth Avenue, New York. Again placing orders with newspapers in selected sections. Same agency again placing one-time orders with newspapers in selected sections for Pinehurst, N. C.

H. E. REISMAN ADVERTISING Co., Peoples Gas Building, Chicago, again placing orders with newspapers in selected sections for Illinois Pure Aluminum Co., Lemont, Cook County, Ill.

ROGERS & SMITH, 64 East Van Buren Street, Chicago, placing orders with Western newspapers for G. E. Conkey Co., "Conkey Poultry Remedy," 3039 Woodland Avenue, Cleveland, O.

FRANK SEAMAN, Inc., 461 Eighth Avenue, New York, handles the advertising of the Franklin Baker & Co., "Bakers Coconut," Philadelphia.

STREET & FINNEY, 171 Madison Avenue, New York, handles the advertising of Beech-Nut Packing Co., Beech Nut "Jaffee" (a substitute for coffee), Canajoharie, N. Y. Reported will later use newspapers to advertise this new product.

VAN PATTEN, Inc., 50 East 42d Street, New York, handles the advertising of the American Chic Co., "Black Jack" Chewing Gum, 1 Madison Avenue, New York. Reported to be again placing orders with newspapers.

CAMPBELL-EWALD Co., 347 Fifth Avenue, New York, handles the advertising of the American Seedtape Co., 365 Ogden Avenue, Newark, N. J., manufacturers of "Seedtape" for gardening. Now making up newspaper list for campaign in the near future.

LEWIS H. MERTS ADVERTISING AGENCY, Ontario, Cal., handles the advertising of the Hotpoint Electric Heating Co., Ontario, Cal., manufacturers of electrical household appliances. To use newspapers.

FEDERAL ADVERTISING AGENCY, Inc., 6 East 39th Street, New York, handles the advertising of Stern & Saalberg Co., 416 West 45th Street, New York, manufacturers of "Lance's" cough drops. Will use newspapers in coming campaign.

LORD & THOMAS, 220 West 42d Street, New York, handles the advertising of Daniels Motor Car Co., Reading, Pa., manufacturers of "Daniels Eight" motor cars.

FRANK SEAMAN, Inc., 461 Eighth Avenue, New York, is placing copy for an educational campaign of the United States Brewers' Association.

N. W. AYER & SON, Philadelphia, handles the advertising of the Jordan Motor Car Co., Cleveland.

VANDERHOOF & Co., Marquette Building, Chicago, handles the advertising account of the Chicago Arena Co., and are placing copy in Chicago newspapers.

WITH THE AD AGENCIES

Charles Proner, for four years advertising manager of Smith & Hemenway Co., Inc., makers of "Red Devil" tools and hardware specialties, Irvington, N. J., has joined the production department of Wales Advertising Co., 110 West 40th Street, New York, where he will continue to handle the Smith & Hemenway account.

Mrs. F. H. Rose, formerly connected with the advertising department of a public service corporation, has joined the copy staff of the McJunkin Advertising Company, Chicago.

C. E. Austin, service manager for the H. Walton Heegstra, Inc., Chicago, reported at Champaign, Ill., recently, to enter training for the aviation corps.

P. C. Carroll has joined the staff of the Hamilton Advertisers' Agency, Hamilton, Ont., having been formerly connected with the advertising department of Everywoman's World, Toronto.

A. J. Massie has resigned from the Winnipeg staff of the McKim Advertising Agency and established the A. J. Massie, Limited, agency. Mr. Massie was with the Toronto Globe 1902 to 1907; the Winnipeg Telegram, 1907 to 1913, and the Winnipeg Free Press, 1913 to 1915.

John R. Reidy, formerly with Phillip Kobbe, Co., New York, has joined the copy department of the W. A. Patterson Company, Inc., same city.

E. Ross Gamble, formerly in the Chicago office of the H. W. Kastor & Sons Advertising Company, has joined the space buying department of the Erwin & Wasey Co., Chicago.

George R. Davis, formerly of the Whalen-Hixson Agency, and P. T. Gould, formerly of the Campbell-Ewald Company, both of Detroit, have formed the Davis-Gould Company in that city.

McAllister Coleman, formerly with the service department of the Frank Presbrey Company, New York, has joined the staff of Berrien-Durstine, Inc., same city.

W. E. Everett, formerly of the Will H. Digg Advertising Company, of Chicago, has joined the Ostenrieder Advertising Corporation of that city.

NEWSPAPER AD FIELD

James Austin, of the advertising department of the Omaha World-Herald, has been employed by the jewellers of Omaha to take charge of a Christmas campaign in the interests of the local jewellers. Newspapers will be used almost exclusively this year.

Charles J. Moos, advertising manager of the St. Paul Daily Volkszeitung, has resigned to become special representative of the traffic department of the Northern Pacific Railway. His work on the Volkszeitung is being cared for at present by Mrs. Clara H. Burgmeier, manager of the paper.

C. W. Bitting, of the display ad department of the St. Paul Daily News, has been notified by the draft board to report in camp at Fort Snelling, Minn.

John R. Quinan, formerly with the advertising department of the Philadelphia Inquirer, has been made manager of the classified advertising of the Waterbury (Conn.) Republican.

Walt Bloeser has been appointed manager of the automobile advertising department of the Chicago Tribune. He has for a number of years been in charge of special development and feature departments of the paper.

Morel W. Ratcliffe, well-known advertising man of Dallas, has resigned to accept a position on the advertising staff of the Waco (Tex.) Daily Tribune. Mr. Ratcliffe formerly was on the advertising staff of the Dallas Morning News.

J. Fred George, recently a member of the advertising staff of the Dallas Times-Herald, has resigned to accept a similar position with the Waco (Tex.) Daily Tribune.

John Betz, for sixteen years associated with the Newark (N. J.) Evening News, and formerly assistant advertising manager of that paper, has joined the advertising staff of the Newark Star-Eagle.

Doing That Bit

One of the big windows in the business office of the Louisville Courier-Journal and the Louisville Times contains a service flag with twelve stars.

T. E. Lockhart Makes Change

T. E. Lockhart, who for the past two years has been circulation manager of the Augusta (Ga.) Chronicle, has resigned to accept a similar position with the Dallas (Tex.) Dispatch.

Northcliffe to Return

Lord Northcliffe, in London this week, said that he will return to the United States as head of the British War Mission after the Allied conference.

Advertising Agents

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

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

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

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

Publishers' Representatives

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

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

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

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

WILLIAM G. ROELKER POINTS OUT ADVANTAGES OF FLAT RATE

ADVERTISING MANAGER OF PROVIDENCE JOURNAL AFTER FOUR YEARS' EXPERIENCE WOULD BY NO MEANS RETURN TO SLIDING SCALE

"AFTER four years of the flat rate in advertising, during which time we have published about 45,000,000 lines of paid space, I believe in it more than ever," said William G. Roelker, advertising manager of the Providence Journal, this week in an interview with a representative of THE EDITOR AND PUBLISHER.

