

THE EDITOR & PUBLISHER

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

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NEW YORK, SATURDAY, FEBRUARY 3, 1917

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During 1916 The Chicago Daily News printed more advertising of Chicago merchants *six days a week* than any other Chicago newspaper printed *in seven days*. The figures are:

The Daily News	(6 days)	6,031,167	agate lines
The Tribune	(7 days)	5,909,580	agate lines
The Herald	(7 days)	3,401,697	agate lines
The Examiner	(7 days)	3,340,560	agate lines
The American	(6 days)	3,271,014	agate lines
The Journal	(6 days)	2,686,083	agate lines
The Post	(6 days)	1,488,135	agate lines

The national advertiser can safely follow the example of these local merchants.

THE CHICAGO DAILY NEWS

Over 425,000 daily

"It Covers Chicago"

New York State Newspapers Are the Dominant Force in Advertising

THE reason is obvious: New York State Newspapers have the *largest* circulation in the state of *largest* population and *greatest* wealth.

And this circulation is not only one of *bulk*, but one of *quality*, as well.

Considering their influence, the quick responsiveness of their readers and the business fertility of the territory the New York State Newspapers cover, their combined rates are the **LOWEST**.

Considering the profitable results they produce, and the actual money returns they bring to National Advertisers and Manufacturers, as compared with other mediums, they rank the **HIGHEST**.

Thus, it will be found by *test* that they are conservators of time, cash and energy—three essential things in the fundamental principles of business.

As the struggle is sternest where population is thickest, its compensation is found in larger opportunity and swifter reward.

As life becomes more complex it makes larger demands on those who supply necessities and luxuries.

The daily demands of New York State are enormous, but her great wealth permits her at any time to buy what she may want.

The assessed valuation of New York State property is

\$13,160,267,250.00

Her salaried workers receive annually the princely sum of

\$186,032,000.00

The owners of these properties and these prosperous workers are guided mainly in their purchases by the advertisements in the New York State Newspapers.

A Daily Force of Almost Four Million

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	41,090	.06	.06
Albany Knickerbocker Press (S)	35,144	.06	.06
Brooklyn Eagle 3c (E)	44,332	.16	.16
Brooklyn Eagle 3c (Sunday)			
Binghamton Press-Leader (E)	28,761	.07	.05
Buffalo Courier-Enquirer (M&E)	102,568	.14	.12
Buffalo Courier-Enquirer (S)	101,795	.14	.12
Buffalo News	103,303	.15	.15
Corning Evening Leader (E)	7,832	.0193	.015
Elmira Star-Gazette (E)	21,549	.035	.03
Gloversville Herald (M)	6,483	.02	.015
Gloversville Leader-Republican (E) ...	5,714	.0143	.0108
Ithaca Journal (E)	6,804	.035	.015
Jamestown Post (M)	8,751	.025	.0207
Middletown Times-Press	5,222	.0178	.0107
Mt. Vernon Daily Argus (E)	6,888	.0214	.015
Newburgh Journal (E)	5,076	.0107	.0107
New York American (M)	329,984	.40	.38
New York American (S)	705,224	.60	.57
New York Globe (E)	210,994	.28	.27
New York Herald (M)	99,597	.40	.40
New York Herald (S)			
New York Evening Post (3c) (E)	20,744	.18	.16
New York Sun (M)	192,210	.39	.36
New York Sun (S)			
New York Sun (E)	171,247	.31	.29
New York Telegram (E)	218,463	.2925	.27
New York Telegram (S)			
New York Times (M)	340,904	.50	.45
New York Times (S)			
New York World (M)	398,894	.40	.40
New York World (S)			
New York World (E)	404,858	.40	.40
Rochester Union & Advertiser (E)	39,276	.10	.06
	<u>3,661,707</u>	<u>6.3160</u>	<u>5.9129</u>

Ratings Government Statements, October, 1916



NO matter where you live, New England, the Mississippi Valley, or on the Southern seaboard—to think nationally, you must supplement your local journal with the New York newspaper carrying the most enlightened Washington correspondence. New York is the second largest city in the world. It is the capital of the western hemisphere, — the American city most informed on international affairs. Its oldest, most authoritative and most forward-looking newspaper,

The New York Evening Post

is a friend, a news service and an advisor that no American citizen of affairs can afford to be without.

“By United Press”

**The line that looms up in
emergencies and carries
confidence day by day.**

UNITED PRESS ASSOCIATIONS
General Offices New York City

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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NEW YORK, SATURDAY, FEBRUARY 3, 1917

No. 34

NEWS PRINT MAKERS FEAR FEDERAL REGULATION

At Chicago Conference of Manufacturers and Publishers Governmental Supervision of Prices Was Forecast—Attempt to Discredit Paper Committee of A. N. P. A. Is Hotly Resented and Utterly Fails—Conference of Joint Committees to Be Held After Report of Trade Commission Is Made Public.

FOLLOWING the refusal of the "paper trust" to submit to the findings of a Federal agency with respect to a fair price for news print, a joint committee acting in accordance with a resolution passed at last Friday's conference in Chicago and representing both sides in the controversy will meet within a few days in a final effort to reach a working agreement.

Many publishers who attended the Chicago conference hoping that the manufacturers, who had called the meeting, would present a conciliatory proposition, left for their homes with the feeling that the principal purpose of the manufacturers was to drive their customers into line under the guise of holding out the olive branch. Nevertheless, they conceded that the manufacturers exhibited a less "arrogant" spirit than was the case during the meetings in December. Consequently they acceded to the suggestion that committees be appointed on both sides to continue the discussions immediately after the issuance of the Federal Trade Commission report.

These committees, of which George H. Mead was named chairman for the manufacturers, and Frank P. Glass for the publishers, are instructed to remain in session till they agree or find agreement impossible, and then report back to their respective organizations.

The big disappointment for the publishers was the rejection by President Dodge, of the International Paper Company, to agree to accept the findings of the Federal Trade Commission on the questions at issue. Only one of the manufacturers, Mr. Mead, of the Spanish River Pulp & Paper Mills, Ltd., indicated a disposition to comply with this proposal.

The publishers, through Mr. Glass, chairman of the paper committee of the A. N. P. A. countered with the threat of sumptuary legislation to control the price of news print. Mr. Dodge roundly asserted he would meet such a contingency by putting his paper machines out of business.

While the manufacturers as a body were disposed to allay apprehension by attributing the high price of news print to panicky conditions, both President Dodge and J. H. Bothwell, a Canadian manufacturer, asserted it might be a question whether news print could be supplied under any conditions by next fall.

That Federal prosecution of the manufacturers for unfair and unlawful practices is likely to be the outgrowth of the Federal Trade Commission's investigation was plainly hinted by Com-

missioner Joseph E. Davies, who with Vice-Chairman William J. Harris, attended the meeting. Mr. Davies said certain evidence had been turned over to the Department of Justice for action, and he also intimated that the Commission would recommend legislation to Congress to relieve the plight of the publishers.

A flurry of accusation and recrimination was precipitated when Alexander Smith, of Peabody, Houghteling Company, and vice-president of the Abitibi Paper Company, attacked the paper committee of the A. N. P. A., and inferentially its chairman, Mr. Glass. It required all the diplomacy of Mr. Mead and others to smooth over the row.

The afternoon session convened at three o'clock, and George H. Mead, chairman of the executive committee of the manufacturers, announced that reporters would be allowed to take notes of the proceedings, though no stenographer was present for either side.

Inasmuch as the meeting was now officially declared to be an open one, Roy D. Keehn, general manager of the Hearst publications in Chicago, gave out an authorized version of what he had said just before adjournment in the morning. Mr. Keehn's statement at that time was the signal for prolonged applause on the part of the publishers, who felt that he had exploded a bomb under the manufacturers.

Following is Mr. Keehn's statement: "If you want to satisfy the publishers that your prices are based on cost at the present time, you must produce the figures," he said.

"I don't think the manufacturers will get very far in cordial relations until they produce figures showing their actual cost of production and showing the difference between that cost and the selling price, and showing why the profit. Here in Chicago, the difference between what has been paid and what newspapers will be asked to pay for white paper will be \$1,000,000 a year. Generalities will not convince them that this is justified.

"This proposition has been made to several manufacturers: Will you make a contract for a period of years based upon a percentage profit which is to be agreed upon between the manufacturer and the consumer, at a certain percentage, that percentage to be added to your actual cost of production, including every item of expense that comes into the production of paper? Would you accept a contract for a number of years which would insure a profit for a number of years?"

"The answer was, 'No.' There is no

other reason for the answer except that the enormous profit between the cost and the prices asked is such that they would rather have that for a short time than a guaranteed reasonable profit for a fixed period of time."

ATTEMPT AT CO-OPERATIVE BUYING.

E. G. Smith, of Wilkes-Barre, Pa., representing the Pennsylvania Publishers' Association, told of some of the Association's unsuccessful efforts to get equitable prices through co-operative buying.

"We addressed letters to thirty-two manufacturers, asking them what tonnage they could supply us," Mr. Smith said. "They replied they couldn't supply us; we were turned down religiously, only to discover that one jobber had all the paper—which he was selling all the way from 50 to 100 per cent. increase. This jobber got a big tonnage at 3½ cents and sold it at 4½.

"Now, if we can get a fair agreement among our members to purchase a certain amount of tonnage, have we any opportunity to make purchases from you gentlemen? After leaving here we can work out a scheme for the co-operative purchase of paper. If we do so, will the manufacturers lend their encouragement?"

"Speaking for our company [the Spanish River Pulp & Paper Mills, Ltd.], said Mr. Mead, "we would welcome such co-operative buying. There is a group of papers in Ohio, they are known to the trade as the Select List of Ohio, and it has been the pleasure of our company to bid on that business. We have been able to supply some small consumers, because the shortage has been relieved by large consumers releasing tonnage they did not need. That was a result of our meeting last April, and is an evidence of what can come of continued meeting, even though the April meeting did not accomplish as much as was hoped."

APPROVES OF CO-OPERATIVE BUYING PLAN.

P. T. Dodge then responded for the International Paper Company:

"I want to say in behalf of the 'Trust' [this was greeted with laughter] that less than 3 per cent. of our production goes to jobbers," he said. "We have consumers who take as low as ten or twenty tons a year; we have about 400 small consumers on our books.

"We would be glad to sell to co-operative leagues. Publishers could then buy at wholesale rates and store the paper till they needed it.

"In regard to the brokers, I think there is a simple explanation. Some of the large brokers buy under large

contracts, and the manufacturers are legally and morally obliged to fill those contracts. We're still delivering much paper under old contracts, though it costs us more to do it than we are receiving.

"We have written to our consumers that the demand exceeds the supply, and asked them to give us the smallest figure on the amount they can get along with. We are met with demands for 50,000 tons more than we can supply, though we are producing 100 additional tons on machines that we had not formerly been using for news print. We scaled down the demands 12 per cent."

In response to a question, Mr. Dodge said:

"We undertake to sell to every one at the same price for the same quantities and under the same conditions."

A Missouri publisher wanted to know why an association of smaller publishers from that State was unable to get a favorable price through the co-operative system. It appeared they dealt with the Spanish River Company, and the price quoted was \$5 in rolls and \$5.40 flat.

"We had only a small amount to spare," explained Mr. Mead, "and we did not consider it fair to give an undue advantage in price to a few select publishers; we thought it would be more equitable to distribute it through the jobbers and thus bring down the price about 1 cent for all the publishers in your district."

Mr. Stanley, of the Sedalia (Mo.) Democrat, said he paid \$5.40, f. o. b. mill, for his last twenty tons. He also was present at the Missouri conference, where an unsuccessful effort was made to get lower rates.

"If we could get 200 tons to-day at \$3.25 we'd take it gladly and pay cash," was the proposition he put to the manufacturers.

The only answer was a statement from Mr. Mead that their standard price as of to-day is \$3.25 for large tonnage.

At this juncture Victor F. Lawson, editor and publisher of the Chicago Daily News, was asked to make a statement.

MR. LAWSON'S SUGGESTION.

"I don't know that I can contribute anything to the discussion," Mr. Lawson said. "I realize that, if it were in my power to fix the price of paper for the year 1917, I should be forced to guess at it. I can appreciate the statement of Mr. Backus that the cost of production in 1916 does not necessarily bear any relation to the cost in 1917.

I can understand the basis of that view.

"I take it that all publishers are willing to pay such a price as can be demonstrated they ought to pay. It occurs to me there is a way of getting help from the Federal Trade Commission, to which Mr. Dodge paid his respects this morning. I am sure the publishers have every confidence in the ability and integrity of that governmental agency. Why not let the manufacturers present their cost exhibits down to date, and let the Commission say what the retail price should be for 1917. I give the suggestion for what it is worth. It seems to me that, if the Commission could act in that way, we would arrive at an equitable, satisfactory, and practicable solution."

H. M. Pindell, of Peoria, Ill., inquired whether the Federal Trade Commission could present any data as to the results of their investigation of manufacturing costs for the first four months of the second half of 1916.

Commissioner Joseph E. Davies, in reply, outlined the inception of the Commission's investigation and the work done down to date.

GETTING AT THE COSTS.

"For some months we have been engaged in work of an intensive character," he said. "Our accountants have gone to the books of practically all the companies of the United States and Canada, and compiled cost figures for the first six months of 1916. The Commission felt that the publishing industry knew the conditions as to supply and demand, but not as to costs. Later in the year we set a date for hearings.

"At that meeting a great many publishers gave expression to the difficulties with which they were confronted. The manufacturers made a proposition to give the small publishers relief. Committees were appointed by both sides to try to work something out. We tried to learn the requirements of the publishers and make some arrangement to take care of them.

"Finally, however, it became apparent that differences were so great that nothing could be done. We held a second meeting, and then proceeded to compile the costs for the first four months of the second half of last year. We now know what they are, what the increases are. In the absence of the other commissioners I am not at liberty to state the figures at the present time, but our report will probably be out inside of a week.

"That there has been an increase in costs is beyond question, though it did not affect the manufacturers during the first six months of 1916, according to our figures. That there was some moderate increase in costs during the first four months of the last half of 1916, is unquestionable.

"Efforts have been made to bring relief to small and large consumers. It is only fair to state that Mr. Mead and others have participated in these efforts to relieve small publishers, and their efforts are to be commended.

"The Commission has no power to engage in activities of this kind, I mean supervisory activities; our only power is that of investigation. But, in view of the exigencies of the situation, we tried to do something more—and failed.

IN HANDS OF DEPARTMENT OF JUSTICE.

"We have also looked into the question whether the manufacturers have engaged in unfair and unlawful practices. It ought to be known that the Commission has already sent to the Department of Justice the information it had on that subject. If we could bring about a fairer, more wholesome coopera-

tion between the publishers and the manufacturers, we feel that we would accomplish a great thing for both industries and the welfare of the country."

Col. Robert Ewing, publisher of the New Orleans States and an influential member of the A. N. P. A., declared the fundamental question was the actual advance in the cost of production. He quoted E. W. Backus, of the Minnesota & Ontario International Paper Company, as having said the manufacturers could afford to enter into contracts for \$10 a ton additional.

"I wish to correct that," Mr. Backus answered. "What I said was that the labor in the woods and at the mill is costing so much more than we could not give any contract that did not at least cover that \$10."

F. A. Sabbaton, of the Laurentide Company, Grand Mere, Quebec, propounded what he termed a fundamental proposition.

FIXING SULPHITE COST.

"For the past four months," he said, "our profits from sulphite have been twice as much as from news print. We are not dependent on news print alone. Must we not take that into consideration? We manufacture 200 tons of news print, fifty tons of cardboard, and fifty tons of ground wood. The sale price of sulphite has gone up \$50, and, as news print requires twenty-five per cent. sulphite, the increased cost per ton is \$12.50.

"Now, my question is this: Should I be forced to sell news print, without taking into consideration the advance in price of sulphite, just because I happen to be manufacturing sulphite?"

"My friend Bothwell here does not manufacture sulphite, and I charge him \$100 for it, which means that it costs him \$12.50 more to manufacture newsprint. Why should I have to put in sulphite pulp as a manufacturing cost at anything less than he has to pay? That is a primary consideration.

"The increased labor cost at the mill is 25 per cent., amounting to \$1.50 a ton; exclusive of pulp, there has been an additional advance in materials of 50 per cent., or \$4.50 a ton, so you can see the position we are in."

PUBLIC HAS BEEN THE GAINER.

"It ought to be said in fairness," Col. Ewing said, "that the price in the past has been low, due to excessive competition, but the publishers have not benefited by that; the profits have been passed on to the public. The trouble is that the manufacturers are now trying in a short time to retrieve their losses. As suggested by Mr. Keehn, the way things are going now is very injurious to both industries. We might put Mr. Dodge and Mr. Smith in jail (laughter), but what good will that do us? I think some arrangement should be worked out to fix prices by newspaper zones."

A return fire against the hard-luck stories of the publishers was started by Frank P. Glass, chairman of the paper committee of the A. N. P. A., publisher of the Birmingham News.

APPROVES MR. LAWSON'S SUGGESTION.

"I am glad to hear the suggestion made by Mr. Lawson, a successful and liberal-minded publisher, that the Trade Commission should determine a proper price.

"In this connection I want to call attention to the fact that Mr. Sabbaton says the cost of materials has advanced 50 per cent. I want to ask him whether he considers the Canadian Government fair and competent—" "I do not," came a voice from the other side of the room.

"Nevertheless," continued Mr. Glass, "the Canadian Government says that \$10 a ton is a justifiable advance. I have the financial record of the Laurentide Company, and it shows that in 1916 the company paid 9.77 per cent. on a capitalization of \$9,000,000. Now, I am informed that only about half the capital represents money actually paid in, so the company practically earned 12 to 16 per cent. In previous years the indicated earnings of the company were 10 per cent. How does he reconcile the Government's figures on cost with his own?"

"I had a telegram to-day," Mr. Sabbaton replied, "that the Government advised publishers to pay \$2.50 a hundred pounds for news print if the manufacturers would agree. The manufacturers did not agree. It was an unfair price, considering our increased expenditures."

President Sterling, of the West End Paper Company of New York, estimated that labor troubles throughout the industry had caused a paper "leak" of at least 100,000 tons. In other words, his belief was that production had been decreased that amount due to strikes. During a strike at his mill he said it cost him \$5 a hundredweight to manufacture print paper. He said he is now paying \$43 a ton for pulp, as against the former price of \$18 and \$100 for sulphite, as against \$50.

Major E. B. Stahlman, a white-haired veteran, publisher of the Nashville Banner, made an impassioned appeal for fairness to the newspaper industry.

PLIGHT OF THE PUBLISHERS.

"We publishers have our troubles, too," he began. "We have our strikes, and the failure of a newspaper to appear even for a single day is disastrous. I speak for the medium-class newspapers whose profits are liable to be absorbed by increased costs.

Still others, driven to the wall by advances already made, have been forced to sacrifice all their profits and are confronted with annihilation. We don't want to annihilate the manufacturers, on the other hand, but we demand some equitable adjustment.

"One half of the work of the press is considering what can be done to help this great country of ours, and the newspapers ought not to be subjected to oppression.

"I myself am almost on the ragged edge, and many of my fellow publishers are in the same position. I say, gentlemen, it is not to the interest of the mills to crush out the publishers. While we are thinking of the country's welfare, we also think some of what you have done behind closed doors. For God's sake, gentlemen, do not crowd me so I can't publish my newspaper."

"I wish to take exception to the remark about closed doors," interposed Mr. Mead.

"I didn't say it was true," retorted Major Stahlman. "I have had some experience in business affairs, and it was just my suspicion."

Mr. Mead then made a declaration in favor of governmental control, the only declaration of this character made by the manufacturers.

HEADED FOR GOVERNMENT CONTROL.

"I favor control, some form of governmental control," he said. "I believe we are headed for that. There is no industry, in my opinion, through which a start can better be made.

"I want to say this: If at the end of the next fiscal year any of our customers think our profits (that is, of the Spanish River Company) are excessive, we will be glad to divide that

excess with our customers. It is now costing us \$7 a ton more to manufacture news print, exclusive of pulp, and we are paying nearly 100 per cent. more for labor of only 80 per cent. efficiency. Wood is costing \$8 a cord, and it is going to \$15. If we are asking too much for our product—we produce about 440 tons a day—we would welcome any review of our costs and profits."

Mr. Keehn, manager of the Hearst papers in Chicago, then took a hand in the discussion, addressing a question to Mr. Mead.

"Would it be fair to ask if all your data could be submitted to the Federal Trade Commission looking toward a recommendation by that Commission for a price you would be willing to accept for making contracts?"

"My answer is this," responded Mr. Mead. "No company would be willing to abide by any price fixed by an outside agency unless that agency has the power to enforce its findings."

COMMISSIONER DAVIES EXPLAINS.

"We have no power except that of investigation," explained Mr. Davies of the Trade Commission. "If the proposition is made that by agreement the publishers and manufacturers would abide by the Commission's findings, I could not say whether the Commission would undertake to fix and enforce prices and apportion distribution. That involves some very grave questions.

"We have transferred to the Department of Justice certain phases of our inquiry and the Department of Justice is interested, of course, in developments in this situation.

"Therefore, even if you finally agree to aid the cause of the newspaper publishers, particularly the little publishers who are on the verge of ruin, it would still be a question whether we would use a doubtful power to act in this matter. We would, however, give such a proposition very sympathetic consideration, especially in view of the plight of the small publishers."

Mr. Mead suggested that the Commission should be clothed with regulatory powers such as those possessed by the Interstate Commerce Commission.

"I haven't had an answer to my question," interposed Mr. Keehn. "Would the manufacturers accept a price suggested by the Trade Commission?"

"I have nothing to fear," answered Alexander Smith of the Abitibi Paper company. "But what is a fair profit?"

"You wouldn't concede the commission the power to determine that?" asked Mr. Glass.

"But it would have to be determined for a period of years," objected Mr. Mead.

MR. GLASS MAKES A PREDICTION.

"I had hoped that something practical might be worked out at this meeting," Mr. Glass continued. "Now that we have heard this proposition, must we go away without accomplishing anything? Have you no vision or faith to trust a governmental agency, or have the newspapers got to go to Congress to get relief? That situation must be faced within twelve months."

Thereupon President Dodge, of the International, made a suggestion that apparently gave hope of some settlement.

"This proposition," said he, "involves questions of the greatest perplexity. Speaking broadly, all we desire is a stabilized condition that will insure us a fair profit. The great evil of the industry is the fluctuations in price and

(Concluded on page 31)

**COSTS \$32.24 TO MAKE
A TON OF NEWS PRINT**

Don C. Seitz, Business Manager of the New York World, Shows Profits in Present Price of Paper, Based on Cost of Everything Entering into Raw Material and Conversion.

Don C. Seitz, business manager of the New York World, in an article contributed to the North American Review, gives the cost of manufacture of news print as \$32.24 a ton. A justly capitalized mill, he states, should not cost more than \$20,000 per ton of output, whereas the International Paper Co., according to his figures, represents a cost of about \$50,000 per ton of output. Publishers' waste, he says, in the taking back of unsold copies, has been wiped out by the increase in price to \$62 a ton at the mill, or approximately \$66, when freight is paid to Eastern points.

The cost of raw materials in the first quarter of 1916, Mr. Seitz states in his article, was as follows:

RAW MATERIAL COSTS.

Ground wood, 80 7-10 per cent..	\$13.58
Sulphite, 19 3-10 per cent.....	6.79
Clay03
Alum11
Size005
Color26
Wrappers85

Total\$21.625

The conversion, cost of manufacturing for the same period, he gives as follows:

CONVERSION CHARGES.

Labor	\$2.766
Superintendence082
Felts and wires.....	1.037
Belts103
Lubricants101
Repairs	1.164
Coal	2.564
Electric power328
Barn, storehouse053
Machine shop030
Cores, finishing material056
Railroad operating maintenance.	.160
Demurrage009
Miscellaneous operating222
Administrative salaries and expenses44
Insurance091
Taxes129
Interest on notes, bonds & loans	.910
Wrapper and white waste loss..	.361

Total\$10.615
Total\$10.615

The crisis, he states, "will prove a test for the newly created Federal Trade Commission. Created on the 'live and let live' theory, it must determine in the inquiry now in progress how far conspiracy can be allowed to collect on behalf of incompetence and over-financing, and whether one industry shall have the unlimited right to destroy another."

The increased cost, he says, imposes an additional tax of approximately \$45,000,000 a year on the newspapers and periodicals of the United States.

Reading Eagle Fifty Years Old

The Reading (Pa.) Eagle will begin its fiftieth year of continuous daily publication on Sunday, February 4. It was the opinion of the founder that local news, not editorial comment, was the foundation of good newspaper making. During its half-century of publication the Eagle has been practically without editorials.

NEWSPAPER MAKERS AT WORK



CHARLES M. LINCOLN.

CHARLES M. LINCOLN, managing editor of the New York World, is every inch an executive. He is one of the most thoroughgoing newspaper men of the country, full of energy, fertile in ideas, original and enterprising. Mr. Lincoln is a man of excellent judgment, has a splendid sense of news values, a wonderful memory, and a mind that can mass together events of the past in such a manner that he amazes his associates by his ability to forecast results or anticipate events. Because his mind is analytical, he goes to the root of a problem, brushes aside the chaff, and gets at the grain of an idea. There is no time in his busy schedule for things that are not essential—yet he has time for and masters details, and possesses the faculty of associating a vast number of details of apparently dissociated matters into a complete thought, along new and constructive lines. He is too busy attending to the serious work of the day to waste time on anything unless there is a definite result to obtain, an end to achieve, or some good purpose to serve. A man of remarkable force, he is as diffident as a child when he speaks of himself or his work. The sudden breaking of big and unusual news finds Mr. Lincoln always prepared. On such an occasion there is no hesitation. He proceeds with his work in such a manner that, to an outsider, it might appear as though he had actually expected the unusual thing to happen, and was simply executing previously conceived plans. In complete charge of the news department of the Morning World, he astonishes his co-workers with his enormous capacity for work, his pluck, and endurance. The shortage of news print, which necessitated the reduction of the number of pages of newspapers, was met by Mr. Lincoln with characteristic enterprise. They might cut down the size of the paper, but he would reply by increasing the amount of news. Whatever was taken off at one end, he reasoned, must be compensated at the other. And, as though he had always done it, and as if it had been his constant policy, he saw to it that World news stories were told in fewer words—and the number of stories were increased. It seemed a perfectly simple thing to do, so simple, in fact, that he does not consider it worth talking about. Then he reached out for more and better feature stories. If the amount of news print to be used daily were to be decreased, he insisted that World readers should have a greater variety and a wider selection of news in the columns of the paper. Mr. Lincoln likes to play golf, but he is so busy that he gets precious little time for that recreation. He collects and reads rare books, on such subjects as travel and history. He is interested in exploration, and is himself an explorer; and here, perhaps, one gets an insight into that trait of his character that causes him to go to the bottom of everything he investigates. When the controversy arose as to which route the Government should select for the building of the ocean-to-ocean canal, Mr. Lincoln spent five months in Nicaragua, with a party of engineers. He made the trip over the proposed route from east to west, and then back from west to east, saw that the natural obstacles were too great, and that the engineering difficulties would involve too much expense, and reported against the feasibility of that route. He made the report for the New York Herald, with which newspaper he was then connected. Mr. Lincoln is a Fellow of the Royal Geographical Society of London. He has been interested in Polar expeditions, and when Major Andre, who was lost in the North, planned to drift across the Pole in a balloon, Mr. Lincoln had an arrangement with him for the news of the flight. Mr. Lincoln has been managing editor of the New York World for six years.

The picture shows him at his desk. It is an excellent likeness, and outlines every line in the face of the man whose sense of fairness and whose judgment have bound the editorial force of the World into one of the closest and most complete organizations of writers in the country following to the letter the policy outlined by the late Joseph Pulitzer, the master mind of the World's journalistic principles. The rules and plans laid down by Mr. Pulitzer thirty-three years ago, and developed by him during his life, are the principles to which Mr. Lincoln adheres. It is the plan which makes the men of the World all for one and one for all, for the benefit of the newspaper on which they are employed.

**CHICAGO TRIBUNE SAYS
FORD WAS NOT LIBELLED**

Answer Filed to Million-Dollar Libel Suit Disclaims Malice and Declares Manufacturer Was Only Treated as an Agent of Forces Inimical to Nation's Interests.

The Chicago Tribune has filed its answer to the \$1,000,000 libel suit started against the newspaper by Henry Ford. The Tribune's summary of the legal document says:

"Complete justification of its criticism of Mr. Ford in respect to his efforts to block national preparedness is set forth in the voluminous document. The Tribune takes back nothing, denies Mr. Ford's allegations that he has been libelled, holds that he could not be libelled in the manner complained of, and sets forth in perhaps as comprehensive a form as has yet been attempted, a bird's-eye view of the nations of the world, the great war and its effect on public opinion and national security in this country, and the Mexican menace.

"Emphatic denial is made that the criticism of Mr. Ford and his pacifist undertakings carried any spirit of malice. The whole campaign by the Tribune for American preparedness is placed above the level of personal invective. Ford is treated as a type and as the agent of forces that, the Tribune sets forth, were held and still are held to be inimical to the welfare and security of this nation."

Reference is made in the plea to the famous full-page advertisement which Ford had printed in the Tribune under the caption, "Humanity—And Sanity, by Henry Ford."

This is reproduced together with the announcement of the editors of the Tribune which was printed the same day in the editorial columns. The announcement was:

"The sum to be paid by Mr. Henry Ford for the advertisement in to-day's Tribune of his views in opposition to national defence will be contributed by the Tribune to the patriotic work of the Navy League. The sum will be \$887.04, at the rate for single advertisements, or less in case further space is contracted for. It will be remitted to the treasurer of the Navy League upon receipt."

