

THE EDITOR & PUBLISHER

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

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ONE YEAR 1916

THE CHICAGO TRIBUNE printed 54,974.66 columns of advertising in the year 1916.

This was a gain of 9,088.11 columns over 1915, the biggest previous year.

This volume was 4,208.43 columns more than was printed by the other Chicago morning and Sunday papers *combined*.

It was also 12,944.37 columns more than was printed by the first Chicago afternoon paper.

THE CHICAGO TRIBUNE'S gain in 1916 over its biggest previous year was the largest gain ever made in one year by any Chicago newspaper.

This gain was 2,874.83 columns more than the *combined* gain of the other Chicago morning and Sunday papers.

It was also 306.90 columns more than the *combined* gain of *all* the Chicago evening papers.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Circulation over $\left\{ \begin{array}{l} 600,000 \\ 500,000 \text{ Sunday} \\ 350,000 \\ 300,000 \text{ Daily} \end{array} \right.$

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City
Pacific Coast Advertising Office: 742 Market Street, San Francisco

One Thousand Women Readers

*of The New York Evening Post During the
Past Four Weeks Have Requested Copies of the*

“Unusual Shops”

This interesting booklet is published by The New York Evening Post to help our women readers. It contains a number of shopping articles which have appeared daily in The New York Evening Post, written by the “Particular Person.” Every day we receive a great number of inquiries regarding the merchandise mentioned in these articles.

NOW IT IS UP TO YOU

Are you neglecting the thousands of women readers of The New York Evening Post. Never mind what the other fellow says about circulation. It is UP TO YOU to reach the

**22,000 That Buys Like
A Million**

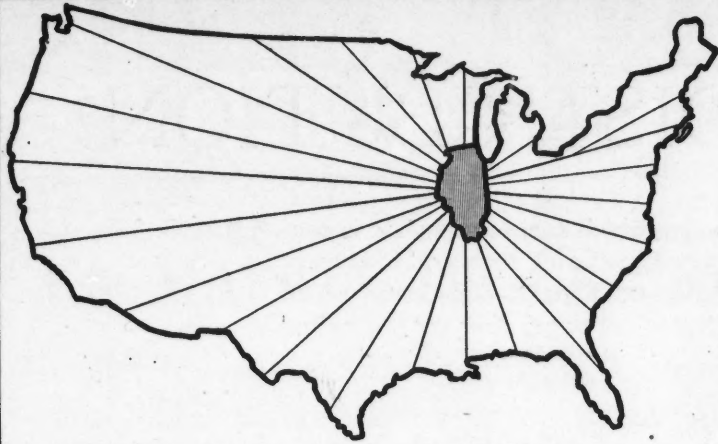
The New York Evening Post reaches the most desirable class of women buyers of merchandise in this community. You cannot tell a woman reader of The New York Evening Post to look for your advertising announcements in another newspaper. She has CONFIDENCE in The Evening Post. That is why she reads The Evening Post and is interested in the shops that are advertised in her choice of newspapers.

Right At Your Door —OPPORTUNITY

If you have confidence in your merchandise being all that you claim, why not grasp the OPPORTUNITY of presenting your story (in advertising copy) to the women readers of The New York Evening Post and gain their CONFIDENCE in your merchandise.

The New York Evening Post

“More Than A Newspaper—A National Institution”



Get Your Profits Where The Profits Are In ILLINOIS The Great Central State

THERE are big profits in Illinois this year—farm profits, mining profits, manufacturing profits, commercial profits.

Illinois has added materially to the new wealth of the world, and has also greatly increased the world's quantity of finished products—particularly these last few years.

There is wealth in Illinois—plenty of it.

The population is nearly six million. It is almost equally divided between city and country.

There are 242 cities of over 2,000 population. There are 251,872 farms.

The value of the farm lands is nearly \$4,000,000,000—over \$1,000,000,000 more than the next richest state.

The value of manufactures is now over \$2,000,000,000 annually.

There are \$2,007,918,000 in bank deposits in the state, and over 250,000 people own automobiles.

With the greatest grain market and packing and rail center in the world located in the metropolis—Chicago—the state is covered with a net-work of nearly 12,000 miles of trunk line railroads, affording better transportation facilities than any state in the country, while its location—the axis of all north and south and east and west traffic—is ideal.

All in all here is a wonderful market—wealth, intelligence, industry and commerce. And so easily reached, too.

Through the Newspapers of ILLINOIS

Modern, well edited, progressive papers these, with their circulation in the wealthiest centers throughout the state.

They are known advertising mediums, every one, and alive to the interests of the advertisers in circulation, co-operation and in the general worth of the editorial policies.

No better market is there than in wealthy, energetic Illinois. No better way to get the profits of that market than by advertising in these foremost Illinois papers.

	Paid Cir.	2,500 Lines	10,000 Lines
Aurora Beacon News (E).....	16,079	.04	.04
Aurora Beacon News (S).....	11,381	.04	.04
Bloomington Pantagraph (M).....	15,741	.03	.025
Champaign-Urbana Daily News (E)†.....	6,593	.015	.015
<small>Champaign-Urbana, 30,000.</small>			
Chicago American (E).....	400,031	.40	.38
Chicago Examiner (M).....	232,828	.28	.23
Chicago Examiner (S).....	513,217	.50	.46
Chicago Herald (M).....	203,229	.35	.30
Chicago Herald (S).....	222,265	.40	.35
Chicago Journal (E).....	122,447	.24	.21
Chicago Daily News (E).....	431,189	.40	.40
Chicago Post (E).....	61,879	.25	.12
Chicago Tribune (M).....	392,483	.40	.30
Chicago Tribune (S).....	619,023	.53	.42
Elgin Courier (E).....	6,577	.0143	.0143
Freeport Journal-Standard (E).....	6,154	.015	.015
Galesburg Evening Mail (E).....	8,208	.0129	.0129
Moline Dispatch (E).....	8,280	.025	.025
Peoria Star (E).....	19,261	.045	.035
Quincy Journal (E).....	7,131	.02	.02
Rockford Register-Gazette (E).....	11,758	.025	.025
Rock Island Argus (E).....	5,000	.015	.015
Springfield News-Record (E)*.....	10,054	.02	.015
<small>*Rate after June 1, 1917, 3c. per line; 2,800 lines or over, 2c.</small>			
Springfield State Register (M).....	{ 21,288 }	.035	.035
Springfield State Register (S).....		.035	.035

ILLINOIS

- First in farm land value—\$3,905,321,075
- First in packing industry
- Largest grain market in the world
- Largest railroad center in the world
- Most centrally located for water and rail transportation
- Second in railroads—11,878 miles
- Third in population—5,638,591
- Third in manufactures—value \$1,919,277,000
- Third in coal mined and pig iron produced
- Value of farm and dairy products \$500,000,000
- Bank deposits \$2,007,918,000
- Automobiles, over 250,000

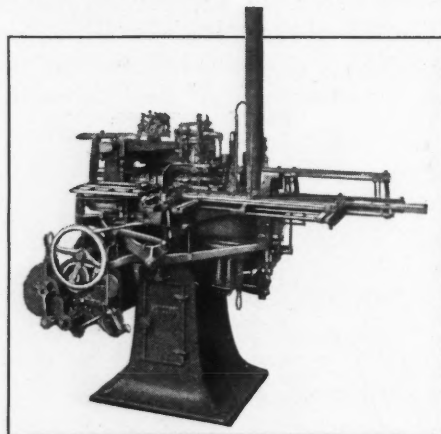
Prepared by
Walter G. Pietsch
Chicago

WHAT IS NON-DISTRIBUTION?

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

We created the *Non-Distribution System* which is possible only with Monotype equipment, and originated the word *Non-Distribution* to fittingly describe it. The success of the system has induced imitating competitors to use the word in connection with less efficient methods, but there is only one *Non-Distribution System*

Composing
Machine



Type&Rule
Caster

LANSTON MONOTYPE MACHINE CO · PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

SEND FOR OUR FOLDER ON NON-DISTRIBUTION

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, JANUARY 13, 1917

No. 31

"LA MAISON DE LA PRESSE" A SERVICE BUREAU

French Newspaper Clearing House Affords Fullest Co-operation to Foreign Correspondents—Its Officials Arrange for All Visits to the War Fronts, Collect and Distribute News from the Grand General Headquarters—Unique Plan to Serve for the Press of the World, on Broad and Progressive Lines.

Written for THE EDITOR AND PUBLISHER, by FRANCIS MILTOUN MANSFIELD, Paris.

DURING the past two years of the emotional ebullition of the world there have come into being in France many institutions of a utility so self-evident that they are bound to become permanent factors of the future.

The Maison de la Presse is one of these.

Born of war conditions this admirably conceived and well-nigh unique institution is of the least bellicose temperament imaginable. Its welcome to the stranger journalist within the gates is warm and genuine. For this reason, if for no other, this unique clearing-house for news is one deserving of all the encomiums which can be heaped upon it. Its trade motto is: "Information as complete, certain, and rapid as possible for diffusion by the press of the entire world." It would seem to be a good slogan for some enterprising daily to print on one or both its ears. As a conception of efficiency and sufficiency the platform is most adequate.

If you are a Chinaman you can get what you want at the Maison de la Presse, and if you are an American you are put in charge of some one who has actually been in America and who speaks English.

DIRECTOR IS HIMSELF A JOURNALIST.

The general direction of the institution falls upon Monsieur Philippe Berthelot, of the Ministry of Foreign Affairs of the National Government. A happy choice, for, besides his great diplomatic capacities as a former Secretary of Embassies of the Premier Class—with a passion for travel and sport—his pseudonym of "Lubin," in *La Vie Parisienne*, has given the world of the four arts many a genial hour. The appointment of this able director of affairs was a stroke of genius to begin with worthy of comparison with the finest diplomacy of the chancelleries of Europe.

In spite of the fact that it is not lodged in what we should call an office building, but in an apartment house, there are no lace curtains at the windows of the Maison de la Presse, in the chic Rue Française Premier quarter, next door in fact to the former American Embassy. You may have seen these lace-curtains abroad in railway stations, town halls, and court houses, even in great Government departments, and wondered how such a survival of the plush and horse-hair era of the Citizen King had been allowed to endure, but here, at any rate, they are *non est*.

There are no rolltops, either, in this model publicity bureau—cards are play-



MONSIEUR PHILIPPE BERTHELOT, DIRECTEUR "LA MAISON DE LA PRESSE," IN CONFERENCE WITH MONSIEUR ARISTIDE BRIAND, THE FRENCH PREMIER.

ed openly and face up flat on the table, no mystery, no forgotten pigeonholes. "All in the day's work" becomes a reality here. A real dash of transatlantic vigor this! One wonders if Monsieur Chinaut, who has charge of the elements of especial interest to Americans, absorbed this idea *outré mer*. At all events here it is in all its simplicity.

As a result the Paris journalist, in these days of complicated and arduous conditions of living and working, may have a sufficient equipment of proper, workable tools ever at his hand or call. Those who have ever trod the chilly marble corridors of Government office buildings abroad (they are steamheated in America, but here there is one "Ministry" in Paris which is not only not heated, but is lighted by oil lamps), and been shuffled about from one functionary to another only to be told by some underling, without the slightest conception of what is wanted, that there is no information of the kind available, will appreciate what the functions of the Maison de la Presse really mean for the seeker after news—for even here news is not manufactured.

Actually the unconventionally disposed edifice which houses the establishment in no way detracts from its efficiency, indeed it seems very well suited to its purpose. Some of us have often wondered why the average newspa-

per office did not have a bathroom on every floor, genai wood-panelled salons, and comfortable fauteuils, in which to do our hard thinking, believing conscientiously that our work would be all the better for it. If there is any point of comparison which stands out above others in French and American journalism it is that exponents of the former need less a strong pair of legs than does his American confrère. The one passive, the other impetuous—each good of his kind, but latitudinally and longitudinally impossible of transposition.

HOW ONE PARISIAN JOURNALIST WORKS.

It depends largely on where you are working, whether in antiseptic America, or amid historic *boisées* and lambrequins and tapestries in London, Paris, or Rome. It's a matter of geography, not one of efficiency. I know one Parisian journalist who keeps five secretaries busy while he paces upon and down a ten-yard strip of red moquette carpet in his library, throwing them an idea once and again which they are supposed to elaborate into a story of the day. They might do their work elsewhere as well, but he couldn't; he'd be out of his element away from his beloved bibelots—ormolu clocks, buhl cabinets, and Aubusson tapestries.

However, beyond the *cadre* green and

magenta baize covered long tables and desks are everywhere; classing systems of drawers and bins and boxes in quantity sufficient to make the average Park Row "morgue" look emaciated are on every floor. There is a cinematograph salon for the exhibition of official films, a special photographic laboratory for producing any documents you may wish fac-similed, a magnificent collection of negatives, prints of which are available for the asking, a translation bureau, a military bureau, a passport visa bureau, post office, telephone and telegraph, all at the disposition of any pressman whose business may call him thither.

The composition of the various departments comprehends four functional organs. The conduct of the fabric is by no means a one-man job. Each bureau has its latch-string hanging out for the writer man or woman, and every one is accessible from the big boss down.

FUNCTIONS OF THE FOUR SECTIONS.

(1.) DIPLOMATIC SECTION, divided into four departments, receiving journalists from 10 to 12 and 4 to 7. Holds telephonic and telegraphic services with all allied and neutral countries, and prepares highly documented studies on political and economic subjects for propaganda in France and abroad. This section edits and prepares the radios sent out from the Eiffel Tower eight times a day.

(2.) MILITARY SECTION, in constant communication with the Grand General Headquarters, performing on behalf of purely military matters similar functions to those of the first section, and making public all military information of such a nature as may be properly promulgated. Has charge also of all trips and excursions of French and foreign journalists and others to the front, in conjunction with the Ministry of Foreign Affairs. The cinematographic department of the army forms a part of this section and shows films in its special auditorium in the building, and the photographic department supplies other sections with documentation required of that nature.

(3.) TRANSLATION AND FOREIGN PRESS SECTION, with a personnel recruited from university and specialist circles. Its work is grouped into language sections as follows: German, English, Spanish, Portuguese, Italian, Greek, Rumanian, Scandinavian, and Slav. Daily translations and analysis of articles of the foreign press of possible interest to the various government departments are made; the subject mat-

ter of a period of foreign tendency and developments industrially, politically, and otherwise are made into a weekly résumé, and a consensus of opinion is compiled from the foreign press upon indications received from one or another government department. There opinions are objective merely, reproducing only the mind of the foreign press and not that of the translators.

(4.) PROPAGANDA SECTION, properly called, and divided by sections: General—where are prepared and put into execution various plans for a useful propaganda according to the characteristics of the particular region envisaged. Other divisions are neutral, English, Portuguese, Russian, Serbian, Moslem, Balkanic, North American, South American, Far East. To this fourth section are attached the numerous bulletins issued in various parts of the world, and the distribution made of photographic and cinematographic documents.

IN THE SERVICE OF FRANCE.

The personnel of these four principal sections is composed of diplomats, journalists, university men, and specialists of all ranks, largely recruited from the army auxiliary, among the slightly wounded or incapacitated for active service, those who may be convalescent, or otherwise ineligible for immediate service in the ranks. All are directly under military discipline of the Colonel-in-Chief of the Section Militaire. Stenographers and telephone and telegraph operators are mobilized from those of military rank so far as possible, and women are largely employed in the various interdepartmental services.

In addition to the four chief services another has charge of the interior conduct of the building, upkeep, and expense—the business management, as it were—another is devoted to the organization of the Foreign Press; another to the French Press Syndicate (each having its special quarters set apart for it). Besides there are various reception and writing rooms at the disposition of frequenters of the institution, as well as lecture halls, reading, and writing rooms for the correspondents of the Paris and Provincial press.

All this presumes a profound recognition of the power of the press, which indeed, since it has been increasing in power in France since the Gazette de France was first published in 1631 and which has grown to date so that there is one newspaper to every 20,000 of the population, is to be admitted. And truly there is hardly a country on earth where the press is more powerful as a moulder of public opinion than in France. That its newspaper press is open to criticism from the point of view of mechanical consideration of its make-up, typography, and press work in no way detracts from its undeniable value in other respects.

If, before the Maison de la Presse was formed in order to coordinate all loose ends and stray elements that its labors might be as near efficient as most of us can ever dream of coming in our chosen work, geography has been the weak point of the Frenchman, it is likely to be so no longer. If foreign proper names, their pronunciation and their spelling, have been his *bête-noire* it is small wonder that the French proofreader, or *correcteur de la presse*, is weak too on these points. Up to now his editor didn't bother much about what he considered unessentials, his readers cared still less.

Now all this is to be changed, is changing every day. This ideal publicity bureau of the Maison de la Presse, following the best precepts of French culture, has gone logically back

to prime sources and is sending its matter out right in the first instance. It is by no means an amateur organization, nor is it a coterie of pedants in spite of its aristocratic connections. It has no contempt for other men's foibles and is just as willing to spell programme with one *m* as with two *m's* and an *e*. It recognizes the transatlantic language, as it properly should. A digression may be pardoned: in these last days we in Paris have read in one of the leading Paris dailies that "Sir Whiteman" has just been re-elected "Governor" of the "city" of New York. Had the editor sent his proofs up to the Maison de la Presse for correction the thing would never have happened.

At the head of this marvellously composed battalion of the craft, the link between diplomacy and the language of the people, as it were, is Monsieur Louis Forest, the columnist of the *Matin*, whose editor, Stéphan Lauzanne, you have just had in your midst in New York, than whom there is no more able, energetic, widely-known, or obliging journalist in the *ville lumière*. "If Louis Forest doesn't happen to know him, he knows some one who does" you are told when you are asking for a biographical note on a newly discovered poet of the trenches, some prelate who has recently been elevated cardinal, some painstaking scientist who has discovered a new welding compound.

FOREST A MAN OF VERSATILITY.

"Ask Forest," you are told. And you ask Forest. And Forest puts you right, as he has been putting the hotel-keeper of the French countryside right for years as president of the "Club de Cent"—that hundred automobilists, good livers all—by pretty nearly having killed out in France chemically prepared soups and copper-colored beans and *petits-pois* in tins—"export them to America," he says, "they like them bright green over there, but give them to us Frenchmen *au naturel*." It's only a sidelight of course, but as a "contact" between the arts of diplomacy and those of an up-to-date publicity Forest seems to be as necessary to the Maison de la Presse as motive force to a dynamo.

If there is to be a paper shortage—and I must say it looks like it over here—the Maison de la Presse does not seem to take it very seriously. Being under government tutelage it probably expects to get its white paper as it does its coal, each of them commodities which the rest of us get at proverbial black diamond prices—when we can get them at all. The journalists and editors of the Rue François Premier have hung their hats on their pegs and gone to work on a circulation propaganda which would make the reputation, and perhaps the fortune, of a business builder with even an excess of optimism in America. It issues at least five publications of its own, printed rather badly on rather bad paper to be sure, but with a certain grace of form and presentation which is in many respects a big improvement over the blanket-sheet or broadside mediums which are so often used for "official bulletins."

The best-known and largest circulations among these are the *Bulletin des Armées*, *Bulletin des Usines de Guerre*, *Bulletin des Françaises*, *Nouvelles de France*, *Bulletin de la Chambre de Commerce*, etc.

To sum up: if the Maison de la Presse may not be compared with the editorial machinery of a newspaper it may at least be called a University of Journalism, and a highly specialized one, as well as a highly efficient one, endowed with all the resources of the French Government, all the wealth of the

French themselves. The fact that it was precipitately called into being for a special purpose in no way mitigates against the value of the organization, for its very operation is a veritable exposition of the refining expansion of the journalistic idea to the nth degree.

It has grouped in this *ruche* of activity an intelligently recruited corps d'élite of editors, special writers, reporters, photographers, interviewers and experts in all lines—from explosives to silks and fine porcelains; linguists versed in the fine distinctions to be remarked as between Americans and English, and travellers who know the difference in latitude between San Diego in California and Santiago in Chili.

A BUREAU OF SERVICE.

Nine-tenths of its labor are in no manner war-like, as I found the other day when a young woman from America came to me and asked where she could get some information and lantern slides concerning a feminine hotel school which was, or was about to be, founded in France. "We'll go to the Maison de la Presse," I told her. We went. We asked Forest. She got her "documentation." She left by the next boat for her home town in the Far West, where she purposes to give a lecture on the subject before the local "Mothers' Club."

There has been a lot of this sort of thing since the war began—young lady nurses looking to "save France" by a month's dishwashing in a military hospital, but when winter comes and the steam heat is found wanting they generally quit. The young lady journalist comes to write about the "Soul of France" or the "Renaissance of France" or "France Finds Itself"—a week in Paris and a trunk full of propaganda documents from the Maison de la Presse, and she may go back to her admiring constituency who envy her "adventure" about as well fitted to discuss the subject as she would be if she stayed a month and a half. Some of us have been at the game for fifteen years and can't for the life of us see that France is being reborn. She isn't. France is France, and the French people are the French people as they have always been. The rest is all twaddle. The Paris Press and the Regionalistic Press is what is welding France; nothing else could.

The fine thing about it all is all news and facts—not fancies—which are sent out from the Press Clearing House are propaganda—publicity, of a desirable sort. Its effectiveness is in its cumulative properties. Ask Forest!