"I would not think of changing back to the sliding scale. If newspapers generally adopted the flat rate it would greatly increase the volume of general national advertising," continued Mr. Roelker.

"The flat rate has been in force on the Providence Journal and the Evening Bulletin since October 1, 1913. At the time very few papers had adopted the flat-rate principle. In the past four years several have discarded the sliding scale, but even at present there are not many papers which have the same flat rate to all advertisers, no matter what the character of their business, how much or how often the space is used.

FLAT RATE ADVANTAGES PLAIN.

"There has been much discussion of the principle of the flat rate recently, but mostly on a theoretical basis. From the point of view of one who has daily administered it for the past four years its advantages are plain.

"In the first place, the flat rate increases the number of customers using the advertising columns. The small advertiser is not penalized for being little. A millinery specialty shop gets the same rate and so can afford to spend as much proportionately on its advertising as a department selling the same goods in a department store. The rate card which penalizes the 'one-time' advertiser and makes a low rate for the large user of space always makes me think of a man trying to split a log by driving in the thick end of the wedge. The man who is not using space is the most difficult to solicit, and when you add to his reluctance by penalizing him with the highest rate you make, it is next to impossible to sell him space. In our case the number of accounts has increased more than 100 per cent. in four years.

"An increased number of accounts is very desirable from the paper's standpoint, as it tends to stabilize the volume of business. The more accounts there are running in a paper the smaller the chance of a combination to attempt to control policies, rates, etc., and the smaller the loss in the case of failure.

SPACE SOLD AS A COMMODITY.

"Next in importance is the fact that under the flat-rate principle space is sold on its merits as a commodity. With the flat rate space is not used merely to get a lower rate, a condition, which in my opinion makes the advertiser think that the paper's space is not worth the asking price. Nothing lowers a man's opinion of an article more than to have to take something he doesn't want in order to get what he does want. Space that is used to earn a lower rate seems to have less value and the advertiser often fills it with poor copy or items he otherwise might not think worth advertising. The advertiser thinks much more of the value of your space if he can tell by consulting a line rule just what it will cost, and knows that every one is paying the same price.

"Purchase of space by advertisers only when they want to buy it or when it is sold to them keeps the advertising department on its mettle. Some publishers seem to feel that the expense necessary to get space would more than offset the advantages of the flat rate.

As a consequence of the flat rate most of the copy we publish is on a 'one-time' basis. But, we have found that the advertiser has obtained so much better results that he has been willing to advertise more regularly, and has found it to his advantage to use more space.

"In only one class of business has a flat rate decreased our lineage. That single case is the financial advertiser who formerly ran a rate-holding card which often read 'Stocks and Bonds, Jones & Jones,' and which was a mere contribution to the support of the newspaper. Cards of that sort do more to make business men and bankers think little of newspaper advertising than anything else. No man with advertising experience would expect to get returns from such an advertisement, and the man who pays the bill begins to think after a while that he can't get results from newspaper advertising. We now let bankers run cards if they wish, but urge them to save their money for the time when they have something to advertise and then to take large space to do it. When times get normal in the security markets this policy will produce results for us in this line as it has in others.

HELPS SOLICITORS.

"Minor advantages, but still important ones are these: there are no arguments about rate, no short rates, and your solicitors can talk advertising and the merits of your paper and not spend their time trying to figure rates. The bookkeeping can be done by a smaller force in a shorter time and you can get a comparison between your cost of production and your revenue.

"An argument frequently advanced against a flat rate by large buyers of space must be touched upon. The large buyer ordinarily gets lower rates for anything he buys, so why not advertising? The answer to that is complete. The unit on which you sell your space is the line or the inch, and every unit costs you just as much to produce as every other unit. Your costs are entirely different from those of the manufacturer, who makes large numbers of a certain article and whose cost decreases the more he makes. The large buyer almost never uses the same advertisement twice. Each advertisement is a separate hand-made piece of work. The large buyer does not buy a lot of the same article, but a number of different advertisements specially constructed for his use, so that he is in no sense a purchaser on a wholesale basis."

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 22,348. 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
Journal (Cir. Da., 55,687; Sun., 67,870. Atlanta)	COURIER & ENQUIRER Buffalo
ILLINOIS	IL PROGRESSO ITALO-AMERICANO—New York.
HERALD-NEWS (Circulation 15,190)..... Joliet	DAY New York The National Jewish Daily that no general advertiser should overlook.
IOWA	OHIO
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	VINDICATOR Youngstown
SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA
LOUISIANA	TIMES Erie
TIMES-PICAYUNE New Orleans	TIMES-LEADER Wilkes-Barre
MICHIGAN	TENNESSEE
PATRIOT (No Monday issue) Jackson Last 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.	BANNER Nashville
MINNESOTA	TEXAS
TRIBUNE, Morning and Evening... Minneapolis	CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MISSOURI	UTAH
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 to the city. Circulation first six months, 1917: Sunday average 362,863 Daily and Sunday 195,985	HERALD-REPUBLICAN Salt Lake City
KENTUCKY	VIRGINIA
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.	DAILY NEWS-RECORD Harrisonburg Largest circulation of any daily paper in the famous valley of Virginia.
ILLINOIS	WASHINGTON
SKANDINAVEN Chicago	POST-INTELLIGENCER Seattle
GEORGIA	
BANNER Athens A gilt edge subscription—not a mere circulation claim.	

ROLL OF HONOR

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

KENTUCKY
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.
NEBRASKA
FREE PRESS (Cir. 125,394)..... Lincoln
NEW YORK
ROULETTINO DELLA SERA..... New York
PENNSYLVANIA
DAILY DEMOCRAT Johnstown

BRISBANE AGAIN SETS PACE FOR ORIGINALITY

Editor and Owner of Washington Times Introduces New Page One Feature Which Compels Even Government Officials to Pause in Their Work to Read Brilliant Column.

There is an ancient newspaper success maxim, respected by many of the ablest editors in American journalism, which expresses the idea that the daily presentation of some sparkling feature which breathes originality and wit and relieves the tension of news, offers an appeal to a vast majority of readers and will build and hold circulation.

Many newspapers have been brought from obscurity to great power by the strikingly characterful writing of one man, though his identity may have been concealed. One of the greatest American publishers appreciatively recounts the instance of one of his early ventures, a little newspaper started in a large city, which was caught at the edge of the precipice of failure by the peculiar genius of an itinerant reporter, who happened along in search of a job at the psychological moment. He was a sodden drunkard, and so utterly irresponsible in his habits that he was an object of scorn in established newspaper offices, but he had a peculiar talent for writing news and comment in interest-compelling fashion, and his stuff quickly attracted a following. He made the little newspaper grow, but, unfortunately, his weaknesses deprived him of a proper share of the reward.

Arthur Brisbane is, of course, an advocate of striking and highly individual newspaper features. As proprietor of the Washington Times he has the advantage of being his own genius. No announcement has been made of the circulation growth of the Times under Brisbane control, but it is known to be great—probably more than doubled in some five months.