Mr. Ford started suit as the result of an editorial appearing in the Tribune in which, he alleges, he was characterized as an anarchist. The editorial was based on a dispatch from Detroit stating that employees of the Ford plant who responded to the call of the Government for service at the Mexican border would do so at the risk of losing their jobs and their pay.

NOW OWNS ITS OWN HOME

Richmond (Va.) Times-Dispatch Company Buys Building.

Negotiations have been completed for the purchase by the Richmond (Va.) Times-Dispatch Publishing Company of the ten-story office and newspaper building in South 10th Street, which has been the home of the Times-Dispatch for the past three years. The building was owned by the Bryan estate, which previously owned the Times-Dispatch, and was completed in the fall of 1912. It is said to be one of the most modern office structures in the South, and the floors occupied by the newspaper property are specially designed for each department. The purchase price was \$310,000.

SOME NEW FEATURES IN RANDALL POSTAL BILL

Representative Says That His Attitude Has Been Misunderstood and Explains Why He Favors Proposed Increase of Rates in Second Class Mail Matter—Religious and Other Papers Exempted.

WASHINGTON, January 30.—Representative Randall's bill, increasing postage rates on second class matter, introduced January 17th, contains some new features, although the general method by which it proposes to increase the rates on second-class mail matter by zones follows the lines of section 10, known as the Randall rider, which was attached to the Post Office Appropriation Bill, but was stricken out by the House.

Mr. Randall did not introduce the bill with a view of pressing it for passage during the present session, and will not ask the Post Office Committee for a report on it. He introduced it because it seemed the simplest way to make clear to the country just where he stands on this question of increasing the rate on second-class mail matter. The intimation has been made, he said, that he sought, under guise of raising postage rates, to put certain religious publications out of business.

The bill is his answer; it specifically exempts periodicals, "which are of a religious, educational, scientific, fraternal, labor, or literary character," and all those "in none of which, including those named herein, more than one fourth of the printed space in each issue is devoted to paid advertising matter of any kind."

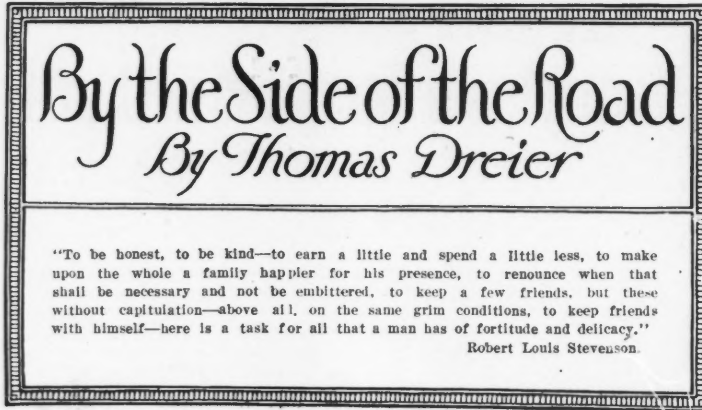
NEW ENTRY PROVISION

Another new provision is that authorizing the Postmaster-General to permit entry of a publication in more than one city. This, Mr. Randall points out, makes it possible for a nationally circulating publication to be printed in several cities simultaneously and distributed to the territory surrounding each, thus saving much postage. A third new provision is that which gives the Government the monopoly in carrying second-class mail, and is designed to prevent periodicals from using the United States mails for the long hauls, which must be done at a loss, while for the short hauls, upon which Uncle Sam could make something, the express companies are employed when their rate is cheaper. In connection with this, it is stated that even the higher rates under the zone system would not yield the full cost of performing the service in the case of much of the second-class mail handled.

The bill, "that on and after January first, 1918, all newspapers, magazines, and other publications regularly admitted to the mails as matter of the second class, when mailed by the publisher and no other, shall be subject to the following rates of postage, the zone system now applying to parcel post matter to be adapted also to second-class matter: Provided, That rates of postage on matter of the second class shall not be lower in any case than named herein."

Installs a New Press

The Athens (O.) Messenger has installed a new web press, and will erect an addition to its building and add to its plant, the new construction to cost a sum equal to that spent for the printing machine. Fred W. Bush is publisher.



WHEN I WAS A YOUNGSTER out in Durand, Wisconsin, I enjoyed nothing quite so much as taking a boat, rowing to a shady spot under the bridge across the Chippewa River, and there loafing with a book through the day. If I could play hookey from school there was just that much added pleasure in the adventure. I don't know of anything I like to do more than prove to myself that duty is a delusion and a snare, and that of all things in the world there is nothing more important than that which produces contentment.

This morning when I awoke I said to myself, "I really ought to go to the office to-day. There is that client out in Watertown who wants to see me, and I must get some of those other jobs cleared away."

But another thought swiftly followed upon this. "Those jobs will wait until to-morrow," said my tempter, "so there really is no reason why you should not loaf at home to-day. Of course you can write if you want to, but if I were you I wouldn't take work so seriously. You remember that Stevenson said something to the effect that the hours which were most profitable to him later in life were not the ones spent in toil, but those hours which he wasted so delightfully under some shady spot."

So, I ran over to the office before breakfast, opened my mail, wrote a note to my secretary telling her that I would be away until to-morrow (which she will interpret correctly). It really means, and she knows it, too, that I am loafing at home and do not want her to switch any telephone calls to me here), and came back with the delicious feeling I used to have when I played hookey from school in the morning, thus missing my classes in arithmetic. How I did hate arithmetic, algebra, and their crew. And I still hate them.

As I grow older I concern myself less and less with Duty. Duty, I admit, is a good thing, and I would be the last to call it unkind names. But I fear I grow impatient when I hear a man say, "It is my duty to do that." I want him to say, "It is my pleasure to do that." There are too many men doing work for Duty's sake, when they ought to be doing it for the sake of happiness. When they tell me that circumstances prevent them from doing what they love to do, I smile tolerantly because I know that they do not love at all. They only "like." The man who loves to do a certain kind of work enough can control circumstances. To the great lover all things are possible.

Men plead that they must be untrue to their own high natures in order that they may be true to their families. "I must earn bread and butter," they plead. And they think that they have

offered an excuse that the gods will accept. If you are not doing what you love to do, you are sinning, and the sooner you fall on your knees and confess your fault and promise to get a fresh start, the better for you and your family.

I am loafing to-day, and I do not intend to preach a long sermon on the subject of doing what you love to do, but I do urge you to follow your love all the days of your life and happiness will be your reward. Whether you will make a great deal of money or not is something which does not concern me much. Happiness is better than money, isn't it? And it is certain that no man can know happiness who is not doing work into which he can pour all he has to give.

I HAVE EATEN IN MANY FINE HOMES and hotels all over this country, but I cannot remember a meal that tasted better than the one Ray Pease and I shared near timber line on Mount Massive, Colorado, one Fourth of July a number of years ago. We broiled a steak over the coals of a fire we had built just outside of a deserted lumberman's shanty, ten thousand feet or more above the sea. We had been climbing since four o'clock in the morning. The steak was covered with ashes, and we had no knives and forks, but we took it up in our hands and ate it as only hungry men eat. That steak with a few pieces of buttered bread made a banquet, which I have never found equalled. A tramp in the open air and a little physical labor are better than cocktails as appetizers.

A MAN I KNOW hasn't had a job for nearly twenty months. Whenever I think of him I am reminded of the old Eastern proverb, which runs like this: "Those who beg in silence starve in silence." Practically all this man has done is sit in his office and wait for something to come to him. Occasionally the "watchful waiting" policy may be good, but when a man needs work the thing to do is to go after it aggressively. "Ask and ye shall receive" has never been surpassed by any other bit of advice.

IT IS EASY TO AGREE with Dr. Charles W. Elliot when he says that it is now the business man rather than the preacher who wields the largest moral influence in the community. The men of power are business men. They get immediate results. To make America better, make her business men better. That is the big job.

YOU'VE GOT TO LOVE labor more than pleasure in order to get happiness.

TRADING STAMP FIGHT IN MISSOURI ASSEMBLY

Lively Legislative Battle For and Against Four Bills Concerning Coupons Will Continue Into Next Week—Powerful Interests Are Arrayed on Each Side.

There is a lively fight on in the Missouri General Assembly over the trading stamp question, and Jefferson City is full of legal talent this week, working for and against four bills that have been introduced into the Legislature to abolish trading stamps in Missouri altogether, three in the House and one in the Senate. One bill requires that trading stamps shall bear on their face their redeemable value in cents, and another provides that any person using trading stamps shall pay a license of \$1,000 a year, and in the event that more than one line of business is carried on, that the license shall be \$1,000 for each line. These bills apply to "every person, firm or corporation, who shall furnish to any other person, firm or corporation, to use, in, with or for the sale of goods, wares or merchandise, any stamps, coupons, tickets, certificates, cards or other similar devices, which shall entitle the purchaser receiving the same to procure any goods, wares or merchandise free of charge, or for less than the retail market price thereof." The other bills provide for a tax of five per cent, on the gross business done by any persons or firms using trading stamps or redeemable coupons.

Powerful interests are arrayed on both sides. The B. Nugent & Brother Dry Goods Company, of St. Louis, one of the largest and oldest department stores in the Central West; the Missouri Retail Merchants' Association, which at the last ten annual conventions has gone on record as against the stamp practice; the Missouri Retail Jewellers' Association is on record against them; the Missouri Fair Dealers' Association and the Inter-State Grocers are leading the fight against, while the Famous Barr Dry Goods Co., one of the largest department stores in the world, and the Liggett & Meyers Tobacco Co. are active for the continuation of the stamp and coupon practice. The hearing will be continued before the Ways and Means Committees of the Senate and House away into next week.

Dan C. Nugent, president of the B. Nugent & Brother Dry Goods Co., told the hearers that "all business suffers from the lure of the trading stamp, and the consumer always pays the price."

Dallas Newspapers' Election.

The stockholders of A. H. Belo & Co., publishers of the Dallas Morning News, Galveston Daily News, Dallas Evening Journal, and allied publications, held their annual meeting at Galveston, Tex., on January 23. Directors elected are: Mrs. J. B. Peabody, Messrs. C. Lombardi, G. B. Dealey, L. W. Clark, John Sealy, W. H. Eichlitz, and John F. Lubben. The directors elected officers as follows: C. Lombardi, president; Mrs. J. B. Peabody, vice-president; G. B. Dealey, vice-president and general manager; John F. Lubben, secretary and treasurer.

Ohio Editors to Meet

The Buckeye State Press Association will meet in Marion, C., February 15, 16, and 17.

"LEAK" INVESTIGATION RAISES OLD QUESTION

Differences of Opinion as to What Extent a Newspaper Man May Go with Propriety in Giving or Selling Certain "Confidential" Information — Often Unjustly Blamed.

BY MARLEN PEW.

A question rising out of the testimony in the "leak" investigation, now staged in New York, which is of outstanding importance to the newspaper fraternity, concerns the "right" or justification of a newspaper man or a news organization, directly or indirectly, to serve information to private sources, said information having been obtained for the ostensible purpose of publication through printing.

It is presumed that information served to a private interest, in order to be valuable, would be given in advance of publication; that it would be for the purpose of profit and would entail a quid pro quo; that the interest purchasing such information would therefore be privileged, and that the rightful function of reporting would be prostituted.

In other words, can a reporter be a really representative newspaper man and give or sell his news information for any purpose except publication by his accredited employer?

It is no new point. Newspaper men are forever discussing the practice, and most conscientious city editors and reporters regard it as a serious violation of ethics. Many a bright boy has been tempted by "side money" and has found himself "canned" and then of little importance to the tempter, who was in reality not using him, but, rather, the power and the prestige of his newspaper.

So far in the "leak" investigation this matter has not been deeply probed, and perhaps it will not be; but enough has been alleged to create interest among news-writers, rather overshadowing even the testimony of "Barney" Baruch, of short-sale profits of \$476,168 in thirteen days, which is not amazing to those who know this big trader, or the insinuating references to the President's broker brother-in-law.

It was Pliny Fisk, of Harvey Fisk & Sons, well-known Wall Street brokers, who, on the witness stand, in answer to questions concerning any methods his house had of obtaining information from Washington, said that the firm formerly employed Jesse Sarvis, a newspaper man in Washington, "to make transfer of bonds for the firm in Washington and to send reports about matters of legislation which might be of value in determining values." Following the discontinuance of the services of Sarvis, witness said, John Boyle, a reporter in Washington for the Wall Street Journal, was employed.

The Wall Street Journal is the daily publication of Dow, Jones & Co., of New York, who issue a financial news service in the form of printed "slips" and also by ticker. The accredited controlling interest of this business is C. W. Barron, who conducts a similar business in Boston, known as the Boston News Bureau, with a daily paper and news "slips" and tickers.

THE QUESTION OF ETHICS.

On the question of ethics, the matter seems to line up about as follows, taking a hypothetical case:

Secretary of State Lansing, in the usual way, notifies the offices of the newspapers and press associations that he will meet reporters at a certain time

to make public an important communication. At the appointed time six or twenty men appear. Mr. Lansing's own testimony in the "leak" matter was that he did not call a roll or ask for the credentials of the men, but assumed that they came in response to his invitation and served legitimate publicity.

Suppose that the information the Secretary wished to impart was contained in a State document, such as the President's peace note. As an accommodation to the public and the mediums of publicity, it is desired to have simultaneous publication of this document, and it is therefore issued subject to time release. In the case of the peace note it was to be released at midnight, for morning papers.

Suppose that among the reporters present, receiving this matter and permitted to read it, there is one who is employed, aside from his newspaper job, by an interest, such as the firm of Harvey Fisk & Sons. Would he be in duty bound to Fisk to tell him of the contents of that note which the general public could not have possession of for, say, twenty hours? If he were to communicate such information to his private employer, would he be violating the release order? If he were employed by such a firm as Fisk to furnish it with information on public matters, thus gained, would the service be of any value to Fisk if it were not in advance of publication, and therefore a violation of the release? This is not saying that Fisk, Boyle, or Sarvis had anything to do with the peace note; these are merely supposed instances, bearing on the general question of newspaper ethics.

EVER PRESENT FAKE REPORTERS.

Newspaper reporters who have covered national events, with big economic bearing, such as strikes, conferences, hearings, etc., are all more or less familiar with mysterious "reporters" who bob up out of nowhere and are never seen to write any copy, but have frequent resort to long-distance 'phones and the telegraph offices.

When the reporters "go in" these mysterious persons are always along. They have the advantage of the surface developments on equal terms. When pressed for information as to their relations they usually turn out to be the "representatives" of some obscure financial publication. As a matter of fact, they usually are publicity men employed by financial houses and are there to get advance information, for speculative purposes. Reporters are good-natured, and hence these parasites are given privileges. John Mitchell, the coal-strike leader, threw them out of his headquarters in 1901.

The two leading daily financial papers in New York, which receive almost the same courtesies and advantages in reporting that are enjoyed by the great press associations and the newspapers of general interest, are the Wall Street Journal and the Daily Financial America, both having been mentioned in the "leak" investigation. The latter is published by the interests controlling the New York Stock Quotation Company, which issues news "slips" and ticker service.

In the case of the Daily Financial America, it is favored with the services of the Central News of America, a press association which is also owned by the same interests. The Central News of America has many of the privileges enjoyed by the Associated Press, the United Press Associations, and the International News Service, including a recently secured reporter's seat in

DETROIT JOURNAL IS SOLD TO EASTERN MEN

H. S. Thalheimer, N. C. Wright, and Paul Block, who Own the Newark Eagle-Star and Are Lessees of the Toledo Blade, Purchase Newspaper—C. C. Vernam Acquires Interest.

The Detroit Journal passed to the ownership of H. S. Thalheimer, Paul Block, N. C. Wright, and C. C. Vernam, with the issue of January 30. The consideration was almost \$1,000,000. The recent death of Harry C. Hetherington,



N. C. WRIGHT.

connected. Mr. C. C. Vernam was assistant advertising manager of the old New York Recorder, after which he joined the firm of Street & Smith, in New York, becoming publisher of Ainslee's Magazine and the other publications printed by that company. Paul Block is the head of the special publishers' agency, of New York and Chicago, that bears his name. Besides his interest in the three newspapers named, he owns stock in the Memphis (Tenn.) Scimitar, and the Syracuse (N. Y.) Post-Standard. The Detroit Journal has been represented in the national field by Verree & Conklin.

Messrs. Thalheimer and Wright will continue to be active in the manage-



HARRY THALHEIMER.

editor of the Journal, and the ill-health of W. B. Lowe, the general manager, caused the owners to consider the sale of the property. The transfer includes the building at the corner of Fort and Wayne Streets, which, with the exception of a few offices, is devoted entirely to the use of the newspaper. The Journal was established in 1883, and has a circulation in excess of 100,000 daily. E. D. Stair, who was the principal stockholder, also owns the Detroit Free Press.

The purchasers are well known in the newspaper and advertising field. They own the Newark (N. J.) Eagle-Star, and lease the Toledo Blade.

Mr. Thalheimer will be general manager of the Journal, while Mr. Wright will control the editorial policy. Messrs. Block and Vernam are interested as part owners, and will not participate actively in the management.

THE NEW OWNERS.

Mr. Thalheimer is well known. He was manager of the News and Leader in Cleveland, and Mr. Wright was editor of those papers about three years ago, before they became lessees of the Toledo Blade, and part owners of the Newark property. Mr. Wright is a well-known editor, whose policy and ability have been well demonstrated on the newspapers with which he has been

ment of their other properties, exercising full supervision over their respective departments in the three fields.

Harry Coleman will continue to act as business manager of the Detroit Journal. No changes will be made in



PAUL BLOCK.

the Supreme Court of the United States.

So far as the newspapers are concerned in the "leak" inquiry there are three probable outcomes: (1) That Government officials may in future exercise greater precautions in the matter of identifying accredited reporters; (2) newspaper reporters, as matters of business and the honor of their positions of trust, may feel called upon to bar out any of the mysterious "goats" who trade upon confidential information; (3) city editors who wink at "side money" reportorial enterprises may get a new slant on the possible dangers to their newspapers and profession.

the personnel of the Journal staff, the business being continued in the future as in the past.

In a public statement, January 30, E. D. Stair, W. B. Lowe, and C. L. Palms paid a tribute to the loyalty of the Journal's staff, and attributed the success of the paper to the unswerving fealty of every one connected with the newspaper for the past two decades, and commended the new owners to the people of Detroit and the readers of the paper. Mr. Stair, the principal owner of the Journal, is a capitalist of Detroit, who was at one time prominent in theatrical management, and is associated with a number of large financial operations in that city.

ALEXANDER SMITH PRESENTS CASE OF MANUFACTURERS AT CHICAGO CONFERENCE

Banker Asserts that Present Relations Between Manufacturers and Publishers Are a Form of Business Insanity—Analyzes Economic Conditions in Paper Industry, and Dooms the One-Cent Newspaper to Extinction—Says Prices Will Never Again Reach Low Levels of Past.

ALEXANDER SMITH, of the Peabody-Houghteling Company, and representing the Abitibi Company, large manufacturers of news print paper, presented the case of the paper makers at the Chicago Conference. Mr. Smith's speech, which aroused lively discussion at the "get-together" meeting, and which has been vigorously criticised by publishers who heard it, follows:

There is no doubt in my mind that a very large part of the bitterness that has been injected into the present situation is due to a lack of understanding on the part of a very large number of the publishers of this country as to the peculiar conditions under which the manufacture of news print paper is carried on. I refer, not so much to the unusually onerous conditions of the present moment, which we hope are, to a large extent, temporary, but rather to conditions that are always present, and that have a permanent and continuing effect on the industry. The extraordinary increase in the cost of wood, coal, mill supplies, and labor, are, to a large extent, responsible for the present high price of news print paper, and these matters will be dealt with by manufacturers who are in close touch with such details; but the real causes are much deeper and extend over a long period of time.

The fundamental trouble lies with the news print manufacturer himself. Strange though it may seem, he has always regarded his business as an ordinary manufacturing operation, similar to hundreds of other manufacturing operations, subject to the same treatment, governed by the same laws, and capable of producing the same profits as other manufacturing operations. This is an entire fallacy. In the average manufacturing business, the capital employed is turned over at least once a year. In the news print business on the basis of the average price of the last twenty years, the capital employed has been turned over only once in two and a half years. It takes \$30,000 per ton of output to build and equip a news print mill. This means an investment of \$6,000,000 for a mill producing 200 tons per day, or 60,000 tons per annum. With paper at \$40 a ton, which is higher than the average price for the last twenty years, this \$6,000,000 of capital is turned over only once in two and a half years, and remember that this is without any regard whatever to the investment in timber lands.

RISKS NOT PROVIDED FOR.

In the average manufacturing operation, reserves for depreciation, bad debts, and losses from fire and other causes, can be set up with scientific accuracy to cover practically every emergency. This is not the case in the manufacture of news print paper. After provision has been made for depletion of timber, depreciation of buildings and machinery, and ordinary merchandising losses, and after all fire and storm risks have been covered as fully as possible by insurance, there still remain the two great sources of catastrophe—forest fire and flood—which cannot be covered either by reserves or insurance, and which are as certain to occur as death and taxes.

The ordinary manufacturing operation is built in the middle of civilization, adjacent to good labor markets, good living conditions, and good trans-

portation. The erection of a 200-ton news print paper mill means going into the wilderness, and after an expenditure of \$6,000,000 of money and three years of time, carving out an industry that is self-contained. A railroad must be built and a modern sanitary town must be erected so as to create living conditions that will hold a good class of labor. Because of the remoteness of the location a large amount of additional capital must be invested in mill supplies, foundry, machine shop, rolling stock, and working capital.

It must be clear in view of these facts that the manufacture of news print paper cannot be regarded in the light of an ordinary manufacturing business, and yet, for years news print manufacturers have been treating their accounts without any regard to these extraordinary conditions. Even ordinary depreciation reserves have been ignored, and in no single case that I know of have proper reserves been set up to care for forest-fire and flood losses, which are sure to come, and which cannot be cared for under any known form of standard insurance. Many manufacturers have even failed to charge themselves with the depletion of their forest assets. Most of them figure that their power costs them nothing. Obsolescence in machinery has not even been contemplated, much less provided for. The result has been that news print manufacturers have fooled themselves into the belief that they have all along been making a satisfactory number of dollars per ton of product, when, as a matter of fact, they would have been much better off if they had invested their capital, without trouble and without worry, in New York city 4 per cent. bonds.

TRYING TO RECOUP LOSSES.

News print manufacturers have sold paper at ridiculous prices, primarily because they did not know the cost, and thought they were selling their product at a profit. Now they are waking up to a fact that should have been apparent to them long ago, and are trying to get back some of the money they have lost in the past.

For years, under the stimulus of supposed profits, new enterprises in the hands of inexperienced promoters have continued to flood the market with cheap paper, and the publisher, seeing only one side of the question, was satisfied to lay his business out on the theory that there would always be sufficient paper at a price that would justify a one-cent newspaper to the man on the street. Natural laws, however, although sometimes slow in working, are absolutely immutable. The necessary combinations of woodlands and water-power have disappeared from the Central and Eastern United States, and in eastern Canada they are no longer plentiful, and are certainly no longer to be had for the asking. It is remarkable that in the last ten years there has not been a single news print development in the United States of any mo-

ment. The business has been transferred to Canada, and the future history of the industry will show a steadily increasing production in the Dominion and a steadily decreasing production in the United States. Even in Canada new developments are very few, and the present controversy between the manufacturers and the publishers has brought home to capitalists the necessity for serious consideration before proceeding with further news print developments. My associates and myself are at this moment greatly increasing the capacity of one of our Canadian mills at a very large excess capital cost, but there are three new developments, with an aggregate capacity of 750 tons per day, which have been absolutely stopped until the future of the industry shall have been more clearly defined. You may take it from me that the day is past when paper mills will be built just because wood and water are available, and without regard to a profit commensurate with the risks taken. During the period of twenty years from January 1, 1897, to December 31, 1916, based upon market value at press-room in New York city, and an average freight, storage, insurance, and cartage rate of 25 cents, the mills of this continent have received an average of about \$36 per ton of news print paper net at their mills. During the same period the average cost to all mills cannot have been less than \$31 per ton, leaving an apparent profit of only \$5 per ton. Even if this profit were arrived at after making proper allowance for losses and reserves (which I very much doubt), the return on the capital is in no way adequate to the risk. On this basis the investment of \$6,000,000 in a 200-ton mill would return just 5 per cent. per annum, without regard at all to the investment in timber lands. Double this amount, or 10 per cent. per annum, would be considered none too high for any manufacturing business, and is certainly too low to cover the extraordinary risks incident to the manufacture of news print paper.

I do not say that these remarks apply to all properties. There are a few, a very few, exceptional properties that are well managed, and that are profitable, but in such cases you will find they are dealing with other products as well as news print, and moreover, if the figures are to be of any value, they must deal with the industry as a whole, because the price of news print paper will inevitably be based upon the average cost to the entire industry, and not upon the exceptional cost to one or two favored concerns.

IS NEWS PRINT A NECESSITY?

I do not for a moment believe that the responsible publishers of this country are in sympathy with the exaggerated statements that have been made and the high-handed remedies that have been suggested since the opening of the present controversy, but even if your imagination can carry you far enough to suppose that news print shall be declared to be a public necessity like flour or wheat, that its price shall be regulated by law and kept down to a figure satisfactory to the publishers, while steel and cotton and leather and wheat, far more important to the material needs of the citizen, shall be permitted to soar to new records, and even if the news print industry shall become the orphan child of a one-sided Government paternalism, which will regulate, but which dare not protect it, then you may very well conclude that the publishers are powerful enough to direct the trend of public opinion and the acts of legis-

(Concluded on page 30)

A. G. MCINTYRE REPLIES TO ALEXANDER SMITH

Representative of the Paper Committee of the American Newspaper Publishers Association Makes Interesting Statement Regarding News Print Manufacturers' Earnings.

A. G. McIntyre, representative of the Paper Committee of the American Newspaper Publishers Association, furnishes the following in reply to the statement of Mr. Alexander Smith, of Peabody, Houghteling & Company, and the Abitibi Paper Company, made at the conference of publishers and news print manufacturers, at the Blackstone Hotel in Chicago a week ago yesterday:

At the conference held in Chicago on January 26 Mr. Alexander Smith, of Peabody, Houghteling & Company, Chicago bankers, and vice-president and leading spirit of the Abitibi Power & Paper Company, Iroquois Falls, Ontario, read a very well-prepared statement on a bankers' view of pulp and paper mill investments in general, attempting to argue that all pulp and paper mill investments have been very unsatisfactory and did not give a sufficient return to the investor.

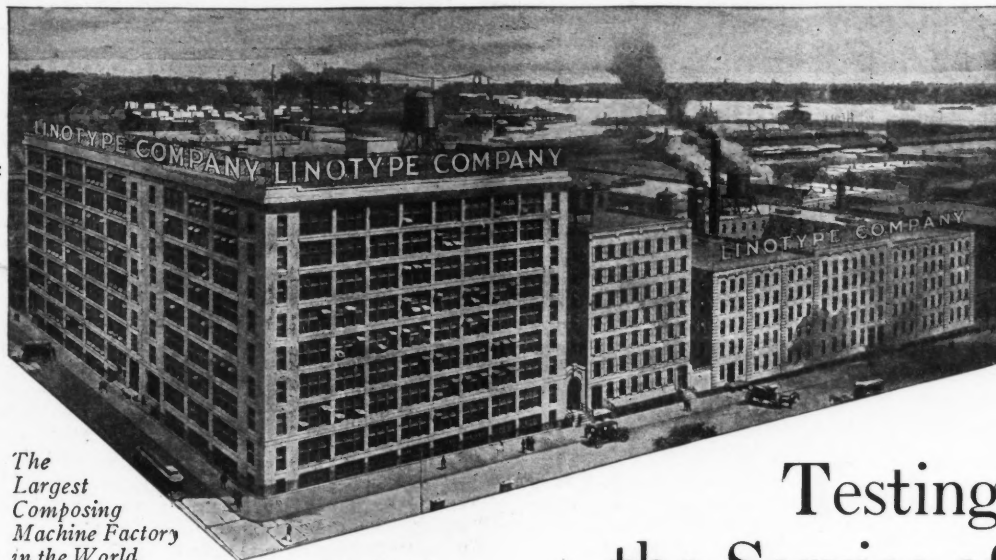
He argued that money invested in pulp and paper mills should be turned over at least once every two and one-half years to make the investment comparable with others of a similar character. A banker of Mr. Smith's reputation could not possibly fall into the error of making such a statement unless he was interested in the financing of such mills and would receive back this money. Investment in public necessities, such as news print manufacturing plants, are not considered by bankers of reputation to be required to be turned over in two and one-half years. How many railroads, power companies, public-service corporations, textile companies, apartment houses, office buildings, etc., turn over their capital once every two and one-half years? None. No permanent works, similar to pulp and paper mills, which are to-day all built of concrete and brick—practically everlasting materials—are ever figured to turn over the money in two and one-half years. These are all long-term, safe, permanent investments, which are never figured better than to return the capital in twenty years, in addition to the interest in the meantime; yet Mr. Smith wants to turn this capital over once every two and one-half years to make it appear that paper mills are poor investments.

TIMBER AREAS INSURABLE.