The last time I went to the Maison de la Presse was to get a portrait of Monsieur Berthelot. He gave me that which accompanies this article, showing him in conference with Monsieur Aristide Briand, the French Premier, on the conduct of the Maison de la Presse in its relations with the foreign press. It shows how close we can really get to things at the fountain head when we have the proper credentials. But then, Monsieur Briand himself was for long years one of the leading lights of Paris journalism. The Maison de la Presse is founded on something more substantial than sand.

First Woman So Honored

Mrs. Harriet L. Cramer, publisher of the Milwaukee Evening Wisconsin and widow of W. E. Cramer, founder of the paper, is the first woman to be elected to honorary life membership in the Milwaukee Press Club. Mrs. Cramer began her newspaper work fifty-two years ago in the composing room of the Evening Wisconsin.

MORE NEWS PRINT IN SIGHT FOR 1917

Reduction in Consumption Forced on Publishers, It Is Believed, Will Curtail Demands to Such a Point that There Will Be Sufficient to Go Around.

Drastic measures for curtailing consumption of news print have been adopted by publishers. They are carrying their economies to such an extent that, it is believed, there will be sufficient paper for all in 1917. All free copies have been cut off, exchange lists have been chopped to the limit, or have been placed on a cash basis, rates in hundreds of cases have been raised from 1 to 2 cents a copy, and from 10 to 12 cents a week, or 12 to 15 cents a week, as the case may be. As the news print paper contracts become effective January 1, publishers who had not previously cut the size of their papers made noticeable reductions. In the meantime, the campaign to save wrapping paper, which was launched among the retailers of the country by Secretary of Commerce and Labor Redfield, is beginning to have its effect. Already the consumption, it is said, has been cut something like three car loads a day—which means that three machines that were formerly used on this grade may be available for the manufacture of news print.

BLANTON PREDICTS QUICK RELIEF.

A special meeting of the Missouri Press Association was held in St. Louis yesterday to consider the news print situation and discuss the reports of those who have been endeavoring to get an equitable distribution at a reasonable price. H. J. Blanton, president of the Association, who recently returned from Washington, where he attended the hearings of the Federal Trade Commission, and the conferences of the various publishers' associations, said that he believes there are prospects for immediate relief for the smaller publishers.

The report of the Federal Trade Commission has not yet been made to Congress, nor has Assistant Attorney-General Todd, to whom the print paper matter has been referred by Attorney-General Gregory, indicated what action he will take, in response to the application of the Federal Trade Commission that the Department of Justice cooperate with it in investigating the present shortage and price of news print.

The supply of pulp wood for the International Falls, Minn., plant of the Minnesota and Ontario Paper Company, was threatened a few days ago by members of the I. W. W., back in the forests, where the wood is cut. The mill, which makes 360 tons of paper daily, has been working day and night to keep pace with an abnormal demand. The forty car loads of pulp wood used daily by the mill comes from a point near Gemmill, where the laborers have threatened a strike. The International mill manufactures paper for the Kansas City Star, the St. Louis Globe-Democrat, Des Moines Capital, New Orleans Item, Omaha World-Herald, Chicago American, Billings (Mont.) Gazette, and a number of other papers.

Advertisers and the A. B. C.

The Advertising Agency members of the A. B. C. handle approximately 5,435 accounts of national advertising—representing annual appropriations of over \$90,115,000, according to statistics just compiled by Russell Whitman, of the Audit Bureau of Circulations.

MILLIONS MORE FOR AUTO ADVERTISING IN 1917

\$18,020,480 AUTO ADS IN DAILY PAPERS IN 1916

Increase Over 1915 Amounts to \$10,201,022—Average Advertising Cost is \$15 a Car—Daily Newspapers Get 65 per cent. of All Automobile Advertising, Plus 20 Per Cent. for Accessories.

Daily newspapers obtained \$15,017,067 worth of automobile advertising in 1916, to which must be added \$3,003,413 for accessories, making the total \$18,020,480. The total advertising for the country amounted to \$23,103,180. The daily newspapers were given 65 per cent. of all automobile advertising. Of the \$15,017,067 automobile advertising in the newspapers, \$9,010,240, or 60 per cent. was paid for by the manufacturers, while \$6,006,827, or 40 per cent. was paid for by dealers. This is \$10,221,022 in excess of the amount carried in 1915.

HOW THE COSTS WERE DIVIDED.

The amount, which is declared to be conservative, is the best estimate that can be made from the figures and information gathered from agency advertising men, the automobile advertising managers of daily newspapers, and others. The results are reached on the basis of the number of cars manufactured for the past year. The total number turned out of American factories amounted to 1,617,708, of which 77,496 were exported. This leaves 1,540,212 cars sold in the United States, and includes motor trucks, as well as passenger machines. The average advertising cost is calculated at \$15 a car, which makes the advertising bill \$23,103,180, the various percentages being as indicated above. This gives an average advertising cost of .0223 per cent., or approximately 2 1/4 per cent.

WHAT IT COSTS TO ADVERTISE SOME CARS.

Advertising costs vary with the car and the concern that manufactures it. For example, one large company, manufacturing a motor that sells for \$1,000 and up, has an average advertising cost of less than \$5 a car. In some cases, the manufacturer does no advertising whatever, passing that expense on to the dealer, while a number of the higher priced cars utilize newspapers only at irregular intervals, use the magazines or do not advertise at all. The very high priced cars seldom advertise, it being said that their output is limited to a few hundred machines—as much as the market can absorb. Some motors have an advertising expense of as much as \$100 a car. The average, based on the best information that can be gathered, and collected from numerous sources, seems to be in the neighborhood of \$15 a car, and this figure was declared by all those who discussed the matter at the automobile exhibit to be somewhat below, rather than above the actual amount.

The increase in advertising—that is, newspaper advertising—in 1916, compared with 1915, was \$10,221,022. In arriving at the totals the same method has been followed as obtained in getting the figures for 1916.

ESTIMATES FOR 1917.

It is estimated by manufacturers that the 1917 output will be more than 2,000,000 cars. Allowing 5 per cent. for export, with \$15 advertising expense, the total advertising for automobiles next year should be \$28,500,000. Allowing 65

per cent. for the newspapers (the calculation for 1916), the dailies should get \$18,525,000 during the coming year. With an addition of 20 per cent. for accessories, \$3,705,000, the total advertising revenue the daily newspapers should receive from automobile accounts during 1917 should amount to \$22,230,000, or \$4,209,520 more than was collected during 1916.

These estimates, made by advertising men at the Automobile Exhibit at the Grand Central Palace, they insist, are rather under than over the actual figures. No attempt has ever been made to collect definite data on the subject. The information has, therefore, been gathered from all sources, being the average experience of men in widely separated sections of the country, in both the daily newspapers, advertising departments, and in the advertising agencies.

HOW THE EXHIBIT AFFECTED ADVERTISING.

The effect of the Automobile Show on advertising in the daily newspapers of New York was notable. Last Sunday the papers carried enormous automobile sections, several having in the neighborhood of 150 to 200 columns. It is estimated by advertising men connected with the daily papers that, by the time the show shall have concluded, the evening newspapers will have carried a total of 150 columns each, and the morning papers 215 columns each of automobile business. There are ten evening and six morning newspapers included in the calculation, which would give 1,500 columns for the evening and 1,290 columns for the morning group, or a total of 2,790 columns for the week. The length of the columns of the metropolitan newspapers are not all the same. Counting 21 inches to the column, and taking 30 cents as the cost of each agate line, the amount of revenue the daily newspapers of New York city will derive from the Automobile Show will be approximately \$246,078, each column on this basis being worth \$88.20.

The number of passenger cars and motor trucks manufactured in 1914 totalled 515,000; in 1915, 703,529, and in 1916, 1,617,708. The retail value of the cars of all lines sold last year in the United States was \$1,088,028,373, passing the billion mark for the first time, and if 2,000,000 cars are manufactured in 1917, the value will be \$1,344,000,000.

ADVERTISING HAS LOWERED THE COST PER CAR.

The effect of advertising on the average cost per car is interesting. Ten years ago, when the manufacturers and dealers first began to turn their attention to daily newspaper display advertising space, the average cost of a motor car was in excess of \$2,000. In 1916 the average cost of passenger machines was only a trifle more than \$600. The average cost of all automobiles, estimated by Alfred Reeves, general manager of the Automobile Chamber of Commerce, is \$672 each. So, as advertising has increased competition among manufacturers—and it is the hardest and keenest kind of competition the business world has ever witnessed—the selling price per car has steadily declined. While the profits on the individual cars have decreased, the number manufactured, in response to the demand created by advertising, has increased to such a point that there is greater profit in the industry, apparently, than ever, for cash dividends to stockholders of automobile manufactur-

ing concerns run from as much as 50 to 200 per cent. or more—on an average advertising cost of approximately 2 1/4 per cent.

And automobile men tell you that the industry is in its infancy!

Cheap as some cars are, it is stated that the actual era of the low-priced car is yet to arrive. There are those who state that it is possible to sell a car to any man whose average income is \$1,000 a year, and that he can afford to own one. No one laughs at the party who makes that prediction, because ten years ago they laughed at the man who said it would be possible to manufacture and sell cars at a profit for \$1,000 each. The figures show that the average cost to-day is only slightly more than \$600, the cheaper cars going faster and in greater volume to-day than ever before. The demand is stimulated, of course, by advertising.

DAILY NEWSPAPERS GIVE QUICK RESULTS.

Newspaper advertising—that is, daily newspapers, give the quickest action. It determines the man who has been mulling over in his mind the matter of a motor for his family. He sees an ad in his newspaper, and after reading it a number of times, he finally calls or writes. The inquiry is all that is necessary. The salesman does the rest. "The newspaper has accomplished its part of the work when it delivers the reader inside of the branch agency, in response to the advertisement," said a prominent agency space-buyer.

Just how far an automobile concern should go in advertising is a question. According to the best estimates made, it was figured that one large company could go three years without a line of advertising. "But then," a prominent advertising man stated, "they will have to spend more money in the fourth year than they had saved in the previous three to get their grip. They can actually run on momentum three years. Do they do it? Not at all. Their advertising man is too keen for that. He knows that he cannot slip—he must maintain the interest for future sales, and to obtain his share of the resales which occur every three years. The same car is seldom purchased and he must be in the market for the men, three years from now, who bought cars other than his own. Now you get the connection—you understand why it is possible to run on momentum for three years, and the reason the firm that fails to advertise for that period will lose out at the end of that time."

NEW YORK SHOW STIMULATES ADVERTISING.

The effect of the New York automobile show on the other automobile exhibits in Chicago and other cities will be tremendous, advertising men say. Manhattan always sets the pace. The amount of advertising in the metropolitan papers this year from the automobile exhibit breaks all records. The pace set here stimulates other sections. Chicago newspapers usually carry more advertising for the automobile exhibit held in that city than is the case in New York, for the reason that there is greater dealer cooperation in Chicago than in New York and the spirit of competition is keen. This is true in the other cities where shows will be held, each taking the cue from New York city. The exhibit here was the most successful ever held, more cars being sold on the floor of the Grand Central Palace, where the exhibition was held, than has ever been the case in the past.

AUTO ADS TO BREAK ALL RECORDS IN 1917

More Copy to Go to Newspapers than Ever During the Coming Year—Manufacturers of Motor Cars Realize Value of Newspaper Advertising, and Show It During New York Exhibition.

New York's automobile exhibit, which closes to-night, has set the pace for 1917 motor-car advertising in the daily newspapers. More advertising was used in promoting the present show than ever before, and this means that the Chicago exhibit, the second of a national character, which will be held the latter part of this month, will be bigger than in past years, and will mean an extension of the automobile newspaper advertising campaign. There will follow something like 200 other exhibits, in different sections of the country, the advertising of which is usually determined by New York's volume, which this year broke the record. Some will be in the nature of State affairs, others will be confined to counties, and a few to the limits of the cities in which the exhibitions are given. Some idea of the importance of the New York exhibit, from a newspaper advertising standpoint, may be gained when it is stated that 422 advertising and editorial representatives of newspapers outside of New York city reported at Press Headquarters in the Grand Central Palace, where the show was held. These men came to get a line on what was being done in the first of the big national auto exhibits, and to arrange for local shows that will be held in their towns later on, and to see the advertising managers of the various companies, to obtain greater cooperation in backing up the efforts of local dealers. That they were successful, all admit, and the smiles that wreathed their faces indicated that they were more than satisfied. They were all confident that 1917 will be the greatest year for automobile advertising the newspapers have ever known.

AUTO ADVERTISING IN ITS INFANCY.

The consensus of opinion of advertising men of the out-of-town newspapers is that, great as has been the volume of automobile advertising in the newspapers during the past few years, it has only just started. It is increasing every day, in proportion to the steady increase in the number of cars sold by manufacturers. Competition is keener, notwithstanding the fact that there is a market for practically every car made, and in order to maintain present sales, and to stay in the market and familiarize present owners with other models, the volume of advertising is not only continued, but is increased for the purpose of influencing resales, that occur on an average of every three years.

Out-of-town newspaper representatives were given assurances that there would be unusual representation at the local automobile exhibits to be held in about 200 other towns, which means, they say, a greater volume of newspaper advertising than ever for 1917.

Sales of cars on the floor of the Grand Central Palace this year were larger than ever before—in some cases beyond all expectations, and these sales were brought about largely by advertising, the purchasers as a rule stating that they had been reading the advertising, and came in to see how the particular car, the advertising of which had attracted them, compared with

others. One firm sold six cars during the first two days, where information of this character was volunteered. More than ever manufacturers are impressed with the value of newspaper advertising. What is more to the point, it is, in the opinion of the advertising managers of the manufacturers, improving in quality, due to the service the papers are putting behind their advertising.

The daily newspaper fortifies the local dealer, and giving him the assistance necessary to bring to him a steady stream of inquirers and prospects, making it unnecessary to exert the same expense and force expended in the past to search for prospective buyers.

DAILY NEWSPAPERS GIVE RESULTS.

"I am more than ever impressed with the value of daily newspaper advertising," said Ward M. Canaday, advertising manager of the Willys-Overland Motor Company, of Toledo, O. "The newspaper exerts a tremendous influence, and effects the sale of a vast number of cars. I have nothing to say against any other form of media, for we use all kinds, and with good results—that's the reason we continue it—but I want to say that we realize the pulling power of the newspaper. That explains why we are using more daily papers all the time." The same story is heard on every side.

Some idea of the manner in which the newspapers are extending the industry may be gathered from the efforts being put forth by the newspapers of New Orleans. D. K. Roberts, advertising manager of the States, of that city, said:

"We want to hold a Latin-American Automobile Exhibit in New Orleans. We want to develop the market for American trucks and motor cars in South America. To do this we are advocating New Orleans as a logical point, due to its location, geographically, with reference not only to the east coast of South America, but the west coast as well, which is brought nearer to us by the Panama Canal. The market for motor cars in that section of the world is growing, and an exhibit such as we are planning will bring to New Orleans visitors from all sections of South America to see the products of American factories."

SOME OF THE AD MEN PRESENT.

Following is a partial list of the out-of-town newspaper men who are attending the exhibit, not all of them registering at Press Headquarters:

E. W. Preston, Boston Herald; W. A. Clinlin, Chicago Journal; P. T. Barbour, Chicago Herald; George F. Thompson, Philadelphia North American; E. L. Gilchrist, Philadelphia Record; C. H. Fehling, automobile editor, the Philadelphia Telegraph; Hector McIntosh, the Washington Post; W. F. Sammons, city editor, the Utica, (N. Y.) Observer; E. Edenburn, Detroit News; Otis Moore, Detroit Free Press; M. W. John, Washington Times; Arthur Mign, Buffalo Times; C. B. Weiss, automobile editor of the Baltimore American; W. D. Lahey, Milton (Mass.) News; W. H. Hanscom, New Haven Union; C. H. George, Baltimore American; H. S. Smith, Pittsburgh Press; F. E. Grenagle, Pittsburgh Gazette-Times; H. C. Stevenson, Watertown (N. Y.) Standard; W. Hummel, Bayonne (N. J.) Evening Review; T. H. Parker, Springfield Union; H. B. Haines, Pateron News; E. V. L. Beebe, Rochester Post-Express; Irving Kahn, New Brunswick (N. J.) Home News; H. G. Belcher, Providence Tribune; R. E. Taylor, New Haven, Journal-Courier; M.

\$20 IN ADVERTISING SELLS AN OLD MOTOR

Average Cost to Dispose of Second-Hand Machines, Taken in Trade, Is 25 Per Cent. in Excess of Amount of Advertising Necessary to Sell a New Car—Some Useful Information.

The newspaper advertising cost of selling a second-hand car is higher than in the case of an original sale. Usually, it amounts to \$20 a car, or 25 per cent. more than the average advertising cost of selling factory products. Of course, as in the case of original sales, the costs vary, running from a matter of cents to as much as \$100, but the average is in the neighborhood of \$20.

Second-hand motor car advertising it is estimated, amounts to something more than \$5,000,000 yearly. Some believe that it will be half again as much, but \$5,000,000 is thought to be conservative.

While the advertising cost per car has been fairly well worked out, on first sales, there is no rule to go by in arriving at an advertising appropriation for the resale of a second-hand machine, except the general one that the dealer should come out even.

Some dealers pay all of their own advertising expenses, while others divide it with the factory, up to a certain amount, say, \$1,000 to \$5,000 a year. On the other hand, some factories, relying on the judgment of dealers, stand all of the local advertising expense. Others divide with the factory regardless of the amount of money expended for newspaper advertising.

In effecting a sale, where the prospect already has a car, it is frequently necessary to take the old machine in trade. This is done wholly at the risk of the dealer, the factory declining to participate in any exchange arrangement. The dealer must effect the exchange on a basis within his commission, which usually amounts to 25 per cent. If he is selling a car worth \$1,

G. Vanderwater, Passaic (N. J.) Herald; C. P. Peers, managing editor Bridgeport Post; W. Lee Tuller, White Plains Reporter; George R. Gould, New Haven Register; Wm. Greene, automobile editor, Washington Post; F. H. Burns, Boston Evening Record; C. O. Reville, automobile editor, Baltimore Sun; H. H. Robertson, Newark Ledger; Douglas Hawley, Dallas (Tex.) Times-Herald; E. C. Mason, Rochester Herald; J. C. Welch, Dallas (Tex.) News-Journal and Galveston News; Charles H. Higbee, Chicago Examiner; John Dempsey, Boston Herald; S. W. Dubois, St. Louis Post-Dispatch; Albert H. Olsen, Chicago Examiner; A. H. Story, Philadelphia Record; George S. Snyder, Pittsburgh Chronicle-Telegraph; Howard S. Fish, Washington Star; John A. Cleary, Philadelphia Ledger; Anton Benson, Harrisburg (Pa.) Telegraph; W. E. Hartwell, jr., Boston Globe; W. E. Berland, Pittsburgh Leader; J. R. Scalore, Chicago Daily News; R. W. McLaughlin, Chicago Herald; R. E. Taylor, New Haven Journal Courier; Paul Frank, Chicago Daily News; "Si" Grogan, Washington Herald; John H. Ische, Scranton (Pa.) Republican; C. H. Foster, Providence Journal; John C. Lebens, St. Louis Globe-Democrat; Frank B. Bull, Indianapolis Star; C. W. Biddle, Philadelphia Morgen Gazette and Demokrat; Wm. Scott, Baltimore American; D. K. Roberts, New Orleans Daily States, and others.

000, his commission amounts to \$250. The chances are that he is taking in exchange, as part payment, a car of lower price, repurchases usually being of higher priced machines. If the old motor was valued originally at the same price for which the new one is going, it is necessary to take the old one in trade well within the commission of the dealer, usually in such a manner as to permit of the payment of some cash, especially if the dealer has no purchaser in sight for the old second-hand car.

In soliciting advertising for these second-hand motors, the dealer is frequently at a loss to know just what percentage of the price for which he sells the old machine should be applied to advertising. The newspaper advertising manager does not always know. The consensus of opinion of agents who visited the automobile exhibit in New York this week as well as the automobile advertising managers of newspapers who attended, seems to be that at least \$20 should be allowed, though there are exceptions to the rule.

CLASSIFIED ADS OFTEN USED.

In one southwest city, for example, the classified columns of the newspapers are used to excellent advantage, the resale seldom costing more than a few dollars, and ranging upwards to perhaps \$10. Some dealers, realizing the value of newspaper advertising in giving quick results, adopt the same aggressive methods, in disposing of second-hand cars, that they pursue in effective original sales. They take a full-page advertising in a newspaper, setting forth the merits of the car they have, adding the cost of the advertising to the machine. In this way they focus the greatest amount of attention on the second-hand motor in the shortest possible space of time, and if more than one person is looking for such a bargain, the element of competition between buyers brings about a sale. Experience has shown that it is not even necessary to sell every old machine at an average advertising cost, or for a stated amount on the trade price. A dealer may sell one machine at a profit, and another below cost, but, so long as his average protects his commission, he does not care what the cost of advertising may be.

There is no set rule, except the very good one that \$20 per car seems to be the amount of advertising necessary to effect a resale of every second-hand machine taken in trade.

ADS AND COST OF LIVING

Agents May Be Called Upon to Defend Publicity Expenditures.