Every day, on page one, column one, of the Times there appears an unsigned feature of such brilliancy and individuality as to cause even Government officials to pause from the momentous tasks of the war and read this column which so clearly bears the imprint of Brisbane genius. The column runs under the head "To-day," set in 42-point type, and the matter is clearly the outpouring of the soul of a thinking man, without regard to subject or newspaper conventions.

USE OLD PAPERS FOR WRAPPING IN CHINA

Recent Practices of American Firms Threatens to Destroy Business of Exporting of Over-Issue and Old Newspapers from the United States to Hongkong and the Far East.

"Over-issue and old newspapers are exported from the United States to Hongkong, and to other parts of the Far East through Hongkong, in large quantities," writes Consul-General George E. Anderson, at Hongkong, British China, in a recent Department of Commerce report. "Recent practices of a few firms in the United States engaged in the trade have resulted in con-

siderable loss to Hongkong importers, and there is danger at the present time that this trade will be destroyed. One Hongkong house alone reports that so far this year it has imported such paper to the value of over \$225,000 gold.

"These papers are imported for wrapping purposes, and to meet the needs of the market it is necessary that they be whole and of standard-to-large size. In some recent consignments, however, bales have been found to contain old magazines and even old clothing, shoes, and other waste. A shipment to Saigon through Hongkong and for account of a Hongkong firm was found to be so badly mixed with all sorts of waste that the Chinese concerns for which the paper had been imported refused to accept the shipment even after allowance.

In some cases the material mixed with the paper would have as much value for paper stock as the over-issue newspapers, but it is not wanted, and does not meet the purpose for which the newspapers are purchased. The Hongkong General Chamber of Commerce now has on hand an arbitration of claims growing out of the shipment of paper not up to contract, and Hongkong importers at present are accepting deliveries only after examination. There is a steady demand for these over-issue and old papers throughout the Far East, which can be maintained as a profitable trade (at least so long as the price of paper remains where it now is), provided exporters will realize the special purpose for which the paper is bought and ship only such stock as will probably fulfill requirements."

FIX PRICE OF GREEK PAPERS

Decree Makes It Offense to Sell Daily Paper for Less than Two Cents.

"By a Royal decree, which was published September 1, 1917, O. S., no Greek daily paper will be allowed to be sold at a price lower than ten lepta (about two cents)," writes Consul-General Alexander W. Weddell, of Athens, Greece, in a recent Department of Commerce report. "Semi-weekly papers may be sold for 15 lepta (\$0.0289). Annual subscriptions to daily papers must be at least 36 drachmas per annum (\$6.95). For exceptional reasons, and not more than fifteen days during the year, papers of double size may be issued.

"From the prices which have been given 2½ lepta will be paid to the sellers of the papers (about ½ cent), while ½ lepton (1-10 cent) will go to the selling agency. Foreign-language newspapers published in Athens also will pay to venders and selling agencies a total of 3 lepta on each paper, but the proportional distribution is not prescribed.

"The total weekly surface of daily papers must not exceed 2.04 square metres (22 square feet). Semi-weekly papers may not exceed 73 by 75½ centimetres each issue (28 11-16 by 29½ inches).

"Infringement of these regulations will be punished by imprisonment up to six months and a fine of not more than \$1,930. The regulations will continue in force from the date of publication until six months after the signing of a treaty of peace."

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.

TROTZKY OLD NEW YORK EDITOR

Russian Radical Now Giving Difficulty in Petrograd, Was an East Sider.

Leon Trotzky, president of the Central Executive Committee of the Petrograd Council of Soldiers' and Workmen's Delegates, was the editor for a few months this year of the *Novi Mir* (New World), a Russian revolutionary paper published in New York. He arrived in New York January 15 last from Spain and remained here until the overthrow of the Emperor, when he returned to Russia. While here he was prominent in radical circles on the East Side.

Persons who knew him in this city declare that he established a newspaper in Russia more than fifteen years ago, and, because of his revolutionary tendencies, was often in jail. He was sent to Siberia in 1905 and in 1912 for participation in revolutionary plots. After his release the second time he went to Berlin, where he started a newspaper, but when the war broke out he was ordered to leave.

PUBLISHERS LACK COAL

One Compelled to Give Part of Short Supply to Poor.

The coal shortage is giving some Southern publishers almost as much concern as that of the news print situation during its most acute stages. Quite a number of publishers use a large quantity of coal for power and heating. The reduction in coal production, car shortage, and the action of the Government in diverting coal to other points has caused a serious shortage throughout the South.

Publishers who made contracts with coal operators or jobbers felt they would be protected, but the unfavorable condition and general confusion among producers and jobbers has made the matter of delivery very uncertain.

After experiencing some trouble in finding an operator who would sell a carload, one publisher reports that the car was delayed in transit, and when it arrived he experienced considerable difficulty in getting it hauled to his building. Although purchased for office use, he was compelled to relieve the distress of some of his employees by supplying a quantity for their home use.

Fifty-eight Free Press Men Serve

Fifty-eight men have left the Detroit Free Press for army and navy service in different branches since the war started in 1914. All but six, who enlisted in the Canadian army, have gone to war with United States forces.

We spend more than
\$500,000

per year to produce the features which have created the greatest newspaper following in the world.

"Hearst's Features Always Lead"

Write for booklet.

"Half Million Dollar Feature Service"

The International Feature Service
729 Seventh Ave. New York, N. Y.

AD FIELD PERSONALS

WILLIAM A. MAGILL, well known in the national advertising field, has opened up offices in New York as an independent writer and investigator.

THEODORE C. DELTRICH, for many years connected with the Hearst publications in New York in responsible editorial positions, and for the past two years advertising and publicity director of Mr. Hearst's International Film Service, has resigned. Mr. Deltrich announces the formation of De Luxe Pictures, Inc., a \$200,000 concern, of which he has been elected president and general manager.

Western Council in Session

The Western Council of the American Association of Advertising Agencies is meeting to-day in Chicago. Stanley Clague, managing director of the Audit Bureau of Circulations, will address the agents and their space buyers on the utilization of Bureau circulation reports in the interest of service to the advertiser.

Advertisers to Banquet

The Association of National Advertisers will hold its annual dinner Wednesday evening, December 5, at the Biltmore Hotel, New York.

Elected to A. N. P. A.

The Hamilton (O.) Evening Journal and the Miami (Okla.) District Daily News have been elected to active membership in the American Newspaper Publishers Association.

A "shortage" of classified advertising is one of the things about which the publisher of a daily newspaper may well afford to lose sleep.

The Best Known Slogan
in St. Louis



Trade Mark Registered

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

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

Food Medium
of
New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY
222 Fifth Avenue NEW YORK Lytton Building CHICAGO

MERGENTHALER ELECTS JOS. T. MACKAY

NEW SECRETARY-TREASURER EN- TERED CONCERN AS AN OFFICE BOY.