He further states that few, or no, mills have ever set up a sufficient reserve to take care of flood, forest fire, etc., claiming that these items are not insurable. On the contrary, they are. Timber limits may now be insured. Flood insurance is also available. Further than this, the timber limits of most mills, such as the Abitibi, which Mr. Smith represents, are not owned by them but by the Government, from whom they obtain a license to cut timber, and who cooperate with these companies in fire ranging and protecting this timber. He would have people believe that he has millions of dollars tied up in timber lands tributary to his mill, instead of which he obtained from the Government of the Province of Ontario, by paying a cash deposit of about \$16,000, the right to cut this timber land, which he now controls, for a long period of years.

He is, of course, obliged to see that his mill be provided permanently with wood, just the same as a gas works must

(Concluded on page 30)



*The
Largest
Composing
Machine Factory
in the World*

Testing the Service of The Plant Behind the Product

ON December 16, the plant of the Charlotte (N. C.) Observer, "foremost newspaper of the Carolinas", was completely destroyed by fire. While the embers were still glowing, the Observer received "first aid" from our representative. Three days after telegraphic specifications were received, six Multiple-Magazine Linotypes, with complete equipment, were enroute from Brooklyn to Charlotte.

ON January 19, the plant of the Olean (N. Y.) Herald, one of Western New York's most progressive dailies, was burned out. Telegraphic instructions were received on the same day. Three days later one Model 5 and two Model 14 Linotypes were placed on the floor of the Herald's new composing room.

Emergencies or normal conditions—Linotype service is ever the same. What are your composition problems?

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO
1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street

NEW ORLEANS
549 Baronne Street

TORONTO: Canadian Linotype, Limited, 35 Lombard Street

PUBLISHERS A UNIT, SAYS FRANK P. GLASS

Chairman of A. N. P. A. Paper Committee Says Manufacturers Tried to Justify Their Prices at Chicago Meeting—Paper-Makers Say that Such Meetings Will Clear the Situation.

Publishers and manufacturers who were present at the conference of the paper-makers and newspaper men, in Chicago last week, were asked by THE EDITOR AND PUBLISHER to wire their views as to what has been accomplished by the meeting.

Frank P. Glass, editor of the Birmingham (Ala.) News, and chairman of the Paper Committee of the American Newspaper Publishers Association, telegraphed as follows:

PUBLISHERS STAND TOGETHER.

"I cannot see that the Chicago conference accomplished any practical result so far as the price of print paper is concerned. The manufacturers did not indicate any conception of the uncomfortable situation of most newspapers. They seemed intent only upon justifying their own course and strengthening their position by attempting to create a division among the publishers.

"The most important result was the demonstration that the bulk of the newspapers stand together in the effort to obtain fair treatment and to restrain the blind eagerness of some of the manufacturers to make extortionate profits. The general spirit and the specific course of some of the manufacturers in trying to discredit the paper committee of the American Newspaper Publishers Association acted as a boomerang, and has convinced all thoughtful publishers that the committee has been wise in its firm and resolute course in caring for the interests of all publishers, small as well as great."

Lafayette Young, jr., of the Des Moines Capital, wired:

COMMENDS ALEX. SMITH'S STATEMENT.

"The paper conference at the Blackstone Hotel last Friday was intended to be purely educational. It is my belief there are a number of important manufacturers, like George H. Mead, E. W. Backus, Alexander Smith, and P. T. Dodge, who are substantially justified in the prices they have made to their customers. I, among others, was anxious for these men to have a chance to present their cause, believing that there was too much misinformation afloat and too many cries of conspiracy. I think the paper read by Alexander Smith, of the Abitibi Company, was a masterful presentation of the cause of the manufacturers. About fifteen publishers present went from the Chicago conference to Minneapolis, where the Minnesota & Ontario Company, E. W. Backus, presiding, fixed the price at \$65 a ton for 1917. Mr. Backus told his customers that his wood supply would cost more than twice last year's price; that he was paying \$6 a ton for coal, and that he was paying 100 per cent. increase for labor. All of the customers present expressed themselves as satisfied that they were being treated fairly. My belief is that, if there should be more such conferences, there would be less need for the activities of Federal Trade Commission or the Department of Justice."

E. W. Backus, of the Minnesota & Ontario Paper Co., replied:

THINKS SITUATION IS CLEARING.

"I think considerable progress was made at the Chicago conference. If

these joint meetings are followed up, much good will surely be accomplished. I think the general situation is clearing up."

J. MacKay, of the Toronto (Can.) Globe, telegraphed:

SERIOUSNESS OF SITUATION REALIZED.

"In my opinion, it is as yet too early to say whether or not progress was made at the joint conference in Chicago last Friday. The seriousness of the situation was fully recognized by both parties, and the hope was generally expressed that when the committees representing both parties meet together, they will bring to the discussion of the matter an equal measure of confidence in and cooperation with each other, and that thus something tangible will evolve."

E. S. Stahlman, of the Nashville (Tenn.) Banner, replied:

FURTHER CONSIDERATION MAY BE GOOD.

"The Chicago conference, with further consideration by the committee appointed at that meeting, should be productive of good. Much, however, will depend on the conciliatory spirit with which such further consideration is met."

G. H. Mead, of the Spanish River Pulp & Paper Mills, Ltd., of Dayton, said:

BETTER UNDERSTANDING RESULTED.

"I believe a better understanding of the general situation has resulted from the Chicago conference, and that the difficulties are gradually being eliminated, although the progress is naturally slow with a problem that is so intricate."

CLOSER CO-OPERATION EVIDENT.

Jason Rogers, publisher of the New York Globe, said:

"The print paper conference at Chicago was in my opinion productive of promise of a better and more satisfactory state of health to the newspaper industry. With both print paper manufacturers and newspaper-makers admitting inefficiencies and lack of standardized costing, it is obvious that the application of rules of sanity and sound business will produce relief. From the newspaper standpoint, it is not how much we are paying for paper, but as to whether the prices are fair and do not represent illegal extortion, that is most important. We must realize that if the paper-makers are to continue in business they must get cost plus manufacturers' profit. With a growing feeling of closer cooperation between the two closely allied interests the Federal Trade Commission should be able to evolve some solution that will bring relief to the smaller newspapers, which are the chief sufferers, largely through their own lack of fundamental costs and more limited fields of activity. There was an increased spirit of interest on the part of paper-makers in the well-being of the smaller consumer that sounded more wholesome than at previous meetings. Their ratification of group purchasing was a big step in advance for the radical relief of the smaller newspapers, which will eventually eliminate the ruthless exactions of the middlemen, which largely account for the difference between \$62 and over \$200 per ton at the mill in many cases."

EMIL M. SCHOLZ'S VIEWS.

Emil M. Scholz, publisher of the New York Evening Post, said:

"I am glad to see a spirit of cooperation and conciliation on the part of manufacturers, such as seemed to develop in Chicago. Such meetings are certain to be productive of good."

PUBLISHERS TO MEET PAPER MAKERS AGAIN

Committees Representing Newspapers and Manufacturers to Gather in Washington Following Federal Trade Commission Report—How War Would Affect American Publishers.

Committees representing publishers and news print manufacturers will meet in Washington, immediately following the report of the Federal Trade Commission to Congress, following the plan outlined at the Chicago conference last week, unless present plans fail. It is expected that the Commission will report to Congress next week. Another effort to remove the differences between the news print consumers and the manufacturers will be made at that time, though if it will be with the aid of the Commission is not definitely known at this time. Publishers who attended the Chicago meeting feel that the manufacturers are anxious to avoid further friction. The publishers regard the setting of the 1917 price as a matter that has passed into history, and are anxious now to see the smaller newspapers protected, at a reasonable price, through group buying. This policy, which the manufacturers endorse, would, to a certain extent, eliminate or reduce to the minimum the profits of middlemen, and enable purchasers in small amounts or in the open market to obtain supply at a more reasonable price. It is said that some small publishers have been paying as much as \$140 a ton for paper.

PRODUCTION IN EXCESS OF DEMAND.

It is the general impression now that production is in excess of demand, due to the economies newspapers have been practicing. The peak of the spring demand occurs between April 15 and May 15, when there is a large increase in advertising patronage, and the belief is expressed that more than enough news print will be manufactured to take care of it. The greatest demand, however, comes in October. Whether there will be enough paper in excess of requirements to take care of the amount that will be necessary in the fall, depends, in many respects, on the policy of conservation that publishers may adopt, for the October demand, in many respects, has a direct bearing on the price for the following year, and newspaper men are more interested just now in what may take place in 1918, so far as paper quotations are concerned, than in anything else. In this respect, those who are best posted urge the most rigid economy. The belief is general that, if publishers are careful, they will go through 1917 with the same amount of paper that was consumed in 1916.

HOW WAR WOULD AFFECT NEWSPAPERS.

The acute foreign relations of the United States, due to the announced German policy as to submarine warfare, will not, it is believed, affect the supply during 1917. The amount of sulphite shipped in from Scandinavian countries is negligible, and will hardly enter into the present situation, though it had a more or less direct bearing on prices in 1916, due to a readjustment of domestic conditions and supply and demand.

If the Government of the United States were forced into war, there would doubtless be an increased demand for newspapers, which would be compensated, publishers believe, in a complete change in the news policy of the newspapers. War would localize the news, centering interest in affairs that directly concern the American army and

navy, rather than the movement of troops on European fronts, or of foreign fleets, and would, consequently, operate to reduce cable expenses by the difference in the cost of telegraphic tolls over land lines, and the cost per word by wireless or cable, plus an additional saving that would be effected by a censorship that would of necessity limit the amount of military news that would be permitted to reach the newspapers, with a possible further reduction in the size of newspapers to keep within the present or 1916 manufactured output. The 1916 output is regarded as the limit of production of news print, plus the added tonnage coming on the market, which will be in the neighborhood of about 550 tons a day. This tonnage will be available at different times, the supply gradually increasing during the year.

On the other hand, word from Montreal is to the effect that there is likely to be a decrease in the amount of wood from the Canadian forests, because of labor shortage and the heavy snows, which retards movement to the mills. Canada supplies about 30 per cent. of the news print consumed in the United States, though it is possible to obtain additional wood from American sources, from forest areas as yet untouched by the woodsmen.

DEPARTMENT OF JUSTICE AT WORK.

Some publishers profess to see a relation between the investigation of the sisal supply and the news print inquiry conducted by the Federal Trade Commission. The sisal matter has been actively taken in hand by the Department of Justice. In that case, where there was an apparent shortage, it developed, it was stated during one of the news print hearings that there was a surplus, and it was hoped that careful investigation of the requirements of publishers would reveal a similar condition in the amount of available news print, there being a feeling that there was panic among publishers caused by their bidding, one against another, for paper. In the case of sisal, the Federal Trade Commission undertook distribution, and recently surplus news print stock has been given to the Commission for distribution to newspapers threatened with suspension.

WAR TAX ON NEWS PRINT

Proposal to Increase Taxes On Canadian Products Will Affect Cost to Americans.

The Canadian Government is about to levy a war tax on all paper and paper-making materials exported from that country. Speaking at the banquet of the Canadian Pulp and Paper Association in Montreal, Wednesday night, Sir George E. Foster, Minister of Trade and Finance, stated that shortly additional war taxes will be levied, and that the paper-making industry was one of the greatest in the country, exporting millions of dollars' worth of raw material, in the form of ground wood, etc., and finished product, in the form of paper, and that it should bear a greater proportion of the war tax of the Dominion. This is interpreted to mean that an additional charge will be made on all paper and paper-making supplies shipped into the United States. Canada exports 1,550 tons of news print daily, 1,200 of which comes to this country.

The man who tries to meet his business difficulties with the methods of his grandfather will soon have no difficulties nor business either.—[Business Chat.

Judged By Home Experts

The Birmingham News, Put to the Test—Making Good With the Local Department Stores—Again Proves Dominant

Many of the wisest space buyers in America form their estimate of the relative value of the newspapers of a city by the comparative volume of department store advertising they print.

It's a pretty safe rule to follow, for the modern department store manager is in position to test out the relative worth of the local newspapers, perhaps better and more accurately, than any other advertiser. After having made his test, naturally he buys his advertising space accordingly.

The nine department stores in Birmingham divided their 1916 advertising appropriations among the three Birmingham papers as follows:

	<u>THE NEWS</u>	<u>THE LEDGER</u>	<u>AGE-HERALD</u>
Loveman, Joseph & Loeb	440,118 lines	235,242 lines	188,454 lines
Steele-Smith Dry Goods Co.	378,546 lines	77,938 lines	112,056 lines
Louis Pizitz	315,952 lines	166,096 lines	146,384 lines
Louis Saks Company	297,206 lines	190,498 lines	170,884 lines
The Parisian	197,330 lines	90,356 lines	8,400 lines
Burger Dry Goods Co.	125,510 lines	5,502 lines	65,856 lines
Goldstein Bros.	111,818 lines	59,766 lines	16,828 lines
Caheen Bros.	110,236 lines	83,090 lines	99,554 lines
The Drennen Company	91,574 lines	80,416 lines	57,960 lines
Total	2,068,290 lines	988,904 lines	866,376 lines

The fact that The News printed more advertising from these nine department stores than both its competitors *combined* is a striking tribute to the power of The News. This is emphasized all the more when you consider the fact that The News receives a much higher rate than either of its contemporaries.

Isn't it pretty safe to follow the judgment of these nine stores?

The Birmingham News

"The South's Greatest Newspaper"

Kelly-Smith Company

220 Fifth Avenue, NEW YORK

FOREIGN REPRESENTATIVES

Lytton Building, CHICAGO

Member Audit Bureau of Circulations

STUDENTS AT MONTANA HAVE IDEAL WORKSHOP

Instructional Force Faces Curious Problem in that High Wages Paid Newspaper Men in the State Lead Many of the Men to Leave Classroom for Weekly Pay Check.

Picture a little wooden, vine-covered bungalow tucked away in one corner of a maple grove overshadowed by a mountain which towers 2,000 feet above it, and then you will have some idea of the pretty home of the school of journalism at the State University of Montana at Missoula, in the western part of the State. In a picturesque corner of the Montana campus of forty acres will be found this little building, and in it, at all hours of the day and night, will be found one of the busiest workshops to be seen on any college campus.

The first instruction in journalism at the State University of Montana was offered in the fall of 1912 by the department of English. Dr. Carl Holliday, professor of English, a former New York newspaper man, was in charge of the class. In 1913 Dr. Holliday was made head of what was called a department of journalism. In 1914 the work was enlarged into a school, and A. L. Stone, at that time editor of the Missoula (Mont.) Missoulian, was named dean.

Because of crowded conditions at the University and because the State Board of Examiners was unwilling to release funds which had been appropriated by the State Legislature, the school began its work in army tents. When the cold weather came on, what was once a bicycle shed was boxed and this tiny kennel for several months served as the office and classroom of the school. Later money was obtained to build the present home.

The little building is composed of four rooms, two used for classrooms and laboratories and two for offices. In the one room, known as the local room, is to be found a large copy desk, individual desks, and typewriters for the students, maps, newspaper files, hundreds of exchanges from all parts of the country, copy paper, shears, paste, and all that is used in newspaper-making. In a word, a perfect newspaper atmosphere is created. On all of the walls are to be found photographs and etchings of great American editors. In the office of Dean Stone are to be seen the framed photographs of editors who played their part in the making of Montana history.

Twenty-four men and thirty women are enrolled in journalism at Montana. Because of the unusually high wages paid newspaper men in Montana, many of the men, after a year's training, seek newspaper jobs, get them, and then decide that they are getting too much money to quit.

The State of Montana embraces 146,000 square miles and has a population of about one-half million. It is as far across the State as New York is from Cincinnati. Yet in every corner of that vast State is being felt the influence of the Montana School of Journalism. On all of the daily papers in nearly all of the cities are to be found former students of the Montana School. A meeting of the newspaper correspondents at Helena who are covering the sessions of the State Legislature looks like a reunion of the school alumni.

Few schools or departments of journalism have bigger opportunities than has the School of Journalism at Montana.

NEWS FROM THE SCHOOLS AND DEPARTMENTS OF JOURNALISM IN THE COLLEGES AND UNIVERSITIES

Edited by CARL H. GETZ,

Secretary, American Association of Teachers of Journalism
Attached to Ohio State University, Columbus.

DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from last week)

HAYES, JAMES JUVENAL. Professor of English, Morningside College, Sioux City, Iowa.

HERBERT, HAROLD HARVEY. Associate professor of journalism, University of Oklahoma, Norman, Okla.

HINMAN, G. W. President of Marietta College, Marietta, O. Three courses in journalism taught under the head of "Publicism."

HOOD, L. G. Instructor of Journalism, University of Minnesota, Minneapolis, Minn. Address: University Farm, St. Paul, Minn.

HOPE, E. W. Dean of the School of Law. University of Oregon, Eugene, Ore. (Gives course in the "Law of the Press".)

HOPKINS, ANDREW W. Professor of Agricultural Journalism, the University of Wisconsin, Madison, Wis. Address: 118 Agricultural Hall, Madison, Wis.

HUGHES, GEORGE T. Member of Journalism faculty, New York University, Washington Square East, New York. Address: City Editor, New York Globe, New York.

HYDE, GRANT M. Assistant professor of journalism, the University of Wisconsin, Madison, Wis. Address: 39 South Hall, Madison, Wis.

JOHNSON, DAVID DALE, associate professor of English, West Virginia University, Morgantown, W. Va.

JONES, ROBERT W. Professor of journalism, University of South Dakota, Vermillion, S. D.

JONES, VIRGIL L. Professor of English, University of Arkansas, Fayetteville, Ark.

KANE, CHARLES EDWARD. Instructor in journalism, University of Missouri, Columbia, Mo. Address: Student Union Building, Columbia, Mo.

KEITH, E. T. Instructor in journalism Kansas State Agricultural College, Manhattan, Kan.

KENNEDY, FRED WASHINGTON. Assistant professor of journalism, University of Washington, Seattle, Wash.

KILMER, JOYCE. Member of journalism faculty, New York University, Washington Square East, New York. Address: Editorial Staff, New York Times, N. Y.

KING, FRANK H. Student assistant in journalism, University of Missouri, Columbia, Mo. Address: 604 Conley Avenue, Columbia, Mo.

KIRKWOOD, W. P. Associate professor of Journalism, University of Minnesota, Minneapolis, Minn. Address: University Farm, St. Paul, Minn.

KITSON, HARRY DEXTER. Instructor in psychology, University of Chicago, Chicago, Ill.

LAHEY, Rev. THOMAS (C. S. C.). Professor of Journalism, University of Notre Dame, Notre Dame, Ind.

(To be continued.)



GEORGE TURNBULL.

Member of the editorial staff of the Seattle Times who has been appointed professor of journalism at the University of Oregon.

PRaises NEWSPAPER STYLE

H. F. Harrington Suggests High-School Teachers Use Newspapers.

In a recent issue of the monthly bulletin published by the Illinois Association of Teachers of English, H. F. Harrington, associate professor of English in the University of Illinois, suggests a school newspaper as an aid to the theme bugaboo.

As one method whereby the pupils may obtain a mental background and be led naturally into effective written expressions of his opinions, ideas, and observations, Mr. Harrington proposes "the utilization of the daily newspaper and the weekly periodical of current events, and the making of a school paper in which pupils may see in print their own productions."

Mr. Harrington says that "the 'style' of the newspaper story is worthy of extended study." He describes newspaper English as "simple, rugged prose, shorn of affectation and stilted usages, and designed to bring concrete information quickly and clearly to all classes of readers."

Mr. Harrington is the author, with T. T. Frankenberg, of Columbus, O., of "Essentials in Journalism," published by Ginn & Co. He is also the editor of "Typical Newspaper Stories" (Ginn) and has completed the manuscript of "Making the School Newspaper," to be published next year.

To Endow Scholarship

The Texas Women's Press Association has decided to raise at least \$3,000 with which to endow a scholarship for young women in the School of Journalism of the University of Texas. Ultimately they will increase the fund to \$5,000.

STATE EDITORS DEMAND SCHOOL OF JOURNALISM

Nebraska Editorial Association, Together with Other Newspaper Organizations, Ask that Instruction in Journalism Be Expanded at University of Nebraska.

The insistent demand by leading Nebraska editors individually, and by the Nebraska Editorial Association, for a school of journalism at the University of Nebraska in Lincoln, will result in something definite being accomplished this week, according to Nebraska newspapers.

Nebraska newspaper men are asking that the instruction in journalism offered at present in the department of rhetoric by Prof. M. M. Fogg, be expanded and a school established. Early in December the Nebraska Editorial Association, together with other newspaper organizations, petitioned for a hearing before the board of regents of the University. The request was denied, and the matter referred to the University senate, which went on record as opposed to a college of journalism, and yet urged the expansion of the instruction in journalism in the department of rhetoric.

It is proposed that the University shall offer a four-year course in journalism leading to the degree of bachelor of arts, and that a certificate in journalism be granted to graduates. This recommendation did not include additional courses in journalism, with the exception of a course in the history of journalism to be offered by Professor Fogg.

The Nebraska newspapers are asking for a school of journalism, or at least a separate department of journalism. At present the instruction in journalism is confined to one course in news-writing, in which there are 104 students.

Editors of the State are playing an important part in asking the University to provide them with men trained in journalism.

Addresses Library School

"Publicity for Public Libraries" was the subject of an address by Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, delivered before the Wisconsin Library School on January 17.

Governor Addresses Students

The Scoops, the journalism club of upperclassmen at the University of Wisconsin, was addressed by Gov. E. L. Philipp on Thursday, January 25.

PERSONALS

Frank A. Anderson, a graduate of the Massachusetts Agricultural College, is with the Boston office of the Sunbeam Motion Picture Corporation. He will organize a branch office for the production of a special class of industrial news films.

F. C. Scoville, who received his training in journalism at the University of Wisconsin, is Associated Press correspondent with Pershing's expedition in Mexico.

Lawrence Dinneen, news man for the Polk County Observer, a twice-a-week newspaper published at Dallas, Ore., has accepted a position as city editor on the La Grande (Ore.) Daily Observer. Harry Kuck, a graduate of the School of Journalism of the University of Oregon, succeeds Mr. Dinneen at Dallas.

1916 RECORDS

NEW YORK MORNING NEWSPAPERS

Classification	Times	World	American	Herald	Tribune	Sun
	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines	Agate Lines
Dry Goods & Specialty Shops	2,581,449	1,926,923	2,204,244	1,587,166	1,146,103	742,716
Financial	1,367,752	321,347	489,257	390,738	363,455	567,795
Automobiles	796,379	377,980	485,120	532,877	198,368	439,332
Books	516,355	112,922	92,889	26,354	195,543	92,860
Musical Instruments	331,325	198,196	223,611	50,727	262,967	100,575
Men's Furnishings	331,111	267,926	163,025	59,347	163,970	56,327
Miscellaneous Display	328,984	299,049	220,505	221,153	227,301	261,284
Steamships and Travel	246,056	133,891	125,251	155,186	155,459	185,016
City Hotels and Restaurants	242,263	50,161	85,747	138,838	121,470	23,394
Tobacco	186,122	124,446	157,668	600	110,132	32,644
Legal	164,881	45,588	126,447	33,336	87,347	110,126
Beverages	128,432	63,135	23,378	37,135	18,043	36,752
Office Appliances	100,581	16,494	5,179	2,001	34,718	16,682
Charity and Religious	95,677	54,619	50,165	58,373	84,416	40,339
Boots and Shoes	91,139	68,727	55,896	23,222	38,839	21,632
Railroads	87,336	49,720	47,408	60,939	67,054	61,588
Newspapers	63,275	22,444	32,919	25,373	41,314	12,768
Public Service	60,528	51,715	53,953	56,531	54,452	52,910
Jewelry	56,123	42,521	25,421	25,891	39,553	10,948
Building Material	16,797	9,485	2,030	116	233	5,802
Total agate lines	7,792,565	4,237,289	4,670,113	3,485,903	3,410,737	2,871,490
Other Classifications	3,759,931	8,530,631	4,660,782	4,278,502	1,013,816	1,212,157
Total agate lines	11,552,496	12,767,920	9,330,895	7,764,405	4,424,553	4,083,647
Less Help & Situation Advs.	486,491	4,535,886	1,243,165	1,526,881	32,863	16,007
Total, without "Wants"	11,066,005	8,232,034	8,087,730	6,237,524	4,391,690	4,067,640

THE AVERAGE DAILY AND SUNDAY NET PAID SALE OF THE NEW YORK TIMES FOR SIX MONTHS ENDED SEPTEMBER 30, 1916, WAS 340,904

SIX HUNDRED AD MEN FROM THIRTEEN CITIES ATTEND ANNUAL AFFILIATION CONVENTION

Fourteenth Yearly Gathering, Held in Cleveland, O., Drew Representatives of Five Member Clubs and Many Delegates—Score of Addresses by Practical Men Dealt with Various Publicity Problems—Secretary Daniels Among the Speakers at the Big Banquet, Where Enthusiasm Ran High.

NEARLY 600 advertising men from thirteen different cities in the United States and Canada attended the fourteenth annual convention of the Advertising Affiliation, held in Cleveland Friday and Saturday, January 26 and 27. At the convention were representatives of five member clubs: the Adcraft Club, of Canton, O.; Cleveland Advertising Club, Buffalo Ad Club, Rochester Ad Club, and the Syracuse Advertising Men's Club; also, delegates from the eight invited clubs, the London Club, of London, Ont.; the Toronto Club, of Toronto, Can.; the Alliance Club, of Alliance, O.; the Toledo Advertising Club; the Youngstown Advertising Club, of Youngstown, O.; the Akron Adcraft Club; the Erie Club, and the Lorain Ad Club, of Lorain, O. This year's meeting was the first one in which the Adcraft Club, of Canton, and the Syracuse Advertising Men's Club took part as member clubs, and was the fourth of the annual affiliation conventions to be held under the auspices of the Cleveland Advertising Club.

Following a "get together dinner" in the rooms of the Cleveland Advertising Club, Hotel Statler, Friday evening at 6, the salesmanship meeting was called to order by Clinton G. Fish, president of the Advertising Affiliation, also president of the Rochester Ad Club. Mr. Fish welcomed the delegates to the convention and then called upon Harry L. Davis, Mayor of Cleveland, to speak words of greeting from the city of Cleveland. In his talk, Mayor Davis said that the Cleveland Advertising Club has become a great power for good in Cleveland. He said that, whenever the city administration wished to obtain organized cooperation from energetic, enthusiastic, able men, the Cleveland Advertising Club was called upon.

N. M. Peters, president of the Syracuse Advertising Men's Club, the famous "Sam" Club, in taking charge of the evening conference, declared that advertising men in America were just beginning to realize the great possibilities of the advertising club movement. He said that what the advertising clubs are doing to-day is what was not dreamed of years ago, and he ventured to say that few men to-day comprehend the tremendous potentiality of the club movement.

Prof. Walter Dill Scott, of the Carnegie Institute of Technology, Pittsburgh, was the first speaker. He took as his topic "The Efficiency of the Modern Salesman."

EFFICIENCY AND PSYCHOLOGY.

"There are three words which have been so frequently used in business in recent years that they have become badly worn at the edges," said Professor Scott. "Those words are 'preparation, efficiency, and psychology.' They have become business hoodoos. But I find that the college student—on the athletic field, not in the classroom—the research scholar, and the business group, are really trying to prepare, to be efficient, and to apply the principles of psychology. All are working toward standardization and systematization which, after all, are the principles underlying efficiency. But the trouble has been that the efficiency plans in the past have

failed to be concerned with the human element. It was the machine that was improved. To-day we interest ourselves in the man.

"To increase the efficiency of the salesman we must see that he has comfort of body and peace of mind. Psychological experiments have proved that pleasure or rather the effect of pleasure is to generate energy, and that the effect of displeasure and discomfort is to reduce the energy. To-day the wise sales-manager takes seriously the comforts of his salesmen.

"The big thing in salesmanship to-day is the motive to action. Hope has taken place of fear. Rather than escape something as did people in the days gone by, the man of to-day seeks to gain something. So, then, the essentials of good salesmanship are responsibility, service, social approval, and, finally, cooperation."

The next speaker, George Walt Fleming, sales-manager of the K. & E. Blouse Co., Cleveland, in talking on "Selling the Other Way 'Round," said that advertising and salesmanship are so closely related that they cannot be separated. Mr. Fleming told of the sales movement connected with the Associated Advertising Clubs of the World.

Speaking on the topic, "The Marketer, the Man of the Hour," C. Louis Allen, president of the Pyrene Manufacturing Co. of New York, defined a marketer as one who causes another to believe as he believes and then moves him to act on that belief, and added, that the salesman is the marketer. Mr. Allen declared that the big problem before business men to-day was the problem of distribution. "To help solve the problem of distribution, we must remodel our efficiency systems so that more attention will be paid to the man, the salesman, rather than to the machine or the method," said Mr. Allen. "The past has been a machine age. The future is to be a man age."

DEPARTMENTAL MEETINGS.

Saturday morning department meetings were held. W. P. Goodspeed, president of the Buffalo Ad Club, presided over the meeting of the retail advertising departmental. Edw. B. Houseal, of the Wm. Hengerer Company, Buffalo, the first speaker, took as his subject: "The Appropriation."

Mr. Houseal said that the advertising appropriation should not be a fixed amount, but should be based upon a percentage of the gross profits or the net returns. He declared that experience had taught him that his advertising appropriation must be flexible, and added that every expenditure of money for advertising was easily justified in that it brought tangible returns—net profits.

Mr. Houseal explained that in his organization non-advertising departments were required to pay out of the total advertising appropriation their share toward the total advertising expense. He said that the different departments were so closely related that all profited by advertising, although some were not advertised.

What per cent. of the appropriation should be spent for "out-of-season" advertising, was one of the questions asked of Mr. Houseal. He replied that he

didn't know what was meant by "out-of-season" advertising, that fur sales in August had proved profitable, and that refrigerator sales in January had paid. He said that the same conditions, as far as he was concerned, existed throughout the year. "Advertising pays," said Mr. Houseal. "You all know that. Most of you are selling advertising space. I know it. That's why we want it all of the time."