National advertising agents were urged to prepare to answer charges that advertising serves no economic purpose, which may be made in connection with a possible Federal investigation of the high cost of living, at a meeting of the Boston Advertising Agents' Association in the Exchange Club in Boston.

President A. W. Ellis, of the organization, told the members that a Federal probe would involve a searching inquiry into the justification, as a selling force, of the annual expenditure of nearly a billion dollars in advertising. He asserted that advertising agents should be ready to meet with facts the charges that advertising is merely an added burden to the consumer of advertised products. Such facts are available, he said. By a unanimous vote the gathering offered its support to the publishers' organizations on whom primarily rests the burden of defence.

DAILY PAPERS TO GET BIG AUTO ADVERTISING

Manufacturers Appreciate Pulling Power of the Newspapers, and the Service They Place Back of the Space They Sell—Biggest Year for Auto Ads Here.

BY WILLIAM A. PRITCHARD.

Detroit Manager for Taylor-Critchfield-Clague Co.

There is no question about this year's Automobile Show at the Grand Central Palace going down into history as the biggest thing of its kind ever held. Not only did the show make history, but a whole lot of automobile history was made at the show.

It was not only the surface work, but it was the serious-minded, minute-by-minute attention to business that characterized the event as unprecedented.

Heretofore, the average automobile manufacturer has looked on the New York Show as more or less of a publicity affair and Chicago and the other shows as selling events.

This year there was a bigger attendance by many per cent. of dealers at the Grand Central Palace than ever before. In fact, a selling pace was set that it will be difficult for the other shows to equal. Many things entered into this. It will be necessary to go back a little bit to discover the reason for this change of attitude. The majority of people, primarily the banker, have looked on the automobile—until the last two years—as a luxury. It was a pleasure vehicle. But the strenuous business life of the day—the man's fast convenience on the part of the prosperous farmer—have combined to change this frame of mind until to-day the automobile has taken an unshakable place in the economy of the country.

SALES UNPRECEDENTED.

Again this has been a wonderfully prosperous year. Everybody seems to have money, and the accumulation of money has its first vent in the purchase of a motor car, with the vast majority.

The dealer has recognized this, with the result that he is now mighty particular about the car he handles. He does not want to depend entirely on this or that salesman to tell him either. He wants to see for himself—and there is no better place than the show where he can look them all over and find out just what he wants.

From an advertising standpoint there has been a peculiar evolution, as far as the automobile industry is concerned. It is not necessary to go back more than a few years to remember that nothing but the publication of wide national circulation were seriously considered as an automobile medium. Then some of the smaller publications—the monthlies of standard size—the women's publications—the periodicals or magazines with small town circulation—all came in for their share and still do.

APPRECIATES NEWSPAPER ADVERTISING.

The early stage, however, showed little attention paid to the daily newspaper. As dealers became more numerous and stronger, however, they began advertising in the daily paper. The factory, slowly, but surely, appreciated this immeasurable power, until today the daily newspaper has captured a position of preëminence for this class of advertising. This does not mean that the national mediums are neglected or will be. They are and always will be a

(Continued on page 25)

ASSOCIATED PRESS SEEKS INJUNCTION TO PREVENT NEWS LEAKS TO INTERNATIONAL

General Manager Stone, of A. P., in Bill of Complaint, Charges International News with Systematic Pirating of Foreign Dispatches, Citing Specific Instances and Describing Methods Used—Manager Frank J. Wilson, of the I. N. S., Promises Lively Fight in Defence of His Service.

CHARGING that the International News Service has been "pirating" their news, the Associated Press has secured from Judge A. N. Hand, of the United States District Court, an order requiring the International and its officers to show cause why an injunction should not issue enjoining the Association, "its officers, agents, servants, employees, assigns, and all others acting for them" from "inducing or procuring any agents or employees" of any A. P. member to communicate to the defendant (International News), for a consideration or otherwise, any news received from the A. P., and from "purchasing, receiving, selling, or transmitting the same," and for "such other and further relief in the premises as the nature of the case may require."

The bill of complaint, together with five affidavits, takes up a printed book of fifty pages. One affidavit is made by Melville E. Stone, general manager of the A. P.; one is made by Fred. W. Agnew, up to November 20 last manager of the Cleveland office of the International, and the other three by employees of the A. P., who have at frequent intervals worked in the New York American on the Morkrum receiving machine of the A. P. All of these affidavits furnish the material on which the bill of complaint is based, and all of them, to a marked degree, substantiate the charge of the A. P. In addition to these, it is understood that the A. P. is in possession of a number of other affidavits, covering a long period of time, and every one substantiating the claim of the A. P., that the International has been continually and consistently "pilfering" the A. P. news, and that this was accomplished by "bribery of employees and through other wrongful and illegal methods."

MR. STONE'S COMPLAINT.

In the complaint Mr. Stone alleges that "ever since the organization of the defendant (the International News), it has constantly and continuously engaged in the practice of obtaining unlawfully, and in some cases corruptly, and without any substantial expense to itself, the news which the Associated Press has gathered at very large expense for the use of its members, and appropriating the said news," that they sold and transmitted the said news to their own clients as if they had gathered it themselves, and that in frequent cases, International clients had been able to publish that news simultaneously with or prior to its publication by members of the A. P. The complaint then continues and states that "this practice" was pursued by numerous methods, citing among them, that it (the International News) arranged with telegraph editors and other employees of newspapers, owned or represented by members of the A. P., by which, "for a consideration regularly paid," they communicated to the I. N. S. different items of news as soon as it was received and before its publication by the A. P. papers; the memberships held by representatives of the New York American, San Francisco Examiner, and Los Angeles Examiner, and has unlawfully induced

these members to violate the by-laws of the A. P. and to disregard the secret and confidential character of the news transmitted to them, in that they permitted representatives of the I. N. S.

tant foreign news, in large part by bribery and corrupting employees of members of the Associated Press, inducing them by such bribery and corruption to secretly and furtively furnish to the I. N. S. the current news of the day as supplied by the A. P." Mr. Stone states that the "principal and most flagrant case of such corrupt arrangement, and the principal source of such leakage of news, has been through an arrangement between the Cleveland office of the I. N. S. and employees of the Cleveland News, which receives the service of the A. P." He states that for a considerable time the I. N. S. has had an arrange-

N. Y. AMERICAN AN A. P. CLIENT.

Continuing, Mr. Stone states that these employees of the Cleveland News were only paid "the trifling sum of \$10 per week for betraying the interests of their employer." As to the New York office, the affidavit states that the New York American receives the A. P. service through the medium of a printing telegraph service, that such service is confidential, and the New York American has no right to permit the news so conveyed to be delivered to unauthorized persons. Despite this, however, Mr. Stone alleges that it has been customary for representatives of the International News to copy regularly from the machine in the New York American office, such news as was received from the A. P. and to "sell and transmit the same to its clients or customers."

The statements made by Mr. Stone in his affidavit, particularly in reference to the Cleveland matters, are substantiated in full by Fred. W. Agnew. Mr. Agnew states that he was in the employ of the International News from January 17, 1914, for one year as a telegraph operator, and that from January, 1915, to November 20, 1916, he was manager of the Cleveland bureau of the I. N. S. Since that time he has been a telegraph operator. He swears that during the entire time that he was connected with the I. N. S. office that they had an arrangement with B. F. Cushing, telegraph editor of the Cleveland News, "by which, for a consideration regularly paid" to Cushing, that Cushing "delivered to the representative of the I. N. S. at Cleveland information in respect to important items of news which had been received by the Cleveland News from the Associated Press." He also states that later they had an arrangement with T. J. Thomas, assistant telegraph editor of the Cleveland News, by which Thomas telephoned the items to the I. N. S. office. Agnew further states that, immediately on receipt of these items from Cushing or Thomas, that he at once wrote the same out and transmitted them by wire to the main office of the I. N. S., and that the same was sent out from there "to their clients and customers."

DESCRIBES SYSTEM.

Agnew cites a large number of instances where such dispatches were received from Cushing or Thomas, giving copies of the dispatches and messages, with days and dates. Two in particular he cites to show how mistakes were rectified. At 12:11 A. M. on November 22, 1916, he says, the A. P. sent to the Cleveland News a dispatch announcing from London the sinking of the British hospital ship Britannic, with a loss of eighty lives. At about the same time the Pittsburgh office of the I. N. S. bulletined New York naming the ship Britannia. The New York office sent the dispatch out as the Britannia. On receipt of this bulletin the Cleveland office wired New York, "Apathy calls ship sunk Britannic. Ward." (Agnew here interjects that Apathy is the code word for Associated Press). On receipt of this message, the New York office sent out a dispatch stating that the vessel sunk was the Britannic, not the Britannia. Another dispatch on November 28, 1916, telling of a raid on the English coast by German vessels, had the armed trawler Narzel missing. When this finally reached New York through the usual channels outlined above, it had the warship Neptune missing. Later Cleveland was queried as to the correct name, some one in the Cleveland News was asked about it, and the cor-

(Continued on page 27)

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



JUST WHEN AN URGENT CREDITOR IS HOT ON HIS TRAIL—THE DRAMATIC EDITOR'S FIANCEE'S WEALTHY FATHER DROPS IN FOR A CHAT.

to copy news immediately on its receipt from the A. P. and to sell and transmit the same to I. N. S. customers and clients prior to the publication of the same by A. P. members; that it has copied the A. P. news from early editions, and has sold and transmitted the same to I. N. S. customers throughout the United States, and that by taking advantage of the difference in time between the Eastern and Western cities, been enabled to supply its Western client at the same time and even prior to the time it was received by A. P. papers.

ALLEGATIONS AS TO METHODS USED.

The principal meat of the story, as outlined in the bill of complaint, however, deals with actions in Cleveland, O., and New York city. The two papers involved are the Cleveland News and the New York American. The American is owned by the same interests as the International. In Cleveland the management of the paper is not involved, the only charges being against certain employees, principally in the telegraph department. After reciting on information and belief in his affidavit that the I. N. S. "gets the news which makes up the daily reports, and especially impor-

ment with the telegraph editors of the Cleveland News, by which for a consideration, regularly paid, such editors have telephoned or otherwise communicated to the I. N. S., important news as promptly as it was received. In support of this contention Mr. Stone reproduces in his affidavit a copy of a letter dated November 21, 1916, from Barry Paris, the day manager of the I. N. S. in New York, to F. H. Ward, the new manager of the Cleveland office of the I. N. S., reading as follows:

"Agnew had an arrangement somewhere in the Cleveland office whereby he could tip us off on big news stories that the Associated Press was carrying.

"I wish you would find out from him just what this connection was and if you can make use of it. It proves very valuable to receive a tip on what the A. P. is carrying as soon as it puts it out on the wire. Don't mention the A. P. in any messages of that kind, but simply say 'Ansonia carrying fifty dead. Pennsylvania wreck near Pittsburgh,' or whatever it may be."

Ansonia and Apathy, it is alleged, were the code words used to mean the A. P.

BUCKEYE CITY EDITORS MEET AT COLUMBUS

Second Annual Convention of Organization Whose Membership Includes Representatives of Majority of Live Daily Newspapers of Ohio—Have Code of Ethics.

Ohio City editors are in convention in Columbus, Ohio, to-day and to-morrow, where a most instructive programme will be discussed. The Association is composed of the city editors of the dailies of Ohio, and this will be its second annual gathering. In addition to the large active membership of city editors, the organization has an associate membership composed of manufacturers, business and professional men. The officers are Clyde P. Steen, of the Lima Daily News, president; A. J. Hammond, of the Youngstown Telegram, vice-president; Mary A. Young, of the Sidney Daily Journal, secretary; A. H. Mitchell, jr., of the Martin's Ferry Times, treasurer. The president, together with A. F. Hardman, of the Findlay Republican, C. E. Ayers of the Mt. Vernon News; F. H. Ward, of the Columbus Monitor, and Lucas J. Beecher, of the Toledo Blade, compose the executive committee. The entire programme of the convention was published in last week's EDITOR AND PUBLISHER.

IS NEW ORGANIZATION.

The Ohio City Editors' Association was organized in March, 1916, at Lima, Ohio, after a two days' session. Just forty-three city editors of newspapers in Ohio, including four women, registered and attended that session. The constitution of the Wisconsin Association of City Editors was adopted, which allows copy readers as well as city editors to become members. After hearing a number of good talks on subjects of interest to newspaper men, the Association adopted the following resolutions:

"That we favor the drafting of a code of professional ethics to be made a part of the by-laws of this organization, wherein we go on record as opposed to 'faking' reprinting articles from exchanges without credit, the publication of unfounded rumors, and in favor of the general uplift of the traditions of the profession;

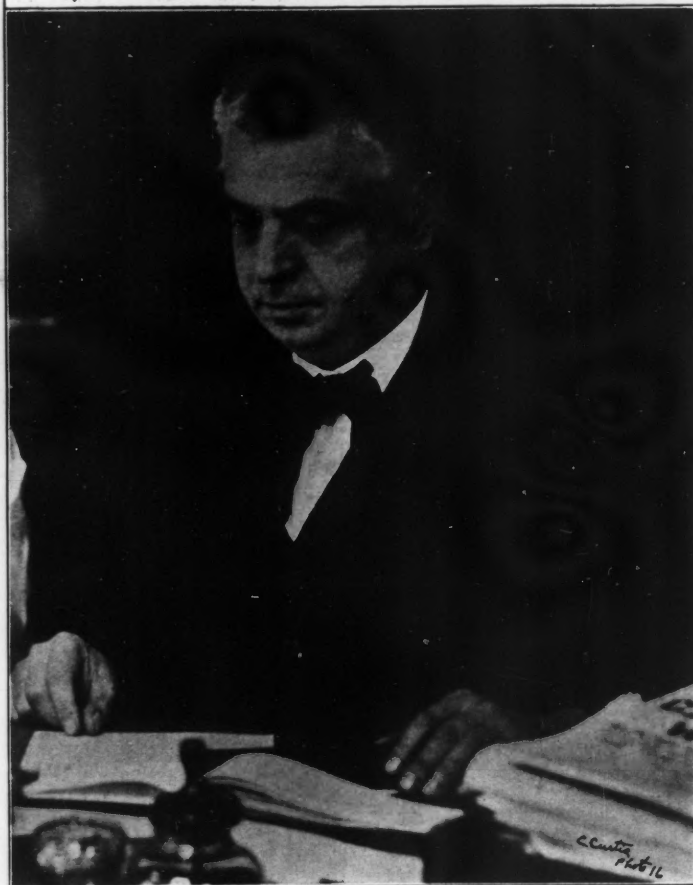
"That we consider accuracy the prime requisite of the journalistic profession, and that justice and fairness should be so promoted by our publications as to increase the confidence of the reading public;

"That in starting this organization we believe all efforts should be made to extend the membership until we shall count as members all eligible men in Ohio, the better to spread the principles above set forth and to provide for semi-annual gatherings where we may exchange ideas, hear expert evidence from the leaders of the profession and encourage greater personal acquaintance and coöperation."

New Photographers Dined

At the third annual dinner of the New York News Photographers two hundred guests were present, photographers coming from Boston, Washington, Philadelphia, and Atlantic City papers. An elaborate programme was furnished by Messrs. Shubert, Oscar Hammerstein, Gus Edwards, the Keith theatres, and the Imperial Russian Ballet. The committee consisted of W. J. Hearfield, chairman; A. C. Duff, secretary; W. Warnecke, treasurer, and Phillip Leon. The dinner was unique, in that no speeches were tolerated.

NEWSPAPER MAKERS AT WORK



DON C. SEITZ.

DON C. SEITZ is a master of newspaper economy. He couples efficiency with simplicity, and thereby obtains the maximum result for the minimum of effort or expense. He is a man of amazing activity, who understands New York as well as he did the town of Norway, Me., in which he started, when it was necessary to do all of the work some of the time and part of the work all of the time. Mr. Seitz thinks in terms of facts. There is no guess work in his method. He proceeds always on safe ground, for he knows by investigation just what may or may not be done along a given line. Opinions to him mean nothing. A fact is a thing to be reckoned with—and relied upon. Here one sees the effect of his early training in the editorial department of the Norway Advertiser, when he searched for the news, and in his hunt looked for facts! facts! facts! Because he is of an investigating turn of mind, digs deep and works constantly, he is always discovering something new. When he concentrates on a problem, he masters it, because he has collected all of the facts pertaining to the subject, and, putting them together, he is enabled to arrive at a concrete result. When a new problem confronts the newspaper world, it is usually discovered that Don Seitz either has previously worked it out, or has progressed so far toward a solution that it is a matter of but a short time before he can offer a remedy. Mr. Seitz was one of the first to realize the value of the agate-line cost in the production of a newspaper. He discovered years ago that it is necessary to economize space, in order to get more reading matter into the paper. This he accomplished by reducing the shoulder on type used in the text, and by eliminating the shoulders from the rules placed between want ads. The saving in each case was small, but in the aggregate it totalled considerable, and gave more room for news. Because of his practical knowledge of the business, he is familiar with every department, and in each he has made not one but many improvements. His mind is active—always at work on some plan that will benefit the World, and to such an extent that when the present-day increases in the expense of daily newspaper publication broke with startling suddenness, it was found that Don C. Seitz had anticipated them, and had long ago taken measures to protect the papers he manages. If some publishers were caught napping, the World was prepared—because Mr. Seitz had planned in advance against the very contingencies that have arisen.

Hidden behind the curtain of business reserve, there is another side to Mr. Seitz—his friendships. He is a man of strong personality, who attracts and holds companionable friends through long years, steadfast and true, and whom he has the time to meet and whose company he enjoys. As a fad, he collects books, and, as may be imagined in such a man, they are rare volumes that are worth while, and in direct contrast with the work on which his mind is daily focussed. He has more than 5,000 books, many of them dealing with pirates, privateers, and sea-rovers generally, in which he manifests great interest. Recently he exhibited a number of his works on pirates at the Grolier Club, and delivered an address on the subject. Mr. Seitz is both informing and entertaining. He has a keen sense of humor, and possesses the happy faculty of replying good-naturedly and extemporaneously to any point made by a previous speaker,

TRI-STATES PAPER MILL

Publishers Asked to Meet Next Week to Consider Project.

LOUISVILLE, Ky., January 8.—H. C. Chappell, of Middlesboro, Ky., has written twenty-five small publishers in Kentucky, Tennessee, and Virginia to meet in Middlesboro on Saturday morning, January 20, for the purpose of making some effort to establish a paper pulp mill near Middlesboro, to manufacture news print paper for the small papers in Kentucky, Tennessee, and Virginia.

All other publishers not included in the written invitation are urged to attend, and if their business is such that they cannot attend, they are requested to write letters to Mr. Chappell, stating the amount of print paper they use in one year, the price paid for same one year ago, and what they are paying today and any other information and encouragement they may deem necessary and profitable for this meeting.

Paper has gone up in the last year from 2½ to 8 cents per pound and an organization of this kind is the only solution of the news print paper situation. The pine and other pulp producing woods of this section will supply a mill of fifty-ton or more capacity for several years. The excess price being paid for print paper by the small publishers in the three States above mentioned will, it is estimated, in a year pay for the construction of a paper pulp mill.

and in a manner that produces a wholesome laugh. His poems have attracted more than ordinary attention. He produced in 1912 a book entitled "The Buccaneers, Rough Verse," and in the January number of Scribner's Magazine he has a poem, "The Yarn of the Essex," of early American navy fame, that occupies four elaborately illustrated pages of that periodical. In this poem one finds that Mr. Seitz searched for and framed in verse a series of historical facts. For it is by the assembling of facts, and nothing but facts, that Mr. Seitz has forged to the front. He considers it all very simple, and it is—to Mr. Seitz, though it is little short of marvellous to others, and most of all to his many personal friends, who wonder at his ability to put aside his tremendous business energy and compose poems that run freely and smoothly, fragrant as a breath of gentle breeze, like the "Northern Lights," which he wrote for the Edison Monthly:

Somewhere north of the Pole, you know,
Somebody runs a dynamo,
Lighting the skies in pink and red
After the bears have gone to bed.

The glow comes up when the sun goes down,
Just as the lamps light up the town,
Putting to bluish the moon and stars
With the play of its rosy, radiant bars.