The directors of the Mergenthaler Linotype Company, on November 19, elected Joseph T. Mackay secretary and treasurer.

Mr. Mackay was born in Brooklyn, May 27, 1879, and went with the Mergenthaler Company as an office boy on November 5, 1885, when he was but sixteen years old. After that time he attended evening commercial schools, pre-



JOSEPH T. MACKAY.

paring himself for the accounting department, which he entered, remaining there as a clerk until eight years ago.

"I paid attention to my business," said Mr. Mackay yesterday, "without giving much thought to whether or not I was making progress. Others seemed to look out for that for me, and I was made treasurer's assistant."

Two years ago Mr. Mackay was placed as assistant secretary and treasurer, which post he held until elected to his present position.

Mr. Mackay's special work is with the insurance carried by the company, and he has given much time and attention to the legal and financial affairs, in connection with which he has travelled extensively.

He is married and has two children, and is a member of the Brooklyn Forest Hills Golf Club. His only other club is the Hardware Club.

Was Problems of Trade Press

"War Problems of Business Papers," is the subject for a meeting of the New York Business Publishers Association, Inc., to be held Monday evening at 6:30, at the Automobile Club, 247 West 54th Street.

The matter-of-fact man, who—according to Douglas Jerrold—wanted to know how many steps there were in Jacob's ladder, asks nowadays only the figures of circulation of a newspaper.

WILDER & BUELL

Newspaper Features

and

Advertising Copy

225 Fifth Ave. New York

POET TURNS EDITOR

S. E. Kiser Abandons Colyum Conducting to Edit Dayton News.

S. E. Kiser is the way you have noticed it at the bottom of many a stirring poem, but his real honest-to-goodness title is Samuel Ellsworth Kiser, now editor of the Dayton (O.) News.



S. E. KISER.

Mr. Kiser left the Chicago Herald several months ago to take charge of the News. While he has abandoned "column-conducting," he still turns out a daily verse for his own paper.

Mr. Kiser broke into the art of conducting a column of humor and verse in Cleveland. He was serving as church editor on the Press when "Bob" Paine, who was editor, told Sam to write about a dozen lines of poetry for the editorial page. Sam tried to tell him that he had never tried his hand in that line, but Mr. Paine insisted, and Sam looked about for an inspiration.

It was a cold day in mid-winter, and looking out the window, Sam watched the hurrying throng for a while, then sitting down at his desk he dashed off his first poem.

"Bob" read the poem, said it was hot stuff, and as a reward he appointed Kiser sporting editor. It was while he served in that capacity that he fed the fans with their sporting news in poetry. His efforts met with wide approval, and Charles M. Faye, then managing editor of the Chicago Record, offered him a job. Sam didn't want to leave Cleveland, and he declined Mr. Faye's offer.

He then decided the Cleveland Leader was in need of a humorous column, and at the cost of a great reduction in his salary, he assumed charge of his new position. At the end of the first week as a colyumist he thought he had written all the great thoughts,

CHURCHMEN URGED TO USE PAID ADVERTISING

Church Pays Regular Rates for Every Other Commodity, Why Shouldn't It Pay for Advertising, the Commodity Which the Newspaper Has to Sell? Asks Spesker before Convention.

The why and how of church advertising were presented recently in Pittsburgh to the Protestant Church Congress, which was in session for four days to discuss outstanding problems and social work in the United States. The report of the sub-commission on religious publicity was read by Charles Stelzle, of New York.

RELIGIOUS PUBLICITY A SCIENCE.

Religious publicity is a science, said Mr. Stelzle. It is founded upon the same laws which apply to ordinary advertising. There is no hocus pocus method whereby the church may be brought to the favorable attention of the people. The same painstaking efforts are required in religious publicity that are demanded in commercial advertising. It is because the church has been unwilling to observe these fundamental principles that it has often failed.

"But let us beware of the unintelligent enthusiasm of some ministers and some advertising men who know so little practically of the church and of advertising that they think impossible things can be done by merely buying space and filing it with words," the report continued.

"The newspaper reaches more people than can be reached in any other way with the expenditure of the same amount of money.

CHURCHMEN SHOULD CO-OPERATE.

"Churchmen sometimes complain about the inaccuracies of newspapers,



IF IT'S GOOD

it will be in the NEA service FIRST. An on-the-jump service for an up-to-the-minute newspaper. And it doesn't cost much. A trial will convince you that the NEA is indispensable.

THE NEWSPAPER
ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

The True News

—FIRST—

Always—Accurately

International News Service
World Bldg. New York.



Service Banners

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

Write to-day for sample

S. BLAKE WILLSDEN
29 E. Madison St. Chicago



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

but they rarely give the newspapers the slightest assistance in getting the story straight. Reporters are looked upon as intruders instead of friends.

"If churchmen would write editors more frequently showing their interest in the religious department of the newspaper they would secure more space. If the church does not secure the amount of space in the newspaper which it thinks it should have it is usually the fault of the church rather than of the newspaper.

"Why should a daily newspaper give publicity to church work unless it were to furnish real news to its readers? And it is only to this extent that the church is justified in expecting the daily newspapers to print stories about its work.

"The church usually pays regular rates for every other commodity required in the maintenance of its work—coal, gas, furniture, literature. Why should it not pay for advertising space, the commodity which the newspaper has to sell?

"To make a campaign of paid advertising really effective it should be continued for a considerable period of time—at least a year. No business man expects to obtain results from the insertion of a single advertisement."

Publishers Protest Tax

The Representative Club, composed of publishers, adopted resolutions at a luncheon at the Hotel McAlpin Monday protesting to Congress against the act increasing second-class mailing rates and asking for a repeal of the law.

VAL HEATH, editor and owner of the Raymond (Wash.) Herald, died recently after a lingering illness.

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

PIERRE C. STARR

STARR SERVICE CORPS.

548 Transportation Bldg.,

Chicago, Ill.

Specialists in cost systems for Daily Newspapers having over 10,000 circulation only. Send for publishers opinions.

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

TIPS TO DEALERS

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

WILMINGTON, Del.—The National Thrift Co.; capitalization, \$500,000; to do a general advertising business.

NEW YORK.—Commonwealth Advertising Corporation; capitalization, \$1,200,000; incorporators, M. L. Rogers, L. A. Irwin, Harry W. Davis. Incorporated in Delaware.

NEW YORK.—George U. Harvey Publishing Co.; capitalization, \$50,000; incorporators, T. F. Harvey, W. J. Brett, J. J. Daly; place of business, 109 Lafayette Street.

NEW YORK.—Gornay, Inc.; general advertising; capitalization, \$25,000; incorporators, S. Goodman, G. C. Barry, C. H. Burke; place of business, 1476 Broadway.

BOSTON.—Bahn Advertising Co.; capitalization, \$20,000; incorporators, Louis Bahn, Maurice H. Horblit, and Mark M. Horblit, all of Boston.

NEW ENTERPRISES

EARLINGTON, Ky.—Edward Young, of Madisonville, Ky., will shortly begin publication of a newspaper here. The Earlington Bee suspended some time ago, since when the business men of the community have been working on organization of a new paper.