Miss Susan J. Patrick, advertising director of the Halle Bros. Company of Cleveland, the only woman on the programme, then spoke. A special report of her address will be found elsewhere in this issue.

C. W. Campbell, of the McFarlan Clothing Company, of Rochester, spoke on "The Advertising Itself." Mr. Campbell declared that one of the problems of the retailer was how to turn to advantage the advertising of the national manufacturer and jobber. He said that one of the first things the retailer had to do was to determine the motive back of a national advertising campaign. And then he was justified in taking this stand: He would cooperate heartily, provided he was building up his own business and not that of a national manufacturer whose goods could be purchased not only in his store but across the street as well.

CO-OPERATION IS ESSENTIAL.

Mr. Campbell declared that national manufacturers who advertise extensive-

ly should send copies of proofs of advertisements to retailers together with information as to when and where and how frequently these ads were to appear. Then, said Mr. Campbell, the retailer can hook up his local advertising with the national campaign, can use his window space to greater advantage—in a word, can get tangible results by cooperating with the national manufacturer.

J. B. Millham, of the Rochester Ad Club, acted as chairman of the Manufacturers' Advertising Departmental. The speakers were E. Ramsay, of the Art Metal Construction Company, Jamestown, N. Y., and Alex. R. Osborn, business manager of the E. P. Remington Agency of Buffalo. Both speakers declared that cooperation was essential to productive advertising.

C. B. Saia, president of the Adcraft Club of Canton, O., was chairman of the direct mail advertising departmental, E. H. Lamiell, of the Hurst Manufacturing Company of Canton, the only speaker, said that the lack of coordination between the different advertising media was the greatest defect in advertising to-day. He said that the direct mail advertising was necessary because the average newspaper and magazine reader had to have his attention called to a particular ad in a newspaper or magazine or farm journal. Mr. Lamiell told how his company kept ev-

(Continued on page 26)

Greater New York
Dry Goods Stores
used in 1916 nearly
twenty million lines
in evening papers.

The Brooklyn
Standard Union
stands third in the
list with a total of
2,670,263 lines.

Only two papers
carried more.

"The proof of the
pudding is in the
eating."

Canada's Biggest Year

Written and Prepared by Geo. F. Hobart, Hamilton Adv. Agency

THE large retail stores of Canada report that the year 1916 beat all previous records, and that the Christmas trade was the greatest in their history, even surpassing the former pre-war record year of 1912.

An increase of 60% to 75% was shown by the Departmental Stores of Montreal, Toronto, Hamilton and London. The principal stores of the smaller towns had a similar experience.

Here are a few extracts from letters signed by Canada's largest retailers :

"The increased purchasing power of the public has found reflection in tremendous buying activity, especially at this season of the year."

"Henry Morgan & Co., Ltd. (Colonial House), Montreal."

"Our Christmas sales, as well as our total sales for the half year, will be the biggest on record."

"The John Murphy Company, Limited, Montreal."

"Our business for the Christmas season far exceeded the anticipated volume."

"Murray-Kay, Limited, Toronto."

"This Company has taken care of a very large business for the past twelve months, much larger than in any previous similar period. The recent Christmas trade was unexpectedly large. The citizens seem to have money in abundance. As this Company opens no accounts of any character whatever, the business here is, therefore, a very real barometer of the immediate purchasing power of the community."

"Stanley Mills & Co., Limited, Hamilton."

"We can report the most successful Fall and Holiday trade in the history of the Company, greatly in excess of any previous season, with every prospect for a continuation of the same active conditions throughout the coming year. We are placing heavy orders for next Fall and Christmas."

"The G. W. Robinson Co., Limited, Hamilton."

"Our business for the Fall of 1914 showed a gain over the corresponding period of the year previous, and the twelve months ending January, 1915, also showed a very satisfactory improvement, while our business for 1916 has been very good and shows a very healthy increase for the last year."

"Thomas C. Watkins, Limited, Hamilton."

"Our Christmas business this year has been very much in excess of any previous year; in fact each individual month from January to date has shown a marked advance and has broken all previous records. 1916 is our banner year and the prospects for 1917 are certainly bright."

"Murray Sons, Limited, Hamilton."

"Business for 1916 eclipsed all previous records."

"Smallman & Ingram, London, Ontario."

The present unexampled prosperity of Canada will be augmented after the war. Canadian products will then receive preferential treatment in all the markets of the British Empire and the Entente Allies. Canada is a good country for the United States manufacturer to cultivate and NOW is a good time to do it.

Two-thirds of Canada's total population live in the territory covered by the newspapers shown below.

PROVINCE OF ONTARIO				PROVINCE OF QUEBEC			
Population 2,523,274.				Population 2,002,731—English 397,392 French 1,605,339			
	Circulation.	Lines.			Circulation.	Lines.	
	Net Paid	2,500-10,000		Net Paid	2,500-10,000		
Brantford Expositor (E)	7,500	.0175 .015	Ottawa Le Droit (E)	15,125	.0281 .0188	Montreal Daily Mail (M)	22,928 .05 .05
Brantford Courler (E)	4,892	.0105 .0085	Peterborough Examiner (E)	4,900	.0131 .01	Montreal Gazette (M)	24,388 .06 .05
Chatham News (E)	2,259	.01 .0071	St. Thomas Times (E)	6,330	.0125 .01	Montreal La Patrie (E)	35,827 .06 .045
Hamilton Spectator (E)	28,200	.0425 .04	St. Catharines Standard (E)	7,800	.025 .0125	Montreal La Presse (E)	140,000 .10 .08
Hamilton Herald (E)	16,000	.04 .035	Toronto Globe (M)	86,900	.12 .09	Montreal Le Devoir (E) (2c—\$5 yr.)	13,959 .05 ¼ .04
Kingston British Whig (E)	5,439	.015 .01	Toronto News (E)	49,000	.06 .05	Montreal Star (E)	100,000 .11 .085
London Advertiser (M., N. & E.)	32,891	.045 .035	Toronto Star (E)	97,045	.11 .085	Quebec Le Soleil (E)	35,000 .05 .05
London Free Press (M., N. & E.)	39,750	.05 .04	Toronto World (M)	46,926	.085 .06	Sherbrooke Record (E)	10,684 .03 .025
Ottawa Citizen (M. & E.)	28,285	.05 .05	Toronto World (S)	92,996	.10 .07		
Ottawa Journal-Press (M. & E.)	31,160	.05 .05	Windsor Record (E)	9,650	.02 .0125	Totals	995,834 1.4142 1.1444

The Newspapers listed on this page offer 995,834 average Circulation at a total combined cost of \$1.41 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?

General Advertisers seeking further light in respect to marketing conditions and distribution facilities in the Provinces of Ontario and Quebec are requested to communicate with THE EDITOR AND PUBLISHER, suite 1117, World Building, New York. Phones, Beekman 4330, 4331.

MANY OHIO PUBLISHERS DISCUSSED NEWS PRINT

Thirty-second Annual Meeting of Associated Dailies at Columbus Was Spirited and Full of Interest—Gov. Cox Was One of the Many Speakers Who Gave Practical and Helpful Talks.

At the thirty-second annual meeting of the Associated Ohio Dailies, held in Columbus on January 30 and 31, some of the speakers declared that the present high cost of print paper was a blessing in disguise (while others said that unless the price of paper went down, they faced inevitable bankruptcy).

Among the 150 newspaper men and women at the convention were the publishers of sixty-five Ohio daily newspapers. All of the press associations and many of the supply houses and newspaper feature syndicates were represented.

The first session was held Tuesday afternoon at the Hotel Deshler. G. W. C. Perry, editor and publisher of the Chillicothe Gazette, and president of the Associated Ohio Dailies, presided. The Middletown Journal, the Troy News, and the Wilmington News were elected to membership.

Following the report of the standing committee on legislation, President Perry called the attention of the convention to the Randall Advertising bill. He described it as a bill "intended to destroy the liberty and freedom of the press."

O. I. Jones, editor of the East Liverpool Review, then spoke on "Just Shop Talk."

"The present news print crisis—and it is a crisis for many newspaper publishers—is, in my opinion, a genuine blessing and one that is not disguised," said Mr. Jones. "Many of us who are now compelled to be economical are just beginning to realize how criminally wasteful we have been. To-day we are being compelled to do what we should have done long ago."

C. C. Caldwell, State editor of the Cleveland Plain Dealer, in a talk on "Covering State News," emphasized the importance of news of interest to women.

"The News Print Situation, the Publishers' Crisis" was the subject of an excellent talk by George E. Hosmer, of Denver, Col., chairman of the legislative committee of the National Editorial Association, who was one of the witnesses before the Federal Trade Commission at the time of the news print investigation. Mr. Hosmer told of the part that the National Editorial Association is playing in trying to meet the problems of the small publisher.

NEWS PRINT PRICES VARY.

J. E. Hurst, editor of the New Philadelphia Times, who led the discussion which followed, said that his experience had been that if he wanted print paper he had to pay the price, no matter what that might be. During the discussion the publishers were asked to write out what prices they were paying for print paper at the present time. The prices varied from \$2.15 to \$7.50 a hundred pounds. When it was announced that one member of the organization was paying but \$2.15 f. o. b. at the mill, every one wanted to know who that was. Up stood Mrs. Zell Hart Deming, editor and publisher of the Warren Tribune. Mrs. Deming explained that she had been in the newspaper business since 1898, and she knew what happened during the Spanish-American war. "So," she said, "when war was declared, I immediately made a long term contract."

Charles Stirling Anderson, chairman of the Advertising Club of Columbus, spoke on "The Reasonable Advertiser," which he described as the man who wanted merely a square deal.

The annual banquet was held Tuesday evening in the banquet hall of the new Hotel Deshler. Carl H. Getz, secretary of the American Association of Teachers of Journalism, was the first speaker. Mr. Getz told how schools of journalism have grown in eleven years until to-day there are 105 colleges and universities offering instruction in journalism to nearly 5,000 students. Nearly 200 men and women are engaged in the teaching of journalism.

Other speakers were W. F. Wiley, managing editor of the Cincinnati Enquirer, who made a vigorous protest against what he called the Russianization of the American press; J. Wilson Roy, of Sidney, on "Misconceptions"; W. C. Thompson, president of the Ohio State University, who declared that the newspaper is the most universal educator the age has ever known; Arthur C. Johnson, editor of the Columbus Dispatch, and James M. Cox, Governor of Ohio and a publisher of newspapers in Dayton and Springfield,

who took exception to the paper read by Mr. Wiley, of the Cincinnati Enquirer. Gov. Cox said: "This country will never attempt to dictate the policies or principles of the newspapers, and you know that as well as I. We newspaper men are constantly urging regulation, and we should not protest when our own business is subjected to a little of that which we ask for others."

GOVERNOR CLOSED CONVENTION.

The third and last session opened Wednesday morning with a paper on "What News to Play Up and What News to Suppress," by George M. Taylor, city editor of the Portsmouth Times.

F. M. Ritzel, editor and publisher of the Warren Chronicle, in discussing the topic, "Ohio Publishers as Manufacturers of News Print," urged that the organization investigate the advisability of either buying a paper mill or else constructing one. A committee was appointed to look into the matter.

Homer Gard, publisher of the Hamilton Journal, spoke on "Clean News."

Albert J. Leitch spoke on "Coöperation," and gave one of the best talks heard during the convention. Mr. Leitch

appealed to the publishers to learn the value of coöperation.

Gov. Cox closed the convention with a shop talk. In opening, he said that he was much prouder to have been a newsboy than to have been Governor. In his talk Gov. Cox said that the reporters, whom he described as the real newspaper makers, should be given more liberal compensation.

Less Than 1/2 Price!

RENT

OR

BUY

\$1000 UNDERWOOD for \$37²⁰

A genuine, visible writing Underwood with famous back spacer, two-color ribbon and tabulator—at less than 1/2 manufacturer's price. Guaranteed for 5 years. Sent on 10 Days Free Trial. This will enable you to write quickly, legibly. Keep carbon copies. Save arguments and lawsuits. Earn extra money typing manuscripts, scenarios, etc. You may rent, apply- ingrenton purchase price—or buy, cash or easy payments. Ask for Offer No. 223

TYPEWRITER EMPORIUM
Inc. for a Quarter Century
Chicago, Ill.



The Ault & Wiborg Company of NEW YORK News Ink

57 Greene St. New York City

Write Us—

**N. Y. AUTO SHOW ADS
EXHIBIT GAIN 23%**

Newspapers of Manhattan Printed Total of 76 Columns More Advertising During Week of National Exhibition for 1917, Compared with Same Period in 1916.

The daily newspapers of New York city carried 723,148 lines of advertising for the Auto Show a few weeks ago, compared with 555,835 lines for the same period in 1915, a gain of 23 per cent., according to the figures furnished by the statistical department of the New York Evening Post. The evening group carried 282,386 lines, compared with 227,865 lines one year ago, while the morning group carried 440,762 lines, compared with 327,970 lines in 1915. The evening papers made a gain of 54,521 lines, or about 25 columns of automobile advertising, and the morning papers a gain of 112,792 lines, or a trifle in excess of 51 columns, the gain for both groups being 167,313 lines.

The number of lines carried during the week by the individual newspapers of Manhattan, for 1917, compared with the corresponding period during January, 1916 and 1915—for the advertising started in December of 1915, running over to January, follows:

	1917. Lines.	1916. Lines.
Post	42,119	33,783
Mail	55,321	49,015
Globe	22,550	33,535
Evening Sun	55,869	42,521
Journal	51,233	32,173
Evening World ...	10,809	5,408
Telegram	44,485	31,430
Total	282,386	227,865
Times	96,884	73,655
Tribune	41,458	31,788
Herald	62,198	55,841
American	82,343	57,835
Sun	87,402	54,126
World	70,477	54,725
Totals	440,762	327,970
Grand totals	723,148	555,835

RECORD AUTO AD FIGURES

Chicago Dailies Reap Big Profits from Motor Vehicle Exhibition.

With 257 exhibitors at the automobile show, Chicago is in the midst of the greatest single exhibition of its history, both from the standpoint of the show itself and from the standpoint of space and advertising in the newspapers. Saturday editions of the afternoon papers and Sunday editions of the morning papers were perhaps the largest papers in point of size ever printed here, despite the shortage of print paper. The Chicago Tribune's automobile advertising surpassed all previous records. The Herald listed advertisements of nearly 100 firms, several of which took full-page ads. The Examiner printed half a dozen auto supplements.

In the afternoon field, the Daily News, the American, the Journal, and the Post also made new records for space devoted to motor cars. When the final figures are compiled, it is declared they will equal, if not surpass, the statistics for the New York show.

SUNDAY PRAISED BOSTON PRESS

Says Editors and Reporters Helped Him Greatly in Hub Campaign.

Billy Sunday praised the newspapers of Boston, their editors and the reporters who have been covering the Sun-

day campaign in a manner that left no doubt regarding his enthusiasm for them during the last meeting he conducted at the Tabernacle.

"Say, you folks," he shouted, "we are mighty thankful to the newspaper crowd here in Boston. Do you know the part they have played in this great campaign? Do you know that you couldn't buy the advertising they have given it for \$2,000,000? They have given us the space absolutely free, and I want to thank the editors and newspapers for their magnificent work. It is one of the great influences that makes possible such a campaign as this."

Sunday called each reporter by name, and as he did so, the crowd of 17,000 people gave individual ovations.

Franklin (Pa.) News Sold

The Franklin (Pa.) News has passed to the control of Gen. Charles Miller, who will assume active management of the newspaper on February 6. James B. Borland, for many years manager of the News, will probably retire. He has been engaged in newspaper work in northwestern Pennsylvania for thirty-nine years. Gen. Miller, who is one of the leading business men in western Pennsylvania and owner of one of the largest oil companies in the country, has bought the stock that was held by Mr. Borland. Gen. Miller was for many years commander of the National Guard of Pennsylvania.

Washington Post to Move

The Washington (D. C.) Post, for twenty-five years located on Pennsylvania Avenue, is to vacate at an early date on account of the expiration of the lease for the ground. The new home of the Post will be located on Vermont Avenue, about four squares north of the present site, where a building will be renovated for the business and editorial departments. An addition will be constructed to accommodate the presses and mechanical departments.

Disclaimed by the U. P. A.

On Tuesday last the United Press Associations sent out from the New York office the following bulletin, which is self-explanatory: "A concern operating out of Cleveland, O., is sending to newspapers in this country a great deal of free copy, favorable to the liquor interests. This copy comes in envelopes bearing the return address: 'The United Press Association, Cleveland.' The United Press Associations, with general offices in New York and bureaus in many cities throughout the country, is in no way connected with or responsible for the concern that is sending out this anti-prohibition propaganda, and it has instructed its attorneys to institute proceedings to enjoin the methods which make it appear that the United Press Associations has abandoned its course of distributing only news matter."

Indiana Republican Editors

The annual mid-winter meeting of the Indiana Republican Editorial Association was held at Indianapolis on January 26. The editors held a business session in the afternoon and in the evening held their annual banquet. Toasts were responded to by United States Senators New and Watson, Gov. Goodrich, and State Chairman Will H. Hays. Invitations to the affair were extended to the Republican members of the State Legislature, the new Republican State officers and members of the Republican State Committee.

INTERTYPE

Standardization

As simple as A B C

Model A Single Magazine Machine \$2100	+	Model B Magazine Unit, Matrices, Molds, Etc.	=	Model B Two Magazine Machine \$2600
Model B Two Magazine Machine \$2600	+	Model C Magazine Unit, Matrices, Molds, Etc.	=	Model C Three Magazine Machine \$3000
Model A Single Magazine Machine \$2100	+	Model C Magazine Unit, Matrices, Molds, Etc.	=	Model C Three Magazine Machine \$3000

Don't you wish your single magazine machines of other manufacture could now be converted into two or three magazine models?



The cost of any one of these changes, including labor and all equipment necessary to make the converted machine *absolutely standard* in every respect, is only the difference in price between the two models involved.

INTERTYPE

—CORPORATION—

World Building - - New York

CHICAGO NEW ORLEANS SAN FRANCISCO
 OLD COLONY BUILDING 539 CARONDELET STREET 86 THIRD STREET

CANADIAN AGENTS, MILLER & RICHARD, TORONTO and WINNIPEG

THE EDITOR & PUBLISHER

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

New York, February 3, 1917.

Let us have faith that right makes might; and in that faith let us dare to do our duty as we understand it.
—Lincoln.

The contents of each issue of THE EDITOR AND PUBLISHER are protected by copyright. Editors are permitted to reproduce matter from our columns, however, where the courtesy of the credit is accorded.

BLOTTERS, as an advertising medium, seem to be going out. The delusion that they were a good advertising device persisted for generations. Those to whom they were given used them—as blotters, not as sources of information. And, fortunately, the people have formed the habit of securing their information, about commodities as well as events, through certain well-established channels.

THE Winona (Minn.) Independent remarks that "it is difficult to listen very long to the man whose sole argument is that if we do not do as he desires he will cancel his advertising with us." If this country daily adheres always to that policy it is evident that it has not been misnamed. "Independent" is a slogan as well as a title for a newspaper.

THE Brooklyn Times says that the enactment of the proposed Corrupt-Practices act would turn the clock back five centuries. The newspapers of the country are going after this absurd bill with vigor and decision. They are pointing out the old device of politicians—so well illustrated in this measure—of putting into a bill a few good features to cover up and carry through a lot of reactionary and bad ones.

NO customer of any good store would think of offering a smaller sum than the fixed price for an article; yet buyers of advertising space cling to the idea that the fixed rate may be, in many instances, subject to question. The one-price store was made not only possible but mandatory through the advent of newspaper advertising; and the rate card, in all good newspaper offices, is as inviolable as is the price-tag in good stores.

THE man who has mastered, to any considerable degree, the difficult art of writing headlines is of more real value to a newspaper than his salary would usually indicate. His appreciation of news values, his knack of getting into a few words the heart of a story, his fine instinct as to word-values, give to a majority of the readers of a newspaper their first and most enduring impression of the paper as a whole. If he is a pessimist at heart he will color the paper with a tone of pessimism. If he is an optimist he will, without sacrificing accuracy, get a note of good-nature and cheer into the paper which will have far-reaching effects.

ADVERTISING has been defined as "a challenge to comparisons." The definition, within its limitations, is a good one. To submit a commodity to the "advertising test" is to place it in the spotlight. It must measure up to competitive commodities. Frank, informing advertising, without evasions or concealments, indicates the full faith of the advertiser in his commodity. An inferior product cannot be forced to success through advertising—for advertising "makes known" the thing advertised.

THE mystery which formerly hedged kings had nothing on the mystery which used to hedge banking institutions. Bankers had a lurking suspicion that, if the people came to understand the banking business, they might lose all reverence for it, and cease to support it. Advertising, however, which eventually tears away all veils and destroys all illusions through "making known" the truth about things, has made banking service available, because understandable, to all the people. To-day the bank which does not advertise is losing its place in the business world.

WHEN you scan the record of a successful publisher or business manager of a daily newspaper you will note, in a surprising number of instances, the fact that he had gained a part of his training in the circulation department. Charles K. Blandin, the new publisher of the St. Paul Dispatch, travelled that road. Men rarely remain circulation managers for life. Perhaps that is because the requirements of the work are so varied and exacting that they develop the larger possibilities of a man quickly, and fit him for larger activities.

IT is not pleasant to have to refer to the attempt made at the Chicago conference between the manufacturers and publishers to discredit the paper committee of the A. N. P. A., and to make it appear that this committee is not representative in character, or that it lacks the full confidence of publishers generally. While the attack was made by a representative of the manufacturing interests, it was evidently approved, if not inspired, by a few disgruntled publishers, who have been, for some time, voicing their approval of the actions of the manufacturers and calling upon other publishers to submit gracefully to the prices as fixed. The paper committee emerges from the discussion with flying colors, and stands now, as it has stood from the beginning, as favoring any form of coöperation and conciliation which promises justice and a fair deal for the publishers—yet ready for battle if battle is inevitable.

NO MORE DELAY

THERE remain but four weeks of the present session of Congress. Unless the new Congress shall be called in extra session, because of the critical situation in our Foreign relations, there will intervene a period of nine months in which there will be no possibility of legislation affording relief to the publishers of the country in the matter of prices and supply of news print.

The prolonged delay of the Federal Trade Commission in filing the report of its investigation with Congress—a delay not yet explained satisfactorily—has served to postpone remedial legislation. Commissioner Davies has repeatedly stated—under circumstances which have given significance to his remark—that such evidence as the com-

mission has found tending to show collusion to fix excessive prices for news print HAS BEEN PLACED IN THE HANDS OF THE DEPARTMENT OF JUSTICE.

It may be inferred, from the delay of that arm of the Government to institute proceedings against men who may be involved, that this evidence has not been conclusive; but it is the general belief that it will, eventually, be submitted to a Federal grand jury.

As stated by a publisher at the Chicago meeting, there is no desire anywhere that anybody should be sent to jail; neither is there any intention on the part of American publishers to submit to present conditions in the news print market. If the manufacturers elect to hold to a confiscatory price policy they will make Government regulation of their industry inevitable.

The proposed further conference may yield something of value to the publishers—or they may resolve themselves, as previous meetings have done, into debating societies. At no conference, so far held, have the manufacturers conceded anything whatever. They have evidently been waiting for the indignation of the publishers to cool; and for the panic over prospective supply, at any price, to enable them to close contracts for the major part of their product at excessive prices.

Newspapers have always fought the battles of the people. They rarely fight for their own interests. They must now fight for their own—and in doing that they will be fighting the battle of the people. When a group of men hold the power to threaten the existence of newspapers in a free country it becomes the business of every citizen to aid in taking that power away from them. In the fight to do that, Government agencies are merely instruments of public service, and they must be so utilized. The question of sending somebody to jail is merely incidental. The question of protecting the newspapers of America from disaster is fundamental. It is the business of Congress. It is the business of the Department of Justice. It is the business of the Federal Trade Commission. It is the business of every citizen—and it is business which will not wait.

ARE WE "HEADED FOR THAT?"

THE Chicago conference between news print manufacturers and publishers has served to throw some sidelights on the attitude of the manufacturers.

Mr. Mead, presiding at the meeting, and speaking for the Spanish River Company, spoke with moderate approval of prospective Governmental supervision of prices, stating his belief that we are "headed for that"; offered to refund to the customers of the company, at the end of the year, a share of any excessive profits that may be earned, and placed himself on record as favoring coöperative buying—the plan first suggested to publishers in the columns of THE EDITOR AND PUBLISHER, and upon which many State organizations have attempted to act.

Mr. Dodge, of the International, stated that he would be glad to sell to coöperative leagues, according to such buying groups wholesale prices for paper. He also asked if it were not now possible for manufacturers and publishers, acting through reasonably small committees, to get together and arrive at a satisfactory adjustment.

Alexander Smith, of the Abitibi Company, objected to working with the "present paper committee of the A. N. P. A." He charged that this commit-

tee had not shown any desire to coöperate. He had seen the attitude of this committee, he said, and, "unless they change it I don't think anything can be done." He thought that something might be accomplished by meeting with a "more representative committee."

Mr. Smith's charges against the paper committee of the publishers were effectually answered by Messrs. Glass, Ewing and Baker, who intimated to the manufacturers that the publishers of America would hardly submit to dictation from the manufacturers as to the personnel of their paper committee.

Mr. Dodge threatened that, if Government regulation of the news print industry were to be attempted, his company would immediately start putting news print machines out of business. "I don't believe holding us up at the end of a gun is going to benefit you in the least, and we will not stand for it."

The net result of the conference is a plan for a meeting of committees representing manufacturers and publishers, following the publication of the report of the Federal Trade Commission's investigation.

It is obvious that the manufacturers will be pleased at any delay in the matter of "getting together" while the present session of Congress lasts. It is equally obvious that, if coöperation is to come only after all available tonnage of news print for 1917 has been sold under contract, and contracted tonnage is to be exempt from negotiations, such coöperation will have no effect whatever upon present conditions.

The manufacturers foresee, and FEAR, governmental regulation of prices. If it shall come, it will come as a direct result of their recent and present policies of fixing excessive prices for a commodity ranking properly with the necessities of daily life. That some of them are determined that they will not submit to such regulation—that, if it should come, they will pull down the pillars of their temples about their own heads—indicates merely a passing mood of sullen resentment. Governments do not regulate commodity prices unless the need is great—unless private individuals or corporations have abused the right to fix prices, and have used the power for oppression. If news print were a luxury, the case would not be one for Government intervention. If the purchaser of news print were in a position to refuse to pay the price exacted by the manufacturers, without disaster to his business, the issue would not call for intervention by Federal agencies.

Mr. Mead is probably keenly alive to these considerations in prophesying that "we are headed for that"—meaning Federal regulation of prices for news print. AND WHAT IS TO BE FEARED FROM SUCH PRICE REGULATION? Would the manufacturer who seeks only legitimate profits be in danger of having these wiped out by a Federal board? Is the fear of such regulation not based upon anxiety as to what might happen to EXCESSIVE PROFITS?

If Federal regulation of the news print industry would be a bad thing it is still within the power of the manufacturers to avert its coming. But they will not avert it through a policy of playing for immediate excessive profits, through imposing arbitrary and unjust burdens upon the users of news print. They can avert it only through ending—as they can end—the shortage of production, and by restoring—as they can do—reasonable prices.

PERSONALS

"Progress is the law of life; man is not man as yet."—Browning.

NEW YORK.—Phillip T. Dodge, president of the International Paper Company; president of the Mergenthaler Linotype Company, and interested in a number of other enterprises, has been elected a director of the New York Trust Company.

Richard H. Waldo, secretary of the New York Tribune, was one of the speakers at the fifth annual meeting of the United States Chamber of Commerce at Washington this week. His subject was "Business in Print."

Don Pratt, of the staff of the New York Sun, has been added to the editorial staff of the Walden Mott Company, Inc., publishers of Printing and other trade publications.

H. Bisham-Holmes, formerly of the San Francisco Chronicle, has gone to work for the New York City News Association.

George (Pop) Flannery, who covers the Criminal Courts Building for the City News, is critically ill in the Gerard Hotel. For many years Mr. Flannery covered ship news. He is one of the most popular men in his organization.

Will Irwin will be the guest of honor at the Pen and Brush Club, 132 East 19th Street, to-morrow afternoon, from 4 to 6 P. M.

Percy Edrop, night city editor of the New York American, has been transferred to the day side, handling special features. He was succeeded as night city editor by Martin Dunn, who has been assistant. William S. Gill becomes assistant night city editor.

Joseph Cashman, general manager of Dow, Jones & Co., and the Wall Street Journal, is at Atlantic City recuperating from an attack of grippe.

OTHER CITIES.—John Sundine, business manager of the Moline (Ill.) Dispatch, is in Hot Springs, Ark., for rest and recreation.

M. C. Fisher, lately a reporter on the Rock Island (Ill.) Argus, has been appointed city editor of that paper.

N. P. Hous, editor of the Mexic (Tex.) Evening News, has been appointed corresponding secretary of the Texas Editorial Association by President Charles L. Martin, of Dallas.

James P. Casey has resigned as secretary of the Ogden, Utah, Publicity Bureau, to become general manager of the Salt Lake Herald-Republican.

E. C. White, business manager of the Houston (Tex.) Chronicle, is receiving congratulations on the birth of a twelve-pound heir. Although this is number four, it is the first boy.

E. S. Bronson and W. E. Nichols, publishers of the El Reno (Okla.) American, recently entertained at a smoker the newspaper men assigned to cover the Oklahoma legislative session.