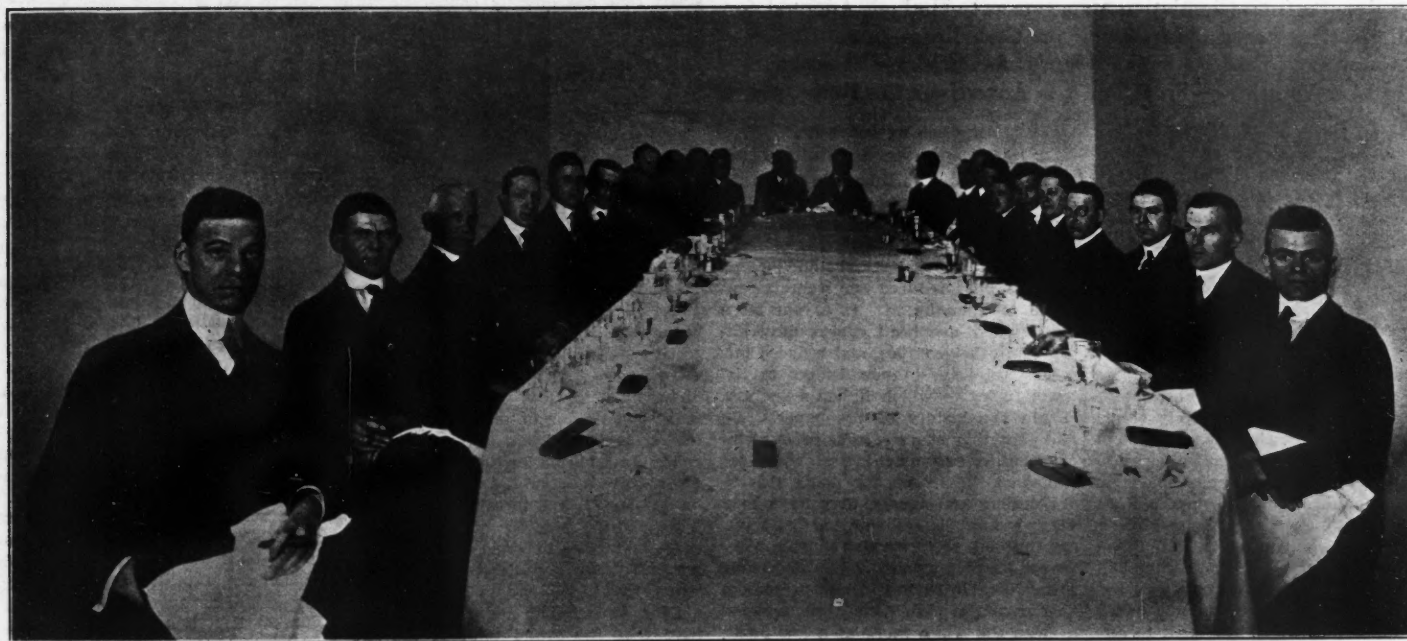
Whoever runs this dynamo,
White or black or Eskimo,
Has us beat on this mundane sphere
Painting up the atmosphere!

He's headquarters for wave and watt,
Squeezing the juice in some Polar spot,
Hiding the plant in the ice and snow,
The busy, whizzing dynamo!

Perhaps us chaps in the engine room,
When we throw a switch to break the gloom,
We steal but a bit from the dynamo
Hidden away in the ice and snow!

The picture showing Mr. Seitz at his desk in the business office of the New York Morning, Evening, and Sunday World is an excellent likeness. Every line in his face denotes his energy and power of concentration, and impresses one with the thought that here is a man who is a good judge of men, and who has made few mistakes, because he never deals with anything less tangible than a fact.

CIRCULATORS ENDORSE TERRITORIAL IDEA



From left to right: H. M. Wheeler, Sec'y & Treas.; W. A. Wenige, E. C. Johnson, R. H. Beach, C. M. Schofield, L. M. Hammond, jr., F. E. Johnson, R. C. Webster, P. F. Veits, D. T. Williams, C. F. Hosley, H. R. Frickenhaus, Harry Stock, Geo. H. Reynolds, vice-president; (official stenographer) J. W. Nolan, W. B. Prickett, E. F. Dwyer, J. A. McNeil, president; T. J. Maroney, Edw. Gans, P. B. Lynch, L. P. Minniman, J. M. Laing, M. J. Julien.

EASTERN CIRCULATORS MEET AND ORGANIZE

New England Association of Circulation Managers Launched at Springfield—Lively Discussions Marked First Session—Charter Membership Representative, and Quick Growth Assured.

On Wednesday, January 10, a luncheon was held at the Hotel Kimball in Springfield, Mass., which was attended by about twenty-five of the more prominent circulation managers of Massachusetts and Connecticut. As a result the New England Association of Circulation Managers was organized, those present becoming the charter members. Another meeting will be held on February 14 at a place to be selected by the officers, one more central for all of the New England States, and an invitation will be sent out to all circulation managers in Maine, New Hampshire, Vermont, and Rhode Island to attend and become members.

George H. Reynolds, of the New Bedford Standard, acted as chairman of the meeting and as toastmaster at the luncheon. Remarks were made during the luncheon by Edward Gans, of THE EDITOR AND PUBLISHER; J. A. McNeil, George H. Reynolds, P. F. Viets, F. E. Johnson, John W. Nolan, and H. M. Wheeler. Immediately following the luncheon plans for a permanent organization were made and at once put into effect. Mr. McNeil was elected president. Mr. Reynolds vice-president, and Mr. Wheeler secretary and treasurer. The name was adopted on the suggestion of Mr. Johnson. The officers were then appointed a committee on rules and by-laws and were directed to formulate all necessary regulations for the promotion of the affairs of the Association. They will report at the next meeting. As all present were very anxious to derive immediate benefit from the organization, it was deemed best to leave all matters of organization to the office as a committee, and to throw the meeting open for discussion and suggestions.

One of the first matters brought up was the non-return proposition. Among the papers represented who do not allow returns were the Waterbury Democrat, Waterbury Republican, the Springfield Daily News, Bridgeport Post-Telegram, Hartford Times, Worcester Gazette, Hartford Courant, Worcester Post, and New Bedford Standard. The subject was thoroughly discussed and many suggestions were offered. Quite a number of New England papers are gradually cutting their complimentary list, exchanges, and correspondents' copies, and sending advertisers copies for day of insertion only. The subject of saving white paper was thoroughly gone over. Quite a number of papers reported making use of the stumps by having them stripped, cut for bulletin purposes, single wrappers, etc.

Press time for evening papers was also given attention. Quite a number of circulators are having trouble to get copies out in time to make train connections. The fault was found to lay in the lack of cooperation between the editorial, advertising, and circulation departments. To overcome delay in going to press it was shown to be essential that advertising copy be received on time, and that the advertising department cooperate to the extent of seeing that it reaches the composing room early.

USES OF BULLETINS.

Another interesting suggestion on bulletins was given attention. The effectiveness was shown to result only when carefully edited. They should not compete with the newspapers, but just give enough information in a short, concise manner, to create interest in the suggestion. It was shown that they could easily prove a disadvantage if not carefully written. Instances were shown where immediate results on street sales were obtained when proper attention was given the editing. A membership committee, consisting of Messrs. Wheeler, Viets, Webster, and Dwyer, was appointed.

During the luncheon the Springfield Republican very generously supplied each member with a souvenir in the

shape of a leather cigar-case filled complete, even to matches, which elicited favorable comment.

Those present were:

H. M. Wheeler, the Times, Hartford, Conn.

P. F. Veits, the Courant, Hartford, Conn.

R. C. Webster, the Courant, Hartford, Conn.

E. F. Dwyer, the Post, Hartford, Conn.

F. E. Johnson, the Taunton Gazette, Taunton, Mass.

George H. Reynolds, the Standard, New Bedford, Mass.

L. M. Hammond, jr., the Transcript, Boston, Mass.

Charles M. Schofield, the Gazette, Worcester, Mass.

H. A. Wenige, the Post, Worcester, Mass.

J. M. Laing, the Telegram, Lawrence, Mass.

D. T. Williams, the Transcript, North Adams, Mass.

P. B. Lynch, the Democrat, Waterbury, Conn.

L. F. Minniman, the Republican, Waterbury, Conn.

J. A. McNeil, the Post and Telegram, Bridgeport, Conn.

Thomas J. Maroney, the Journal, Meriden, Conn.

John W. Nolan, the Union, Springfield, Mass.

R. H. Beach, the Republican, Springfield, Mass.

M. J. Julien, the Daily News, Springfield, Mass.

Harry Stocks, the Courier-Citizen, Lowell, Mass.

H. R. Frickenhaus, the Journal and Courier, New Haven, Conn.

C. F. Hosley, the Register, New Haven, Conn.

More Papers Raise Price

Newspapers from all sections of the country continue to raise their weekly and monthly subscription prices, on account of the great increase in the cost of materials. Among the latest reported are the following: In New York—Syracuse Journal, Afton Enterprise, New

Berlin Bee, Unadilla Times, Sidney Record, Bainbridge Republican, Smyrna Press, Sherbourne News, Edmeston Local, Gloversville Morning Herald, and Evening Leader-Republican, Binghamton Press, Rome Sentinel, Hornell Evening Tribune. In Pennsylvania—Altoona Tribune and Times morning, and Mirror afternoon; Butler Eagle and daily Times, Bloomsburg Morning Press, Titusville Herald, Carbonade Leader, Braddock News-Herald, Bethlehem Times and Globe, Stroudsburg Times. In Ohio—Dayton Daily News, Evening Herald and Morning Journal, Martin's Ferry Daily Times, Chillicothe Gazette. In Kentucky—The Louisville Courier-Journal, with papers in Paducah, Owensboro, and Lexington. In Indiana—Fort Wayne Journal-Gazette and Evening News, Logansport Reporter and Journal-Tribune, Hartford City Times-Gazette and Evening News, Rochester Daily Republican, Lafayette Journal, Bedford Evening Democrat, Gary Tribune and Post, Tipton Daily Tribune. In Maryland—The Cumberland Evening Times.

Told Newsboys to Sue

Magistrate Murphy, of New York, in discharging two newsboys for selling papers in the subway a day or two ago, said: "You boys should never have been arrested. I advise you to get counsel and sue the company for false arrest. I warned the Interborough two weeks ago that selling newspapers in the subway was not a criminal offence, but a civil one, that of trespassing." Officer Sullivan remarked that he saw the boys jostle passengers in endeavoring to dispose of their papers. "There is hardly a time that I don't have to jostle my way through subway crowds," retorted the Magistrate.

Bequeaths \$5,000 to Newsboy

At Nanuet, N. Y., among the beneficiaries of the will of the late Ira J. Norton is Homer Keating, a newsboy, aged sixteen. He receives \$5,000 for reading the newspapers to the aged testator for two years before he died.

SYSTEMATIC ECONOMIES NOW THE VOGUE IN A MAJORITY OF NEWSPAPER OFFICES

More Reports from Circulation Managers as to Methods Adopted for Eliminating Waste—Distribution on Cash Basis—Some Dailies Carry Less Text Matter and More Advertising—Exchange Lists Vanishing—Free Copies to Advertisers Cut Down.

Reports from circulation managers of daily newspapers in every part of the country show the radical steps taken by publishers to do away with avoidable waste of white paper, and to adjust subscription rates to meet the need for additional revenues.

MORE ADVERTISING; LESS READING MATTER.
J. P. Jones, Circulation Manager of the Macon (Ga.) Telegraph:

"We have eliminated all returns from news agencies, gone up on the price of our subscription, almost entirely eliminated foreign newsdealers, and have restricted to a great extent our credits, which heretofore have been extended to every one on most liberal terms. We are rapidly working our way towards a strictly paid-in-advance basis. However, this is very hard to accomplish in this section. We have increased the percentage of advertising in our paper from approximately 50 per cent. to approximately 60 per cent., and for a while we eliminated the comic section. We are keeping a very close watch on all waste. For a number of years the Telegraph has made everybody, even employees, pay for his paper, which, of course, meant that we had no complimentary list to discontinue, and our exchanges, correspondents, and advertisers' list has been cut to a minimum."

"ECONOMY OUR WATCHWORD."

G. E. Hough, Circulation Manager of the Muskogee (Okla.) Phoenix:

"A few changes we have made recently have saved us money and print paper. Returns from all newsdealers, agents, city dealers, etc., have been discontinued, and which resulted in an increase in circulation from a large number of dealers. The railroad news companies have increased about 20 per cent. since the discontinuance of the return privilege. Exchanges were eliminated, and those desiring our paper paid our subscription price, and we theirs, where their paper was wanted. All sample copies were cut out. Complimentary, service, correspondents', office use, and advertisers' copies were cut to the minimum. Department stores which had been given several copies are now allowed only one and charged for all additional they may need. Mail subscribers in arrears over thirty days were cut off after a vigorous solicitation for renewal, which resulted in a large number paying up and renewing after their paper stopped. Our policy soon will be 'stop at expiration.' Then, too, our mail subscription rate was increased from \$4 per year to \$5 per year. Print paper left on cores is stripped off and used for wrappers in our mailroom. While this paper is not used for all, it is, however, used for the majority of bundles. A saving here of a neat sum in a year's time. Economy is our watchword."

"NO PROBLEM TO FACE."

Edwin L. Simpkins, Circulation Manager of the San Jose (Cal.) Mercury-Herald:

"We have no problem to face, inasmuch as we have a contract for paper at a reasonable figure that does not expire for four years; and we have, during past years, put into effect such economies as we consider consistent with good business policy."

PROTECTED BY CONTRACT.

H. C. Bottorff, of the Sacramento (Cal.) Union:

"The Union is fortunate in having a contract that extends over a period of some little time, so we are not confronted with the increased cost of news print at this time. Notwithstanding this fact, we have reduced our waste circulation to a minimum. Have cut off a great many deadhead copies, advertisers, and other sources, and reduced our return privilege to newsdealers to the lowest point to which it has even been cut in the history of the paper. We find that this has not affected our circulation to any extent, and when we explained the reason for doing this to our dealers and agents, they have been very prompt in cooperating with us, and cut off their surplus to the very lowest possible amount. We also made a considerable saving in our pressroom on our waste. We have also arranged to keep the white waste at a low point, and are utilizing every scrap of it for our various departments. We are also using printed waste for wrappers for our mailing-room bundles, and find by double-wrapping these bundles it answers the purpose and saves buying kraft paper."

NO ROOM FOR IMPROVEMENT.

E. P. Hopwood, Circulation Manager of the Portland (Ore.) Oregonian:

"It is the system of the writer to have the circulation department working at all times so that the waste is at a minimum, and when the shortage of white paper occurred there was nothing that we could do to cut. We think it the duty of every circulation manager who is on his job to work at all times as we do, for if he does not, he is of but little use to his publisher. Sorry that we cannot accommodate you with a big story of saving."

USING SPOILED COPIES.

F. M. Hatch, Circulation Manager of the South Bend (Ind.) Tribune:

"We have met the crisis in news print prices by trimming in every direction where we could make enough of a showing to warrant it. In the first place, we stopped all returns to the outside dealers of any and all descriptions; next we cut the central news agencies in South Bend and Mishawaka to such a minimum that the returns will not cut very much figure in the present dilemma. In the press room we ran the rolls a little closer so as to use them up entirely, as far as possible, even though we had to slack up a little to get down to the end of the roll. Then we took spoiled copies out of the waste-basket that were good enough to use for the free advertising exchange list, and in many cases they were plenty good enough to take the place of papers that would go into the mailing room for the regular issue. The Tribune has always been on a basis where we delivered most of our circulation to the homes of people, either by carrier or by mail, so that the return, waste, and complimentary list has never been as large with us as if we had been selling a larger percentage to dealers who have transient trade, or street salesmen who cannot tell from night to night very closely as to how many they will actually require to meet their demand. We have made progress in cutting down

the waste and returns. Our complimentary list has always been kept to the very closest mark consistent with what is due from a newspaper to patrons that are directly connected with the management or ownership of the paper."

CHANGE IN PRESS TO SAVE PAPER.

J. F. Bacon, Business Manager of the Grand Forks (N. D.) Herald:

"I have noted with interest your reference to saving of news print, and after reading the many methods that have been used, I believe that the Grand Forks Herald has adopted most of them. For example, we have cut off exchanges, put our correspondents on a paid basis, sending only copies containing their ad to the advertisers, and have cut down our service copies very materially. In addition to the above, we have spent approximately \$600 in changing our Goss press to that we may save 1/2 inch on our 33 1/2-inch rolls and 3/4 inch, at least, on our 50 1/2-inch rolls. In addition to the above, we go on a strictly stop-at-expiration policy on January 1, and in this manner eliminate at least a few people who do not seem to incline to settle for a newspaper. If your organization can induce many small city papers like the Herald to adopt similar methods, I am positive that the grand total of the saving in the print paper consumption will be very material to the world supply of paper."

RATES INCREASED IN EVANSVILLE.

H. S. Butler, Circulation Manager of the Evansville (Ind.) Courier:

"Since June 1, 1916, we have cut off all return privileges, and abolished the exchanges with all daily and weekly newspapers; we pay them the full price for theirs, and they pay us our regular rate, and have no complimentary copies. Increased the price of the Sunday Courier to news dealers from two and a half cents (2 1/2 c.) to three cents (3c.). Increased the price on all mail subscriptions from three dollars to four dollars for the daily, and from five dollars to six dollars for the daily and Sunday. Cut the number of copies to advertisers in half; adopted a special file for damaged copies for office use, and a 10 per cent. increase in local advertising rates October 1, following a 10 per cent. increase one year ago."

ISSUED UNDER DIFFICULTIES

Bucksaw Helped to Get Out Montreal News and Mail.

A good story comes from the mechanical department of the Montreal Evening News and Morning Mail concerning the getting out of a four-sheet which was accomplished under great difficulties owing to the fact that the heaviest shareholder had withdrawn his support which in turn caused temporary suspension until other financiers could be interested and a reorganization of the paper could be accomplished.

On the morning after the papers had suspended the former publishers wished to announce to the public that they were securing new capital to reorganize, and to this end with a depleted staff four pages of news matter were put into the forms. The plates were cast, but when it came to going to press there was only rolls of eight-sheet paper in stock. There was no way of cutting this and with only four pages of news there was a problem. Finally some one suggested a bucksaw and after a protracted hunt this was procured and the roll was sawed in two, the press was started and the four-sheet came out to the public delight.

SELLS NEWSPAPERS WITHOUT NEWSBOYS

Papers Left in Sacks Are Taken by People of Rochester, Who Deposit a Coin, Few Failing to Pay—Plan Does Not Affect Regular Sales and It Is Obviously Appreciated.

Selling papers without the aid of a newsboy has been successfully accomplished in Rochester by the Herald. Twenty papers are placed in a sack, which is hung on a pole, or from a tree branch, in sections of the city not frequented by newsboys because patrons would purchase at such irregular intervals as not to make it profitable for a boy or a dealer. The sack fills the bill, does not lose patience, and is always on the job. It carries the sign of the Rochester Herald, beneath which is printed, "Take Paper and Deposit Coin in Coin Receptacle."

Very few papers have been taken without payment. The average sales amount to 35 cents per sack. In sections where all the papers are taken, a second sack is utilized, and in some as many as forty papers are sold daily. Should the number only run fifteen on the average, instead of twenty, the number left in a sack in a given district where the sales are slow may be reduced.

Investigation among news dealers, who would complain if their sales were affected, reveals the information that they have not lost through the additional sales made in this manner. Thus, the conclusion is reached that these sacks serve a class of people who either went without papers before, because they could not be served, or because they did not go out at a time when they could find a newsboy on the streets. In the isolated sections of the city the plan gives the best results, and seems to fill a want.

The new method has met with such success, that all of the outlying and isolated sections of the city are being covered, increasing the daily volume of sales, besides the advertising value that follows from the signs on the sacks.

The papers are sacked at the Herald office in the morning, and delivery is made by means of motor truck. Later in the forenoon another trip is made, to collect the sacks and bring them into the office, where the "returns" and the receipts are counted.

HEARST-PATHÉ NEWS PICTURES

Combination of Interests Increases Distribution of Current Motion Pictures.

The Hearst International News Pictorial Service has joined with Pathé News, under the name of Hearst-Pathé News, combining their facilities for the collection of pictures and booking. The Hearst International News Pictorial organization will continue in the future, as in the past, to make its daily record of pictorial events, as will also the Pathé News. Both will be sent, however, to the producing exchange of Pathé, for putting in the form of films, and from which points the bookings will be combined under a single distributing organization, giving greater outlet to both. The first releases of the Hearst-Pathé News were made January 10.

Former Newsboy Gives Dinner

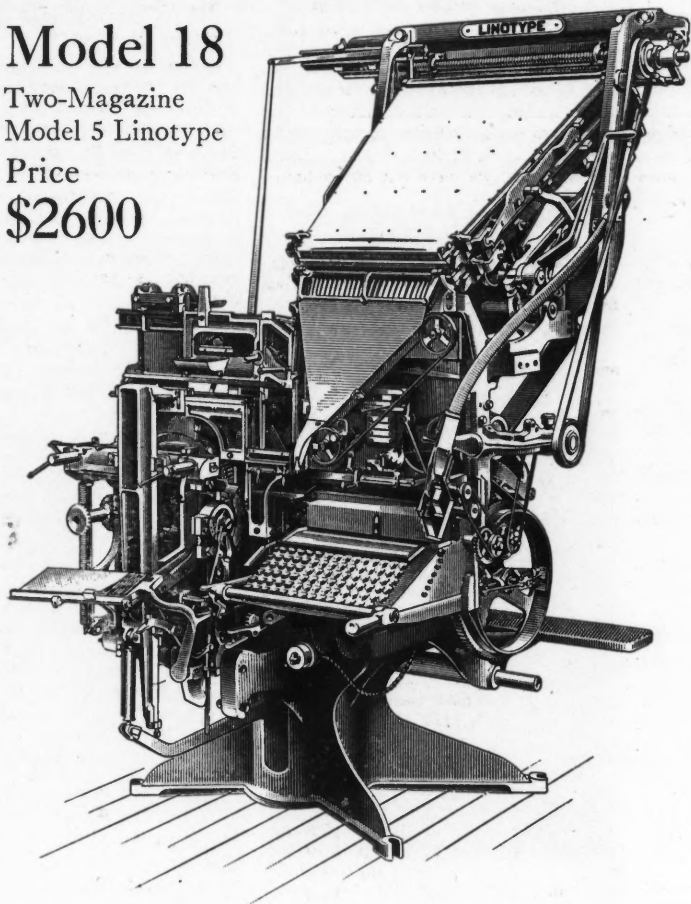
Henry Stanley Haskins, a New York stock broker, who started life as a newsboy, gave a dinner to sixty members of the Boys' Club, at 10th Street and Avenue A, on New Year's eve. Mr. Haskins and several of the young guests made speeches after the dinner.