TEMPLE, Tex.—The Forum is the name of a new newspaper here. Former Gov. James E. Ferguson is editor.

DOWS, Ia.—The Independent, edited by G. E. Bennett, is a new paper here.

CHANGES IN INTEREST

CONNELLY, Pa.—The Courier here will change ownership January 1 when Clarence J. Rupert and his son, Ross R. Rupert, of Seattle, will assume control.

GALATIA, Kan.—Herman Reents is the new publisher of the Register here.

WAURIKA, Okla.—Charles S. Storms has returned here to publish the News-Democrat.

KIMBALL, Neb.—R. D. Wilson is now the publisher of the News here.

ASHTON, Ia.—Howard C. King, publisher of the George (Ia.) News, has purchased the Leader here.

FILLEY, Neb.—W. B. Cissna has obtained control of the Spotlight here.

FAIRVIEW, Neb.—M. Pease, editor of the Beemer (Neb.) Times, has purchased the Republican here.

WINDFALL, Ind.—The Herald, published for more than twenty-five years by John C. Day, has been sold to Romeo Holman, of Kokomo, Ind.

SUSPENSIONS

BROWNWOOD, Tex.—The Herald Printing Co., of this city, has filed a certificate of dissolution.

CONSOLIDATIONS

WELLINGTON, Kan.—H. L. Wood, of the Daily News here, has purchased the Journal here and will combine the two papers.

KINSLEY, Kan.—The Mercury has absorbed the Press here.

PARKERSBURG, W. Va.—The Parkersburg State Journal, the oldest evening paper in West Virginia and the oldest daily in the State outside of Wheeling, Saturday evening announced the sale of its plant, franchises, and good-will to the Parkersburg News, and discontinued publication. The State Journal was founded thirty-five years ago.

KANSAS CITY.—The Presse, German daily, which was reorganized October 1, has purchased the subscription list of the Leavenworth Tribune, a paper of thirty-two years standing which suspended some time ago, and has consolidated the circulation with its publication.

Fort Wayne Sentinel Sold

C. F. Bicknell, manager of the Fort Wayne (Ind.) News, has announced that the News Publishing Company has purchased the Fort Wayne Sentinel, its only competitor in the local evening field, from Mrs. E. A. K. Hackett, whose husband was owner of the Sentinel at the time of his death. Possession was given November 21, but the two papers will continue as at present until the first of the year.

Albert Romeike Wins Suit

The judgment of the Supreme Court rendered in January, 1917, perpetually enjoining Albert Romeike & Co., Inc., from using its corporate name or the name "Romeike" as part of its name, or in connection with advertising its press clipping business has been reversed by the Appellate Division of the Supreme Court of New York, and a judgment entered in favor of Albert Romeike & Co., Inc., dismissing the complaint.

Demand Fifteen-Cent Coin

S. A. Perkins, publisher of the Tacoma Daily Ledger and the Tacoma Daily News and five other Pacific Coast newspapers, is one of a number of business men who are making an organized demand for a fifteen-cent coin.

In Minneapolis, St. Paul, Omaha

The Daily News

Has first call among wise space buyers. Circulated in the most prosperous section of the world.

C. D. BERTOLET
1110 Boyce Building, Chicago

New York Representatives:
A. K. HAMMOND E. E. WOLCOTT
366 Fifth Avenue.

UNCERTAINTY MARKS METAL MARKET

HEAVY SLUMP IN PRICE OF LEAD RESULTS IN CONSIDERABLE APPREHENSION.

Apprehension and uncertainty mark the metal market, because of the heavy slump in the price of lead, which has fallen in the last three months from around 11 cents a pound to a point now around 5 1/2 cents a pound. So far as the metals company has been able to ascertain, there is no tangible reason for the marked decrease.

"It may have occurred," said one dealer, "from fear that the Government would take control of the supply and fix the price, although this appears to be rather a weak reason. When the price first dropped there was no scarcity of the metal, so it would be hardly in consonance with fact to charge the present scarcity with the depression. At present, however, little lead is to be found. The singular thing is that even the present scarcity appears to have no effect upon the price. You can't buy

lead, anyway, except in small lots here and there, but what you can get is sold at about the same old price. Tin is at about 77 cents, and antimony remains fairly steady at around 13%.

"My own idea is that this is a good time for consumers of type metal to stock up. Lead is going to be even scarcer than it is now. The winter weather always curtails the lead production at the mines, and the tying up of transportation facilities always has a further effect of limiting the quantity brought to the market. Whatever the history of the past few months, there is no doubt in my mind that the price will go up with the first of the year."

Quotations change sharply from day to day, but last Wednesday the prices of metals were quoted as follows:

	Cents.
Linotype metal	10 3/4
Stereotype metal	11 1/4
Monotype metal	13
Typesetters metal	14 1/2
Electrotype metal	7 1/2

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS: The greatest possible variety from which to choose. The submitting of each feature to your own editorial judgment. The opportunity to order a budget consisting only of what you want. A material reduction from individual prices on budgets. Write us for samples of our Sunday Colored comics, daily-comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

To Reach the Rich Trade of Kansas

Topeka Daily Capital

Net Circulation (latest Government report),

33,924

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

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.

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

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

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



WORKMEN in Demand in Indianapolis

So great is the demand for skilled labor in Indianapolis that the newspapers decline to publish "Help Wanted" ads from foreign concerns. This is the time for the advertiser to strike—in Indiana.

The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper.

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

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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

The PITTSBURG PRESS Has the LARGEST Daily and Sunday CIRCULATION IN PITTSBURG

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

LIEUT. D. N. MCINTYRE DEAD

News Editor of Victoria Daily Colonist Killed in Action in France.

The news of the death of Lieut. Douglas Neil McIntyre, for many years news editor of the Victoria (B. C.) Daily Colonist, while in service in France, was received recently in this country.



Lieut. McIntyre left for overseas on April 25 of this year, arriving in France in May and being attached to the famous Sixteenth Battalion, Canadian Scottish, as intelligence officer in command of the Scout and Observation Corps, an important position which he occupied when he met

Lieut. D. N. McIntyre, his death.

He was thirty-eight years of age. For three years he was a member of the editorial staff of the Montreal Star. He joined the staff of the Victoria Daily Colonist in 1907.

OBITUARY NOTES

R. W. MITCHELL died in New Mexico November 11 and was buried November 14 in Nevada, Mo., where he had been editor of the Daily Mail for many years and later editor of the Evening Post.

ANDREW J. STEINMAN, one of the oldest members of the Lancaster, Pa., bar, for many years editor of the Lancaster Intelligencer, died last Saturday in Lancaster. His health had been bad for a number of years. Mr. Steinman was born in Lancaster eighty-one years ago. He was graduated from Yale with Chauncey M. Depew.