R. E. Douglass, who has been secretary-treasurer of the Review Publishing Company, publishers of the Cleburne (Tex.) Morning Review, for two years, has resigned and will leave the publishing business.

L. A. (Jack) Petit, associate editor of the Beaumont (Tex.) Enterprise, of which Lieut.-Gov. Will P. Hobby is editor and publisher, was host to a number of newspaper men, members of the Texas Legislature, and friends at a rice breakfast in Austin, Tex., a few days ago.

The engagement of Irene Chandler Gay, exchange editor of the Milwaukee

(Wis.) Sentinel, and Roy W. Peck, of Milwaukee, son of the late former Gov. George W. Peck, has been announced. Mr. Peck's father was the author of "Peck's Bad Boy."

Earl Stumpf, former news editor of the Milwaukee Sentinel and instructor of journalism at Marquette University, is now located in Dayton, O.

TORONTO.—J. Lewis Brown, Toronto to Globe; Clarke E. Locke recently of the Toronto World, and Fergus Kyle, the well-known Canadian cartoonist, have passed their examinations at the School of Artillery, Kingston, and are now qualified for commissions.

BOSTON.—Luclen Thayer, of the Boston Globe, and Miss Katherine Ware, of Savin Hill, have announced their engagement.

A. H. C. Mitchell, sporting editor of the Boston Evening Record, is scoring heavily as a magazine writer. His recent novelette, "Fifty Belts of Gold," has won many compliments.

Lawrence L. Winship, Paul Stanwood, and William S. Packer, of the Globe; Harry French, of the Associated Press; George B. C. Rugg, of the Boston Post; Bert Ford, of the Boston American, and Nelson Metcalf, of the Boston Transcript, are candidates for the six vacancies in the Boston Newspaper Club. The most recent resignation is that of Edgar D. Shaw, managing editor of the Boston Journal, who has assumed a responsible position with the Munsey company in New York city.

C. B. Carberry, managing editor of the Boston Post, who has been ill for three weeks, returned to his desk Tuesday night. During his absence Charles E. Young, assistant managing editor of the Post, filled his position, and is now on a short vacation.

J. W. Mooney, of the Boston Journal, and W. R. Grannan, of the Boston Post, editors of school-boy sports, are working as referees of interscholastic hockey games this winter, and have proved most efficient ice officials.

Carl Wilmore, of the city staff of the Boston Post, has just undergone two serious operations at the Elliot Hospital, and is expected to recover rapidly.

Bert Whitman, former baseball editor of the Traveler, now occupies a similar position with the Herald, and "Nick" Flatley, former baseball editor of the Herald, now serves in that capacity for the Traveler.

WASHINGTON.—Harvey Ingham, editor of the Des Moines Register and Tribune, and W. Dwyer, of the Providence Tribune, were visitors in the Senate press gallery during the recent debates on the President's peace message.

Jefferson Jones, formerly attached to the Minneapolis Journal bureau in this city, but now with the home office, was a visitor in Washington for several days, renewing old acquaintances at the press galleries of Congress and the National Press Club.

D. Hastings Macadam, for many years Washington correspondent of the St. Louis Republic, was nominated by President Wilson on Wednesday as Postmaster at Honolulu. He worked for the Democratic National Committee in the last campaign. Mr. Macadam has been for two years publicity director of the Post Office Department.

PITTSBURGH.—Herbert Smith, automobile editor of the Pittsburgh Press, and Frank Grunagle, automobile editor of the Gazette-Times, attended the Automobile Show in Chicago.

Thomas Hazzard, formerly with the

Pittsburgh Leader, is now writing amateur sports for the Dispatch.

Edward M. Power, jr., addressed the Pittsburgh Advertising Club on "Buying and Selling."

Erasmus Wilson, "The Quiet Observer," of the Pittsburgh Dispatch, will address a meeting in the Edgewood High School.

George Seibel, managing editor of the Volksblatt, is in New York, and is scheduled to make several addresses while there.

DETROIT.—Ralph McCanna has left the Detroit News to return to general assignment work on the Free Press, where he was formerly employed.

Herman Barcus, formerly school editor, and later police reporter for the Detroit Times, has accepted an editorial position with the News, to do sociological investigations for that paper.

H. Gillette, formerly financial editor of the Times, who has been with the troops in Texas and on the border, has returned to his old paper. He will cover the City Hall beat, succeeding Charles Derrymore, who has returned to the Free Press.

Capt. Charles Kelley, assistant managing editor of the Journal, will return to his old position this week, having been mustered out of service with the Thirty-first Michigan Infantry.

Charles D. Cameron, of the Journal, is covering the doings of the Michigan Legislature at Lansing for his paper. William L. Calnon, who formerly represented the Journal at Lansing, is now doing the same work for the Detroit Times, and for a string of Michigan papers.

Mrs. Stella Champney, feature writer for the Detroit Journal, is spending her vacation in New York city.

James D'Evlin, feature writer for the News, will leave next month for his annual vacation at his old home in New Orleans. Mr. D'Evlin formerly did police work on the Cincinnati Post.

Charles Kent, of the telegraph room of the Detroit Free Press, has left for Bermuda and Cuba on his vacation. He will return in three weeks.

Cyril McGill, police reporter of the Free Press, has resigned. He is now with the Cleveland Leader.

C. H. Jenks, formerly of the Cleveland News, Akron Beacon-Journal, and Duluth News-Tribune, is back in Detroit. Jenks is now engaged in the grain business, with headquarters here.

CHICAGO.—Frederick Palmer, the noted war correspondent, has been lecturing in Chicago during the past week. Local newspaper men have participated in several affairs given in his honor.

E. S. Beck, managing editor of the Chicago Tribune, is taking a three weeks' vacation. R. R. Jones is acting managing editor in his absence.

Preston Gass, of the Chicago Journal staff, has been conducting a large part of that paper's campaign against the recommendations of the Chicago Traction and Subway Commission, which recently made a report on the rehabilitation of the city's transportation service.

Alfred Lingle, reporter for the Chicago Tribune, was recently awarded a bonus of \$25 for "putting over" an exclusive story on the arrest of the man who is believed to have perpetrated the \$30,000 jewel robbery at the Chicago Art Institute.

Stephane Lauzanne, editor of Le Matin, one of the leading papers of Paris, was the guest last Saturday of James Keeley, editor of the Chicago Herald. Mr. Keeley extended to him the courtesy of the Herald's editorial columns, and M. Lauzanne contributed an editorial on "What France Expects of America," which attracted considerable attention.

William Evers, who is well-known among Chicago newspaper men, has gone to London to take charge of an advertising agency there. Mrs. Evers, who is a member of the art staff of the Chicago Tribune, will remain in Chicago for the present.

SAN FRANCISCO.—Harry Chandler, assistant general manager of the Los Angeles Times, has been passing a few days in the city.

Frank S. Baker, manager of the Tacoma Tribune, is here on a visit.

VISITORS TO NEW YORK

Amon G. Carter, Fort Worth Star-Telegram.

Ralph H. Booth, Booth Publishing Company, Detroit, Mich.

B. L. Bouse, Philadelphia Record.

M. C. Speldell, of the Piqua (O.) Call.

When you fall to buy right it is difficult to advertise right because you do not write the right copy. For effective publicity you must be right all along the line.—[Business Chat.]



The Syracuse Post-Standard has contracted for the Haskin Letter for 1917.

PERSONALS

(Continued.)

PHILADELPHIA. — G. Warfield Hobbs, who has been called one of the greatest of caption writers in the United States; for some years in charge of the pictorial section of the Sunday Public Ledger, and more recently night editor, has gone to the Baltimore Sun as Sunday editor and art director. The Sun began on January 28 to issue a new photogravure section, the first south of Mason and Dixon's line, plates for which will be supplied by the Alco-gravure Company, a branch of the American Lithographing Co., of New York, which furnishes similar work to the New York Sun and the Tribune, among others. Mr. Hobbs is a Maryland man, so it is simply a case of going home.

John Wanamaker, who has been indisposed, has gone to Palm Beach for a few weeks.

Gilbert V. Seldes, a Boston man, until last September on the editorial staff of the Evening Ledger, is sending from London articles on the war situation which are carried on the editorial page. He is also "interpreting American sentiment" for English papers, among them the London Athenaeum.

Howard Shelley, well known for his publicity work with the Metropolitan and Boston Grand Opera Companies, recovered finally from a recent operation, and has resumed his duties on the Inquirer.

Constance Drexel, said to be unrelated to the Ledger Drexels, is a recent addition to the staff of that paper. She has a French mother, and has seen service as a war nurse.

Samuel L. Laciari, some years ago on the Press, and until recently one of the editorial staff of the Ladies' Home Journal, is the new city editor of the Public Ledger. For three years he was one of the first violinists in the Pittsburgh Orchestra, and last year conducted the Curtis Orchestra.

Tom Daly, Colymist of the Evening Ledger, has been critically ill with pneumonia, but has recovered, to the relief of his many admirers. After he began to improve, the Ledger composing room sent him a bunch of flowers with a fake column, framed in mahogany, which they dubbed a "Cheer-up Column." Topping the "pleasant plinth," to quote Daly, was a series of verses, labelled "Out of Danger," containing the loving, if brickbatty refrain:

"But we're all glad you're well again
So you can give us hellagain."

Irvin Cobb spoke at the dinner of the Philadelphia bankers at the Bellevue-Stratford the other night.

Sir Herbert Tree, who is now playing Cardinal Wolsey in this city, showed a reporter the other day a cablegram from Lord Northcliffe, asking for two articles of 2,000 words each on his American impressions. He interviewed Cardinal Gibbons in Baltimore, and told his visitor what pleasure he found in "reporting" and in writing books.

Tom Daly tells a good story on Dr. Talcott Williams, whom he refers to as "an American encyclopedia that we used to have in this town." Once some rascally plotters framed up a "plant." They crammed their craniums with facts on grass cultivation, and at the right moment started a discussion. To their confusion, he not only held his own in the conversation, but told them of a curious grass in South America of which, for all their reading, none of them had ever heard.

George O'Brien, assistant night city editor of the Public Ledger, has gone to Moore Haven, Florida.

Boston Journal's New Head

Dr. E. H. Gruening, the new managing editor of the Boston Journal, is a graduate of Harvard College, '07, and of Harvard Medical School of the class of '12. He left medicine to go into newspaper work, starting with the Boston American. He was there for one year as reporter, and left to go to the Herald. In two years he passed through the successive stages of reporting, rewrite, and copy-desk editing. He then became assistant editor, writing editorials. At the outbreak of the European war he was acting city editor of the Herald. He then became managing editor of the Traveler, which is the evening edition of the Herald. He remained there for two years and then joined the Journal

State Job for E. S. Lewis

E. S. Lewis, president and editor of the St. Louis Star, has been appointed Excise Commissioner of the city of St. Louis by Gov. Gardner. Lewis has accepted, and has resigned from the Star Company, both as president and editor, in order to give his entire time to the office. It is one of the choicest appointments at the Governor's hands, and Mr. Lewis's friends are congratulating him upon his selection. The Star was a strong supporter of Gov. Gardner, both in his race for the Democratic nomination and later for the Governorship. Lewis's successor on the Star has not yet been announced.

Veteran Elected President

At the second annual meeting of the Providence (R. I.) Journal Quarter-Century Club, on January 30, the following officers were elected: President, Henry R. Davis; vice-president, A. Martin Crowell; secretary, Henry N. Burrett. This Club has more than forty members, all of whom have been with the Providence Journal more than twenty-five years. Mr. Davis joined the paper in May, 1854, as a carrier. He was made secretary and cashier in 1835. He is believed to be the oldest newspaper man in the United States.

Past Presidents' Night

Twenty-one past presidents of the Milwaukee Press Club were honor guests at the annual past presidents' night celebration in the clubrooms last Tuesday night. Movies and vaudeville were followed by a luncheon. The honor guests were James Langland, Col. J. A. Watrous, James T. Bannon, Herman Bleyer, Julius Bleyer, C. W. Emerson, J. G. Gregory, G. F. Kerr, W. A. Bowditch, Dan B. Starkey, Galbraith Miller, jr., J. W. Gannaway, George C. Nuesse, George Lounsbury, O. H. Morris, Charles Dean, W. L. Distlehorst, and John R. Wolf.

E. B. Moon's Plea for Newspapers

Addressing the joint convention of the Missouri Retail Hardware Dealers and the Mississippi Valley Implement and Vehicle Dealers' Association in St. Louis this week, E. B. Moon, a manufacturer, said: "Use the newspapers for advertising. Be fair and just to them. Do you know that they are fighting your battle by preaching the gospel of community development and the buying-at-home idea?"

Sayre Joins Ambulance Corps

H. C. Sayre, space buyer at Sherman & Bryan, Inc., has resigned his position in order to volunteer for ambulance service with the American Ambulance Hospital at Neuilly-sur-Seine, Paris, France. He expects to spend six months abroad, returning to this country in the early fall.

Murphy in Business for Himself

George A. Murphy, formerly publisher of the Grand Rapids News, has opened an advertising office in the Association of Commerce Building in Grand Rapids. Among the other pieces of copy he has just completed, is a beautiful book in anticipation of the reunion of DeWitt Clinton Consistory and coordinate bodies, of the West Michigan jurisdiction of Scottish Rite Masons, which body convenes February 20 for a three-day session. The book is being used as the notice for the meeting, contains thirty-six pages, with portraits of men prominent in the Scottish Rite work, and photos of the interior of the Masonic Temple. He also has in course of preparation a Shrine book, along the same lines.

Art Critics Formed Jury

Mrs. H. C. Nelson, art critic for the New York Globe; Elizabeth Luther Cary, of the New York Times; E. A. Rockwell, of the Brooklyn Eagle; Robert J. Cole, of the Evening Sun; Gustav Kobbe, of the New York Herald; W. G. Bowdoin, of the Evening World, and James B. Townsend, of the American Art News, constituted the jury of award for the Alexander M. Hudnut prize of \$200 for the most meritorious water color painting in the fiftieth exhibition of the American Water Color Society, which opened at the National Arts Club Galleries on February 1. The prize-winning picture was entitled "Snowy Roofs," and was painted by Sidney Dale Shaw, of New York.

Twist Going Around the World

Stanley H. Twist, well known in advertising and publishing circles, will sail from New York for London, England, on the American liner St. Paul, on February 10, on the first lap of a trip that will carry him around the world. Mr. Twist's primary object is to make an intimate, first-hand study of the commercial conditions, methods, and possibilities in the countries which he plans to visit. His itinerary will include England, South and East Africa, India, Ceylon, Burmah, Java, Sumatra, Malay Peninsula, Siam, Cochin China, Hongkong, China, Japan, the Philippines, Australia, New Zealand, Tasmania, Fiji Islands, Hawaii, and other points in the Far East and Oceania. During his travels he will correspond for a syndicate of newspapers in this country.

Dowd Ad Agency Absorbed

On February 1 the Arkenberg-Machen Advertising Agency of Toledo, O., took over the business of Charles Fuller Dowd, of the same city. The name of the agency has been changed to the Arkenberg-Machen-Dowd Company, and will have offices in the Produce Exchange Building.

Now Run Waco (Tex.) News

E. S. Fentress and Charles E. Marsh, until recently business manager and editor, respectively, of the Des Moines (Ia.) News, have acquired control of the Waco (Tex.) Morning News, and on February 1 they assumed the same positions on their new acquisition. They have disposed of their stock interests in the Des Moines News and will devote their entire time to the Waco News. Mr. Fentress was for eight years business manager of the Des Moines News, while Mr. Marsh has been editor, not only of the News, but also of the Cleveland Press, Akron Press, and Cincinnati Post.

The Boston Evening Record and Boston Daily Advertiser

take pleasure in announcing that

I. A. KLEIN

will represent them in
New York
beginning February 1st.

During the month of January the **Record** more than doubled its local advertising as compared with January 1916 and the **Advertiser** made a gain of eighty-three per cent in financial advertising.

THE RECORD FOR 1916

IN DANVILLE, ILLINOIS

The continued supremacy of

THE COMMERCIAL-NEWS

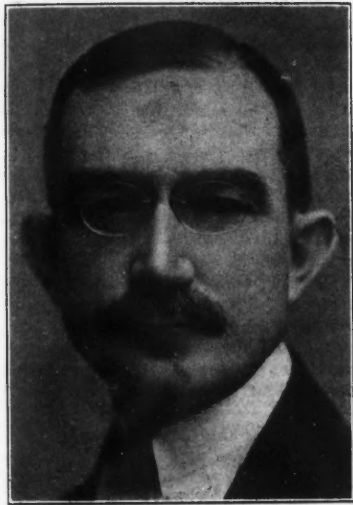
in its field is again demonstrated by the record for 1916, just as has been the case year after year, without interruption, ever since the founding of the paper in 1903 by the consolidation of The Commercial and The News. That this paper is the leader over its competitor, both at home and abroad, both among local advertisers and general advertisers, is proved by the statistics. Following is the record of Danville's two daily papers in advertising for 1916:

	Local Lines	Foreign Lines	Total Lines
Commercial-News	3,089,954	1,138,018	4,227,972
Press	1,578,306	488,292	2,066,598
Commercial-News' Lead	1,511,648	649,726	2,161,374

ESTABLISHED FIRST AD AGENCY IN DIXIE LAND

Col. St. Elmo Massengale Has Accomplished at Forty What Many Men Fail to Do in a Lifetime—Energy and Honesty Have Won for Him His Notable Success.

St. Elmo Massengale, head of the Massengale Advertising Agency, of Atlanta, Ga., leader in advertising circles in Dixie, is a successful business man, who not only qualifies according to the best traditions of the South, but also of the North. He runs true to Southern form in that he is a colonel,



COL. ST. ELMO MASSENGALE.

and a genuine colonel, at that, entitled to wear the gold braid of the Governor's staff, and a sabre eighteen feet long, if he wants to. He measures up to the traditions of the successful business man of the North, for the reason that he began his brilliant career in no more exalted position than that of an office boy. "So there you are.

Mr. Massengale was born in Warren County, Georgia, forty years ago. He never had much "book learning," for it became necessary for him to quit school when he was still very much of a youngster and go to work. He did have, however, a great deal of old-fashioned "bay horses sense" and a keen vision for the future.

Along about the time that Henry Grady, Joel Chandler Harris, and Wallace Reid were in their prime, St. Elmo Massengale became an office boy on the Atlanta (Ga.) Constitution. He later became connected with the Christian Advocate, and then solicited advertising for a number of religious publications. For a while he published a religious periodical.

His next venture was an advertising agency. That was about twenty-one years ago, and his agency in Atlanta was the first advertising agency ever established in the South and is to-day the most brilliant exponent of expert advertising doing business in Dixie.

EDUCATOR IN PUBLICITY.

He is not only an advertiser, but is advertised, though the latter fact came to be without effort on his part to create it. The fact is that Mr. Massengale has spent fortunes in advertising and has saved comparatively little for himself. He early set for his ambition that of an educator in publicity, and he has ever since been educating the South in how to advertise. All the money he has ever made has gone to this end.

Within the last year he has spent for

Southern newspapers and other public-spirited institutions, including himself, upward of \$35,000 on the Literary Digest and other publications, setting forth the great advantages and resources of Dixie. He has devoted himself untiringly to advertising the South, and has made a great success of it. His work in this particular, as in all of the many developments and enterprises with which he has been connected, has been gratis.

When Governor Nat E. Harris made his successful race for Governor, he selected Mr. Massengale as his campaign manager. Unsolicited came to him the secretaryship of the Georgia Democratic Executive Committee. He was appointed a lieutenant-colonel on the Governor's staff.

STATE RECOGNIZES ABILITY.

The most recent honor which has come to Mr. Massengale is a place upon the Western & Atlantic Railroad Commission, a body of only five men who are entrusted by the State with the problem of making an advantageous lease of the Western & Atlantic, a \$20,000,000 property owned by the State of Georgia, whose present lease expires in 1919.

Mr. Massengale, however, says he does not like politics and is willing to worry along with the share of honors which he has already received from this source.

Between closing big advertising contracts, leasing the Western & Atlantic Railroad, helping to run the Ad Men's Club, the Rotary Club, the Democratic party in Georgia, the Shriners, and about a dozen other Masonic and other fraternal orders, to say nothing of the Atlanta Chamber of Commerce, the Georgia Chamber of Commerce, and other civic organizations—in his spare time between attending to these few trivial details of a day's work, Mr. Massengale finds time every once in a while to slip away to Florida on a fishing trip. And they do say, that of all the things that Mr. Massengale does well, fishing is the best thing he does! Tarpon is his specialty.

He is handsome and a good dresser. Also, he is married and has three fine-looking daughters and a son, who is following right along in the tracks of his dear old dad.

FOREIGN TRADE CONVENTION

Many Well-Known People Attend Three Days' Session at Pittsburgh.

The Fourth National Foreign Trade Convention, in Pittsburgh, attracted to it many representative trade-paper and magazine writers.

Melville E. Stone, general manager of the Associated Press, was unable to attend, but his paper was read by James Carson, recently returned from a tour of South America. Mr. Stone's paper told of the insidious manner in which the newspapers of South America, none of which are American, use their power to foster the belief in the minds of the people that the United States bears an imperialistic attitude toward Latin countries.

Henri Pierre Roche, a newspaper correspondent of the Le Temps, of Paris, was sent to Pittsburgh to cover the Foreign Trade Convention. He sent more than 1,000 words daily by cable to his paper.

The only woman delegate was Miss Jane Carroll, who represented the League of Advertising Women of New York, an organization of about fifty members. Miss Carroll made a telling speech on foreign trade advertising and was warmly congratulated.

THE INTERNAL PROBLEM OF STORE ADVERTISING

Miss Susan J. Patrick Held the Keen Attention of Old Men in Cleveland by Her Address at Departmental Meeting—Based Her Observations upon Experiences.

"The Internal Problem," an address delivered by Miss Susan J. Patrick, advertising director of the Halle Bros. Company, Cleveland, O., before the retail advertising department, Advertising Affiliation, on January 27, in Cleveland, bristled with up-to-date thoughts. Among other things, Miss Patrick said:

"The underlying thought in the organization of all department stores is more or less uniform, and, on this account, the broad principles will remain the same.

"The organization of an advertising department is the machinery which handles the work. The machine may be antiquated or old-fogyish, and the product, as it is turned out through the various channels of publicity—newspapers, printed matter, and letters—will bear the stamp of the machine which made it.

"On the other hand, the machine may be up to date and constantly being improved, not having added all the frills and inventions brought out by fantastic minds which oftentimes prove to be a hindrance to good work, but having applied those things which the serious student believes necessary to its smooth working.

"So it is with an advertising department. If the machinery of any business is not subservient to the dominating thought that work cannot be carried on without friction, and consequently without great loss of motion. Without organization and without system, an advertising department is constantly in a state of turmoil.

MISTAKES SHOW BAD SERVICE.

"A mistake in advertising, as you all know, is not difficult to find. Everything comes to the light, and not only are these a source of intense irritation to the advertising manager, but they are glaring examples of bad organization and bad service on the part of the establishment which vouches for them.

"The impetus for the ad must be derived through the merchandise. This should be of particular interest to the purchaser, either from the point of view of style, of necessity, or of price.

"First-aid advertising is suicidal. By this I mean that when, through circumstances, business is poor in a particular department, we try to apply first-aid principles, taking something which may be suffering through the vicissitudes of style, and trying, by extensive publicity, to revive it. The chances are very slender for its recovery.

"Not the least important is that phase of the internal problem, which deals with giving publicity within our own organization to our advertisements.

"Within the store, the effect of publicity upon our sales force cannot be overestimated. I believe that fifty per cent. of the good of an ad is accomplished by keying up our own people, and making them enthusiastic.

"I have known it to happen more than once that a buyer has prepared for an ad, the ad has been written and O. K.'d, and, for some reason occurring at the last moment, it has been withheld from the papers. Upon asking the salespeople and the buyer at the end of the day, I have frequently been advised that the results of the sale (the adver-

tisement for which, you understand, has not been given to the papers), were most satisfactory."

DINED BY PAPER-MAKERS

Mississippi Valley Publishers Receive Allotments at Minneapolis.

E. W. Backus, president, and other officers of the Minnesota & Ontario Power Company, entertained thirty Mississippi Valley newspaper publishers at a luncheon in Minneapolis on January 27. The company controls one of the largest paper mills in the world, at International Falls, Minn. Tonnage allotments were made, and the publishers, all of whom are customers of the power company, were notified of the prices that would probably prevail this year. Long-time contracts were refused, owing to the uncertainty of the market. Large and small publishers, it was agreed, would share in proportion to their needs.

Lafayette Young, jr., of the Des Moines Capital, acted as spokesman for the publishers. Among those at the meeting were Tams Bixby, Muskogee (Okla.) Phoenix; J. H. Simon, Sioux City (Ia.) Journal; Henry J. Allen, Wichita (Kan.) Beacon; E. P. Adler, Davenport (Ia.) Times; E. Lansing Ray, St. Louis Globe-Democrat; Marcellus Murdock, Wichita Eagle; J. A. Griest, Topeka Capital; Victor Rosewater, Omaha Bee; L. T. Golding, St. Joseph (Mo.) News-Press, and W. Alsopp, Little Rock Gazette. Most of the party came from the conference in Chicago.

Courage and kindness are two important stones in the building of all business success—courage to overcome our own troubles and kindness to the other fellow we find in trouble.—[Business Chat.



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"JIMMY COON" STORIES

Here is a new series of children's stories with a new idea. The new idea is *action* and plenty of it.

Dr. Warren G. Partridge who writes these stories says he believes that children like action. Even girls like stories in which something happens. When kiddies hear these new, wholesome Partridge stories they will jump up and down and ask "What did he do next?" and "Then what happened?"

Is your present series of children's stories getting old and slow-going? Then why not send for a sample week of "Jimmy Coon" and see if you don't want to substitute?

Do you know all that you should about this big, all-around, sensible syndicate and its large line of excellent features?

THE GEORGE MATTHEW ADAMS SERVICE

8 W. 40th ST., NEW YORK

PRESS ROOM WASTES AND SALVAGE PRICES

Percentage of Loss in the Average Roll of Print Paper, Under Normal Conditions, and the Amount for Which the Spoiled Stock May Be Sold to Dealers—Actual Waste in Dollars and Cents.

Investigation of press-room waste of news print, so far as metropolitan newspapers are concerned, establishes a given percentage under ordinary conditions, when the grade of the paper is about the same:

Wrapping paper waste.....	.018
Stripping005
Miscellaneous002
Printing waste017
Core waste003

Total

The wrapping paper refers to the roll cover; the stripping, to the necessary waste in taking sufficient paper from the roll to start the process of "threading" the press; the miscellaneous, to breaks and the like. The printing waste refers to papers destroyed in printing, and the core waste to the amount left on cores beyond which it would be unprofitable to attempt to save it, either because time would be lost in running or otherwise.

The stripping waste is necessary, because of slight damage to the outer portion of the roll, the edge of which must be split slightly, in shipping.

There are other wastes, however, that sometimes add to the percentage, such as car damage. This may be because of a faulty roof, and the consequent moistening of a roll in transit, should the shipment come through a storm area; or damage caused by bolts in the car, which may break through the protecting wrapper, and injure the news print. If the first inch of the roll, which will yield more printed copies than any other, is wet, it is useless and must be stripped, and will amount to from 10 to 12 per cent., for which, of course, the transportation company would be to blame.

Changes in weather affect paper. If the atmosphere is dry and hot, a roll is likely to split more easily on the edges, become brittle and cause annoyance in the press room.

OTHER TROUBLES.

Then there are mill troubles, such as bad pasters or splices, where a break occurs in manufacture; badly wound rolls, where the paper is tighter on one end of the core than the other; corrugations, where there happens to be a crease or a number of them, making a tear or break more liable. Calendar cuts refer to longitudinal cuts in the paper. Ribbons, where small slivers or pieces of paper are wound in the roll, become attached to the ink rollers and cause a "choke." Slime holes, which show depressions in the roll, caused by the paper being thinner at one point than at another. All of these faults affect the smooth running of the press. If a roll is badly handled, and is split on the outer edge, it must be cut back, crescent shape, sometimes in several places, in order to pass the angle bars, otherwise it is likely to break. The first inch of the outer portion of a roll contains about 10 per cent. of the yardage of a 1,000-pound roll, and about 12 per cent. of a 1,200-pound roll, because of its greater circumference, hence the importance of trying to save it. Failure to do so runs up the waste.

Part of the loss may be salvaged in the sale of the waste, which varies with

the locality, and is dependent, to a large extent, on the distance from the newspaper to the mill. Generally speaking, however, at Eastern points, waste paper will bring about the following prices, f. o. b. shipping point:

White waste, per ton.....	\$40
Wrappers—per ton.....	\$17 to 22
Folded, printed papers, per ton....	22
Mixed paper, per ton.....	17

The actual waste, in dollars and cents, is the cost of the original stock, less the price for which the waste is sold, and the expense of preparing and marketing it. A better price is obtained where large amounts are sold to dealers, who can load a car from one newspaper, than if it is disposed of in small quantities.

BUFFALO LIKES TWO-CENT PAPERS

Small Losses in Circulation, Due Chiefly to Elimination of Return Privilege.

Publishers in Buffalo are well pleased with the results from the drastic changes inaugurated by them on December 1. They feel that within six months from the date on which the changes were made that they will have more than recovered the slight losses occasioned, and will be in a much better condition in every way than before.