SPENCER F. BALL, for thirty years associated with his brother, William C. Ball, in publishing the Terre Haute (Ind.) Evening Gazette, died recently in Terre Haute. He was sixty-three years of age.

FREDERICK B. WARD, founder and former president of the Ward Advertising Co., Chicago, died recently at his home in Oak Park, Ill. Since his retirement from the advertising field some years ago he had devoted his time to the study of art and painting.

LOUIS HILB, formerly advertising manager of the Masses and Pearson's Magazine, died Tuesday in New York, aged twenty-nine.

PERRY G. SROUT, owner of the Stout Sign and Advertising Co., St. Louis, died recently at his home in that city.

STEPHEN STEDMAN, formerly one of the best known editors in Central New York, died on November 18 at the State Hospital in Middletown, N. Y., after an illness of twenty years. Mr. Stedman was graduated from Williams College in 1877 and went to Syracuse, where he became managing editor of the Herald and held the position until 1894, when he suffered the breakdown which finally caused his death. He was sixty-two years old. The funeral was held at the home of his brother-in-law, Willard A. Glen, in Syracuse, on Tuesday.

Death of A. W. Loeb

A. W. Loeb, general manager of the Ohio State Journal, Columbus, died on Thursday night. Mr. Loeb had been connected with the Journal for many years, and had been especially active and successful in developing pure food advertising. He held high rank among the executive men in the newspaper field of the Middle West, and numbered among his friends hundreds of the leading editors and publishers of the country.

Theodore Moore Dead

Theodore Moore, financial editor of the New York Sun, died Wednesday at the home of his brother in Stamford, Conn. Burial was made yesterday. Mr. Moore was born at Red Hook, Dutchess County, N. Y., on February 12, 1870.

Hold Memorial Service

An impressive memorial service as a mark of tribute to the late Raleigh C. Smith, veteran newspaper man, was held recently at the club house of the Baltimore Press Club. The meeting was presided over by James F. Hayward, of the Baltimore News. Tributes were read by Edgar McKinsey, O. P. Baldwin, and A. J. Adams, all of the Sun; Stuart Olliver, former publisher and now general manager of the Baltimore News, and Walter R. Hough, managing editor of the Star.

Some Boston Changes

"Eddie" Dunn will on Monday next take his place as city editor of the Boston Post, succeeding Howard C. Brock, who has accepted the post of managing editor of the Traveler.

Magazines to Help Red Cross

Advertising space in nationally circulated magazines which reach approximately seventeen million readers each issue has been donated to the American Red Cross to aid it in securing ten million new members. The Red Cross now has about six million members, and an intensive campaign will be made for this additional membership the week before Christmas.

Miss Catharine Chandler Anthony, daughter of Mr. and Mrs. Benjamin H. Anthony, publisher of the New Bedford (Mass.) Standard, and Abbott Metcalf Smith, son of Mr. and Mrs. Abbott P. Smith, also of New Bedford, were married in that city on Monday evening of this week.

HELP WANTED

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

CIRCULATION MAN WANTED.—There will soon be a fine opening for a good circulation man on the leading paper of one of the big cities of the central states. Place will be offered to man of ability and character. Creative as well as executive ability necessary. Write fully (your own hand), giving your record for the last ten years. Describe yourself closely, mentioning habits and hobbies. State your age and your reasons for wishing to change. State what salary you would expect. Address W. 3488, care Editor and Publisher.

ADVERTISING SOLICITOR.—Experienced who can write copy as well as sell space. A man who has worked in a city of not over fifty thousand preferred. Cannot consider applications from men subject to draft. Tell what salary you would expect. Address W. 3488, care Editor and Publisher.

SITUATIONS WANTED

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

I DON'T expect the manager to resign in my favor, but the job I want is one where the proprietor is looking for a man with a shoulder to carry part of his load; 10 years' experience as manager of small dailies; easily adaptable to new duties; no manager now but want larger opportunity. Address W. 3491, care Editor and Publisher.

MAGAZINE EDITOR wants position with literary, small town, or high grade class publication. Has been with newspapers and magazine as reporter, political editor, art director, promotion man, copy editor. Modern in politics and economics. Prefers publication needing alert man to maintain live policy. Minimum salary \$3,500 with percentage yearly on subscriptions. Address W. 3490, care Editor and Publisher.

CARTOONIST will consider offer from independent daily. First class draughtsman. Ten years as cartoonist and illustrator. Awarded first prize in nation-wide cartoon contest in New York under Suffrage auspices. Political and economic outlook progressive. Work would be effective in this era of political and social upheaval. Age 30. Married. Address W. 3489, care Editor and Publisher.

GENERAL ASSISTANT now on trade paper. Editorials, humor, interviews, verse, salesmanship, window display, soliciting advertisements, good collector. Prefer part time New York City or Newark. Address W. 3476, care Editor and Publisher.

ASSISTANT EDITOR, trade weekly seeks wider opportunity; experienced editing copy, reading proof, making up, reporting, writing paragraphs and special articles; six years' stenographic experience; training illustrating; college graduate. Address W. 3480, care Editor and Publisher.

EDITOR.—Wanted situation as editor of Republican daily; experienced news editor and editorial writer. Address W. 3479, care Editor and Publisher.

MAGAZINE EDITOR.—Temporarily in minor position because of re-organization; will consider offer from literary, political or high class business periodical; progressive in political outlook; both executive and writer; knows French; foreign travel; minimum salary that will be considered \$3,000. Address W. 3469, care Editor and Publisher.

DO YOU NEED A FIRST CLASS SPACE SALESMAN, copy writer and layout man? I desire to make change for better. I am now advertising man for one of the best southern dailies. Ten years' advertising experience in selling and placing advertising. Good salesmanship personality and I know my business. I am after larger field offering more money to the right man. Can handle either local or foreign daily, also advertising department of monthly magazines where personal contact with space buyers or clever letters and follow up work is necessary to produce business through the mail. Address W. 3478, care Editor and Publisher.

YOUNG WOMAN experienced in editorial, advertising and publicity work, seeks post requiring originality, initiative, and skill; publisher's publicity specialty desired. Address W. 3465, care Editor and Publisher.

DESK OR RE-WRITE MAN, varied experience, open for immediate engagement. Human interest and feature stories strongest point. Thoroughly acquainted cable and telegraph desk. Address W. 3481, care Editor and Publisher.

EDITORIAL EXECUTIVE seeks position. Experience practical and theoretical. American, 34, abstainer, hard worker. Can handle men and put a paper over. Evening paper 10,000 to 30,000 preferred. References first class. Address W. 3484, care Editor and Publisher.

SPORTS WRITER AND EDITOR, wide experience and acquaintance. Writes snappy stuff. Star on make-up and features. Ready to take place in two weeks. Address 3482, care Editor and Publisher.

HIGH GRADE NEWSPAPER MAN seeking permanent position as managing editor afternoon paper. Ready for change at once. Address W. 3488, care Editor and Publisher.