On December 1, the papers in Buffalo not only raised their price to 2 cents per copy, but also went on a non-return basis to everybody. The return privilege had been greatly abused, and this change had more to do with the drop in circulation than the raise in price. The report of a man close to the situation shows that, despite this condition, the loss in circulation on the Buffalo News was not within 2 per cent. of what was expected, and it is understood that the other papers report the same. Duplication of circulation also accounted for some loss. The News reports that for the first two weeks the street boys' sales showed a reduction of but 291 copies a day. The greatest losses are reported from the country, owing to the agents discontinuing a larger number of papers than they should have, on account of the establishment of the non-return idea. They were afraid at first they might have some unsold copies on their hands, but as they have increased gradually, it is believed that they are getting more confidence in the sales. Advertisers also reported their pleasure at the change, being particularly well pleased with the loss of duplication and of unsold copies.

Newsie Saved Two Lives

Horace La Bissioniere, carrier for the St. Paul Dispatch and Pioneer Press, and all-around athlete, carried a man and woman out of a burning house at the risk of his life a few days ago. The boy made two trips up a back stairway amid dense illuminating gas and smoke which had rendered the man and woman unconscious.

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

AUTOMATIC NEWSBOY SHUNS COUNTERFEIT

Newspaper Vending Machine Invented by a Boulder, Col., Man, that Works Overtime Without Complaints, Detects Counterfeit Coin, and Keeps Accurate Account of Money Received.

A newspaper-vending machine has been invented by J. C. McBride, the Boulder agent of a Denver newspaper. Realizing the difficulty in getting boys to sell papers during school months,



J. C. McBride.

and the fact that the percentage of people who read a paper at a stand and pass on without purchasing is large, he devised a machine to overcome one trouble and exact payment in the other case. The machine was tried out first at the depots, where a large number of people take trains to Denver every morning, with the result that excellent sales were recorded. The Automatic Newsboy works in all kinds of weather, displays part of the first page of the paper, and releases it when a coin is dropped in the slot. The stands are convenient in size, and may be easily moved from place to place. If it is not profitable at one point, it may be transferred to another, and, after a few days, it is possible to fairly estimate the number of sales possible, and load

the machines for the approximate requirements. One regular boy can attend to fifteen or twenty machines. The paper delivered by the Automatic Newsboy is always clean, and is never worn on the edges.

Mr. McBride invented his machine in 1911, when he was agent for the Denver Republican, and since then he has perfected a number of details that makes it popular among every-day purchasers, who do not have to whistle for the newsie, wait until he argues it out with another boy, or count his change. Rain or shine, the automatic fellow is always on the job, keeps an accurate account of his collections, and makes his returns tally with the number of papers taken out.

The automatic boy delivered a terrible blow to the man who likes to get his news free—who moves from stand to stand, absorbing knowledge from the different pages, and blocking the way of men who want to pay cash. The fellow who formerly got his news for nothing now has to put his nickel in the slot or get it by reading the paper over the shoulders of a fellow passenger—or waiting until he hears a couple of men discuss the latest from the European fronts, and so on.

The Automatic Newsboy is a very intelligent fellow. He knows green goods on sight, for he returns spurious coins, slugs, and dimes. The machines are made to release papers for one cent or a nickel—or two pennies.

For the Carrier Boys

"The Morning Post Junior" has made its appearance in Jameston, N. Y., the first number appearing on the occasion of a banquet given to the carrier boys of the Post by the management. The boys all received membership tickets in the local Y. M. C. A.

*All Philadelphia Records Broken
All American Records Broken*

by The Evening Telegraph, Philadelphia, in percentage of paid advertising gains, during 1916. The monthly gains made by THE TELEGRAPH:

Jan.	14%	July	88%
Feb.	5%	Aug.	119%
Mar.	67%	Sept.	124%
Apr.	88%	Oct.	103%
May	111%	Nov.	90%
June	91%	Dec.	66%

100% Clean—100% Fair—100% Trustworthy

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

are an indispensable adjunct to every business. If you have never used them, write for information and terms to-day.

HENRY ROMEIKE, INC.,
106-110 Seventh Ave. New York City

WAR

Your readers want best information from the biggest men in this world crisis.

Write or wire for rates.
National Editorial Service, Inc.,
225 Fifth Ave., New York.

USE
UNITED PRESS
FOR
Afternoon Papers

General Offices, World Bldg., New York

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
(ON TIME ALL THE TIME)
POWERS PHOTO ENGRAVING CO.
Tel. 4224-4 Duane

CIRCULATION REVENUES PAY FOR DISTRIBUTION

Superior (Wis.) Telegram, a Two-Cent Paper, Makes Income from Sales Cover All Overhead Expense of Department—Increased cost of News Print Covered Through Conservation.

P. L. McCrary, circulation manager of the Superior (Wis.) Telegram, writes to THE EDITOR AND PUBLISHER an account of the methods through which he makes the circulation department of that paper self-sustaining:

"I read THE EDITOR AND PUBLISHER very closely every week, because it contains so much of interest to circulation men. For that reason the article in the issue of January 27, written by W. F. M., under the caption of 'Figuring Circulation Costs,' did not escape my attention.

"I was particularly interested in the latter part of W. F. M.'s story, in which he said: 'We hear so much about a circulation department paying its way in the publishing business.' I, of course, realize that W. F. M. refers particularly to 1-cent papers, and by that I believe he means papers that sell for 1 cent to the reader. While I do not know of any 1-cent paper the circulation revenue of which pays for the white paper used, I do know of at least one 2-cent paper where the circulation revenue pays all overhead expense in connection with the distribution—the Superior (Wis.) Telegram does that very thing. The revenue from our circulation pays the costs of white paper, mailing costs, salaries of all employees of the circulation department (including mailing-room force), wrappers, paste, twine, rope, etc., and also miscellaneous expense in connection with distribution.

"I admit that the past year is the first year we have been able to show such a remarkable record, but we have been working up to the point gradually where our circulation would be 'self-sustaining,' and by that I mean a circulation which pays all the costs of distribution.

SHOWS A SURPLUS.

"The Telegram averaged fourteen pages for the year 1916; the subscription price is \$3.00 a year by mail and 40 cents a month by carrier. We sell to carriers at 85 cents per 100 copies, to newsboys at 1 cent per copy, and we derived enough revenue from these prices to cover all costs enumerated; and we are able to show a surplus, with which we purchased an automobile for the use of one of our travelling men in covering R. F. D. routes this coming summer. If there are any other circulation managers on papers published in towns the size of Superior (45,000 population) who can show as good a record, I would be very glad to hear from them, and no doubt many readers of THE EDITOR AND PUBLISHER would also.

"The increased cost of news print has not been much of a problem to us as far as meeting the increased cost is concerned, for the reason that we raised our subscription price by mail more than a year ago, and we did not lose circulation; on the contrary, the audit just made by the A. B. C. auditor shows that we have had a very good increase in circulation at the higher subscription price, which leads me to think that the subscriber puts the same value on a publication that the publisher does himself. If the publisher sells his paper at \$2.00 a year, the subscriber thinks that is all it is worth—that is a natural consequence.

"We utilize every pound of waste for some purpose, until we have reached the

point where we have no waste. That seems like a contradictory statement; nevertheless it is true, for we are making all waste pay for itself; and, in some instances, bring a profit. Our entire circulation department is being managed on a scientific basis: service to the subscriber is our watchword, and that has been the biggest factor in building up a paid circulation. We are successfully invading the field heretofore held by the larger city dealers south of us, and getting more money for our paper than some of those same larger city dailies are.

"I use a blank report form, which I fill out at the end of each month and lay on the business manager's desk. This report is in concise form, and it gives the business manager a comprehensive knowledge every month of just how the circulation is running, whether up or down; whether there has been an increase in circulation revenue over the previous month or a decrease."

CIRCULATION MANAGERS TO MEET

New England Association Will Convene at Providence Next Month

The second meeting of the New England Association of Circulation Managers will be held at the Naragansett Hotel, in Providence, R. I., on February 14. Notices to this effect have just been sent out by H. M. Wheeler, secretary-treasurer of the organization.

This Association was organized January 10 at a meeting held in Springfield, Mass. Representatives of newspapers in Connecticut and Massachusetts, together with three guests, were present to the number of 25, and at this meeting a tentative organization was formed. After talking over the advantages of the idea, an adjournment was taken to a later date, and to this meeting circulation men from all newspapers in New England have been invited. Among other things to be decided on will be the membership fee and the question of how often will the Association meet.

NO ADVANCE IN NEW YORK

Newspapers of Manhattan Not to Increase Retail Price to Two Cents a Copy.

A committee of Philadelphia publishers, consisting of Col. James Elverson, William Simpson, C. H. K. Curtis, E. A. Van Valkenberg, and M. F. Hanson, met with the members of the New York Publishers' Association Wednesday, and suggested that the newspapers of this city consider the matter of raising the retail price of their papers from one to two cents. No action was taken, it being stated that one New York newspaper refused to consider the proposition.

A suggestion was made that the Philadelphia newspapers change the wholesale rate of their Sunday editions to equal that charged by the papers of Manhattan, but no action was taken.

Public Ledger's Circulation Stunt

The Philadelphia Public Ledger has sent out a large number of letters to individuals throughout the city, offering them a free subscription, minus Sunday, for six months, without any strings. The cost of this circulation feature is being met by Cyrus H. K. Curtis, and the idea is that after a person has read the Ledger for that time he will be a thorough convert. It is said that other papers in the city are not taking at all kindly to the plan. The Ledger benefits considerably by the new two-cent rule, since it involves no change in the old price.

Trained Readers

The readers of The Evening Mail expect it to have advertisements in it. They don't resent its presence; they demand it.

They have been trained for years to expect from The Evening Mail a real *Service* by having in it the advertisements that will help them to buy the necessities and luxuries of life.

Ask any woman of means in New York which paper she consults to see the offerings of department stores and specialty shops, and she will answer, "The Evening Mail."

Ask any well-to-do man in New York which paper he consults for automobile or financial advertising. He will tell you, "The Evening Mail."

All of our readers consult The Evening Mail for all of their wants. They have been trained to read the advertising and use its service just as much as they have been trained to know that we print the News and the Goldberg cartoon and the Financial pages, and our other features.

When you buy space in The Evening Mail you don't have to speculate as to whether your advertising will be read. *It will be read.* If your goods are right, they will be bought.

That is the *reason* why, after gaining nearly a half million lines of advertising in 1916, we start off 1917 with the following record:

Gains in Advertising for January

(Figures by New York Evening Post)

Columns

The Evening Mail	Gained	412
The Evening Sun	Gained	240
The Evening Post	Gained	155
The Globe	Lost	36

SIX HUNDRED AD MEN FROM THIRTEEN CITIES

(Continued from page 16)

ery dealer in touch with what was being done in advertising. Every dealer was informed when and where and what ads would appear. Mr. Lamiell said that the failure of national advertisers to think more about the retailer, was a serious defect in many national advertising campaigns.

Finley H. Greene, of the Matthews-Northrup Works, Buffalo, acted as chairman of the graphic arts departmental. Open discussion of two topics were held, the evils of speculative work by craftsmen and how coöperation on part of advertisers saves his money and pays craftsmen a better profit.

An excellent illustrated lecture on "Light and Shade and Their Application," by Dr. M. Luckiesh, of the Nela Research Laboratory, National Electric Lamp Association of Cleveland, closed the morning sessions.

The Saturday afternoon session was known as a "Ginger Meeting," and it was all of that. Martin L. Pierce, vice-president of the Ad Craft Club of Canton, acted as chairman. R. O. Eastman, former advertising manager of the Kellogg's Toasted Corn Flake Company, spoke on "Getting on Top of the Job."

PRACTICAL IDEALISTS NEEDED.

"We advertising men do not know the meaning of efficiency," said Mr. Eastman. "We try this and we try that, and we stay here a little while and then we go there. What we need is something to steady us, to keep us in one place for a period long enough so that after a while we may know something definite about advertising. The advertising agency man says that accounts may come and accounts may go, but we go on forever. What we need in advertising to-day are men on top of their jobs. We need practical idealists. We need men with vision who know how to apply what they see and what the rest of us do not. We advertising men must look ourselves in the face and take stock. Our problems are serious ones, and now is the time to learn something definite and specific about our business."

Charles W. Mears, advertising manager of the Winton Motor Company, continued in the same strain with a talk on "Advertising Wobblers."

"We need stability in advertising," said Mr. Mears. "Any man can go into an office of an advertising agent and can intimate that he knows that the agent has just lost a client. Seventy-five per cent. of an agent's accounts may change overnight.

"The principles of advertising must be defined. We must know where we are going, what we are going to do after getting there, and how we are going to do it. It can't be this to-day and that to-morrow. Advertising must be placed on a more substantial basis."

Mr. Mears said that the movement for truthful advertising must include the advertising agent, and said that when an agent plays any part in fraudulent advertising, that agent's name should be made public and the facts made known.

Herbert S. Houston, president of the Associated Advertising Clubs of the World, who followed Mr. Mears, took exception to the papers read by both Mr. Eastman and Mr. Mears. He outlined what the advertising club movement was doing for better and firmer and more stable advertising. He said

that the Associated Clubs had no intention of protecting the agent who was guilty of placing questionable advertising. Mr. Houston declared that advertising compared with such professions as law, medicine, and theology, was new, and that, by its very nature, was not tangible and could not yet be reduced to definite principles. Mr. Houston said that he believed that advertising was becoming more firm, and that genuine progress was being made every day.

Mr. Houston told of the plans being made for the June meeting of the Associated Advertising Clubs of the World, to be held in St. Louis.

Edwin S. Babcox, advertising manager of the Firestone Tire Company, of Akron, also took exception to the papers read by Mr. Mears and Mr. Eastman. Mr. Babcox declared that advertising and salesmanship were almost identical, and that advertising was rapidly becoming stable and was getting upon a firm, substantial basis. Mr. Babcox said that the trouble with most advertising clubs was that they were too exclusive, in that they failed to invite to their rooms the employer and the owner, the man who, in most instances, has the last word in advertising.

SIX HUNDRED AT BANQUET.

Six hundred men and women sat down to the banquet table in the Hotel Statler Saturday evening. Two hundred more were in the balconies. Enthusiasm was ceiling high. Everybody was happy to be present. Clinton G. Fish, president of the Advertising Affiliation, called the convention banquet to order. He first read a memorial to Edwin A. Walton, vice-president of the Association of National Advertisers, and advertising manager of the Burroughs Adding Machine Company, who died in Spokane, Wash., January 21.

Mr. Fish announced that the "Sam" Club, of Syracuse, had been awarded the membership cup, and also the prize Victrola awarded to the club coming to the convention the longest distance with the largest number. Mr. Fish announced, also, that the next meeting of the Affiliation would be held in Syracuse in October of this year. The new president of the Affiliation, R. V. Mitchell, of Canton, was then introduced to the throng. Mr. Mitchell described himself as the youngest man in the youngest member club of the Affiliation. W. P. Goodspeed, the first vice-president, and N. M. Peters, the second vice-president of the new administration, also were presented to the delegates.

William J. Raddatz, president of the Cleveland Advertising Club, who acted as toastmaster, introduced Mr. Houston, of the Associated Advertising Clubs, as the first speaker.

Mr. Houston declared that the greatest question before business men to-day was the question of distribution. Because of a firm belief that that was true,

the Associated Advertising Clubs of the World at their June meeting in St. Louis would consider the problem of distribution.

"It will be a part of the business of the associated clubs to help this country market its goods," said Mr. Houston. "We intend to make systematic and comprehensive surveys of business problems and to use our resources and influence in giving genuine service to American business."

Dr. William Hammond Parker, professor of sociology at the University of Cincinnati, declared that one of the great discoveries of recent times was the discovery of the value of coöperation. Coöperation he defined as the conservation and concentration of energy. "Coöperation, the dream of the past, is to be the method of the future," said Dr. Parker.

John Kendrick Bangs, author and humorist, spoke as only John Kendrick Bangs can. He had his auditors holding their sides. Mr. Bangs described himself as an incorrigible optimist, and delivered a message of genuine good cheer. He said that the United States was being muckraked and attacked at home and abroad.

SECRETARY DANIELS SPOKE.

Hon. Josephus Daniels, Secretary of the Navy, was introduced as "Mr. Daniels, publisher of the Raleigh News and Observer." Mr. Daniels said that he accepted the invitation to talk to the Advertising Affiliation because he liked to be with the people of his own craft. "I am the managing editor of the navy, not the secretary," said Mr. Daniels. Mr. Daniels spoke eloquently of the patriotism of the American people and the work that this country is doing to build up an adequate defence.

The sessions closed at 11:30, and while every one was hurrying to catch trains, comment could be heard everywhere in praise of the Cleveland Advertising Clubs splendid hospitality. Allard Smith, chairman of the convention committee, was lauded by all.

At the afternoon business meeting included among the officers of the Affiliation elected were: J. R. Wilson, of Rochester, treasurer; S. A. Weissenburger, of Cleveland, secretary.

You do not have to be a college professor to write truthful advertising in good English.—[Business Chat.

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

Many special representatives who know through years of observation recommend

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

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

MAY INVESTIGATE CONSPIRACIES

More Power to Federal Trade Commission Proposed in Senate.

WASHINGTON, January 31.—The Federal Trade Commission is given power, under an amendment to the Webb bill, to investigate conspiracies, understandings, and agreements of associations enhancing the prices of commodities. The amendment reads:

"Whenever the Federal Trade Commission shall have reason to believe that an association or any agreement made or act done by such association is in restraint of trade within the United States or that an association either in the United States or elsewhere has entered into any agreement, understanding, or conspiracy, or done any act which artificially or substantially and unduly enhances prices within the United States of commodities of the class exported by such association, it shall summon such association, its officers, and agents to appear before it, and thereafter conduct an investigation into the alleged violations of law. Upon investigation, if it shall conclude that the law has been violated it may make to such association recommendations for the readjustment of its business, in order that it may thereafter maintain its organization and management and conduct its business in accordance with law. If such association fail to comply with the recommendations of the Federal Trade Commission, said Commission shall refer its findings and recommendations to the Attorney-General of the United States for action thereon.

The Boston Evening Record

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

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

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

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

The New Orleans Item

Largest Circulation of any Louisiana
Newspaper

Largest afternoon Circulation in the
entire South

(October Post Office Statement)

Sunday 68,942

Daily 55,365

FISHER WINS HIS FIGHT

Originator of "Mutt and Jeff" Secures Injunction Against the Star Company.

After litigation lasting through several months, Supreme Court Justice Greenbaum, of New York, has granted to Harry C. Fisher, the cartoonist, and to the Wheeler Syndicate, as Fisher's agents, the exclusive right to publish the "Mutt and Jeff" cartoons and to use those characters. Mr. Fisher has had the decisions of the courts with him through all the litigation, among other things that the Court decided, being that Fisher had the sole right to the words "Mutt and Jeff." It was still contended by the Star Publishing Company, which was litigating the matter with Fisher and the Wheeler Syndicate, that other artists might be employed to draw cartoons in imitation of Mutt and Jeff, but the Court now decides that they cannot.

Justice Greenbaum says in his opinion: "The only question reserved by the Court for determination was whether the defendant is to be enjoined from hereafter publishing cartoons drawn in imitation of Mr. Fisher's creations, 'Mutt and Jeff.' It seems to me that, viewing this question from a standpoint of unfair competition, there should be but one answer thereto, and that is that the publication of such cartoons would be calculated to deceive the public into believing that they were the genuine productions of Mr. Fisher."

In the judgment which has been granted in favor of Mr. Fisher and the Wheeler Syndicate, Inc., his agent, the defendant in the actions, the Star Company, is perpetually enjoined as follows:

(1.) From using the words "Mutt and Jeff" or the word "Mutt" or the word "Jeff" as a name or trademark for or in connection with the cartoons.

(2.) From publishing and from advertising and offering for sale and from selling any cartoons not drawn by Harry C. Fisher, which are, however, drawn in imitation of Harry C. Fisher's cartoons of the cartoon characters "Mutt" and "Jeff," and so like the "Mutt and Jeff" cartoons drawn by Harry C. Fisher as to be likely to deceive the public into believing the said imitation cartoons are Harry C. Fisher's genuine "Mutt and Jeff" cartoons.

HEARING IN LIBEL APPEAL

New York Herald Company Carries Case to State's Highest Court.

The appeal of the New York Herald Company from a decision of the Appellate Division, First Department, affirming a judgment of the New York trial term of \$10,000 in favor of Joseph Larocque, as damages for an alleged libelous publication concerning him, was heard by the Court of Appeals at Albany this week.

The suit grew out of the publication in the Evening Telegram, owned by the Herald Company, November 12, 1912, of a story stating that Joseph Larocque, of the legal department of the New York Central Railroad, had been arrested by a deputy sheriff in an action brought by Joseph G. Wilson to recover \$50,000 damages for the alienation of the affections of his wife. This item was furnished by the New York City News Association and was intended to refer to John Larocque.

The plaintiff learned of the story and telephoned to the manager of the news association and informed him of the error. A messenger boy was sent to the Telegram office with a correction,

but the paper had been printed before his arrival. Larocque alleged that the association, as the agent of the Herald Company, had time to telephone the correction before publication and was negligent in failing to verify the story.

The retraction of the story was not made until after the action was brought. The defence for the Herald Company was that the publication was made in good faith and the absence of malice. Robert W. Candier appeared for the Herald Company and Charles F. Brown for the respondent.

CORRESPONDENTS' CLUB DINNER

Celebrities Invited to Attend Annual Banquet in New York.

The annual dinner of the New York Correspondents' Club will be held at Reisenweber's on the evening of February 13. Among the club guests invited are: Gov. Whitman, Police Commissioner Arthur E. Woods, of New York; Irving J. Lewis, of the New York Morning Telegraph; F. E. Perkins, of the Boston Globe; Wendell Phillips Dodge, C. V. Van Anda, Edward Wallace Dunn, Frederick W. Burchall, J. Reisenweber, James McKinnin, Edward Zeigler, Edward Pidgeon, William Thayer, John Burke, and others. In addition to the above individual club members will have a great number of personal guests.

President Kemp, of the New York Correspondents' Club will be unable to preside at the dinner on account of a recent death in his family. The duties of presiding officer, therefore, will fall upon Vice-President R. Ronconi, correspondent of the Buenos Aires Prensa.

At a meeting of the Club, held this week, W. H. Walters, of the Cleveland Plaindealer, was elected to membership, as was Louis Reyes Spindola, correspondent of the Habana Herald de Cuba. Nearly every country in the world has been or is represented in the Club, but Mr. Spindola is the first Cuban representative the Club has ever had.

NEWS PRINT INQUIRY BEGUN

Missouri's Attorney-General Seeks Violations of Anti-Trust Law.

An inquiry into an alleged unlawful conspiracy to control the cost of news print paper was instituted in Jefferson City, Mo., this week by Attorney-General McAllister, who filed an action in the Supreme Court, resulting in the appointment of an examiner to take testimony as to whether the anti-Trust laws of Missouri are being violated by paper dealers doing business in Missouri.

Charles G. Reveille, of St. Louis, former Supreme Court Justice, was appointed examiner. McAllister stated that the investigation might become nation-wide in its scope, as he had authority to take testimony anywhere in the United States. He said it was probable the first hearing would be in St. Louis within the next two weeks. The Attorney-General has the power to compel the attendance of witnesses before the examiner at any place in the United States.

Sale of Star-Independent

The Commonwealth Trust Company of Harrisburg, Pa., has acquired the stock and purchased the Star-Independent of that city. There are many rumors going the rounds of the press that different interests have secured control through the trust company, but the officials of that concern refuse to either deny or confirm any of them.

80,000 New Jersey Homes

The Newark Evening News, a home-read, two cent, non-returnable newspaper, offers to reputable advertisers the prestige and influence of its columns in over 80,000 homes of Northern New Jersey—the richest residential section adjacent to the richest city of the country.

How thoroughly advertising value is analyzed and appreciated by both local and national business interests is demonstrated beyond quibble by the advertising record made during 1916 by the

Newark Evening News

10,460,010 Lines of paid advertising were published in one year, nearly a million lines gain over 1915. This is **3,096,429** Lines More than was carried by any six-day-a-week New York City newspaper.

Here is the comparison:

NEWARK EVENING NEWS	10,460,010	Mail	4,949,645
World	7,363,581	Evening World	4,923,310
Journal	7,085,606	American	4,657,140
Times	6,787,133	Standard-Union	4,476,651
Telegram	6,362,157	Post	3,790,898
Globe	5,921,522	Herald	3,461,743
Brooklyn Eagle	5,912,549	Staats-Zeitung	3,035,493
Evening Sun	5,721,399	Tribune	2,762,308
		Sun	2,523,936

Net Daily Sworn Circulation Average for 1916

80,260 Copies

Circulation gain for the past year **6,970 copies daily**

The Newark Evening News offers you through its advertising columns direct home newspaper circulation, which is the foundation of all successful publicity campaigns; also an opportunity to sell your goods to the best people in Northern New Jersey, the open door to over 80,000 homes whose purchasing power is as unlimited as your product, if it be a necessity or a luxury in those homes.

Increasing advertising patronage reflects increasing utility to advertisers

HOME OFFICE

215 Market Street, Newark, N. J.

EUGENE W. FARRELL

Advertising Manager and Assistant General Manager

General Advertising Representatives:
O'MARA & ORMSBEE, Inc.
Brunswick Building, New York
Tribune Building, Chicago

New York Local Representative:
FRANK C. TAYLOR
Brunswick Building, New York

TIPS FOR THE AD MANAGER

The Atlas Advertising Agency, 450 Fourth Avenue, New York city, is placing contracts and copy with newspapers generally for the Hessig-Ellis Drug Co., "Q-Ban Hair Color," Memphis, Tenn.

The Dollenmayer Advertising Agency, Lincoln Building, Minneapolis, Minn., is making 10,000-line one-year contracts with some Middle West newspapers for the Pillsbury Flour Mills Co., "Pillsbury's Flour," 301 Metropolitan Life Building, Minneapolis, Minn.

The Blackman-Ross Co., 95 Madison Avenue, New York city, is sending out orders to Southern newspapers for the Walter Lowney Co., "Lowney's Cocoa," Boston, Mass.

The Cowen Company, 50 Union Square, New York city, is placing copy with a selected list of newspapers for the Lorillard Tobacco Co., "Helmar," "Egyptienne Straights," cigarettes, Jersey City, N. J.

Geo. C. Batten, Fourth Avenue Building, New York city, is asking rates in newspapers in selected sections for the M. J. Breitenbach Co., "Pepto-Mangan," 53 Warren Street, New York city.

The Guy C. Whidden Advertising Agency, Widener Building, Philadelphia, Pa., is placing orders with newspapers in selected sections for the Great Valley Mills, "Buhrstone Water Ground Whole Wheat Flour," Paoli, Pa.

The A. P. Gardner Company, "R. & G." Pills, 208 Centre Street, New York city, is sending out orders to some New England and Pennsylvania newspapers.

The Greenleaf Company, 185 Devonshire Street, Boston, Mass., is making contracts with some New England newspapers for the W. S. Quimby Co., "La Touraine Coffee," Boston, Mass.

Ewing & Miles, Times Building, New York city, are placing orders with newspapers in selected sections for the Orangeine Chemical Co., Chicago, Ill.

The Johnson Advertising Corporation, 20 East Jackson Boulevard, Chicago, Ill., is handling the advertising of H. & H. Cleaner Co., Des Moines, Iowa.

L. A. Sandiass, 7 Clay Street, Baltimore, Md., is placing orders with some large city newspapers for the Commercial Credit Co., Baltimore, Md.

The Russel M. Seeds Co., 330 University Square, Indianapolis, Ind., is making 5,000-line one-year contracts with some Middle West newspapers for the Premier Motor Co., Indianapolis, Ind.

The Frank Presbrey Company, 456 Fourth Avenue, New York city, is placing orders with newspapers generally for the R. & G. Corset Co., 880 Broadway, New York city.

The Wales Advertising Co., 110 West 40th Street, New York city, is sending out copy to some Southern newspapers for the Michelin Tire Co., Milltown, N. J.

The J. H. Cross Company, 214 South 12th Street, Philadelphia, Pa., is placing orders with newspapers generally for the Genuine Haarlem Oil Mfg. Co., 116 Beekman Street, New York city.

Harry C. Michaels, 381 Fourth Avenue, New York city, is handling the advertising of E. & J. Burke, "John Dewar

& Sons," 616 West 46th Street, New York city.

H. W. Kastor & Sons, Advertising Co., Lytton Building, Chicago, Ill., are again making contracts with newspapers in selected sections for the Illustrated Review Magazine, Atascadero, Cal., Chicago, Ill., and New York city.

The H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York city, is placing orders with some New Jersey newspapers for the United States Light & Heat Co., Niagara Falls, New York.

John M. Leddy, 41 Park Row, New York city, is sending out orders to newspapers in large cities for the R. E. Allen & Co., Stock of Consolidated Truck & Tractor Co., 115 Broadway, New York city.

The Matos Advertising Co., Bulletin Building, Philadelphia, Pa., is again placing new copy on contracts for the Eckman Mfg. Co., Medical, Sixth and Market Streets, Philadelphia, Pa.

The Vredenburgh-Kennedy Co., 185 Madison Avenue, New York city, is again sending out copy to newspapers in selected sections for H. Planten & Son, Blair's Pills, 93 Henry Street, Brooklyn, N. Y.

The Beers Advertising Agency, of Havana, Cuba, is sending out 8-inch 3-column copy for "Aspirin," to be run twice a week, one year, in Spanish papers of Cuba, Porto Rico, Costa Rica, San Salvador, and Guatemala. This agency is also sending out orders for Sloan's liniment to newspapers of Havana and Panama, both English and Spanish, contracts reading to the middle of April, 1917. The Beers Agency is also sending out copy to these countries for Dr. Bell's Pine Tar Honey, 5 inches, single and double column, twice a week.

The Power, Alexander & Jenkins Company, advertising agents, Detroit, have made extensive newspaper contracts for the Paige-Detroit Motor Car Company for the first six months of 1917.

Scott & Bowne, Bloomfield, N. J., are renewing contracts for Scott's Emulsion.

Geo. Batten, Inc., is making contracts for Non-Such Mince Meat copy, of Merrill-Soule, of Syracuse, N. Y.

The Atlas Advertising Agency, of New York city, is making 500-line contracts, space to be used in one year, for Q-Ban hair tonic.

The advertising of White House Coffee and Tea, of Dwinell-Wright Co., of Boston and Chicago, is handled through A. T. Bond, 18 Central Street, Boston, Mass., who plans to use newspapers to a greater extent than he ever has during the sixteen years he has taken care of this account.

Street & Finney, 171 Madison Avenue, are handling the advertising of the Brown-Howland Company, of Boston, Mass., distributors of the Edison Dictating Machine, in Boston.

The Thermoid Rubber Co., of Trenton, N. J., is planning a spring campaign for Thermoid Brake Lining, through the J. Walter Thompson Agency, of New York city, and a little later on expects to advertise Thermoid Tires.

The Nichols-Finn Co., of Chicago, has secured the advertising accounts of

Burke & James, Inc., of Chicago, "Rexo" cameras; Bunte Bros., confections; Redden Truck Maker, and M. & K. Corset Co.

The Frank H. Flee Co., Philadelphia, will advertise a new brand of chocolates, "Chocolate-Achor," through the George L. Dyer Co., of New York city.

The Anderson Electric Corporation, of New York city, is using newspapers as advertising mediums, through the Scott & Scott Advertising Co.

William Whitman & Co., Inc., New York city, have established a knit goods department with Roy L. Browning as advertising manager, advertising to be placed direct.

The Port-O-Phone Co., New York city, Miss Bromfield advertising manager, is placing its advertising through Carney & Kerr.

The Sunshine Manufacturing Co., New York city, will advertise the Sun-ray Match through the newspapers.

BIG TASK FOR ST. LOUIS

A. A. C. W. Convention Preparations Are Keeping Ad Men Busy.

Many inquiries are being daily received by the Advertising Club of St. Louis relative to the arrangements for the June convention of the A. A. C. W. This information is sought mostly by the advertising clubs of the other cities, whose secretaries state that large delegations will be present from each body. The Philadelphia Club alone will have a train of thirty-two cars, about twenty-five of which will be used for advertising displays, the others to be fitted for observation purposes for the delegates. Extensive arrangements are being made for the night parade, permission having been procured to use the United Railway tracks and current for illumination. It is intended to make this parade the climax of anything attempted at any of the conventions.

At the Club's luncheon this week, Samuel C. Dobbs, Atlanta, Ga., former president of the A. A. C. W., was the principal speaker. He said:

"The Advertising Club of St. Louis faces a stupendous task and a prodigious opportunity to-day, and the future of your organization depends upon your answer. You have got to hit the line hard, and you must play the game on the square. This is not a job for a few men. It is a task which rightfully belongs to every man, woman, and child in St. Louis. You are all salesmen, and it is up to you to sell this big idea not only to St. Louis, but to the world. St. Louis is keeping its business success too much of a profound secret. This convention will give St. Louis a whole lot of the wholesome advertising it needs. Talk convention to every one you meet."

AD BILLS STILL HELD UP

Hanff-Metzger Agency Seeking to Collect from Democratic Committee.

The question of the ethics involved in the controversy between the Hanff-Metzger Advertising Agency and the National Democratic Committee over the payment of advertising bills, has been put up to the A. N. P. A., in a letter sent by the Hanff-Metzger people to the secretary of that body. The advertising agency claims that there is a balance due them of \$158,000 for the campaign of national advertising put out by them for the National Commit-

tee in behalf of the Democratic ticket. The National Committee disputes the amount of the bill, although their auditors have been over the accounts of the advertising agency and have O.K'd them.

On two different occasions, it is said, Mr. Hanff has gone to Washington in an attempt to see President Wilson about the bills, but he has been unsuccessful. When it became apparent that they could not reach the President with their story, and that the Finance Committee and General Committee were paying no further attention to the matter, and as Chairman Morgenthau, of the Finance Committee, had stated that the interests of the Finance Committee had not been protected by the advertising agency, Mr. Hanff decided to put the whole matter up to the A. N. P. A. and let that body decide as to the ethics involved in the case.

Clothiers for Honest Advertising

At their annual meeting held in New York Wednesday last the Retail Clothiers' Association of the State of New York went on record as recommending strongly, that every legal method available be used to prevent false and misleading advertising by dealers.

The man who is content to tell you what he has done doesn't count for as much as the fellow who tells you what he hopes to do.

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6 Months Ending Oct. 1, 1916
36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.
To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.
Circulation data sent on request.

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

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & WOODMAN,
Brunswick Bldg., N. Y.; Advtg. Bldg., Chic.; Gumbel Bldg., Kansas City.

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

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

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

AD FIELD PERSONALS

J. S. Fowler, who has been advertising manager of the Cleburne (Tex.) Enterprise for several years, and who was for some time business manager of the Daily Texan at Austin, has resigned his position at Cleburne to accept the position of advertising manager of the Fort Worth (Tex.) Star-Telegram.

Walter Murray, who has been associated with the Fort Worth (Tex.) Star-Telegram for the last five years, much of that time as advertising manager, has resigned to accept the position of advertising manager of the Fort Worth American, the new afternoon daily. Mr. Murray became associated with the old Fort Worth Telegram in 1906 and remained with the paper after its consolidation with the Daily Star.

William Garrard, for several years on the Atlanta (Ga.) Journal, and later city editor of the Savannah Press, has established an office in Savannah for general advertising and publicity work.

Larry Barr, of Kansas City Post, has joined the advertising staff of the Pittsburgh Post, and will take care of the automobile section of that newspaper.

William A. Small, for three years with the Chicago Herald and Madison State Journal, has joined the staff of the G. Logan Payne Company in New York as a solicitor.

W. J. MacInnes has resigned as manager of the Western Advertising Agency, of Racine, Wis., and has joined the staff of the Mahin Advertising Company in Chicago. Mr. MacInnes was at one time advertising manager and assistant publisher of the St. Joseph (Mo.) Evening Press, auto editor of the Chicago American, and on the advertising staff of the Hearst evening papers in the Chicago office.

Freeman's Mission in Life

W. C. Freeman, general manager of Advertising News, was the principal speaker at banquets in Baltimore, Md., and Springfield, Mass., last week. At Baltimore he spoke at the dinner of the Advertising Club, giving some interesting per capita figures of advertising costs in the United States. According to Mr. Freeman, about \$3.50 per capita is now spent each year in this country for newspaper advertising, and only \$6 per year per capita for all kinds of advertising and business information. The speaker announced it is his mission in life to raise the per capita amount to \$15 a year. At Springfield Mr. Freeman spoke on that city's advertising opportunity.

Brown Boosts Newspapers

That the daily press is the most powerful agent for good or evil in the country was the statement of Henry C. Brown, assistant general manager and advertising manager for the Victor Talking Machine Company, in an address on "Misleading Advertising" at a Poor Richard Club luncheon in Philadelphia recently. He also said that the expenditure of the Victor Company for newspaper advertising was more than \$1,000,000 a year.

Nation-Wide Advertising Pays

Noel Everingham Sainsbury, a representative of the American Tobacco Company, at a meeting of the Town Criers in Providence, R. I., this week, said that no medium of advertising was surer of results in the tobacco business than a nation-wide campaign through the press. Lester Main, a theatrical advertising man, spoke of it as it applied to the theatre.

MAY IN SPECIAL AGENCY FIELD

Well Known Illinois Publisher Joins Staff of Cone, Lorenzen & Woodman.

Charles H. May has joined the special publishers' agency of Cone, Lorenzen & Woodman, of Chicago. Mr. May is one of the best-known men in the advertising profession. He has been printer, publisher, and sales manager, starting with the Advertiser, in Morton, Ill., as a boy. Later he established the Knox County News, at Knoxville, and then became part owner of the Galesburg Mail. His next move was to come to New York, where he was connected with McClure's Magazine and the McClure Newspaper Syndicate for two years, after which he purchased an interest in the Peoria (Ill.) Herald-Transcript, with which paper he remained for ten years. During his residence in Peoria, he acquired stock in the Springfield (Ill.) News, and published that newspaper. Three years ago he disposed of his interests in the Springfield and Peoria papers and became sales manager for the Thompson Type Machine Company, and also became part owner, vice-president, and director of the Davenport Democrat. Recently he disposed of his interests in the Democrat, and now leaves the Thompson Company to enter the special agency field. He is a salesman of unusual ability.

Ladies' Night at Sphinx Club

The Sphinx Club of New York will hold its annual Ladies' Night Dinner on February 13, the eve of St. Valentine's Day. A reception will be held in the Waldorf apartments from 7 to 7:30 o'clock, preceding dinner, in the grand ball room. Between the courses there will be presented a programme of entertainment by well known artists. It is announced that this will be the last of the Ladies' Night Dinners at the present price of \$7.50 per plate.

Tri-State Newspaper League

Twenty-five editors of leased-wire newspapers of Louisiana, Mississippi, and Florida will meet in New Orleans February 13 for the annual meeting of the Tri-State Newspaper League, and spend the following day at Gulfport. Paul Cowles, superintendent of the central division of the Associated Press, and Superintendent Arthur Copp, of the Washington bureau and head of the Southern division of the Associated Press, will be present. Editors from Alabama have been invited to attend.

Office Space Nearly Doubled

To meet demands caused by its increasing activities, the Association of National Advertisers, 15 East 26th Street, New York, has rented an additional office space of 1,133 square feet, connecting with the space hitherto occupied, the addition making the total office space about 2,700 square feet. The new layout of the office will comprise a multigraph room, a general office, secretary's room, circulation service department, data department, export data department, stock room, publications room, and members' room.

Fined for False Advertising

Edith Miller, fifty-three, and her daughter Ida, nineteen, who claimed to live in Canada, have been fined \$32 each in Elkhart, Ind., on a plea of guilty to violation of the fraudulent advertising law. Their arrest was brought about by the Merchants' Association, which sent representatives to their salesroom, where \$65 furs were offered for sale for \$12.

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 NEWS Birmingham Average circulation for December, Daily 41,075; Sunday, 42,687. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MONTANA MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.
CALIFORNIA EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	NEW JERSEY JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
GEORGIA JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEW YORK COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICAN New York DAY New York The National Jewish Daily that no general advertiser should overlook.
ILLINOIS HERALD-NEWS (Circulation 15,190) Joliet	NEBRASKA TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
IOWA REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	OHIO VINDICATOR Youngstown
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.	PENNSYLVANIA TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
LOUISIANA TIMES-PICAYUNE New Orleans	TENNESSEE BANNER Nashville
MICHIGAN 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.	TEXAS CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MINNESOTA TRIBUNE, Morning and Evening Minneapolis	UTAH HERALD-REPUBLICAN Salt Lake City
MISSOURI 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 every day in the year than there are homes in the city. Circulation entire year, 1916: Sunday average 356,193 Daily average 204,201	VIRGINIA DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
	WASHINGTON POST-INTELLIGENCER Seattle

ROLL OF HONOR

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

ILLINOIS SKANDINAVEN Chicago	NEBRASKA FREIE PRESSE (Cir. 123,384) Lincoln
	NEW YORK BOULETTINO DELLA SERA New York

SMITH PRESENTS CASE OF NEWS PRINT MAKERS

(Concluded from page 10)

latures and governments to their own advantage, but in time you will also conclude that there is a natural law that is beyond publishers and governments which will intervene and bring all these plans to naught, and you will inevitably face these two questions which no power of imagination can alter:

(1.) How are governments and legislatures going to compel capital against its will to take great risks for meagre profits?

(2.) How is the increasing demand for news print to be met unless you permit the industry to show profits commensurate with the risks undertaken?

These questions are unanswerable. You cannot do either the one or the other, and so we finally get back to where we started from, namely, the natural law of supply and demand. As long as the news print industry was supposed to be profitable, new aggregations of capital were invested, new tonnage kept coming on the market in excess of the demand, and the result was low prices. When capital finally realized that the profits of the industry were delusive and non-existent, there was an end to new plants and new tonnage. This was not noticed as long as the country remained in a condition of business depression, but with the great awakening in business that took place in the beginning of 1916, the demand for news print paper suddenly exceeded the supply, and the result has been a very large increase in price. It is unfortunate that a few people in the industry, with regrettable lack of foresight, have taken undue advantage of the situation, but it is not true that the great body of news print manufacturers have unduly profited, and it is my firm belief that the large manufacturers of the country are more anxious to see the price of paper kept down to a reasonable point than they are to accumulate excessive profits at the expense of the publishers. This is only common-sense. Undue profits continued for some time will again invite disastrous competition, so that the manufacturer is far better off with a fair price for his product and a fair profit for his capital, year in and year out, than he is with two or three years of excessive profits, to be inevitably followed by lean conditions.

REMEDIES AS SEEN BY MR. SMITH.

The remedy for the present situation lies in the following direction:

(1.) The manufacturer must understand what his costs really are, and unfair competition will be largely eliminated. The industry will make a reasonable profit, and new mills will continue to be built to take care of the increasing requirements of this growing industry.

(2.) The publisher must realize that news print paper is an ordinary commodity of commerce, not a privileged article either for the manufacturer or for the publisher; and he must also realize that if, through his control of publicity and public opinion, he attempts to regulate the price of news print in defiance of natural laws, capital will cease to be interested in paper mills, no adequate new production will be available for increasing demand, and he will finally have to pay the bill himself in the form of excessive prices.

(3.) Manufacturers and publishers must strive earnestly for a closer cooperation, and for a greater degree of mutual confidence one in the other, to the end that in the course of a few years there may exist between manufacturer and publisher the same sort of businesslike feeling that exists between manufacturer and consumer in practically every other industry in this country. It requires no argument to prove that the interests of manufacturer and consumer are mutual to a very large degree, and the present relations between them are neither more nor less than a form of business insanity.

(4.) Having in mind the fact that paper is wood, and that wood costs will inevitably increase from year to year, I think the publishers should make up their minds that they will never be able to get the cost of their product back from a one-cent newspaper. The present stringency has at least led to cutting down of much waste in the publishing business, and to a rational increase in the price of newspapers. If the publishers will continue to augment these reforms to the best of their ability, it is my personal judgment that the present stringency will quickly pass away.

Phila. Press Elects Officers

The annual election of officers of the Philadelphia Press was held January 31. Samuel Calvin Wells becomes president and Robert H. Krueger, former auditor, secretary-treasurer. These names, with Samuel W. Meek as general manager, appeared at the head of the editorial page on Friday. At a meeting of the stockholders, five directors were elected, whose names are not to be announced as yet, and the directors elected the officers of the new corporation. The Press is running sixteen pages daily.

Profits are right when you put the right goods in the hands of the right salesmen, backed by the right advertising.—[Business Chat.]

The Tarrytown, N.Y. Daily News
Circulates in the wealthiest town in the United States

NEWSPAPER prosperity is based on circulation.
FEATURE elements of the right kind make and hold circulation.
SERVICE by experts means material and methods that have been PROVED.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
87 WEST 39TH ST., NEW YORK

FOR SALE

Goss High-Speed Straightline Five Roll Double-Width Press, equipped with all modern improvements and in very good condition. This press prints 4, 6, 8, 10, 12, 14, 16, 18 and 20 page papers at 72,000 per hour; 22, 24, 26, 28, 30 and 32 page papers at 36,000 per hour.

Walter Scott & Co.
Plainfield, N. J.

A. G. McINTYRE REPLIES TO ALEXANDER SMITH

(Concluded from page 10)

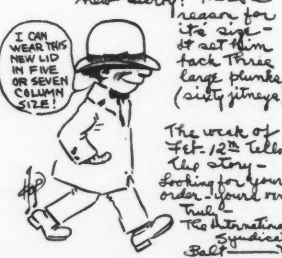
be provided with coal, or a steel works with ore, yet we have plants erected at a cost of millions, making these products, which always figure that interest with a profit of 10 or 15 per cent. additional, is a good return on the money. On the contrary, every banker throughout the country considers a pulp and paper-mill development, with the necessary physical elements, the very highest class of investment, and one which gives the best possible protection to such investment.

Returns in the past on properly organized companies have always been good. The company which Mr. Smith controls is one of the newest companies in Canada, yet the promoters of that company have already made fortunes from it. The common stock, which was passed around at the time of its organization in the most lavish manner by the organizers among themselves, is now quoted at \$75 a share and hard to obtain at that price. The prospective earnings of this company are enormous. Mr. Smith's own statement, in a prospectus issued by his company, is that their past operating profits have been \$15.83 a ton, which according to another prospectus issued by his firm, shows that this is a profit after setting aside all necessary reserves, to make the operation permanently successful.

Mr. Smith's argument that pulp and paper securities are not attractive is absurd, because the securities handled by his own firm are always of the most attractive nature. Further than this, bond and banking houses are always looking for pulp and paper securities, as they are the most salable they can offer.

In this case this banker's view was very strongly colored by his other interests, and for this reason his statements regarding pulp and paper-mill investment cannot be taken seriously. Mr. Smith's viewpoint of the paper situation is perhaps best exemplified in his dissatisfaction with the work of the Paper Committee of the A. N. P. A. and his request that the Committee be "fired."

Dear Editor -
Have you seen Scott's new Derby? There's a reason for its size - it act them back three large plumes (sixty jimeys).
The week of Feb. 12th tells the story - looking for your order - don't my fault - The International Syndicate Baltimore, Md.



The International Syndicate
Features for Newspapers
Established 1889 Baltimore, Md.

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

TO MAKE MAILS "DRY"

Jones Amendment Would Bar Papers Carrying Liquor Ads.

WASHINGTON, January 30.—The mails will be prohibited to newspapers or any other publication carrying liquor advertisements, should the amendment of Senator Jones, of Washington, just offered to the Post Office Appropriation bill become effective. The Jones amendment is the Bankhead bill in substance. Senator Bankhead's bill passed the Senate by an overwhelming vote, and in all probability the Jones amendment may be attached to the Post Office bill. A like amendment failed when offered to the Post Office bill in the House, but the Senate, having passed a separate bill prohibiting the mails to publications carrying liquor advertisements, may feel it necessary to be consistent to pass the Jones amendment as part of the annual Post Office Appropriation bill. The Post Office bill is still in the Committee, and probably will not be reported until next week.


The Jones amendment provides that "no letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement of spirituous, vinous, malted, fermented, or other intoxicating liquors of any kind, or containing a solicitation of an order or orders for said liquors, or any of them, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter-carrier at any place or point in any State or Territory of the United States at which it is by the law in force in the State or Territory at that time unlawful to advertise or solicit orders for such liquors, or any of them, respectively."

First In Local Automobile Advertising Carried In 1916

44.2% of the total local automobile copy appearing in the four Louisville papers was carried by The Herald. This totaled, in agate lines... 176,086
29.8% of the total foreign automobile copy appearing in the four Louisville papers was carried by The Herald. This totaled, in agate lines... 130,400
36.6% of the total local and foreign automobile copy appearing in the four Louisville papers was carried by The Herald. This totaled, in agate lines... 306,486
The local automobile dealers know the value of The Herald, from results obtained, and use its columns accordingly.

THE LOUISVILLE HERALD
Largest Daily and Sunday Circulation in Louisville, Kentucky and Southern Indiana

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



NEWS PRINT PAPER MANUFACTURERS FEAR FEDERAL REGULATION AND SUPERVISION

(Concluded from page 6)

quantity. The demand changes overnight. A year or more ago we had a great overproduction, now we have an apparent underproduction. Formerly there was a great deal of waste; possibly 150,000 tons went to waste through failure of publishers to practice economical methods. If that waste, amounting to about ten per cent., had been saved, it would have carried every one through this crisis.

"Would it not now be possible for the manufacturers and publishers, acting through reasonably small committees, to get together and arrive at a satisfactory adjustment?"

Mr. Glass promptly announced he would be glad to cooperate to that end.

At this juncture, when there appeared to be smooth sailing ahead, Alexander Smith precipitated an acrimonious discussion by a veiled attack on Mr. Glass.

ATTACK ON PAPER COMMITTEE.

"I would object to working with the present paper committee of the publishers," declared Mr. Smith. "They haven't shown any desire to cooperate. Something might be accomplished by meeting with a more representative committee, but I have seen the attitude of this one, and unless they change it, I don't think anything can be done. I wish to say my remarks are entirely impersonal."

"You would want to dictate to the A. N. P. A. the personnel of its committee?" exclaimed Mr. Glass, the chairman of the paper committee.

"No, I don't mean that," responded Mr. Smith. "If the A. N. P. A. appoints the same committee again I will work with them."

"I don't think Mr. Smith's remarks are justly applied—" began E. H. Baker, of the Cleveland Plain Dealer, also a member of the committee.

"My remarks were impersonal," Mr. Smith said. "I am afraid the committee is not in a cooperative mood."

"Evidently Mr. Smith feels," interposed Mr. Mead, "that Mr. Glass has not given evidence of an attitude that would lead to successful cooperation. I think possibly the publishers are taking an extreme attitude in hoping to solve everything at one meeting."

"We may be extreme, but we have a feeling that the manufacturers have been arrogant," observed Mr. Baker.

The meeting seemed on the point of breaking up in a series of mutual recriminations. Pointing his finger at Mr. Glass, Mr. Smith hurled this question:

"Have you credited our committee with sincerity in its work with the Trade Commission? I ask you to answer that."

MR. GLASS ANSWERS.

"Since you ask, I will answer frankly," Mr. Glass said. "I think your committee has worked for delay, and I think the A. N. P. A. will resent the reflection you have cast on our committee. I have taken no action without consulting the other members of the committee and without their full sanction."

"Well, right along you have questioned our sincerity," retorted Mr. Smith, "and I only say that I doubt whether anything will come of a meeting with your committee. I would like the committees on both sides to go in with an earnest desire to accomplish something."

Mr. Baker said that, in any event, a new committee could not be appointed till the next meeting of the A. N. P. A., in April.

"If you are disposed to take that attitude," he concluded, "the whole thing will be thrown into the air. Mr. Glass is vice-president of the A. N. P. A., and I think enjoys the confidence of its members. To say the least, Mr. Smith is doing a very indiscreet thing."

"In justice to the manufacturers as a whole," Mr. Glass added, "I wish to say that I think they are showing a different spirit than they did on December 15. I think that, if they realize the great future that is before them; if they demonstrate that their changed spirit is real, they will find as much responsiveness on my part and on the part of the committee as they want."

Col. Ewing explained that Mr. Glass had no personal interests at stake.

"I think he fights harder for the whole organization and is more extreme in his zeal than if his own interests were involved," continued Col. Ewing.

Mr. Mead poured some oil on the troubled waters.

"I would be glad to consider a joint meeting," he said. "Personally I have the highest regard for Mr. Glass, and I would be delighted to sit with him. I am sure that Mr. Smith meant no more than that there has been a little hesitancy, perhaps, on the part of the paper committee to cooperate, and it is with the hope of wiping out any obstruction that the conference is suggested."

COMMITTEES TO HOLD WEEK-LONG SESSION.

Major Stahlman made a motion designed to clarify the situation and bring about definite tangible results. It was substantially as follows:

"That, after the forthcoming report of the Trade Commission is made public, a committee from the publishers and a committee from the manufacturers shall meet together; if, after one week's session they fail to agree, they shall indicate in writing to the Federal Commission a desire for an expression as to fair and just prices, and, if necessary, they shall seek legislation to enforce the Commission's findings. In any event, the parties hereby agree to abide by the findings of either the Committee or the Trade Commission."

"I think we ought to do something along this line," Major Stahlman said. "I don't see how either side could afford not to abide by the findings of the Federal Board in case an agreement is not reached."

Mr. Dodge suggested that there is a large tonnage already under contract, and Major Stahlman replied it was understood contract prices now in effect should be exempt.

"I want to point out," said Jason Rogers, of the New York Globe, "that no resolution adopted here could be binding on the A. N. P. A."

"It would be equally impossible to bind the manufacturers by such a resolution," Mr. Mead announced.

Commissioner Davies made a plea to have the joint committee meet before the Trade Commission issues its report in order that the Commission might have the benefit of the Committee's deliberations. He spoke of the need for haste, in case the publishers desired to get legislation at Washington.

"Unless there is a special session of Congress after March 4, there won't be much chance of obtaining legislation this year unless you act at once," Mr. Davies said. "Moreover, we should like to have the benefit of your deliberations in case we should recommend remedial legislation."

It was the consensus of opinion, however, that not much could be accomplished in the way of settlement unless the joint committees had the report of the Trade Commission before.

Mr. Lawson, of the Chicago Daily News, asserted the prospect of a settlement was remote unless the manufacturers indicated they were actually desirous of participating in such a conference.

The apprehensions which had been previously allayed by Mr. Mead's statement that the crisis, which he attributed to "panicky market conditions," was over, were renewed at this juncture by J. A. Bothwell, of the Brompton Pulp & Paper Company, East Angus, Quebec.

"Whatever you do," he said, "I am afraid you are going to suffer. 'We in Canada produce 30 per cent. of your news print and we are confronted with this situation: At this time last year 50 per cent. of our wood supply was delivered, whereas now only 10 per cent. is delivered. The snow in the woods is four to five feet deep and the railroads are only hauling a small percentage of the wood they have in the past."

"I am going to prophesy now that before October 1 the New York mills buying pulp in Canada will have to shut down for lack of raw material."

MR. DODGE UTTERS DEFL.

Considerable discussion followed which resulted in eliminating from Major Stahlman's resolution all reference to control by the Trade Commission or other Governmental agencies. The modifications were chiefly demanded by the manufacturers.

"I wish to say emphatically," announced President Dodge, of the International, "that our company will be unalterably opposed to Government regulation. The minute that begins, we will start putting our machines out of business. I oppose Government supervision of our business. Such interference would mean that we must submit to the inspection of clerks whom we would not even hire as foremen in our

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

PREMIUMS

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

S. BLAKE WILLSDEN
Premium and Advertising Specialties.
1006 Heyworth Bldg., Chicago

The True News

—FIRST—

Always—Accurately

International News Service
238 William St., New York City

plants or bookkeepers in our offices. I don't believe holding us up at the end of a gun is going to benefit you in the least, and we will not stand for it."

The resolution as it was finally passed provided for a joint meeting of committees from the publishers and manufacturers following the issuance of the Federal Trade Commission report "with the hope that the committees may reach an agreement." In case they do not agree the committees are instructed to report back to their respective organizations.

On motion of Mr. Glass there was a rising vote of thanks to the manufacturers for calling the meeting.

Advertising Bureau's New Book

The Bureau of Advertising of the American Newspaper Publishers Association has issued a twenty-four page illustrated book, showing photographs taken during International Newspaper Window Display Week. The book is printed in two colors, and is entitled "You Can Bank on This." Copies are being mailed to advertisers, agents, and members of the Bureau.

The advertiser is short-sighted indeed, if he fails to take into consideration the gradual building of a permanent business, the foundation of which must be public approval with a superstructure of confidence and repeat orders merited by quality of service.—[Business Chat.

Magazine Feature Pages

supplied in mat form, 20-inch or 21-inch size, and in selections of any number. Every page a complete and timely feature on subjects, such as

**WAR,
SPORT,
CHILDREN,
MOVIE**

and many general subjects of great interest—all well selected. Line and half-tone cuts.

World Color Printing Company
R. S. GRABLE, Mgr.
Established 1900 ST. LOUIS, MO.

There is always room for the best feature

Goldberg's Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

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.

**Food Medium
of
New Jersey
Trenton Times**

A. B. C.
2c—12c Per Week

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

**The Northwestern
AT OSHKOSH**

Has a Field with 100,000
Population
Where Times are Good
and Money is Plentiful.


**The Hicks Printing Company
Oshkosh, Wis.**

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.
Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue NEW YORK Lytton Building CHICAGO

 **"From Press to Home
Within the Hour"**

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

**The
Pittsburg Dispatch**

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

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

The New York Call

Every Morning
Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper. Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

AMONG THE BRITISH NEWSPAPERS
Interesting Notes Concerning Journals in the London Field.

English advertising journals are much wrought up because of the "way advertising has lost ground in public estimation, and how prejudices, old and new seem to be rising up against us." Several writers deplore the fact that people are commencing to think that advertising is dispensable and could readily be done away with, and calls are made to advertisers and agents to get together to save themselves.

Announcement is made that the Pall Mall Gazette, until recently the property of Lord Astor, has been sold to Sir Henry Dalziel, M. P.

A deputation of London newspaper proprietors, headed by Lord Burnham, recently conferred with the Board of Trade in reference to the question of the shortage of paper.

The proprietors of the Newcastle Chronicle have acquired all of the shares of stock of the Mail and Leader, Ltd., valued at £73,000 sterling. The Mail and Leader, Ltd., are the proprietors and publishers of the North Mail, Evening Mail, and Weekly Leader. The Chronicle properties are owned by Col. Joseph Cowan and Miss Cowan, and consist of the Newcastle Daily Chronicle, Evening Chronicle, Illustrated Chronicle, Weekly Chronicle, and Sporting Man. An amalgamation of the Chronicle and North Mail properties is not contemplated at the present time, but steps have been taken to release a number of men from both establishments for military duty.

London Evening News reports the booking of an order from Messrs. Selfridge & Co. for 130 pages of advertising (910 columns) for the year 1917. The order was booked by Horace S. Imber, advertising manager of the News, and is believed to be the largest single order for space placed in any London newspaper.