FOR SALE

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

LINOTYPE.—Three Model I machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

STEREOTYPE FLAT SHAPER.—For Sale a stereotype flat shaper in good condition. Address for price and description, The Wichita Eagle, Wichita, Kans.

LINOTYPE.—Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with I magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

HERE'S A CHANCE TO BREAK INTO

THE METROPOLITAN NEWSPAPER FIELD FOR A LITTLE MONEY.

One of the oldest local weekly newspapers in Greater New York, is on the market because of owner's illness.

Located in prosperous section and controlling its territory, has changed hands but four times in 45 YEARS.

Right man should get his money back in short order. Full price \$5,000—\$3,500 cash, balance negotiable paper.

For particulars, address W. 3487, care The Editor and Publisher.

\$10,000 cash available for investment in a weekly or daily newspaper property near Washington or Baltimore or south of those cities. Proposition P. Z.

Charles M. Palmer

Newspaper Properties
225 Fifth Avenue, New York

AUBREY HARWELL HENRY F. CANNON

HARWELL & CANNON

Sales
Purchases
Consolidations
Appraisals

Newspaper and Magazine Properties
TIMES BUILDING NEW YORK

NEWSPAPER FOR SALE
In the Sunny South

Small daily in growing southern resort, exclusive field, netting annually close to \$7,000. Extraordinary opportunity. Price \$20,000, half cash asked. Proposition No. 179x.

Small city daily and a high class weekly in desirable Idaho locations. Nos. 7001x and 579x.

Special offer in small city daily in rich Colorado field. No. 598x.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and 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

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by

WALTER SCOTT & COMPANY, Plainfield, New Jersey

EXCESS PROFITS TAX SPECIAL CONVENTION ADVISERS OF AUDIT BUREAU

TO INTERPRET "INVESTED CAPITAL" FOR COMMERCE AND INDUSTRY

WASHINGTON, November 22.—Problems of vital interest to publishers and business men generally, in connection with the interpretation of the war-excess profits tax are under close study of nine "excess profits advisers," recently appointed by Secretary McAdoo. They are holding daily sessions in the Treasury.

These men, all leaders in the business and economic world, are analyzing and boiling down a mass of suggestions received by the Commissioner of Internal Revenue, and are hearing arguments from business men regarding the interpretation of the law. The hearings will continue until November 28, and by December 1 the advisers will make their recommendations to the Commissioner of Internal Revenue.

The advisers are devoting each morning to conferences among themselves, while the afternoons are given over to hearings. All persons desiring to lay their views before the advisers have been requested to do so in writing, but where it is felt necessary to supplement written statements by personal conference with the advisers, arrangements can be made by appointment.

In announcing the appointment of the advisers, Secretary McAdoo said: "The law presents problems of construction and interpretation that are of vital importance. The policy of the Department will be to continue in close touch with the taxpayers, so as to obtain the most reliable and complete information before promulgating administrative regulations."

The advisers are Representative Cordell Hull, of the House Committee on Ways and Means; T. S. Adams, economist, of Yale; Wallace D. Simmons, president of the Simmons Hardware Company, St. Louis and Philadelphia; J. E. Sterrett, of Price, Waterhouse & Company, accountants, New York; S. R. Bertron, Griscom & Company, bankers, New York; E. T. Meredith, editor Successful Farming, Des Moines, Iowa; T. W. McCullough, editor Omaha Bee; Stewart W. Cramer, National Council of Cotton Manufacturers, Charlotte, N. C.; Henry Walters, chairman of the board, Atlantic Coast Line and Louisville & Nashville Railways.

The war income tax and the war excess profits schedules are both returnable not later than March 1, and payable not later than June 15, the same as the old income tax.

Payment may be made, however, any time after January 1. An interesting feature of the law, with which few are familiar, is that individuals and corporations paying the taxes before June 15 will be allowed interest at the rate of 3 per cent. per annum for the period between the date of payment and the due date. Therefore, a person or corporation whose tax amounted to \$1,000 and who made payment January 1, 1918, could deduct \$18.75, the interest at 3 per cent. from January 1 to June 15, and would therefore only have to pay \$986.25.

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

A. B. C. DIRECTORS TO CALL MEMBERSHIP TOGETHER IN CHICAGO DECEMBER 14.

At the regular weekly meeting of the board of directors of the Audit Bureau of Circulations, held in Chicago November 20, it was unanimously decided, following suggestions by President Bruch and other officers, to call a mid-year convention of the entire membership of the Bureau for the presentation and consideration of the proposed change in the by-laws of the organization.

This decision was reached after reports by the following committees had been heard by the board of directors: the committee on publicity for the proposed change; the committee on the relationship between the Audit Bureau and the National Advertising Association, and the committee on rate equalization.

CONVENTION DATE DECEMBER 14.

The convention, it was stated, will be held in the Red Room of the Hotel La Salle, on Friday, December 14.

A referendum vote which was recently conducted among the members of the Audit Bureau was the determining factor in deciding the Bureau that such a convention would more fairly place the question before the members as a whole.

Although no final decision was reached through this referendum, it was given out that the majority of the members were in favor of the proposed change.

If the change is made it will amount to an amendment to the constitution of the Bureau to the effect that all audit reports must be published in full by its publisher members.

Stanley Clague, manager of the Bureau, will speak at a meeting of the Western Advertising Association, now the Western Board of the American Association of Advertising Agencies, at a luncheon to be held to-day, Saturday, November 24, at the Hotel La Salle. His subject will be "The Bureau, Its Value, Its Use, and the Relation Between the Bureau and the Agencies."

Not only, it was announced, will the principals of the Western board be present, but also solicitors and rate men from various agencies, to hear Mr. Clague speak.

G. E. Cook, publisher of Mother's Magazine, has been elected a director and a member of the executive committee of the Audit Bureau of Circulations to take the place of Curtis P. Brady, business manager of Woman's World, who recently resigned.

The announcement was made at the regular weekly meeting of the board of directors of the Bureau held in Chicago on Tuesday.

The average business man is too apt to regard the business of his competitor as a "non-essential" one.

The Pittsburg Dispatch

steadily advances (not spasmodically) as the leading newspaper in its field.

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

Conference Luncheon Tuesday

The Editorial Conference will hold a luncheon on Tuesday, November 27, at twelve o'clock, at the Automobile Club, 247 West 54th Street. The meeting will be devoted to brief discussions of the country's great industries and their relation to the war. There will be about a dozen six-minute talks, covering the nation's activities under war conditions. W. R. Ingalls will talk on lead and zinc; W. W. Macon will discuss the iron and steel industries. The other speakers will be the following: R. D. Hall, of the Coal Age; R. S. Tibbals, Dry Goods Economist; Wm. E. Hooper, the Railway Age Gazette; V. E. Carroll, Textile World Journal; H. H. Brown, of Marine Engineering; B. O. Hough, of the American Exporter; David Beecroft, of the Class Journal Co., and Chester L. Lucas, Machinery.

Press Club Election

The annual election of the New York Press Club will be held on Monday, November 26; polls open from 10 A. M. to 7 P. M. The official ballot is as follows: For president, Edward Percy Howard; first vice-president, Keith Speed; second vice-president, Oscar Watson, third vice-president, Arthur F. Curtis; treasurer, Ralph W. St. Hill; financial secretary, H. Nelson Meade; recording secretary, Timothy Gorman; corresponding secretary, Kaleb H. Redfern; librarian, Clarence W. Swezey, trustees (three term), James E. Clauson, Wm. F. Connell, C. Fred Crosby; trustee (two term), John Burke.

A. B. C. Audits

The Audit Bureau of Circulations has completed an audit of the circulation records of the following newspapers: Chicago Abendpost, Evening American, Examiner, Herald, Daily News, Evening Post, and Tribune; Haverhill (Mass.) Evening Gazette; Seattle Times.

U. S. P. O. and A. B. C. Report
The New Orleans Item
period ending October 1, 1917
Daily 60,756
Sunday 77,438
Average 63,217

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE
60-62 Warren St., New York City
Established a Quarter of a Century

Business Publishers to Dine

The New York Business Publishers Association, formerly the New York Trade Press Association, will hold a monthly meeting and dinner on Monday evening, November 26, at the Automobile Club, at 6:30.

The programme takes into full consideration the problems that are facing us in connection with the war. The speakers will be: A. J. Baldman, president of the Associated Business Papers; S. T. Handin, vice-president and general manager of the Allied Machinery Construction Corp.; Chester W. Dibble, of the McGraw-Hill Publishing Co.; A. B. C. Hardy, general manager of the Chevalier Motor Co., and others.

The Evening Newspaper Leads

Leading Evening Newspapers the type of THE BALTIMORE NEWS are the popular advertising mediums in practically every big city, because they reach the buying class in their homes at a time when there is the leisure and desire for reading news as well as advertising.

In Baltimore it's THE NEWS first for the most and economical results. Ask your local dealer.

The Baltimore News

Member Audit Bureau of Circulations
Net Daily Circulation for Six Months Ending
September 30, 1917, (Gov. Report) 90,656
GAIN over same period 1916, 16,839

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bldg., Chicago

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the

Editor and Publisher
742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

United States Orders for Canada

Canadian Manufacturers of munitions were planning to turn their plants to other uses, as the British Muniton factories have been able to catch up with requirements.

The Canadians were ready for the reconstruction of business, but all changes have been postponed indefinitely. The United States are placing enormous orders for munitions in Canada. The first order is for \$50,000,000 worth and it is only a starter. This is in addition to large orders for underwear and knitted goods that were placed sometime ago.

A brisk and prosperous Winter is ahead for Canadians. Wage earners and merchants will continue to have more money to spend than is quite good for them, and as usual, they will spend it. Of course, they should buy Canada's Victory Bonds, but they are doing that too, away beyond the expectations of the Government. There is now a large list of factories in the chief cities in the 100% class: that is, every employe has bought a bond, yet the merchants report record business in every line.

American manufacturers cannot afford to miss the opportunities in prosperous and busy Canada at this time. It is only necessary to make it easy for willing buyers to get the goods and to ADVERTISE.

Prompt and efficient distribution can be arranged. Apply to one or all of the daily newspapers listed on this page or to any recognized Canadian advertising agency for information about Canada.

PROVINCE OF ONTARIO Population 2,523,274

	Circulation.		Lines.
	Net Paid	2,500-10,000	
Brantford Courier (E)	4,892	.0105	.0085
Chatham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0525	.05
Hamilton Herald (E)	16,000	.04	.035
Kingston British Whig (E)	5,641	.015	.01
London Advertiser (M N & E)	39,944	.06	.05
London Free Press (M N & E)	39,750	.05	.04
Ottawa Citizen (M & E)	29,639	.05	.05
Ottawa Journal-Press (M & E)	31,160	.05	.05
Ottawa Le Droit (E)	15,125	.0281	.0188
Peterborough Examiner (E)	4,900	.0131	.01
St. Thomas Times (E)	6,330	.0125	.01
St. Catharines Standard (E)	7,800	.025	.0125
Toronto Globe (M)	84,676	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	97,045	.11	.085
Toronto World (M)	46,926	.085	.06
Toronto World (S)	92,296	.10	.07
Windsor Record (E)	9,650	.025	.0225

PROVINCE OF QUEBEC Population 2,002,781—English 397,392 French 1,605,389

Montreal Gazette (M) (2c-\$6 yr.)	38,000	.075	.06
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,426	.051	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,684	.03	.025

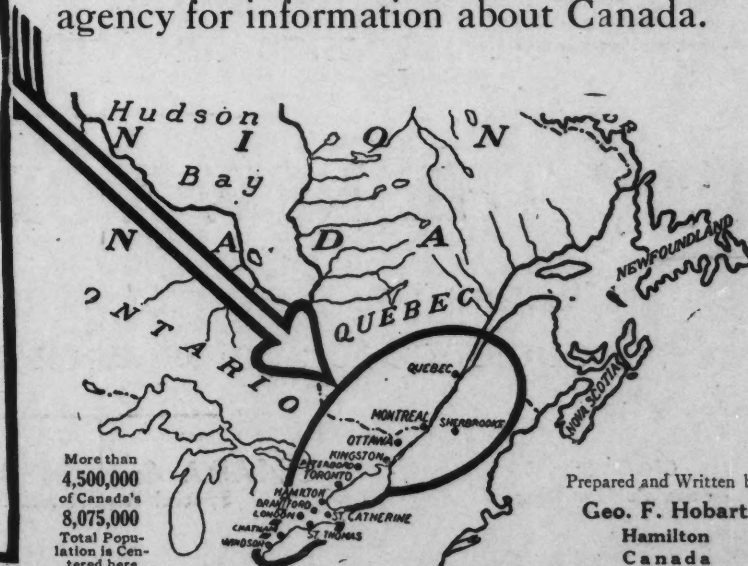
978,258 1.4042 1.1344

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

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

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

(c)



More than
4,500,000
of Canada's
8,075,000
Total Popu-
lation is Cen-
tered here

Prepared and Written by
Geo. F. Hobart
Hamilton
Canada

Henry Ford Sold 338,771 Cars Through a 360-Line Ad in 142 Newspapers

(See Interview with C. A. Brownell, Advertising Manager of the Ford Motor Co., in Fourth Estate, November 17, 1917)

What greater achievement could any manufacturer hope to accomplish through newspaper or any other kind of advertising?

Yet anyone with the goods can accomplish similar results provided he knows how to do it.

Henry Ford's business principle: "Any man who can make anything in public demand better, cheaper and on a larger standardized basis than anyone else can sell practically all he can make" is as sound as it is practical.

If the manufacturer has the goods and is able to set up an attractive enough appeal to the public he can get quicker and better results from newspaper advertising than any other kind.

200,000
a Day

THE NEW YORK GLOBE

Member
A. B. C.

Offers the Advertiser the most responsive
audience to address with his business appeal

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