MILWAUKEE'S ADVERTISING SHOW

Will Close To-night After Having Attracted Record Crowds.

Milwaukee's greatest advertising show, now an annual event in the Wisconsin metropolis, will close to-night, after four days and nights of banner crowds. In point of attendance the publicity exposition ranked with the auto show and the poultry show.

The city's auditorium, with a seating capacity of 10,000 persons, was none too large for this third exhibit under the auspices of the Advertisers' Club. More than 100 gaily decorated booths filled the main hall of the big structure, and every known variety of advertising was on display.

One of the features of the event was the daily newspaper printed for the ad men in the booth of the Milwaukee Free Press. The little publication, edited and printed in the midst of the activities, was a big hit. At this booth the making of a newspaper was explained in detail to all who visited the tiny office.

The show opened on Wednesday afternoon, and that night speeches were made by Gov. E. L. Philipp, of Wisconsin, and Mayor D. W. Hoan. Thursday was set aside as "Church Publicity Day," when the clergy of the city and State were guests of the ad men.

Friday night was given over to the fraternal societies. This afternoon was "Children's Day," and to-night will be "Greater Business Review and Electrical Night."

Klau, Van Pietersom, Dunlap, Inc.,

featured an electric chart showing the various steps taken in handling an advertising campaign. This corporation also displayed the complete campaign to be used to advertise the city of Milwaukee as an industrial centre.

Still another attraction at the show was the advertising art gallery, which circled the main hall. The art work of 8,000 public-school, normal-school, and college students also was displayed.

Members of the Chicago Ad Club attended in a body on Thursday night, making the trip from Chicago in a special car. Frank Effinger headed a committee of 100 members in arranging the show.

COLORADO PUBLISHERS ORGANIZE

Initial Meeting Plans to Include All Dailies in State.

Representatives of the daily newspapers of Colorado have organized a daily Publishers' Association. Those present at this initial meeting were: J. A. Barclay, Grand Junction Daily News; David Elliott, Colorado Springs Telegraph; George McCormick, Fort Collins Daily Express; Morris Emerson, Fort Collins Daily Courier; Walter Wilder, Pueblo Chieftain; John Reardon, advertising agency, Denver; J. A. Creary, Lamar Daily News; C. E. Adams, Montrose Daily Press; Guy U. Hardy, Cañon City Daily Record; C. P. Dodge, Colorado Springs Gazette; F. W. Barnes, Loveland Reporter; C. E. Hanson, Greeley Tribune-Republican; F. S. Hoag, Pueblo Star-Journal.

J. A. Barclay was elected chairman of the meeting, and John Reardon, secretary. A committee, consisting of Guy U. Hardy, J. A. Creary, and C. E. Hanson, was appointed to prepare a plan of organization and report to a later meeting, which they did, and recommended that the dailies organize, that they hold at least four meetings a year, and that the committee and temporary officers continue until the spring meeting, at which time a permanent organization will be made. In the meantime all other daily publishers in the State are to be solicited to join.

EDITORS DINED LEGISLATORS

Colorado Solons Guests of Newspaper Men of State at Denver.

The annual meeting of the Colorado Editorial Association was held at the Albany Hotel in Denver on January 22 with more than 100 members present.

The discussion of the print paper situation was taken up with G. E. Hosmer, chairman of the legislative committee of the National Association, making a report of the work of the Federal Trade Commission and the present situation as to the paper market, as near as he could figure it out. A general discussion followed and a resolution was introduced and passed thanking the Federal Trade Commission for the work it had done and urging them to continued efforts toward the relief of the newspapers of the country.

In the evening 125 editors, the 100 members of the State Legislature and the State officers met at a splendid banquet, the legislators and the State officers being guests of the Editorial Association. Eighteen speakers responded to the calls of Toastmaster David Elliott.

The new officers elected for 1917 are: David Elliott, Colorado Springs Telegraph, president; J. A. Barclay, Grand Junction News, vice-president; Alva Swain, Pueblo Chieftain, re-elected secretary-treasurer.

13,067,600

Lines of advertising carried in 1916. This is an increase of 3,168,382 lines, or 32.00% over 1915. Advertisers know why.

The Detroit Free Press
"Michigan's Greatest Newspaper."

VERREE } Foreign } New York
CONKLIN } Representatives } Chicago
Largest two-cent morning circulation in America. } Detroit

**To Illustrate
The News**

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

Central Press Ass'n
World Bldg. New York Frederick Bldg. Cleveland

"Today's Housewife"

Guaranteed Circulation
1,100,000 Every Issue
95% Net Paid -

**George A. McClellan
General Manager**

PHILADELPHIA
*America's Greatest
Industrial City.*

The PRESS
*Philadelphia's Great
Industrial Paper.*

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

**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

NEW PAPER MILLS INTEREST PUBLISHERS

Newspaper Men Become Associated With Manufacturing Plants to Increase Supply and Reduce the Price of News Print—New Tonnage for 1917 and 1918.

Publishers are manifesting unusual interest in new news print mills that are being organized. It is possible that a number of them will lend financial aid. The costs have been carefully worked out, it is said, and the statement that it will be possible to assure them a future supply at around \$2.25 per 100 pounds, f. o. b. Atlantic seaboard points, with the assurance that it will not be more than \$2.35, over a period of ten years, is an attractive feature. It is said that a contract such as has been discussed would cover a term of ten years, and would provide for advances in the cost of the raw materials entering into the price of manufacture. Publishers, if they become interested, would, of course, participate in the earnings, which would further reduce the price of white paper to them.

Within the past thirty or forty days, it is said, a number of propositions have been made looking to the establishment of such mills, and for closer cooperation between publishers, paper makers, and capitalists, who have been attracted to the industry by the recent advance in the price of news print.

ENGLAND'S PAPER SHORTAGE.

The Government of Great Britain has cut down the news print allowance of publishers in England to 50 per cent. of 1914 consumption, according to a special cable by Charles H. Grasty to the New York Times. Up to last November the newspapers of England were allowed to use 66 per cent. of the quantity consumed in 1914, when the Government notified them that the quantity would be cut to five-sixths of the 1914 quantity, which is equivalent to 50 per cent. of 1914 consumption. The restrictions on paper and raw materials arises from the need of shipping tonnage for food and munitions, aggravated by the growing shortage of labor. The present market price of paper is in the neighborhood of \$130 a ton, while a new paper starting would be unable to get a supply at any price. Newspaper managers of England state that they are paying approximately 6 cents a pound for news print now. Because of the fact that many of the newspapers have had reserve stocks, the papers have not as yet accommodated themselves to the growing shortage. All one-cent papers have been cut in size and are taking measures to carry condensation still further. The cut in size has not affected circulation. The advertising outlook is better now than it has been at any time since the outbreak of the war, at which time there was a decided drop.

NEW NEWS PRINT TONNAGE.

An increased supply of news print for the future has had the effect of softening open-market prices.

The revised list of new tonnage coming on the market during 1917 and 1918, compiled by the American Newspaper Publishers Association, is as follows:

Mill:	No. tons per day.	1917
Hawley Pulp & Paper Co., Oregon City, Ore.	50	February
Great Northern Paper Co., Millinockett, Me.	50	January
Price Bros. & Co., Kenosha, P. Q.	50	May
St. Maurice Paper Co., Three Rivers, P. Q.	50	February
Ontario Paper Co.	50	April
Pacific Mills, Ltd.	50	February
	60	November
	60	June
	60	October

Abitibi Power & Paper Co.	175	December
Brompton Pulp & Paper Co.	50	November
Mill organizing	50	November
Mills organizing	50	October
Spanish River Pulp & Paper Mills	35	December
	50	February
	50	November
	930	
New 1918 tonnage:		1918.
Laurentide Co., Ltd., Grand Mere, P. Q.	200	July
Michigan Power & Paper Co.		
Price Bros. & Co., Kenosha, P. Q.	175	September
Lake Winnebago Paper Co.	200	October
Mill organizing	200	April
	975	
Total 1917 and 1918..		
Less machines going off onto other grades....	200	
Total	550	
Future tonnage, uncertain as to time and quantity:		
International Paper Co., Three Rivers, P. Q.	200	
Pic River and Nipigon Power	150	
Kenora, Ont.	400	
Total	875	

NEW YORK WORLD LIMITS DAILY CIRCULATION.

The New York Morning World announced on its first page, Wednesday, January 30, that, owing to the shortage of white paper and the large size of the paper, the circulation of that newspaper would be restricted to 350,000 copies a day, beginning February 1. The number of copies printed will be limited to that amount until further notice. The World will be absolutely non-returnable by either news companies or dealers after leaving the office of publication.

PAPERS THAT HAVE INCREASED PRICES.

The Cumberland (Md.) Times has increased subscription prices from 25 to 40 cents a month by carrier, and to \$4.50 a year by mail. Subscription losses have been less than 2 per cent. This paper has also advanced local advertising rates, the minimum being 50 per cent. and other rates slightly in excess of 50 per cent.

The Harrisburg (Pa.) Telegraph has advanced rates to \$5 a year.

The Lincoln (Neb.) State Journal has cut off the entire exchange list, and has advanced the mail price of the paper \$1 a year, the same advance being made by the News, of that city.

The Louisville (Ky.) Courier-Journal has cut off all its exchange list, selling to publishers in the future at \$4 a year, instead of the regular price of \$6, with \$2 additional for the Sunday issue.

The Columbia (S. C.) States has discontinued its exchange list

A. B. C. Membership Grows

Twenty more papers and magazines have made application for membership in the Audit Bureau of Circulations, according to this week's report. Among the number were the three Curtis publications of Philadelphia: the Ladies' Home Journal, Saturday Evening Post, and Country Gentleman. The others were as follows: Advertiser, Huntington, W. Va.; Pharos-Reporter, Logansport, Ind.; Chilton Automobile Directory, Philadelphia, Pa.; American, Charleston, S. C.; Coos Bay Times, Marshfield, Ore.; Dispatch, Wilmington, N. C.; The Gas Record, Chicago, Ill.; Oregon Statesman, Salem, Ore.; East Oregonian, Pendleton, Ore.; Times, Norristown, Pa.; Pewish Daily Warheit, New York, N. Y.; Gazette, Hutchinson, Kans.; Gazette-Times, Corvallis, Ore.; Golfers' Magazine, Chicago, Ill.; Canadian Motorist, Toronto, Can.; The American Penman, New York city; The Canadian Countryman, Toronto, Can.

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.

MANAGING EDITOR.—Managing editorship in some live town in northwest or southwest by thoroughly capable man. Eight years' experience in all news departments, editorials, telegraph, make-up, city editor, etc. Understands real co-operation with the business office and composing room. Can plan and supervise special other work. Age 30. Address P. 3210, care Editor and Publisher.

NEWSPAPER PRESSMAN.—experienced press room foreman, thoroughly competent, who has made a special study of pressroom conditions, the handling of paper cost and waste seeks employment, 15 years' a foreman. Have executive ability and can produce results. Highest references, experienced color man. Address O. 3206, care Editor and Publisher.

CIRCULATION MANAGER.—Capable newspaper man wants business or entire management of small city daily or would lease; or circulation management large city. Good references; personal habits O. K. Now located Pacific Coast, and prefer remain there, but would go elsewhere if advantageous. Address O. 3201, care Editor and Publisher.

WASHINGTON CORRESPONDENT desires to send daily or weekly letter, file queries, or serve reliable papers on a per word or subscription basis. Could also supply weekly illustrated feature bearing on the work and activities of the Government departments. Raymond Lecraw, 4025 N. H. Ave., Washington, D. C.

ADVERTISING MAN.—Are you looking for a good all-around newspaper advertising man? Have had five years' experience, handling local and foreign advertising; at present employed as advertising manager, but desire to change. 25 years old, ambitious, and energetic. Prefer city under 75,000 population. Address O. 3200, care Editor and Publisher.

HELP WANTED

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

ADVERTISING AND CIRCULATION MANAGER. on live weekly. One not afraid to hustle. Eastern town, 27,000, good proposition. Address O. 3207, care Editor and Publisher.

MISCELLANEOUS

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

WE ARE PREPARED to publish, buy, and finance weekly and monthly publications of merit and established circulation. Address Red Wing Printing Co., Red Wing, Minn.

PUBLISHERS.—We have the right names for your sample copy lists. Classified for every kind of publication. Test list of 300 names free. Different list to each publisher. Write at once. Moore's Expert Service, New Egypt, N. J.

WANTED to buy or rent a large electric base-ball score board to be used by a newspaper. Board must be in good order. Address E. R., No. 10, care Editor and Publisher.

SUPPORT PAPERS, SAYS SEITZ

Tells Maine Club of Splendid Co-operation in Newark, N. J.

At the dinner of the Economic Club, held in Portland, Me., last Saturday and referred to in last week's Editor and Publisher, Don C. Seitz, business manager of the New York World, was one of the speakers. Mr. Seitz recommended loyalty of the newspaper to the town in which it was published, and loyalty of the people of that town to the newspaper, citing some of his own personal experiences in his early life in Maine.

His contention was that this is not always done, but there are exceptions. He cited an instance in Newark, N. J., eleven miles from New York City Hall, and as easy to get to as Brooklyn, as a town in which the local papers are strongly supported by the local interests, which realize, he said, that they must do this to overcome the competition of New York. And at least one Newark paper, he said, is making \$1,000 a day, notwithstanding the fact that there are some 45,000 New York daily papers sent into that same city.

All men go in some direction. No one stands still. The one who pushes himself goes ahead. The sluggard goes backward as rapidly as the energetic individual gets to the front.

\$5,000 cash available for first payment on an attractive daily newspaper property. Middle west locations preferred. Proposition O. Q.

CHAS. M. PALMER

Newspaper Properties

925 Fifth Ave., New York

Aubrey Harwell Henry F. Cannon

WHY A BROKER?

In nearly every situation where newspaper consolidation is desirable, intelligent mediation is necessary to satisfactory results. Let us have the privilege of talking with you in absolute confidence before the conditions have been made more difficult by some inexperienced mediator. In recent years we have been responsible for many highly successful consolidations. It is the "only way out!" in over-crowded fields.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Bldg., New York

BUSINESS MANAGER

With successful experience in charge of middle western daily of not less than 10,000 circulation. State age, education, positions held and time in each, economies effected and increases in circulation and advertising produced, also salary expected. Information will be held confidential. This is a splendid opportunity for the right man. Mention No. 609. We have two similar positions now open in the eastern field.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

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

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$1.00 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situation Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building. Philadelphia—L. C. Rau, 7th and Chestnut Streets; Wm. Sohel, Bulletin Building News Stand.

Boston—Parker House News Stand.

Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.; Riggs Bldg., News Stand. Chicago—Powner's Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Marland

MANY MOURN DEATH OF SAMUEL J. FISHER, JR.

Widely Known Soldier-Reporter on New York World Staff Succumbs to Pleuro-Pneumonia, After Short Illness—Governor Whitman and Others Pay Tribute to Deceased.

Newspaper circles in New York city were shocked on January 30 by the death of Samuel J. Fisher, one of the brightest reporters on the staff of the New York World, of heart failure, superinduced by pleuro-pneumonia, in his thirty-first year. He was ill only a week.

Mr. Fisher entered newspaper work in the office of the Brooklyn Eagle. He joined the staff of the World in 1905, and remained with the paper for seven years. Next he worked in San Francisco, but found he could do bigger things in New York and returned to the World. In 1914 he went to the Tribune, but the World always held his affection, and in November, 1915, he returned to the World and went to the desk that was always held for him.

Last June Mr. Fisher answered President Wilson's call to the colors and was given a commission as second lieutenant in Company M of the Twelfth Infantry of this city and started for the border with that regiment. He proved a capable, efficient officer, and became immediately a favorite with his company. But after a couple months' service dengue fever sent him to the hospital, and he was invalided home. He wanted to return to his duties as soon as he was able to get about; but his physician told him that would be suicide, so he reluctantly resigned his commission. He was never quite himself, physically, after his return from Texas.

The board of officers of the Twelfth Regiment, still at McAllen, Tex., on hearing of Mr. Fisher's death passed a resolution of regret and paid high tribute to his patriotism and his efficiency as an officer. Lieut.-Col. Reginald L. Foster, commanding the regiment, a member of the New York Sunday World staff, presided over the meeting.

GOVERNOR WHITMAN'S TRIBUTE

Among the many who sent messages of sympathy to the parents of Mr. Fisher was Governor Whitman, whose telegram read:

"I sympathize with you in your loss of your son, whom I knew well as a newspaper man and as a willing soldier, who was commissioned by me as a Lieutenant in the National Guard and who answered his country's call for service in Mexico.

"CHARLES S. WHITMAN."

This telegram was received from William A. Orr, secretary to Gov. Whitman:

"May I, although unacquainted with you, extend to you my deepest sympathy in the loss of your son, Sam? He was one whom I was always proud to have as my friend."

Mr. Fisher's funeral, which was very largely attended by newspaper men and other friends, was held at his parent's home, 4 Glenada Place, Brooklyn, on Thursday afternoon. The Rev. Dr. F. W. Troy, of the Sumner Avenue Baptist Church, officiated. Burial was in Cypress Hills Cemetery. The New York Press Club, of which Mr. Fisher was a member, appointed a committee of forty-eight to attend the funeral.

The pallbearers, mostly Mr. Fisher's late associates on the World, were:

William P. Bezell, Haywood Broun, Edwin G. Brown, Arthur C. Clarke, Donald H. Clarke, Esdalle P. Cohen, William A. Davenport, George Daley, John H. Gavin, Martin Green, Charles S. Hand, Parke F. Hanley, Edwin C. Hill, Charles M. Lincoln, Robert H. Lyman, E. Kidder Mead, Walter Miller, Frank Ward O'Malley, Joseph J. O'Neill, Arthur Somers Roche, Charles Somerville, Herbert Bayard Swope, William A. Thayer, Hector Turnbull, and Frank H. Warren.

Young Fisher held to a remarkable degree the affection of his friends and close associates, and there were many signs of grief in the World office when his death was announced on the bulletin board. No one who daily peruses the World can fail to remember those "queer yarns," generally on the front page or the back, built apparently out of little or nothing and consisting on analysis of sheer exuberance of good humor. They were Sam Fisher's. Few American humorists, writing pretentiously for leisurely periodicals, did better work than this young man in the hurry of a daily newspaper shop.

Pioneer Ad Agent Killed

Anson McKim, head of the Canadian advertising agency which bears his name, was killed by a train at Coteau Junction, Ontario, a few days ago, while en route to Ottawa. Mr. McKim, who was sixty-two years old, was born near Napanee, Ontario, and as a young man joined the reportorial staff of the Toronto Mail. He later represented that paper in Montreal, but after a few years started the first advertising agency in Canada. By means of hard work and unflinching courtesy, he built the remunerative business which to-day is by far the largest advertising agency doing business in Canada. The agency has its headquarters in Montreal and branches in Toronto and Winnipeg.

Tablet to Farnsworth's Memory

The members of the staff of the Providence (R. I.) Journal are raising money with which to place a bronze tablet in the Henry W. Farnsworth room at Harvard University, opened through the offices of Mr. Farnsworth's father. Henry Farnsworth was formerly a reporter on the Journal. When the uprising broke out in Vera Cruz he went there. At the opening of hostilities in Europe he went to France, joined the Foreign Legion, and was killed in battle.

Memorial Window to Joseph Medill

A memorial window to the late Joseph Medill, forty years editor of the Chicago Tribune, is proposed by the Old-Time Printers' Association of Chicago.

OBITUARY NOTES

CHAUNCEY R. BARNES, former publisher and editorial writer, died in the State Hospital at St. Peter, Minn., January 22, aged seventy-six. He was born at Syracuse, N. Y., his father, Henry Barnes, being at the time owner of the Syracuse Daily Star. In 1849 the elder Barnes removed to Detroit, Mich., where he started the Tribune, and his son was associated with him in the management of the paper.

THOMAS J. BENNETT, formerly a member of the staff of the Baltimore Evening Sun, died January 23. He was seventy-three years old, and was formerly on the Herald and World. One son, James Bennett, survives. The body will be taken to his old home in St. Mary's County for burial.

WILLIAM D. MCFARLAND, aged thirty, for nine years sports editor of the Davenport (Ia.) Democrat, and known throughout Illinois and Iowa as an authority on baseball, died in Rock Island, Ill., on January 23, of pneumonia. He was a member of the Tri-City Press Club and of the Sport Writers' Association of the Three-I League.

J. L. WILSON, founder of the Celina (Tex.) Record, and several other newspapers in north and east Texas, died at his home in Celina on January 23, aged sixty-three years. Mr. Wilson was for more than forty years engaged in the newspaper business, and at the time of his death was editor of the Celina Record and also postmaster of Celina.

EDWARD WILDMAN, aged fifty-four, for twenty-seven years editor and publisher of the Detroit Courier, is dead in Detroit, following an operation for appendicitis. Mr. Wildman recently sold the Courier to a stock company headed by Milton Carmichael, an old newspaper man.

TOM CORCORAN REID, only son of Phil J. Reid, managing editor of the Detroit Free Press, died at his parents' home last week, after a long illness from heart trouble. He was twenty years old and one of the editors of the Michigan Daily, the University of Michigan publication, also working as a reporter on the Free Press.

JOHN D. GILLET, sixty-six years old, of Superior, Wis., died January 21 of pneumonia after a week's illness. At the time of his death he was auditor of the Superior Telegram, which at various times he served as managing editor and business manager.

JOHN G. GLADE, editor and proprietor of the Depew (N. Y.) Herald, dropped dead from heart disease at his home in Depew, January 22. Mr. Glade had just returned from church. He was a native of Batavia.

PHILIP H. TAPLEY, former Mayor of Saco, Me., and for the past eight years city editor of the Biddeford Daily Journal, died at his home January 20, after a brief illness. He was forty-eight years of age.

MATTHEW A. CASEY, of the classified department of the New York American, is dead at his home, 545 Rogers Avenue, Brooklyn, in which borough he had lived all his life. Mr. Casey was a member of the Brooklyn Press Club.

Mrs. Ernest Kepple, wife of the Times's Supreme Court reporter, is dead, following an operation. Mr. Kepple took the body to Iowa for burial.

THOMAS COLLYER, vice-president of Collyer's News Bureau and Messenger Service, Chicago, died January 29 at Guelph, Ont. He was a landscape gardener by profession, and his most notable achievement was the reconstruction of the grounds of the Crystal Palace, London. He is survived by a widow and four children.

Mrs. J. A. WATROUS, wife of Lieut.-Col. Watrous, U. S. A., retired, author of several books and veteran newspaper man of Milwaukee, and mother of Paul Watrous, former newspaper man and now with a Chicago advertising agency, died January 22 at her home in Milwaukee.

CHARLES E. CHURCHILL, who was killed accidentally by a railroad train at Rawlins, Wyo., on Monday, was president of the Churchill-Hall Advertising Agency, of this city. Details of the accident have not yet reached his family. The body is being sent to New York. Mr. Churchill was born in Galesburg, Ill., and was admitted to the bar of Illinois. After practicing law for several years, he came to the East. He

was well known in the publishing and advertising business and had been connected with McClure's and McCall's Magazines.

GEORGE M. COURT, of Galveston, Tex., aged sixty-four, died after a paralytic stroke at Pittsburgh, Pa., on January 30. He was the owner of one of the largest printing establishments in the Southwest and was a member of the United Typothetae and the Franklin Club of America. He was international president of the latter organization for two years. He also was prominent in Masonic circles. The body was sent to Galveston for interment.

AUGUST POTT, a member of the advertising staff of the Milwaukee (Wis.) South Side Times, was buried on January 28 at Sheboygan, Wis., his former home.

WEDDING BELLS

The wedding of Oliver W. Holmes, a Los Angeles advertising man, and Miss Matilda D. Call, was solemnized at the home of Rev. David F. Howe, pastor of the Westlake Methodist Episcopal Church, on January 19.

SOME MORE NEWS LEAKS

Despite Official Vigilance, Facts About Mrs. Byrne Are Printed.

The hunger strike of Mrs. Ethel Byrne, birth control agitator in jail on Blackwell's Island, has furnished an interesting situation in the New York news field. When Mrs. Byrne was transferred to the island Commissioner of Corrections Lewis refused permission to any one except her attorney to visit the prisoner.

Despite this ruling the World published extensive interviews with Mrs. Byrne for the first two days of her confinement. There is much speculation in other newspaper offices as to how they were obtained.

Another mystery was presented when the American announced exclusively on Saturday morning that the hunger striker had been forcibly fed at one o'clock that morning. This was verified later in the day by official reports from the city physicians. Publication of this story revealed the fact that Washington has no monopoly on news leaks.

Commissioner Lewis took the attitude that Mrs. Byrne was a notoriety seeker and that he would have no more trouble with her if the newspapers would stop printing accounts of her actions.

To Fix Correspondents' Status

On resolution of Senator Snyder, of Oklahoma County, and after much bitter discussion, the Oklahoma Senate has appointed a committee of three to investigate the activities of H. D. Laughbaum, who has a seat at the press table in the Oklahoma Senate as a representative of several weekly newspapers in Oklahoma. The resolution by Senator Snyder charges that Laughbaum is not a properly accredited newspaper correspondent, but is in fact a lobbyist, representing the Anti-Saloon League of Oklahoma. Mr. Laughbaum says he welcomes the investigation and will defend his right to the privileges of the floor of the Senate as a newspaper man.

Running down an adversary is not nearly as profitable as pulling together with rivals. By the first method you make enemies and exhaust your assets. By the other you build up self-esteem and gain the good will of the community.

"OHIO FIRST"

Yesterday's ideas do not all fit into to-day's new mechanism.

Some of the parts are already rusty and warped out of shape.

THE enormous profits obtained from doing business in Ohio may be inferred from the fact that over 15,000 domestic and foreign corporations are paying yearly into the state treasury for this prized privilege

\$9,000,000!

In 1915, the capital stock of the domestic corporations alone, represented the formidable sum of

\$73,821,255.00

Their tens of thousands of employees represent men and women of more than average intelligence and earning ability, who habitually read the "Ohio First" Newspapers, which are not skimmed over or thrown aside in the cars or on the highways.

"Ohio First" Newspapers are taken into the homes and read thoroughly by every reading member of the family.

Strictly speaking, "Ohio First" Newspapers are *Home Newspapers*. Herein lies their incomparable value to National Advertisers and Manufacturers who produce merchandise bearing Trade Marks, sold in the local stores.

Through advertising, the small business of to-day becomes the large business of to-morrow

"Ohio First" Newspapers Are Best

	Net paid Circulation	2,500 lines	10,000 lines		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E) 26,541	.035	.035	Findlay Republican	(M) 5,950	.0093	.0093
Canton News	(E&S) 12,316	.0214	.0214	Lima News	(E) *9,322	.02	.0172
Chillicothe Scioto Gazette	(E) 2,436	.0057	.0057	Mansfield News	(E) *7,631	.019	.019
Chillicothe News-Advertiser	(E) 2,451	.0085	.0072	Marion Daily Star	(E) 7,467	.0129	.0129
Cincinnati Commercial Tribune	(M) †60,723	.11	.09	Newark American-Tribune	(E) 5,318	.0085	.0085
Cincinnati Commercial Tribune	(S) †26,339	.14	.12	Piqua Daily Call	(E) 4,012	.0072	.0072
Cincinnati Morning Enquirer, 5c.	(M&S) 56,583	.14	.12	Portsmouth Daily Times	(E) 9,075	.015	.015
Cleveland Leader	(S) 117,432	.17	.15	Sandusky Register	(M) 4,660	.0093	.0093
	(E) 112,513	.18	.16	Springfield News	(E&S) 12,453	.02	.02
Cleveland News		.30	.26	Steubenville Gazette	(E) 3,620	.0143	.0071
Combination L. & N.	229,945	.18	.16	Toledo Blade	(E) 50,508	.11	.09
Cleveland Leader	(M) 90,191	.15	.13	Youngstown Telegram	(E) 16,199	.03	.03
Cleveland News	(E) 112,513	.18	.16	Youngstown Vindicator	(E) 18,658	.03	.03
Combination L. & N.	202,704	.27	.23	Youngstown Vindicator	(S) 16,716	.03	.03
Cleveland Plain Dealer	(M) 143,103	.18	.16	Zanesville Signal	(E) †10,000	.02	.02
Cleveland Plain Dealer	(S) 181,825	.21	.19	Zanesville Times-Recorder	(M) 16,711	.025	.025
Columbus Dispatch	(E) 72,120	.10	.09				
Columbus Dispatch	(E) 67,528	.10	.09	Totals,	1,762,181	2.9376	2.5683
Dayton Herald**	(E) *22,114	.05	.035				
Dayton Journal**	(M&S) *22,430	.05	.035				
	**Combination (M&S) 6c. per line.						
Dayton Journal	(S) *22,000	.07	.045				
Dayton News	(E) 33,958	.045	.045				
Dayton News	(S) 20,388	.03	.03				
East Liverpool Tribune	(M) 4,392	.0115	.01				

*April, 1916, Gov. statement.

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

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

NEW YORK GLOBE

Largest High Grade Evening Circulation
in New York and Vicinity

201,262 a Day

was the average net sale during the year 1916,
a gain of nearly 20,000 a day over 1915

The Globe stands ready to show any manufacturer of a commodity for which, after investigation or in the light of experience, it thinks there is a demand, how to "Break Into New York" by the most economical and effective process.

The Globe has successfully done this for others and will gladly show anyone entitled to the information **how**.

By The Globe process New York is no longer the most impossible and expensive market on earth, which many manufacturers think it is. A postal to Jason Rogers, publisher of the Globe, will open negotiations.

Over
200,000
a Day

THE NEW YORK GLOBE

Member
A. B. C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg