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WORK IN JOURNALISM DESCRIBED IN REPORT

Secretary of the American Association of Teachers of Journalism Begins Description of Instruction in Journalism in the Different State Universities—Will Be Mentioned Alphabetically.

Beginning with this issue of THE EDITOR AND PUBLISHER, the secretary of the American Association of Teachers of Journalism will begin a report on the instruction in journalism in the colleges and universities of the United States. The different institutions will be considered alphabetically, beginning with the State universities.

The University of Arkansas at Fayetteville, at the present time, offers no instruction in journalism, but next year will give a three-hour course in "Newspaper Writing." J. W. Evans, who is now an assistant professor of journalism at the University of Kansas, is credited with having given the first instruction in journalism at Arkansas.

Although the largest of the State educational institutions, the University of California offers no instruction in journalism except during the summer school and in what is known as the extension division. The extension courses are necessarily superficial, inasmuch as they consist of fifteen one-hour sessions for fifteen weeks. The subjects considered are news-gathering and news-writing, feature and syndicate writing. Every eight weeks new classes are formed.

Edgar F. Sullivan, instructor, who is in charge of the extension courses in journalism, reports that he has this year three classes with fifty-three students, two correspondence courses of approximately sixty unduplicated students, and two private and long-established short-story clubs, one having an enrolment of 20 and the other 12.

One night editor and four reporters on country dailies are taking work by correspondence at California. The class personnel includes a great variety of people, from the editor of the Pacific Coast Journal of Nursing, contributors to Life, Scribner's, Smart Set, and twelve minor magazines, to secretaries who handle considerable correspondence for the Southern Pacific Railroad, four large clubs for women and benevolent societies, the California representative of the leading confectionery periodical of the West, and the editor of the store weekly of the largest department store on the Pacific Coast.

During the coming summer, Colin V. Dymont, the newly appointed head of the department of journalism of the University of Washington, will be in charge of the instruction in journalism at California. Last summer, Mr. Dymont acted as assistant to L. N. Flint, acting head of the department of journalism of the University of Kansas, who was in charge of the journalism classes at California. Merle Thorpe, editor of the Nation's Business, professor of journalism at the University of Kansas, is credited with having given the first summer instruction in journalism at the University of California.

Journalism at the University of Colorado is taught in the department of English. Twenty-four students are enrolled.

O. W. Weaver, a graduate of Kansas State Agricultural College, recently accepted a position to do editorial work and teach agricultural journalism in the University of Florida.

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.)

CENTER, HARRY B. Assistant Professor of Journalism, Boston University, Boston, Mass.

COLLINS, WILL B. Instructor in Journalism, the University of Texas, Austin, Tex.

CONDON, JOHN T. Dean of the School of Law, University of Washington, Seattle, Wash. (Gives course in "Newspaper Law.")

COONEY, JNO. M. Director of the Department of Journalism, University of Notre Dame, Notre Dame, Ind.

CONKLIN, EDMUND S. Professor of Psychology, University of Oregon, Eugene, Ore. (Gives course in the "Psychology of Advertising.")

CRAWFORD, N. A. Professor of Journalism, Kansas State Agricultural College, Manhattan, Kan.

CUNLIFFE, JOHN W. Professor of English and Associate Director of the School of Journalism, Columbia University, New York.

CUNO, CHAS. W. Director of Journalism University of Denver, University Park, Col.

DAEHLE, ALBERT H. Assistant Professor of English, Purdue University, Lafayette, Ind. Address: West Lafayette, Ind.

DANIHY, REV. JOHN (S.J.). Faculty Regent, Dean and Professor of English, Short Story Writing, and History of Journalism, Marquette University, Milwaukee, Wis.

DAVIS, HENRY C. Professor of English, University of South Carolina, Columbia, S. C.

DAVIS, H. W. Associate Professor of English, Kansas State Agricultural College, Manhattan, Kan. (Gives instruction in advertising.)

DELAY, ALLAN J. Instructor in Printing, University of Oregon, Eugene, Ore.

DIXON, J. M. Assistant Professor of Journalism, University of Southern California, Los Angeles, Cal.

DOUGLASS, W. W. Professor of English, Kansas City Polytechnic Institute, Kansas City, Mo.

DUNCAN, CARSON SAMUEL. Lecturer in Commercial Organization, University of Chicago, Chicago, Ill.

DYMENT, COLIN V. Professor of Journalism, University of Oregon, Eugene, Ore. After February 1: Professor of Journalism, University of Washington, Seattle, Wash.

ERNST, F. A. C. Assistant Professor of Romance Languages, the University of Wisconsin, Madison, Wis. Address: 308 University Hall, Madison, Wis. (Gives course in "French Journalism" in course in journalism.)

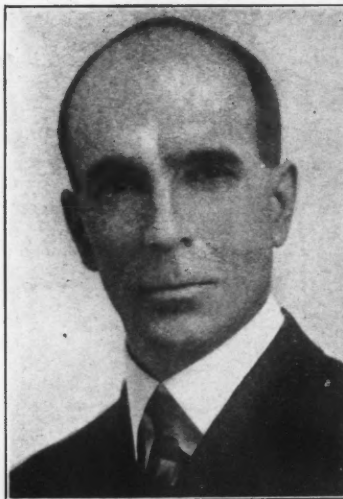
EVANS, J. W. Assistant Professor of Journalism, University of Kansas, Lawrence, Kan.

(To be continued.)

COLIN V. DYMENT PROMOTED

Succeeds Lee A. White, Acting Head of Department of Journalism.

Colin V. Dymont, associate professor of journalism in the University of Oregon, has been appointed professor of journalism and administrative head of



COLIN V. DYMENT.

the department of journalism in the University of Washington, Seattle, Wash., effective February 1. He succeeds Lee A. White, acting head of the department, who has accepted an executive post on a large Eastern newspaper. Mr. White has acted as head since the departure of Frank G. Kane last June to join the advertising staff of the Packard Motor Car Company, Detroit.

The new head is a Scotch-Canadian and an honor graduate of the University of Toronto. After taking his degree in classics in 1900, he went to Spokane, Wash., passing through the early land-boom days of the Northwest in the service of Washington papers, notably the Spokane Spokesman-Review. In 1904 he went to Portland, Ore., and until 1913 worked in many editorial capacities on the Portland Telegram and the Oregon Daily Journal. In 1913 he was invited to join the faculty in journalism at the University of Oregon, where the department was then one year old.

Merle Thorpe, head of the department of journalism in the University of Kansas, on leave of absence, and now editor of the Nation's Business, Washington, D. C., was the first head of the University of Washington department, which is one of the oldest departments and in enrolment one of the largest two in the United States. It has a faculty of five, conducts a central advertising bureau for newspaper men of the State, and prints the University of Washington Daily on its own plant.

Mr. Dymont was last year president of the Pacific Coast Intercollegiate Conference, is association football coach at the University of Oregon, and is a life member of the noted Multnomah Amateur Athletic Club, of Portland, Ore.

TO OFFER FIVE YEARS' COURSE IN JOURNALISM

School of Journalism at Columbia University, New York, to Be Placed Upon a Strictly Professional Basis—Instruction to Be Expanded from Four to Five Years.

Beginning with the academic year of 1918-19, the instruction in journalism at Columbia University, New York, will be expanded from four to five years. The more purely professional training will be concentrated in the last three years; the fundamental training in English, history, economics, foreign languages, natural science, and the like will be extended and will occupy the whole of the first two years. These two years will be given under the educational control of the Columbia College faculty. The first year of the new course will be given in 1918-19 and the first two years will be given in 1919-20 and thereafter.

The programme of studies for the first two years will be as follows:

First year—English, French, or German, history, natural science, politics, philosophy, or a second language, physical education.

Second year—Journalism, French, or German (newspaper reading) history, economics, natural science, or a second language, or American literature (survey) or philosophy, English literature.

During 1916-17 and 1917-18 the present regulations for the degree of bachelor of literature in journalism and for the combined bachelor of arts and bachelor of literature degree will continue in force.

Students admitted to the first year course in 1918 will ordinarily take the degree of bachelor of arts as well as that of bachelor of literature and will be required to present for admission the subjects which must be offered by candidates for the A.B. degree.

Women are admitted on the same terms as men to the professional work of the third, fourth, and fifth years of the new course, as well as to the third and fourth years of the old course. For the first two years the courses offered for men under the educational control of the faculty of Columbia College will be offered for women under the educational control of the faculty of Barnard College.

A Book Worth Owning

Teachers of journalism should write to the Chronicle Publishing Company, San Francisco, Cal., for copies of "Journalism in California," by John P. Young. The book was written to celebrate the fiftieth anniversary of the existence of the San Francisco Chronicle. It appeared, with the exception of one of the chapters, in the Golden Jubilee and Exposition edition of the Chronicle, published on January 16, 1915. It was so well received, and the suggestions that it should be reproduced in book form were so numerous, that M. H. de Young, publisher of the Chronicle, decided to issue the book edition.

PERSONALS

Jack Beckdolt, a former instructor in journalism at the University of Washington, is now with the Kansas City Star.

W. E. Burford, a graduate of the department of journalism of the University of Washington, is now business manager of the Daily Empire, Juneau, Alaska.

Some people have plenty of nerve, but it is all in their teeth.

SUPREME IN NEW YORK

IN AVERAGE MORNING AND SUNDAY CIRCULATION



<i>Daily</i> Average net circulation 6 months ending December 31.	<i>Sunday</i> Average net circulation 6 months ending December 31.	<i>Daily and Sunday</i> Combined average net circulation 6 months ending December 31.
1916 357,691	1916 710,626	1916 409,481
1915 286,950	1915 677,178	1915 342,091
<i>Increase</i> . . . 70,741	<i>Increase</i> . . . 33,448	<i>Increase</i> . . . 67,390

The above figures give regular net sales only. The American has no returns from newsdealers. No unsold copies.

The New York AMERICAN'S Sunday circulation Exceeds by more than 200,000 that of any other New York Sunday Newspaper. It exceeds the total aggregate circulations on Sunday of the New York *Times*, New York *Herald*, New York *Tribune* and New York *Sun*—all four combined.

The Morning AMERICAN *GAINED* in circulation during 1916 *more than twice the aggregate gain of ALL OTHER* New York morning newspapers *combined*.

The New York Herald reduced its price in New York City and suburbs from three cents to one cent last September. Since then its circulation in Greater New York has increased from approximately 30,746 daily at three cents a copy to approximately 70,980 copies at one cent per copy—gain by reduction in price, 40,234.

The New York AMERICAN has gained in the past year *in New York City alone*, without any special inducement,

61,212

The AMERICAN is a member of the Audit Bureau of Circulations. Its figures are, also, verified under oath in U. S. Government reports.

PHILIP T. DODGE, OF INTERNATIONAL PAPER CO., CRITICIZES THE EDITOR AND PUBLISHER

Declares that Statements Have Been Printed Without the Slightest Justification, and that the Company he Represents Has Not Been Given Credit for What It Has Done to Protect the Supply of News Print for Publishers.

INTERNATIONAL PAPER COMPANY,
30 BROAD STREET,
NEW YORK, January 11, 1917.

THE EDITOR AND PUBLISHER:

I am at a loss to understand why you insist upon publishing in your editorial columns from time to time sneering remarks about and reflections on the International Paper Company.

On December 30 you said that the International Company was "taking machines off of kraft and restoring them to news," which is not true, as we have had no machines on kraft for a considerable time. You further state that "Perhaps this marks the turn of the tide—and the return of the manufacturers to a policy of *sanity* and of *fairness* to their real customers."

These remarks are without the slightest justification. The International Company makes a great variety of papers. It may surprise you to know that the news business is the minor part of its business as regard profit. News represents roughly two-thirds of its output. But the news return last year was less than one-third of the net profit. For years the price of news print paper has been an absurdly low one—so low that not one new news mill has been built in the United States, although a number of large mills have been built in Canada.

No outcry has come from any customer of the International Company as to its course. It is running all of its regular news machines to their capacity, and producing more than 100 tons per day of news on machines which have been and *should now be* running on other paper, which could be done with a greatly increased profit to the company.

Last year nearly 40,000 tons of news in stock were sold to the American publishers, beyond the figures named in their contracts, at the old and low contract prices, when it could have been sold to jobbers and small publishers and others at very much higher prices, and when it could have been shipped abroad at prices much higher than it received.

You either ignore or you are ignorant of the fact that the news mills of the United States have not earned interest on their investments in the last few years; that a number of them have been in bankruptcy; and that of the Canadian mills, the largest one not only failed to pay dividends, but failed to meet its bond interest.

News paper was put on the free list at the bidding of the publishers in the face of the fact that a Government committee reported that the cost of manufacture in the United States exceeded the Canadian cost by more than \$5 per ton. At the same time the Canadians were permitted to *prohibit* the exportation of Canadian wood to the United States mills. No industry has been more outrageously treated than the news industry in the United States.

A sudden and phenomenal demand for news print paper arose almost over night. It exceeded anything previously known, and it was so great as to not only absorb the current production, but to eat up the accumulated stocks.

Little publishers who had not protected themselves and who had never dealt with the International Company are making a great row because the International Company cannot give them

paper. The International Company is in the same position as any other manufacturer. It has a right to use its plants to manufacture those products for which there is demand and which it finds most profitable.

The International Company has made great sacrifices and has gone to great lengths in the direction of protecting the news industry and the publishers, and I submit that we have not been fairly represented.

Until the end of last year, while publishers were howling about the high price of paper, 90 per cent. of the paper was being delivered under old contracts at very low prices and in the face of a greatly increased cost of production.

INTERNATIONAL PAPER COMPANY,
P. T. DODGE, President.

Detroit Journal Change

William B. Lowe, vice-president and general manager of the Detroit Journal, has retired as general manager. He will retain his position as director and vice-president of the company. Harry Coleman, who is well known in Detroit and the State of Michigan as a publisher of twenty years' successful experience and former publisher of the Pontiac (Mich.) Press-Gazette, becomes a director in the Journal Company and assumes the position of managing director of that newspaper.

LOUIS WILEY IS BETTER

Will be Able to Leave the Hospital Within a Few Days.

Louis Wiley, business manager of the New York Times, who was taken down with appendicitis and operated upon on Christmas Day, is improving rapidly, and expects to be out of the hospital in a few days, after which he will leave the city for a short time. Mr. Wiley is so much better that he has been able to dictate and sign letters to friends who have written to him since he has been confined in the Park Hospital.

COLORADO'S WISE CHOICE

Numerous Newspaper Men Assumed High State Positions This Week.

Colorado newspaper men came strongly to the front in handling the affairs of that State last Tuesday.

Charles H. Leckenby, proprietor of the Steamboat Pilot, Steamboat Springs, and one of the best-known newspaper men of Colorado, assumed his duties as Auditor of Colorado. James R. Noland, for the past twelve years a reporter on the Denver Post, was inaugurated as Secretary of State, and all the newspaper boys predict that "Jimmie" will make one of the best records ever made in this position. He has appointed as Labor Commissioner William Morrissey.

J. C. Scott, editor of the Sterling Daily Advocate, who was re-elected a member of the lower house of the Legislature, is taking an active part in whatever the minority (the Republicans) are doing in the Legislature now in session in Denver.

Too many young men are educated beyond their ability.—Cattell.

SPROUL TO GO TO RUSSIA

Well-Known Advertising Man to Represent American Firm in Moscow.

Arthur Elliot Sproul, well known in the advertising field, and who is a vice-president of Herman & Herman, Inc., is



A. E. SPROUL.

to have charge of the business of that company in the Russian Empire. He

will sail on January 27, going into Russia via Norway, Sweden, and Finland. Mr. Sproul will make his headquarters in Moscow. Herman & Herman are among the largest American houses in the manufacture of intermediates and coal-tar products. Mr. Sproul formerly conducted an advertising agency in Boston, and was for a time on the editorial staff of THE EDITOR AND PUBLISHER.

Tammany Against "Rider"

Tammany Hall has, through its executive committee, gone on record as opposed to the Randall rider in the Post Office Appropriations bill, which would establish the zone system of payment for newspapers and magazines carried in the mail. The resolutions call attention to the fact that New York city has become the publishing centre of the country, as more trade publications and papers with a national circulation, are published here than anywhere else in the States. The establishment of the zone system would tend to drive publishers out of New York and into the centre of population, or else would put a premium on the paper or magazine published in New York and read by a man in Texas or California. The organization calls on all of its members in Congress to oppose the bill in so far as the Randall rider is concerned.

The Standard Union
was the first paper in
Brooklyn to give advertisers a detailed circulation statement.

The first to join *Printers' Ink* "Guaranteed Star" list.

The first to give net figures to the Government.

The first to join the "A. B. C."

And now it is the only "A. B. C." paper in Brooklyn.

Almost everyone knows why.

*Largest Morning Circulation in United States
Largest Sunday Circulation in New England*

The Boston Post's Greatest Year

Daily Post Gross Circulation
Average, 1916

516,326

A Gain of 21,187 Copies Per Day Over 1915

Sunday Post Gross Circulation
Average, 1916

359,341

A Gain of 22,494 Copies Per Sunday Over 1915

Display Advertising—Jan. 1 to Dec. 31, 1916

Stars (★) show the leaders at a glance—Count the stars

	BOSTON POST Daily & Sunday	BOSTON GLOBE Daily & Sunday	BOSTON HERALD Daily & Sunday	BOSTON AMERICAN Daily & Sunday
Amusements	★ 444,963	372,175	346,763	310,474
Automobiles	★ 608,070	518,587	409,488	298,703
Banks and Trust Companies.....	★ 30,501	21,380	19,104	8,843
Books, Magazines, etc.	★ 191,034	146,878	156,643	11,674
Boots and Shoes	★ 138,915	74,652	68,211	65,077
Department Stores	★ 2,536,346	1,878,300	1,109,064	1,431,775
Proprietary Articles, etc.	★ 527,741	425,132	213,157	424,308
Financial	★ 480,709	242,394	463,418	68,104
Florists	★ 23,146	15,374	7,893	9,774
Groceries, Foodstuffs, etc.	★ 476,894	329,913	179,585	215,737
Hotels, Restaurants, etc.	★ 68,914	27,818	23,548	7,532
Household Furnishings, etc.	★ 296,351	282,998	206,051	163,189
Jewelry	★ 69,056	13,606	25,608	40,225
Men's Specialties	★ 559,083	221,410	252,725	304,073
Miscellaneous	★ 420,532	362,262	253,244	204,354
Musical Instruments	★ 201,375	* 210,190	172,987	205,317
Transportation	★ 63,230	58,137	52,595	30,410
Sunday Magazine Sections.....	★ 113,264	85,730	107,654	72,933
Tobacco, Cigarettes, etc.	★ 225,729	160,259	158,799	* 241,180
Women's Specialties	★ 372,369	265,290	324,260	172,520
TOTALS.....	* 7,848,222	5,712,485	4,550,797	4,284,202
Local Display Advertising.....	★ 4,595,086	3,190,928	2,392,548	2,647,985
National Display Advertising.....	★ 3,253,136	2,521,557	2,158,249	1,636,217

For Year 1916 {
Post Led Globe by 2,135,737 Lines
Post Led Herald by 3,297,425 Lines
Post Led American by 3,564,020 Lines

Classified Advertising not included in any of the above totals. Advertising in all Sunday magazines is included.

EASTERN REPRESENTATIVES
Kelly-Smith Co., 220 Fifth Ave., New York City

WESTERN REPRESENTATIVE
C. Geo. Krogness, Marquette Bldg., Chicago

A Banner Year

Some of the Orders for Hoe Presses
Received During 1916

NEWSPAPER PRESSES


- St. Louis Post-Dispatch (Five Octuples).
Washington Star (Three Octuples).
Cleveland Press (Two Double Sextuples)
Chicago Tribune (Two Octuples and Two
Octuple Decks).
New York Sun (Five "Twentieth Cen-
tury" Sextuples).
Philadelphia Public Ledger (Four
"Twentieth Century" Sextuples).
New York Times (Two "Twentieth Cen-
tury" Sextuples).
Pittsburg Dispatch (One Sextuple).
New York Evening Mail (Two Sextu-
ples).
Philadelphia Evening Bulletin (One
Octuple and Eleven Octuple Decks).
Seattle Times (One Octuple and Five
Color Decks).
Detroit Free Press (One Octuple and
Four Octuple Decks).
Cleveland Leader-News (One Octuple
and Two Octuple Decks).
Des Moines Register and Leader (One
Sextuple).
Hartford Courant (One Sextuple).
Heraldo de Cuba (One Sextuple).
Knoxville Sentinel (One Sextuple).
Pittsburg Dispatch (One Sextuple).
St. Louis Star (One Sextuple).
Spokane Spokesman-Review (One Color
Sextuple).
Toledo News-Bee (One Sextuple).
Anaconda Standard (One Quadruple).
Augusta Herald (One Quadruple).
Brooklyn Citizen (One Quadruple).
Buffalo Express (One Quadruple).
Fairchild Press (One Quadruple).
Gazetta del Popolo (One Quadruple).
Halifax Chronicle (One Quadruple).
Paterson News (One Quadruple).
Winnipeg Tribune (One Quadruple).
Greensboro Daily Record (One 24-Page
Press).
Kalamazoo Gazette-Telegraph (One 24-
Page Press).
Kokomo Dispatch (One 24-Page Press).
Long Branch Record (One 24-Page
Press).

THE LATEST

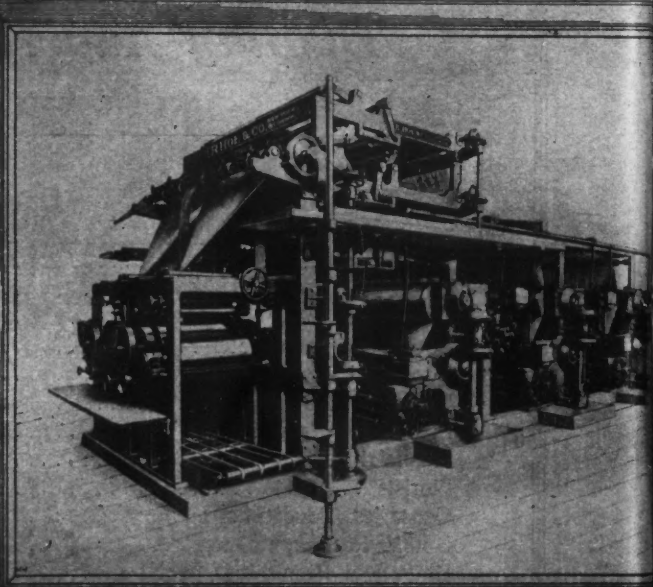
New Model Twentieth Century

THE SPEEDIEST AND MOST EFFICIENT

Two sextuples of this type are now used in printing The New York
Sun and four For The Philadelphia



GUARANTEED RUNNING
80,000 Twelve Pages, or 40,000
ACTUAL NET PRODUCTION, TAKEN
50,000 to 60,000 Twelve Pages, or 25,000 to
WELL PRINTED



NEW AND DISTINCTIVE
Improved Ink Distribution and Patented Ink Pumps, Doing Away with
Pressure Cylinders with Special Bearings, Reducing Operating Power to
Construction; Independent Vertical Driving Shafts for Each Printing
All Parts Readily Accessible from Floor—Extra High

Net Production is What Counts—Hoe

R. HOE

CHICAGO, ILL., 544-546 South Clark Street
BOSTON, MASS., 7 Water Street

504-520 Grand Street

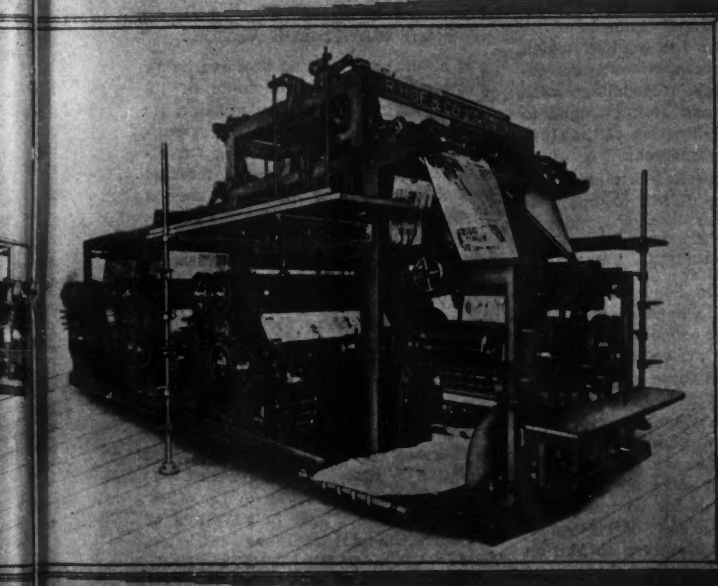
ACHIEVEMENT

Century Low-Type Unit Press

EFFICIENT NEWSPAPER PRESS MADE

Work Times, Five are in course of construction for The New York
Philadelphia Public Ledger.

MAXIMUM SPEED AS SEXTUPLE:
4000 Twenty-Four Pages Per Hour.
TAKEN FROM OPERATING RECORDS:
2500 to 30,000 Twenty-Four Pages, Per Hour.
PRINTED PAPERS



ATTRACTIVE FEATURES.

Equipped with Ink Fountains and Ductor Rollers; New Design Plate and Im-
aging Riser to the Minimum; Cylinder and Main Gearing of New and Special
each Printing Unit; Improved Folding Mechanism and Folder Drive.
-Extra Heavy and Rigid Construction Throughout.

Hoe Presses Give The Maximum

E & CO.

Street, NEW YORK

120 St. James Street, MONTREAL, CAN.
109-112 Borough Road, LONDON, S. E., Eng.

A Banner Year

- Taunton Globe (One 24-Page Press).
- Wall Street Journal (One 24-Page Press).
- Winston-Salem Sentinel (One 24-Page Press).
- Woodstock Sentinel-Review (One 20-Page Press).
- St. Johns Star (One 16-Page Press).
- Ansonia Sentinel (One 8-Page Addition).
- Chester Times (One 8-Page Addition).
- Boston Post (Four Octuple Decks).
- Nashville Tennessean (One 8-Page Deck).
- Pittsburgh Post (Two 8-Page Decks).
- Salt Lake Tribune (One Sextuple Color Deck).
- St. John Standard (One Deck)
- Utica Press (One Sextuple Deck).
- And Many Others.

MAGAZINE PRESSES

- Cosmopolitan and Good Housekeeping (Ten 96-Page Presses).
- The T. Eaton Co. (Two 64-Page Presses).
- Billboard Publishing Co. (One 32-Page Press).
- P. F. Collier & Son (One 128-Page Book Press).
- Farm Life Publishing Co. (One 64-Page Press).
- Giles Printing Co. (One 96-Page Press).
- Mail and Express Job Print (One 96-Page Press).
- Pennsylvania Farmer (One 64-Page Press).
- Successful Farming (One 96-Page Press).
- And Many Others.

ROTOGRAVURE PRESSES

- The New York American (Four 16-Page Presses).
- The New York Times (Three 16-Page Presses).
- The Cleveland Plain Dealer (One 8-Page Press).
- Los Angeles Times Mirror (One 8-Page Press).
- Sydney Sun (One 16-Page Press).
- And Many Others.

THE EDITOR & PUBLISHER

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

New York, January 13, 1917.

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.

"Of Dr. Goldsmith he said: 'No man was more foolish when he had not a pen in his hand, or more wise when he had.'"—Boswell's Life of Johnson.

THE publisher of a two-cent newspaper, marked up from a penny, must not forget that it is no longer a penny paper. It must give twice the old service, twice the old value. But these must be measured, as the reader will measure them, by quality, not bulk.

A NEWSPAPER may be doubled in value, often, without doubling its size—perhaps without increasing its volume of text matter at all. Some penny newspapers are now worth two cents as newspaper values are reckoned; yet, in changing to the higher price, this ratio between worth and price must be maintained.

IT is argued that the average advertising cost in selling a second-hand automobile is \$20; while with a new car it amounts to but \$15. These computations do not place any valuation upon the selling "leads" secured through such advertising by shrewd and alert dealers. Always, with advertising, the by-product is valuable.

OLD-FASHIONED folks may recall that the Constitution provides that no laws shall be made abridging the freedom of the press. Yet some provisions of the Bourne law clearly abridge that freedom; and some provisions of the proposed Corrupt Practices act invade it ruthlessly. Our lawmakers will probably continue to make a jest of constitutional rights just as long as the victims are complacent and practice non-resistance.

W. L. AGNEW, advertising director of the Chalmers Motor Co., believes that, if a newspaper is distributing free publicity, his company should get its proper allotment of it; but he foresees the time when the practice will be wholly outlawed. When space is given away, there is always the chance that a competitor may secure more than his share; when space is to be obtained only through purchase, favoritism vanishes—and money and enterprise decide.

CHARLES EDWARD RUSSELL has written an editorial in which he tells us that we are developing an "American language and style;" and he thinks it is ridiculous that this proud nation should take its language, literature, and standards from "a nation far away and about one-third of its size." We have scanned Mr. Russell's editorial eagerly for some examples of this "American language," but find, with keen disappointment, that he has found it necessary to confine himself to phrases familiar to readers of Addison and Lamb and Stevenson.

SOME saddened observer of human foibles occasionally laments the "calamity cries" of the newsboys in proffering their papers to people on the streets. These little merchants have been taught the commercial value of tragic events. They realize that to announce some dire disaster stimulates transient sales. What would our reformers have them do? How many "extras" would a newsboy sell if he should call out: "All about the Sunday school picnic at City Island! Extra!" After all, is it not fortunate that calamities owe their news value to the fact that they are rare—that they are not the commonplace events of daily life?

NEW YORK newspapers, in 1916, printed 2,350 more pages of advertising than in any other year of their history. While figures are not available, it is to be assumed that this record of increase is not peculiar to New York, but is shared in proportion by newspapers in all important cities. There was a notable DECREASE in the number of pages of text matter printed by the New York papers—yet hardly has discarded any worthwhile feature or failed to print all the news. Text matter has been reduced in volume through more intensive editing—and through the elimination of masses of "publicity" matter which formerly had right of way.

A PUBLISHER may adjust his business to unfair cost-conditions of publishing without surrendering to those conditions. He may raise his advertising and subscription rates, to meet the excessive prices for white paper, and yet join with other publishers in a fight to a finish to abolish those excessive prices. To take measures to avoid serious losses is not to accept as irremediable the condition imposed by the profit-takers in the news print industry. Extortion never prospers for long. Reasonable prices will again rule—but they will not be reestablished through the complacency of the publishers. They will come about as the issue of battles.

IN the death of George Thompson the profession of journalism sustains a loss not easily over-appraised. In the great twin-cities where he labored he was accounted one of the man-factors of civic life. He was generous and just, practical, and yet of idealistic vision. Of English birth, and an Oxford man, he became a type of our big Northwest, where men of creative, constructive genius have always counted large and have won the right to rule. And, through his great newspapers, the St. Paul Pioneer-Press and Dispatch, George Thompson did rule public opinion, did shape public policies, holding over all propositions hostile to the public interest the right of veto—the immemorial right of journalists of character and ideals. A great editor—a gentle, upright and widely loved man—has passed away.

DISCUSSING the proposed Corrupt Practices bill, the New York World objects strongly to the provision compelling newspapers which print political advertising for one party to also print such advertising for the opposition party, if it should be offered. The World complains that while it accepted such matter in the recent campaign it would not have relished it as a matter of compulsion. Like a great deal of proposed legislation affecting newspapers this bill invades the freedom of the

press; for it provides that if a newspaper shall print any political contribution prepared by anyone not connected with its staff it must print the name of the author. Such an enactment would be hardly less reactionary and absurd, of course, than are some of the clauses in the Bourne law—and, unhappily, this latter is in force.

FAILURE OF AN EARLY CENSOR

IN the days of the Stuarts they had a real press censor in England—Roger L'Estrange, "surveyor of the imprimery," who had absolute control over all printing and publishing.

L'Estrange was a prophet. He foresaw in the newspaper mischief to the established order. In his view the newspaper made the people "too familiar with the actions and counsels of their superiors, too pragmatical and censorious." It gave to them "not only the wish, but a kind of colorable right and license to meddle with the Government."

That wish, and that "colorable right and license" have, in very truth, been realized in the world, just as L'Estrange feared and foresaw. It seems that the very spirit of liberty chose for its home the printing office—and that through the long centuries it has abided there.

To-day, as in the days of the Stuarts, the newspaper makes its readers familiar with the actions and counsels of the great—and prepares the road on which the human procession is to travel toward better things. "Meddling with the Government" has been changed to virtual control and direction of the Government by the governed.

When L'Estrange failed to suppress the newspaper he failed to suppress Democracy.

NOTHING TO GIVE AWAY

THE editor who has any space to donate to "the askers" this year must be facing economic conditions not known to the majority.

If the commercial value of advertising space has never before been fully recognized by the editors of newspapers, present cost-conditions should bring the matter sharply home.

The paper dealer does not donate a generous quantity of his commodity to the paper just as a sign of his appreciation of the business given to him on a cash basis. In fact, he has always sold his product as a commodity; yet, when this same commodity has been utilized as a component part of that more finished product, the newspaper, it has often lost, in the view of the editor and of the space-grafter, any semblance of commodity value. It has been transformed into something which may be either sold or given away, according to whim.

As everything entering into the finished product—the newspaper—has a definite value, and costs real money, why should the newspaper be sold for less than it costs to produce it? Why should advertising space in it be given away—or a great deal of it awarded as a bonus to anyone who will pay cash for a little of it? The editor, unable to produce any part of his newspaper without expense, cannot afford to dispose of it, or of the advertising space in it, on any other than a cash basis. The "asker" is out of order.

THE PERSISTENT QUESTION

WHAT per cent. of a store's gross sales should be appropriated for advertising? It's an old question—and no two people, entitled to speak with authority, are apt to suggest the same answer.

Figures just published show the policies of eight great department stores, located in as many different cities, on this matter.

The lowest amount spent by any one of these stores for advertising amounts to 3.48 per cent. of the gross sales. This firm is Lord & Taylor, of New York city. The highest amount spent by any store in the list is 6.03 per cent. of gross sales. This firm is the D. G. Stewart Co., of Louisville.

The average amount spent by the eight stores listed is 4.60 per cent.

Every advertising manager for a newspaper has to deal with some merchant who argues that an expenditure of as much as 3 per cent. of the gross turnover for advertising would be ruinous. The fact is that to confine the advertising appropriation to such a sum is perilous.

The stores whose figures are given all show handsome profits. These profits would be impaired by a reduction of the advertising appropriation. They would be increased by a still more liberal expenditure for newspaper space. The over-advertised store has not yet arrived. It will be a long time in coming. The under-advertised store is always with us—but will disappear as advertising wisdom spreads among the merchants.

WHAT MAKES FOR VALUE?

IF a railroad confined its advertising argument to the one topic of its great length, of its vast mileage, its advertising would not make the strongest possible appeal to intending travelers. These would be more interested in reading about the SERVICE such a railway line could offer to its passengers than merely about how far, at a pinch, they might be able to travel on its lines.

Some newspapers, of large circulation, in appealing to national advertisers, cling rather tenaciously to the circulation argument—varying it with the figures of advertising lineage carried. Papers able to make striking exhibits of totals in these directions are inclined to rest their case right there, as though the discussion as to comparative values of papers in that field were closed.

Yet national advertisers, of the wiser kind, no longer attach to showings of this kind the old traditional credence. THEY CONSIDER OTHER ELEMENTS OF VALUE IN APPRAISING ADVERTISING SPACE.

They are interested in knowing how close is the link between the reader and his paper—to what extent the paper is a part of his daily life—how intimately it figures in his home affairs and interests—what there is about it that attracts and holds the favor of his wife and children—what there is about it that inspires reader-confidence and loyalty—to what extent readers PIN THEIR FAITH TO ITS EVERY STATEMENT, form their opinions through its guidance, and read and respond to the advertisements which it prints.

National advertisers are so very human that they would prefer to spend their money with the newspapers which give them great RESULTS rather than with those newspapers which base their claims exclusively upon the number of copies circulated. This does not mean that the newspapers of great circulation are at a disadvantage because of that fact—for the reverse is true, when reader-interest in a paper matches its figures of circulation. It does mean that wide circulation is not any longer the deciding factor with advertisers. It follows that it should not be, as in the past, the one note of appeal for business.

PERSONAL

"Though old the thought and oft
express,
'Tis his at last who says it best."
—Lowell.

NEW YORK.—Roy Howard, president of the United Press Association, has gone to the Pacific Coast for several weeks.

Joseph Jefferson O'Neill, of the Morning World, will address the Pulitzer Press Club at the Pulitzer School of Journalism, on the night of January 24. He will relate some of his experiences, and will give advice to the budding reporters.

W. M. Meyers, formerly of the Bayonne (N. J.) Review, is now on the day force of the Central News of America.

James B. Foster, formerly of the Newark (N. J.) Ledger, has joined the night staff of the Central News of America.

William B. Chase, music critic of the New York Evening Sun, is now one of the two music critics of the New York Times, having taken the place of J. O. Hauser, who is leaving the newspaper field.

Dave Church, well known among news-service men, is a new addition to the staff of International News Service. He has just joined the New York office force as a rewrite man. Church has worked in several cities throughout the country, having recently been in Washington.

Joseph Solomon, late of the Dry Goods Economist, on January 2, 1917, associated himself with the Illustrated Milliner.

Michael Kley, of the staff of the American Hebrew, is rejoicing, with Mrs. Kley, over the birth of a daughter on January 6.

Robert J. Cole, art editor of the New York Evening Sun, will give a talk on art before students and friends of the University Settlement, in Eldridge Street, New York, on the evening of January 20, at eight o'clock.

Harry M. Hitchcock, of the World's rewrite staff, is back on the war desk after a month's confinement to his home by illness.

OTHER CITIES.—Joseph Gilpin Pyle, of St. Paul, formerly editor of the Seattle (Wash.) Post-Intelligencer and later general manager of the old St. Paul Globe and the official biographer of the late James J. Hill, has been made librarian of the James Jerome Hill Reference Library, which was provided for by Mr. Hill in connection with the new St. Paul Public Library.

E. W. Andrews, who has seen service in the British army in France and on Gallipoli, but who has been employed as a reporter on the Dallas (Texas) Morning News, has resigned.

Matt Duhr, a well-known newspaper man, of Oklahoma, has a Senate position in the Sixth Oklahoma Legislature, now in session.

A. F. Haines, manager of the Central American branch of the Pacific Press Publishing Association, is visiting various Texas cities.

Tom Putnam, until recently employed on the Temple (Texas) Telegram, is now a reporter on the Dallas News.

John Nicholas Bffel, former managing editor of the Toledo (O.) Times, and lately with the New York Evening Sun, is now a member of the Chicago Examiner's writing staff. Recently he spent three months in Indiana, investigating social and industrial conditions

in Muncie, Richmond, Winchester, and other manufacturing centres.

John Carlisle McDonald, dramatic editor for the St. Louis Star, has resigned, and is now in the executive offices of the Pullman Company at Chicago.

Edward Drummond Libbey, one of the principal stockholders in the Toledo (O.) Times Publishing Company, and president of the Toledo Museum of Art, has lately contributed \$400,000 to a fund to be used for doubling the size of the present Museum. This raises the endowment fund to \$1,000,000.

Orsen Nielsen, who has worked as a reporter in Milwaukee, Chicago, and Cleveland, has been appointed United States Vice-Consul at Moscow. Nielsen's home is in Beloit, Wis.

W. T. Marlatt, city editor of the Kenosha (Wis.) News, will be the principal speaker at the annual meeting of the Wisconsin City Editors' Association in the Milwaukee Press Club's rooms on January 13 and 14.

Roman Behrens, formerly of the Milwaukee Sentinel, is now on the Evening Wisconsin's State desk.

Clinton P. Rowe, for three years City Hall reporter for the Worcester (Mass.) Telegram, has been appointed private secretary to Mayor Holmes, of Worcester. Before going to Worcester eight years ago, Mr. Rowe was a reporter for Portsmouth, N. H., and Portland, Me., papers.

Kenneth C. Crain has been appointed Cincinnati representative of the Cutler Publications, of Boston, which include the Shoe & Leather Reporter, the Shoe Retailer, Chicago Daily Hide Report, and El Reporter Latino-Americano.

Among the members of Will S. Neal's International News Service staff covering the session of the Indiana Legislature, is Winfield Durbin, of Anderson, Ind. Young Durbin is a nephew of former Governor Winfield Durbin, of Indiana, who entered newspaper work in the last few years. He has done both reportorial and editorial work for the Anderson Herald.

John D. Macdonald, the publisher of the Pictou (N. S.) Advocate, and president of the Maritime division of the Canadian Press Association, has just been appointed Registrar of Deeds for Pictou County, and it is said that the position will probably require him to resign active participation in the publishing business.

E. A. Jonas, associate editor of the Louisville (Ky.) Herald, is at his desk again after a two weeks' vacation.

Alvin Durning, police reporter for various Louisville (Ky.) papers for several years, left for Chicago on January 1. His newspaper comrades tendered him a farewell banquet. Durning went to Louisville from the West, after serving on the staffs of Coast newspapers.

BOSTON.—James S. Collins, formerly of the city staff of the Post has joined the staff of the Boston American.

Frank Hurley and Joseph D. Hurley, both of the Boston Post, are enjoying a mid-winter vacation in Maine.

Ralph McMillan, formerly baseball editor of the Journal, has joined the editorial department of the Boston American.

Owen Flanders, formerly of the Boston Post and Worcester Telegram, is reading copy on the Springfield News.

Harry Malloy, advertising manager of the Springfield Union was a Boston visitor this week. He was formerly on the city staff of the Boston Post.

Tom Killian, formerly of the Worcester Telegram and Boston Post, but now on the Philadelphia North American's copy desk, covered the suicide, at

Atlantic City, of the suspect in the case of the murder of Grace Roberts.

William T. McCluskey, and Walter Mahan have joined the city staff of the Boston Post.

Albert Austin, who handles the Western Union loop at the Post, is back from a two-weeks' vacation.

Dr. C. P. Haven, city editor of the Cambridge Chronicle, is back at his desk following a two weeks' trip through New York State.

PROVIDENCE, R. I.—Elliott Thurston, of the Journal staff, has been confined to his home during the past week with the grip.

Bert Ford, sporting editor of the Evening Bulletin, has been made suburban editor of the Journal and Bulletin in addition to his other duties.

Daniel E. Sullivan, former manager of the Pawtucket branch office of the Journal, who recently resigned to become treasurer and manager of the Somerville (Mass.) Press corporation, was tendered a dinner by his former associates last week.

Charles Donelan, sport cartoonist of the Evening Bulletin, has just issued a large book of cartoons based on the citizens' cruise of the Virginia.

Archibald G. Adams, of the Pawtucket Times, is receiving congratulations on the marriage of his daughter to George W. Taylor, of Woonsocket.

WASHINGTON, D. C.—Grafton S. Wileox, chief of the Capitol staff of the Associated Press, was inaugurated with elaborate ceremony as president of the National Press Club last Friday, and Morton M. Milford, of the Louisville Courier-Journal, vice-president.

Ira E. Bennett, editor of the Washington Post, and president of the Gridiron Club, was the guest of honor last Monday at a dinner attended by a number of prominent men, given by Senator Phelan, of California.

H. C. Stevens, for many years a Washington correspondent, is now the chief of the Minneapolis Journal Bureau, succeeding the late James Gray.

Denman Thompson has succeeded J. Ed Gjillo as sporting editor of the Washington Star. Mr. Thompson was on the copy desk of the Star for six years, handling the sport copy.

Will Irwin, famous war correspondent, delivered a lecture before the National Press Club last Sunday.

Major C. Fred Cook, news editor of the Washington Star, is spending a few days in New York city.

C. D. Kellar has been appointed to a position on the copy desk of the Washington Star, filling the vacancy caused by the promotion of Denman Thompson.

J. Crosby McCarthy, who has been at Bisbee, Ariz., and San Antonio, Tex., with the District National Guard for the last several months, has just returned.

H. G. Hanford has been appointed chairman of the banquet committee of the Washington Star Club dinner, to be held on February 8.

Grafton S. Wileox, president of the National Press Club, introduced the famous photo-film-producer, D. W. Griffith, to a distinguished audience on Monday night, when a complimentary performance of "Intolerance" was given to the members of the National Press Club.

CHICAGO.—Margery Currey, formerly of the staff of the Chicago Daily News, has joined the staff of the Chicago Tribune as society editor.

Tom Costello, once a "eub" reporter on the Chicago City News Bureau, has become involved in graft charges made against the Police Department by State's Attorney Hoyne. He is said to have "confessed."

Clarence Speed, an old-time Chicago newspaper man, has been appointed city editor of the Chicago Evening Post. Harry Zander, formerly of the City News Bureau, is now City Hall man for the Post, succeeding Al Johnson.

William Foley, of the Chicago Tribune's copy desk, has been appointed private secretary to President Charles H. Sergel, of the Drainage Board.

VISITORS IN NEW YORK

Elzey Roberts, vice-president and publisher of the St. Louis (Mo.) Star.
J. E. Trower, of the Pittsburgh (Pa.) Post and Sun.

W. A. Elliott, business manager, Jacksonville (Fla.) Times-Union.

R. S. Grable, of the World Color Printing Company of St. Louis.

Ed Kiest, publisher of the Dallas (Tex.) Times-Herald.

Thomas W. Loyless, publisher of the Augusta (Ga.) Chronicle.



The Haskin Letter
tells the reader
how to do things

CLEVELAND, O.—Miss Florence Peris, has been appointed society editor of the News. She takes the place made vacant by Mrs. Erma Thompson, who goes to the Leader to take charge of the art work department of that newspaper.

John J. Meagan, of the News, has resigned to go back to the Buffalo (N. Y.) Times.

George Davis, Short Shavings Cutter for the Press, has been appointed to the rewrite desk of that newspaper, continuing his humorous column the while.

Ross Tenney, sporting editor, and Walter Brown, his associate, of the Press, are making a hit with the sport fans of Cleveland with their new streamers, in which they break forth daily into rhyme.

Victor Morgan, editor of the Press, has organized a new question and answer department for that paper in connection with the movement to introduce the city manager form of government here. All questions pertaining to the subject are answered by Mr. Morgan, who has investigated the subject thoroughly.

PITTSBURGH, Pa.—Mrs. Marian Bonsali Davis, for some years a newspaper woman of Pittsburgh, and more recently in magazine work, has returned from France where she has been engaged in relief work. The Pittsburgh Sun is now running a series of illustrated articles written by Mrs. Davis, on her experiences in the war zone.

John Benitz, of Boston, a former newspaper man of Pittsburgh, is spending several days here with old friends.

William Moore Patch, former newspaper man, now manager of the Pitt Theatre, Pittsburgh, entertained a number of the fraternity in honor of David Wark Griffith, producer of the film "Intolerance." After dinner speeches were made by Austin Beach, of the Dispatch; Charles M. Bregg, of the Gazette-Times; George Seibel, of the Volksblatt; Eugene L. Connelly, of the Harry Davis Enterprises, and Mr. Patch.

Miss Alice Emge, of the Pittsburgh Leader, poured tea at the special showing of "Intolerance," given by the management of the Pitt Theatre to a party of invited guests from the various women's clubs.

J. E. Trower, advertising manager of the Pittsburgh Post, attended the New York Automobile Show this week.

James Schermerhorn, editor of the Detroit Times, delivered the principal address at the dedication of the new Schenley High School, Pittsburgh.

Mrs. Eliza A. Fothergill, a writer on health values in foods and pure foods, addressed the students of advertising in the journalism class of the University of Pittsburgh, on "Mistakes I have seen in Advertising."

DETROIT, Mich. — John H. Dunne-wind, political reporter of the Free Press; John Fitzgibbon, of the News; Charles Cameron, of the Journal, and W. A. Callum, of the Times, have gone to Lansing, Mich., to cover the State Legislature for their respective papers.

Leonard L. Kline, who has been covering political activities for the Journal, has left that paper and is now doing general assignments for the news.

Elden Small, former Detroit newspaper man, has returned to the newspaper field after several years in business, and is now with the Detroit Journal.

F. Edward Spooner, editor of the automobile section of the Free Press, is

covering the New York automobile show for his paper.

Walter Sullivan, automobile editor of the News-Tribune, is representing his paper at the New York automobile show.

Private Edgar Manley, of the Thirty-first Michigan Infantry, M. N. G., has returned from Mexican border duty to his old position on the reportorial staff of the Detroit News. Private Roy Barge, of the same regiment, soon will return to the local staff of the Detroit Journal.

Battalion Sergeant M. James Snider, of the Thirty-first Infantry, who resigned from the local staff of the News when the troops were mustered to the Mexican border last June, is on the local staff of the Detroit Free Press. Sergeant Myron Gillitte, also of the Thirty-first, has been mustered out and will resume his old post as City Hall reporter of the Times. Captain Charles D. Kelly, assistant managing editor of the Journal, also has returned from the front, and will soon be back in newspaper harness.

Cyrus Cosgrove, display automobile advertising manager of the Free Press, recently returned from Cleveland, where he spent several days on business.

Andrew Darrymore, City Hall reporter for the Free Press January 15, replacing Oliver Heath, who will become assistant city editor of the latter paper. Lou Benton, present assistant city editor, will become head of the rewrite staff.

George Townsend, copy reader on the Free Press telegraph desk, has resigned to take a vacation at his home in Hartford, Conn.

John Miller, a Journal reporter has resigned to accept an appointment on the Detroit Fire Department.

Douglas Morten, for the last few years Sunday editor of the News, is now city editor, succeeding Donald Hayden, who is now on the News copy desk.

E. R. Eaton, former managing editor of the Kalamazoo Press-Gazette, a veteran newspaper man of Michigan, has been elected Sheriff of Kalamazoo County and has retired from the newspaper business.

Herbert E. Slayton, former police reporter of the Journal, has taken a similar position on the staff of the Times.

SAN FRANCISCO.—Al G. Williams, for nineteen years connected with the San Francisco Examiner and for the last ten years circulation manager of that paper, has been transferred to Chicago and will become circulation manager of the Chicago Examiner. Circulation Manager Crawford, of the Call will take over Williams's work on the Examiner.

Portus-Baxter, formerly of San Francisco and widely known as a sporting writer, is here with his wife, formerly Lora Scott Hummer. He has resigned from the Seattle Post-Intelligencer staff, with which he was connected for twenty-six years.

Reginald G. Fernald, editor of the Santa Barbara Press, has become a non-resident member of the Newspaper Men's Club of San Francisco.

Among the newspaper men visiting in San Francisco are H. E. Rhoades, of the San Diego Sun, and William J. Jacobs, formerly of the Chronicle staff, who is now publicity director for the Santa Cruz Chamber of Commerce.

ST. LOUIS, Mo.—Roy W. Macy, until recently circulation manager for the St. Louis Republic's Farm Progress and the weekly Republic, now has the circulation management of the Rural

World, an agricultural journal of Los Angeles, Cal.

Roy M. Edmonds has gone from the Sunday editorship of the Republic to the city editor's desk on the Star. Hugh Wood, formerly assistant city editor, succeeds him as Sunday editor of the Republic.

Charles J. McSkimming has gone from the copy-desk of the Republic to that of the St. Louis Times.

Sam D. Fuson, of St. Louis and Little Rock newspapers, left this week for Columbus, Ohio, to become night manager of the Associated Press office there.

L. M. Davis, formerly of the reportorial staff of the Republic and editor of the Kirkwood (Mo.) Courier, is now editor of the Sporting Goods Dealer in this city.

Earle D. Eddy, a former newspaper man, will leave St. Louis February 1 for New York, where he has accepted a position with Printers' Ink. Eddy gained his first newspaper experience in San Francisco. Until recently he was sales manager for the Coast Products Company in this city.

Gaty Pallen and A. G. Brown, Republic; B. B. Huff, Globe-Democrat; Curtis Betts, Post-Dispatch; Raymond A. Walsh, Times, and Robert A. Glenn, Star are covering the State legislative sessions at Jefferson City. Among the

staff artists and cartoonists at the inauguration of Governor Gardner, Monday were A. B. Chapin, Republic; Edward Eksbergian, Globe-Democrat; Carlyle S. Martin, Post-Dispatch; Otto Hartman, Times.

CANADA—R. R. McCormick, of the Chicago Tribune, was a visitor in Toronto this week. The Tribune owns a large paper mill at Thorola, Ont., and it was in connection with developments there that Mr. McCormick came over the line.

Arthur Hawkes, a special writer for the Toronto Star, is given credit for having evolved the idea of establishing a "bonne entente" organization between the French-Canadians of Quebec and the English-Canadians of Ontario.

John Appleton, recently editor of the industrial pages of the Toronto Globe, and prior to that editor of the Financial Post of Canada, has resigned to become secretary of a new association embracing all the prominent insurance, trust, and loan companies of the Dominion. His work on the Globe will be handled by Norman Lambert.

J. Harry Smith has been appointed city editor of the Toronto World. He began his newspaper career in Toronto on the staff of the Globe, and was later editor of the Motor Magazine of Canada. More recently he has been attached to the staff of the Toronto Sunday World.

The New York Times

1916 Records

Circulation—Net Sales	124,593,327 copies
	Average Daily and Sunday 340,419
Paper Consumed	67,914,000 pounds
Ink Consumed	1,062,000 pounds
Advertising Space	*11,552,496 lines

*The amount received for advertising in The New York Times is much greater than the amount received by any other New York newspaper—probably more than by any other newspaper in the world.

DAILY NEWSPAPER ADS RING AUTOMOBILE BELL

W. L. Agnew, Director of Advertising for Chalmers, Says His Company Will Use Dailies More than Ever, and Limit Ads to One Hundred Words, in Order to Make Copy More Effective.

"The Chalmers Company will spend between \$600,000 and \$700,000 for advertising in 1917. We will use approximately 60 per cent. of that amount in the daily newspapers," said W. L. Agnew, director of advertising of the Chalmers Motor Company, to THE EDITOR AND PUBLISHER. "I am more impressed than ever with the response given by daily newspapers. The quick action calls for a greater amount of copy in the daily press. Experience justifies us in this step. The daily newspaper gets to the people faster and has a better grip than any other media we use. Next to the daily comes the farm paper.

LIMITS ADS TO 100 WORDS.

"One hundred words will tell the story in Chalmers copy for 1917. This idea of telling the story of creation is out of date. People do not read long, descriptive, technical advertisements. They haven't the time. They're too busy. We will cut our advertising to the measure of the busy man. We will boil down what we have to say, and give him the essence in 100 words, even though we use a page of space. We will give him something he can read at a glance. In one hundred words we will tell him what we want him to know. By utilizing the fewest possible number of words we will make an impression that will remain in his mind. We will not confuse him with a maze of ideas.

WILL EXTEND DAILY NEWSPAPER CAMPAIGN.

"Not only will we extend our advertising in the daily newspapers, but we will use more small town dailies than ever before. You have no idea of their pulling power. Proportionately, they are just as powerful, and equally as influential as the metropolitan newspapers. They are close to affairs and close to the people. They are intensive, and they circulate in the home circle. They are read, not by one, but by every member of the family, in a community in which a man knows everybody.

"We will use less Sunday newspaper space than we have, for we find we get better results on week days. The Sunday papers are too big. A man puts in a day reading one paper maybe—he cannot digest it all, and he is less likely to be impressed. But, in a week-day paper, of average size, our page advertisement, written in 100 words, written so that he will remember them, will give better returns."

"What do you think of free publicity, Mr. Agnew?" he was asked.

DOES NOT BELIEVE IN FREE PUBLICITY.

"I don't care anything about it, or whether we get it or not. We get excellent results from newspapers that will not give free publicity. We advertise in them, knowing that we are on the same basis with every other advertiser, and in such a case we invariably get good returns. It would not offend me if it were all cut out. Naturally, however, if a paper gives free publicity at all, we also want it. But if a daily rigidly declines it, we find that the results are about the same."

"Advertising is on a higher plane today than ever before, is it not, Mr. Agnew?"

"Indeed it is. Dishonest advertising cannot live.

By the Side of the Road By Thomas Dreier

Bind together your spare hours by the cord of some definite purpose and you know not how much you can accomplish. A man is commonly either made or marred for life by the use he makes of his leisure time.

—Jeremy Taylor.

ABOUT A THOUSAND YEARS ago the leaders of the Crusades thought that it was their job to lead their fighters into the lands of the heathen and rescue the Holy Grail and restore the Holy Sepulchre to Christian ownership.

All they accomplished was to increase the amount of hatred in the world. They spent millions in money and sacrificed hundreds of thousands of lives.

And the result of all this effort was failure.

The modern crusader, however, does not work in that way. His methods are the methods of peace. He does not go forth as a conqueror. He goes out to serve the people.

Both Roman Catholics and Protestants belong to this new army which serves under the banners of the Prince of Peace.

To-day you can go into any market town of China, any city of India, into the jungles of Africa, into the frozen North, among the cannibals and lepers and barbarians, into any of the far-off lands, and there you are sure to find a soldier in this great missionary army.

I confess frankly that until recently I never had much time for missionaries. Those I had known personally in this country had always seemed narrow and bigoted and most unlovable.

Further study of the subject, however, has opened my eyes to the great and glorious work being done in education and sanitation. Any body of workers that tries to make people cleaner and that gives educational training which increases the efficiency of people deserves our praise and support.

Sometimes we may question the value of substituting Christianity for some of the so-called heathen faiths, but we cannot question the value of the work which produces light where before there was the darkness of ignorance.

ROGER W. BABSON SAYS that several of his good friends have recently criticised him for referring to religious matters in connection with his statistical service.

His critics took the position that direct references to the "teachings of Jesus" have no place in a business report.

In order to make clear to his critics just why he spoke so often of the "teachings of Jesus," Mr. Babson said that his eyes were first opened to the relation between economics and religion in connection with some civic and social work.

"Some of us were interested in plans which, theoretically, should greatly benefit the community. I still feel that these plans were absolutely sound and should even to-day be adopted. On

the other hand, to the extent that they were adopted, they did not work. The trouble, however, was not with the plans, but with the people who were operating the plans. The plans assumed that the people of the community understood that the welfare of each is dependent on the welfare of all. The facts of the case were that probably less than five per cent. of the people really believed any such proposition. Therefore the plans wouldn't work. Moreover, almost every civic and social worker who has been at the game long enough is up against the same difficulty. Something more than new charters and progressive legislation is needed for municipal and State reforms. A sufficient number of the people must be imbued with that spirit of religion that makes a man think of others when thinking of himself."

Mr. Babson can't see why economics and religion cannot be discussed together. He says that the common idea that they should be kept in separate air-tight compartments is really at the bottom of almost all our difficulties. Instead of discussing them together less, he believes they should be discussed together more.

I HAVE ALWAYS CALLED HER the Clean-Up Lady, ever since the day, four years ago, that she came to give my apartment a thorough cleaning. All I knew about her was that she was an Englishwoman, lived in an old ramshackle house with some relatives, and did work that was perfectly satisfactory. She came once a week to clean my apartment, usually after I had left for the office in the morning, and I seldom saw her.

After my marriage she dropped out of sight, and it was not until recently that she came back to us to help set our home to rights after our summer in the country. One of the things she told my wife was that she had come to this country twelve years ago, and that this year, for the first time, she had a bedroom of her own.

"Oh," she exclaimed, "you don't know how good it is! I have always had to sleep on a cot in the dining-room, or out in the kitchen, and I never had a room of my very own." She actually boasted about it.

What millionaires most of us are! When we complain that our lot is a hard one the thought of the Clean-Up Lady rejoicing in the possession of a bedroom of her very own should send a smile to our face.

PESSIMISM, STERILITY, decay, disgust, dissatisfaction with all that life offers, are the rewards the Devil gives to the man who retires from the world of activity and refuses to express himself in service.

A Live Wire of the West

Gene Huse is the new editor and general manager of the Norfolk (Neb.) Daily News, succeeding in that position his brother, Norris A. Huse, who has been made vice-president of the American Press Association. The Norfolk



GENE HUSE.

Daily News is generally referred to as an example of what enterprise and progressive ideas can accomplish in a small field. With a daily circulation about three times as great as the population of its city, a modern plant and a big volume of advertising, Mr. Huse's newspaper does not rest upon its laurels, but continues to strive for further records of accomplishment.

The world doesn't owe me a living. I owe it a life of usefulness.—Cattell.



14

AN IDEA POWER-HOUSE

No newspaper in America should be without at least one Adams feature.

Whether it needs the feature or not (and it is safe to say it does) it is worth hundreds of dollars a year—yes, thousands—to any newspaper to be hooked up and in connection and in close touch with the great Adams syndicate and service.

A connection with Adams—be it ever so slight—brings ideas, suggestions, and inspirations that no newspaper should be without.

There is at least one of the 30 Adams features that you can use, and you should take it just to get membership in the great Adams family—if for no other reason.

Just to touch finger tips with with "America's liveliest newspaper syndicate."

THE
GEORGE MATTHEW ADAMS
SERVICE

8 W. 40th ST., NEW YORK

CLAYTON D. LEE LEAVES SERVICE OF THE U. P. A.

Resigns as Secretary and Director After Ten Years' Connection with the Organization—W. W. Hawkins Now General Manager, Director and First Vice-President.

Clayton D. Lee, chairman of the board of directors and secretary of the United Press Associations, has resigned from that organization, both as an officer and as a director. His plans for the



C. D. LEE.

future have not as yet been announced. Mr. Lee has been succeeded by W. W. Hawkins, who joined the United Press in 1907.

Mr. Lee is one of the best-known newspaper men in this country. He was graduated from the North Western University in 1898, having picked up telegraphy and made part of his expenses by handling a W. U. "bonus wire." He took up Y. M. C. A. work in Duluth after graduating, and then worked as a reporter on a Duluth newspaper. He enlisted in a Minnesota regiment when the Spanish-American War broke out, and his stories from Chickamauga attracted considerable attention.

He joined the staff of the Chicago Tribune on his return, and later went to San Francisco for the Scripps-McRae Association. He was assistant manager of the San Francisco office when the great fire broke out, and on the morning of the 'quake managed to reach the office. When the operators deserted the wires on account of the fire, Lee sat in and sent the last story of the fire out of San Francisco, remaining until he was ordered out of the building by the firemen and militia. He made his way to Oakland, and discovering the Western Union men patching up a wire, grabbed the first one that was ready and started to send to Chicago again. He remained in the hut where the wire was run for several days, getting his story from the refugees that passed, and begging such food as they could spare. He had a monopoly of that wire for several days.

In 1907 Mr. Lee came to New York as treasurer of the old Publishers' Press, and when that organization was merged with the United, he became secretary of the new association. In 1909 he was elected vice-president, and in 1910 became president. The same year Roy W. Howard was made chairman of the Board of Directors. Soon thereafter this arrangement was changed Mr. Lee becoming vice-president and Mr. Howard becoming President. Since

that time Mr. Howard has remained constantly at the head of this rapidly growing news organization and about a year ago W. W. Hawkins was elected vice-president, succeeding C. D. Lee, who remained as secretary until recently when his resignation was accepted. Robert H. Fancher is the new secretary of the corporation.

W. W. Hawkins, the new general manager of the United Press Association, has a host of friends throughout the country. He is very popular. He began with the United Press service in 1907, since which time he has literally filled every office in the organization.

NEW YORK'S PROSPERITY

Greatest in Country, Says Associated Advertising Club's Report.

The annual research report of the Associated Advertising Clubs, just issued, says that the prosperity generally experienced throughout the country during the past year was felt with particular strength in New York city. In all lines there was an increase of sales, and the bills were paid more promptly than usual.

November, which is taken as the index month in the compilation of the report, shows that clothing sales increased in this city more than 22 per cent. over the same month of 1915. Jewelry sales also showed a gain of 13 per cent., and the smallest increase, 10 per cent., was reported in the sales of the druggists. Retailers in this city collected 56 per cent. of their October accounts during November, and the average for the whole country was 46.6 per cent.

To keep pace with the increase in sales there was a general increase in the amount of advertising used. The increase was 5.4 per cent. over the preceding year. The biggest increase in one line went to the department stores, always the biggest advertisers, and the increase in their sales more than kept pace with that, advancing 9.2 per cent.

Of particular interest in these days of the high cost of living are the figures which deal with the retail grocery business. The grocery had an increase of 18.8 per cent. in the sales, but that was nearly offset by the rise in prices, which have increased as a whole 20 per cent. for foods.

HEARINGS ON STEVENS BILL

Commerce Committee Listens to Advocates of "Honest Advertising" Law.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, January 11, 1917. Former Representative Frederick C. Stevens, of Minnesota, and C. E. Lavigne, former special agent of the Bureau of Corporations, have appeared before the Interstate and Foreign Commerce Committee of the House in favor of the Stevens Honest Advertising bill, H. R. 13568. Former Representative Stevens advocated the bill as in line with such legislation as the Pure Food and Drugs act.

Mr. Lavigne, an official of the American Fair Trade League, startled the Committee by an exposure of dishonest advertising practices, which, he asserted, are prevalent all over the country.

The hearings will be continued for several days. Representatives of national organizations of retail grocers, hardware dealers, jewelry, and druggists, will tell why these bodies of small merchants favor the Stevens bill.

TO BAR LIQUOR ADS FROM MAILS

Bill Designed to Make Advertising for Intoxicants Illegal Passes Senate.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, January 11.—The Senate to-day passed Senator Bankhead's bill prohibiting the use of the mails to all liquor advertisements. December 15 the House Post Office Committee voted by a majority of one to prohibit the use of the mails for advertisements of intoxicating liquors. These bills have been in line with a number that have been advocated of late by temperance leaders, to prohibit the use of liquor and to restrict, as far as possible, its sale. The idea of prohibiting the use of the mails to liquor advertising, of course, is designed to cut off the supply now sold through advertising. The bill, if passed, would make it unlawful for any newspaper to publish liquor advertisements of any kind.

SPHINX CLUB DINNER

The Newspaper, the Agent, and the Advertiser to Be Discussed Tuesday Night.

The subject of cooperation between the newspaper publisher, the advertising agency, and the advertiser will be discussed at the January dinner of the Sphinx Club, to be held in the State Banquet Hall of the Waldorf-Astoria Hotel, Tuesday evening, January 16, at

7:30 o'clock. Attendance is limited to 160 members and guests, who will be seated in tables of eight. The advertiser will be represented by Frank E. Fehlman, vice-president and sales advertising manager of the H. W. Gossard Co.; the advertising agent by Stanley B. Resor, president of the J. Walter Thompson Co., and the publisher by G. Edward Buxton, of the Providence Journal.

PASTORS FAVOR ADVERTISING

Ad Men Will Help Stimulate Church-Going in Dallas, Tex.

Religious advertising in general and newspaper advertising in particular were recommended to the Pastors' Association of Dallas, Texas, by the publicity committee of the association. A lengthy discussion followed the reading of the report.

The committee declared that full investigation had disclosed that newspaper advertising was the best form of publicity for the pastors of Dallas, and recommended liberal use of newspaper space and printers' ink. The advertising should be placed in the newspapers on Saturdays, the committee said, in order to stimulate church attendance on Sundays.

The Dallas Advertising League at its meeting appointed a committee to cooperate with and assist the pastors in the preparation of copy for the church advertising.

LOOKING back over the old year, it is gratifying to The Kansas City Star to record these advances:

10,789 Subscribers

A gain in a year's advertising over 1915 of nearly

2,000,000 Lines

CIRCULATION

	1916	1915	Gain
Evening and Sunday			
City.....	106,577	102,332	4,245
Country.....	110,642	104,098	6,544
	217,219	206,430	10,789
Morning			
City.....	103,620	98,256	5,364
Country.....	110,721	104,137	6,584
	214,341	202,393	11,948
Weekly.....	340,549	336,842	3,707

ADVERTISING

	1916	1915	Gain
Agate Lines.....	16,775,680	14,955,572	1,820,108

The Kansas City Star

PAPER-SAVING PROBLEM TROUBLES WASHINGTON

Department Heads Instruct Bureau Chiefs to Effect All Possible Economies—Four Million Pounds of Waste Gathered in a Year and Greater Conservation is Expected.

Saving of paper has become a serious problem in Washington. The methods used for this purpose are interesting. The use of shorter letter heads and smaller envelopes in official correspondence of the Department of Commerce has been ordered by Secretary of Commerce Redfield in furtherance of the nation-wide campaign to save paper.

Secretary Redfield also has charged his bureau clerks with the duty of seeing that employees economize in the use of paper, saving all scraps of paper for use instead of notepads.

Bureau chiefs have been instructed that all orders for paper and printing exceeding in cost \$200 must be brought to his attention and receive his signature before the order can be issued.

The famous "Congressional Directory" which contains much valuable information as to the Government officials of Washington, is to be abbreviated for the sake of economy of paper. Even the menus on the tables of the famous restaurants in that city are being printed on smaller sheets.

Apropos of the saving of waste paper it is interesting to note that the paper saved by our Government in the departments here amounted, according to figures of the Government Printing Office, to nearly \$65,000 during the past year.

WASTE PAPER SALES INCREASE.

The amount of waste paper from the

various departments and bureaus which is collected, baled, and sold by the Government Printing Office is increasing very rapidly, according to officials of the office. The collection for the past year amounted to 4,031,573 pounds, as compared with 3,500,000 pounds the preceding year, and indications are that it will continue to increase, owing, first of all, to the fact that more publications are being printed, and, secondly, to the fact that there is more saving now among the departments than there ever has been. It costs the Printing Office approximately \$12,000 each year to collect this waste. Under present conditions this expense is carried as a part of the overhead expense of the office and prorated and charged to each piece of work produced for Congress and the departments and bureaus, which helps to make the overhead expense of the office seem larger than it otherwise would, and also reduces the amount of printing and binding in order that waste may be collected and baled.

The present system of collecting this waste was inaugurated July 1, 1913, in compliance with recommendations of the Commission on Economy and Efficiency and Instructions from the White House. These instructions have never been construed as giving the Public Printer authority to make a charge for this service, although it would seem the cost is properly chargeable. The sale of waste paper during the year netted \$64,168.94.

Tip May Lead to Reform

Oscar Hewitt, through the columns of the Chicago Herald, suggested that the City Council License Committee ought to make an investigation of saloon regulation in Boston and New York. As a result, a trip to those cities will probably be made within two or three weeks.

CLEVELAND PRESS CHANGES

Shake-up in Business Office Affects Well-Known Men.

Several changes in the business offices of the Cleveland (O.) Press, effective this week, and affecting men well known in Middle West newspaper circles, have been announced.

James F. Pollock, who has been in charge of automobile advertising for the Press for the last five years, has been appointed advertising manager. Mr. Pollock has been connected with the Scripps Newspapers for the last nine years.

Mr. Pollock succeeds W. G. Chandler, advertising manager of the Press for the last three years, and who has been identified with the Scripps Newspapers in Ohio for the last seventeen years. Mr. Chandler joins the general staff of the Scripps Newspapers at its new headquarters here where he will look after advertising promotion work among Scripps Newspapers in Ohio, Oklahoma, and Iowa.

Others affected by these changes are Jack Lynch, Lawrence G. Manlove, and J. J. Theobald. Mr. Lynch becomes assistant business manager of the Press, in which position he will supervise circulation, and direct the management of the pressrooms, mechanical departments, and otherwise relieve Charles H. Pentress, business manager, of much detail work. Mr. Manlove becomes manager of automobile advertising, a field in which he is well known. He comes from the Melrose Advertising Agency. Mr. Theobald, for thirteen years was with the Cincinnati Post, and during the last two years with the Press, becomes circulation manager.

DAILY-PAPERS TO GET BIG AUTO-ADVERTISING

(Concluded from page 8)

necessary element and a vitally important element for the auto-maker; but the newspaper, by hard work and perfect coöperation and sterling worth, has finally won for itself the deserved recognition.

It is but necessary to look through the daily newspapers in New York, Brooklyn, and surrounding cities to see that this point is absolutely true. Never has there been so much advertising done in the newspapers as this year.

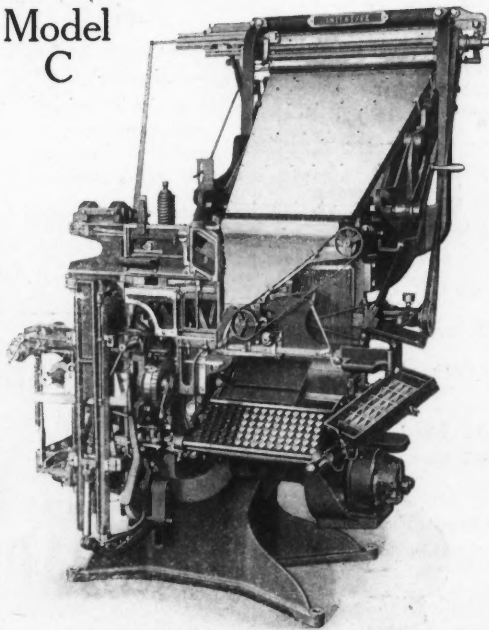
The writer is neither a prophet nor the son of a prophet, but I am going to risk this much in saying that the coming year is going to see, for the newspapers of the country, a new high-water mark in this class of advertising.

January Meeting of T. P. A.

"Engravings" will be the general subject of discussion at the January meeting and dinner of the Technical Publicity Association. The dinner will be served at the Advertising Club, 47 East 25th Street on Monday evening, January 15, at 6:30 o'clock. C. C. Eaton, of the advertising department of the General Electric Company, will read a paper on engravings. Color-plate work will be discussed by George Henry Metcalf, of the Gill Engraving Company, "Don'ts as Applied to Engraving" will be the subject of H. A. Van Cott, of the General Engraving Company, and Edward E. Winchell, of the Winchell Studios, will speak on the use and abuse of color in publicity. All of the talks will be illustrated with lantern slides, and a general discussion will follow each paper.

EVERY BUYER A BOOSTER

Model
C



—that is the constant aim of every department in the

INTERTYPE

organization. We all work together for quality and service.

Be an Intertype Believer before you become an Intertype Buyer.

INTERTYPE CORPORATION

World Building, NEW YORK
539 Carondelet Street, NEW ORLEANS

Old Colony Building, CHICAGO
86 Third Street, SAN FRANCISCO

Canadian Agents, MILLER & RICHARD, 7 Jordan Street, Toronto; 123 Princess Street, Winnipeg

BILL WOULD REGULATE POLITICAL PUBLICITY

Several Sections of Corrupt Practices Act Define Permissible Conduct of Newspaper as to Advertising During the National Election Campaigns—Some Striking Proposals.

WASHINGTON, January 10.—It has been definitely decided that the Corrupt Practices act (H. R. 15842) will be considered by the Senate at this session of Congress. This act contains several very important sections relating to the conduct of newspapers at the time of a national election. The text of the bill affecting newspapers and periodicals is as follows:

"During any campaign no newspaper or other periodical shall publish any letter or communication on any political subject, composed by any person not an officer, editor, or employee of such newspaper or other periodical, unless the real name of the author thereof be appended thereto and published with such communication.

"Any newspaper, magazine, periodical, bulletin, or other publication in which during a campaign shall be printed any information, specific or general, concerning any bet or wager or the sale of pools on any such election shall be nonmailable, and shall be excluded from the mails by the Postmaster-General, but this shall not be construed to prohibit the publication of information regarding the violation of the law, or of legal proceedings on account of such violation.

"No publisher of any newspaper or other periodical shall insert, either in the advertising columns of such newspaper or other periodical or elsewhere therein, any matter paid for or to be paid for directly or indirectly, which is intended to or tends to influence, directly or indirectly, any voting at any election or primaries, unless at the head of said matter is printed in twelve-point caps the words 'Paid advertisement,' and unless there is also a statement at the head of said matter of the name of the candidate or political committee in whose behalf the matter is inserted, and unless also the price paid or contracted to be paid for such advertisement is stated at the head of said matter.

NO EXTRA RATE ALLOWED.

"No such publisher shall charge for political advertising in excess of his usual and customary charges for commercial advertising. If such publisher shall accept any political advertisement he shall thereupon be bound to accept and publish upon equally favorable terms the political advertisements of all candidates and political committees, provided the advertisements tendered are not libellous, scurrilous, or indecent.

"No owner or publisher of any newspaper or other periodical, no agent or employer of such owner or publisher shall, directly or indirectly, solicit or

receive or accept any payment, promise, or compensation, nor shall any person pay or promise to pay or in any manner compensate any such owner, publisher, agent, or employee, directly or indirectly, for the purpose of influencing or attempting to influence, through any printed matter in such newspaper or other periodical, any voting at any primary or other election through any means whatsoever, except through the matter inserted in such newspaper or other periodical as 'paid advertisement' and so designated as provided by this act. No person shall withdraw or threaten to withdraw his patronage or advertising from such publication for the purpose of influencing its attitude on political questions. No person shall pay the owner, editor, publisher, or agent of any newspaper or periodical to induce him editorially to advocate or oppose any candidate for nomination or election, and no such owner, editor, publisher, or agent shall accept such payment.

"Every person wilfully violating any of the foregoing provisions of this act where the penalty is not specifically provided shall, upon conviction be fined not more than \$10,000 and imprisoned not more than two years."

AUTO CARAVAN TO ST. LOUIS

Boomers of San Francisco for A. A. C. W. Meet Plan Novel Trip.

By far the largest automobile caravan to ever cross the continent will leave San Francisco in May for St. Louis, according to the plans launched at the meeting of the San Francisco Advertising Club on January 3. The touring party is to be composed of the delegates of the allied advertising clubs of the Pacific Coast to the A. A. C. W. convention in the Missouri metropolis, and the object of the trip is to secure national publicity and recognition for San Francisco's claim for the 1918 conclave.

While no definite details were given as to the proposed route or what cars would be used for the tour, the plans called for a fleet of twenty cars, each to carry four San Francisco boosters, to leave San Francisco on May 23 and arrive in St. Louis within twelve days. The entire caravan is to travel as one for the entire journey and move on a regular schedule to be arranged later.

A business house is known by the customers it keeps, rather than by those it gets.

Food Medium
New Jersey
Trenton Times
A. B. C.
2c—12c Per Week
KELLY-SMITH COMPANY
220 Fifth Avenue Lytton Building
NEW YORK CHICAGO

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

CONFERENCE AT CHICAGO MEETS WITH A HITCH

Manufacturers and Publishers Fail to Get Together at Adjourned Date—Reasons for Calling Meeting Off Not Given—Conference Evidently Postponed Indefinitely.

(Special to THE EDITOR AND PUBLISHER.) CHICAGO, January 12.—An unexpected hitch has caused the postponement, possibly indefinitely, of the proposed conference between newspaper publishers and paper manufacturers that was scheduled to be held to-day (Friday).

At the conclusion of the preliminary meeting last Friday, Lafayette Young, jr., of the Des Moines Capital, announced that the conference had been decided on and the presumptive date fixed for January 12.

But last night Victor F. Lawson, editor and publisher of the Chicago Daily News, said the plans had apparently fallen through.

"The arrangements for the conference were finally left in the hands of the representatives of the paper manufacturers who were to discuss the matter with their associates." Mr. Lawson said. "It was left with them to send out the invitations, but since then I have heard nothing further as to their plans."

ST. PAUL'S AD CAMPAIGN

It Is Expected to Be the Most Wide-spread Ever Attempted.

The subdivision of the publicity, conventions, and tourists' committee of the Association of Commerce, of St. Paul, Minn., working in conjunction with the Town Criers' Club and advertising managers of the city, has formed a project to give St. Paul the most wide-spread advertising ever attempted by a Western city. A large sum is involved.

The board of directors of the Association will be asked to make a liberal

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

"Today's Housewife"

Guaranteed Circulation
1,100,000 Every Issue
95% Net Paid

George A. McClellan
General Manager

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.

appropriation for this enterprise. F. G. Stutz, chairman, and Harrison Hutton, publicity commissioner of the Association, are members of the committee.

GETTING READY FOR A. A. C. W.

Parade and Pageant Already Decided Upon as Convention Features.

Preparations for the A. A. C. W. convention in St. Louis next June are progressing, committees holding meetings regularly and laying their plans. The announcement sent out this week gives two of the features of the entertainment that will be given to the visiting ad men. The first will be a big night parade, on the style and type, but a bigger scale, than that of the Veiled Prophet event. The second will be a pageant which will be produced by the St. Louis Pageant Drama Association, on Art Hill, in Forest Park. The parade will be held on Monday night and will officially open the festivities.

C. F. Hatfield, chairman of the Information committee, says: "We are going to change the old adage 'We are from Missouri, you've got to show us' and make St. Louis show the world a brand of hospitality never before seen at any convention."

The New Orleans Item

Largest Circulation of any Louisiana Newspaper
Largest Circulation in the entire South
(October Post Office Statement)
Sunday 68,942
Daily 55,365

A Twenty-Five Cent Ante is just
about right, but when you see
our proofs of
"That Little Game"
the sky is the limit when it comes to
genuine humor.
The service is furnished in mat form,
three, 3-column mats per week, or
six, " " " " " "
Le us send you proofs

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

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

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

A. P. SEEKS TO ENJOIN INTERNATIONAL NEWS

(Concluded from page 9)

rect name sent to New York, whereupon a correction was sent out from New York. The affidavits of Mr. Stone and of Agnew contain many such instances, with complete copies of the dispatches.

George H. Eke, of the A. P., who inspects the Morkrum machines above referred to; E. P. Koukol, of the A. P., who for several months attended the machine one night a week as a relief, and James Finnerty, the regular attendant of the machine, all make affidavits of the occurrences in the office of the New York American. The American receives the A. P. service, and is owned by the same interests as own the I. N. S. They all tell of times when they were attending the machines, and saw representatives and editors of the International News Service come into the room and copy dispatches that had been received by them from the A. P. Specific instances are given by each of the men, one in particular being the death of the Austrian Emperor, at which time Koukol alleges that the dispatch was handed to "Mr. Dunn, assistant city editor of the American." He further states that he heard Mr. Dunn call an office boy and tell him to "run downstairs and inform them the Austrian Emperor was dead." Downstairs, he alleges, was the I. N. S., as they occupied the floor below.

The suit has created, no end of talk among newspaper men, and the outcome is awaited with keen interest. The original order was returnable on Tuesday morning last, but was postponed until next Tuesday, as will be seen by reference to the court proceedings.

HEARING SET FOR NEXT TUESDAY.

Argument on the motion made by the Associated Press for an injunction to restrain the International News Service from selling the A. P. foreign news to the papers served by the International, which was to have been held before United States Judge A. N. Hand on Wednesday last, was adjourned until next Tuesday afternoon at two o'clock. The adjournment was given on the request of Alvin Untermeyer, representing his father, Samuel Untermeyer, who had been retained by the International to represent it on the hearing.

The hearing was set for ten o'clock before Judge Hand, and a few minutes after that hour the case was called. Frederick B. Jennings, of Stetson, Jennings & Russell, appeared for the A. P., with Mr. Untermeyer for the International. The latter stated to the Court that his father had been retained in the case, that he was in Chicago, and that, owing to engagements there, he was unable to get back before next Monday. He said that his office had been served on Saturday last with a three-pound package of papers, which they had found it impossible to wade through. Many of the acts complained of, he said, are alleged to have been committed in Cleveland. His firm had found it impossible, in the limited time at their disposal, to investigate these charges. He therefore asked that argument on the motion be postponed until Monday.

Judge Hand, in response, said that he had made the order returnable to-day because the petitioners had asked for a stay, pending argument on the motion for an injunction. Monday, however, was a good day, providing the petitioners were willing, but the case would have to take its chance on the end of the bankruptcy calendar. He would

rather have it Tuesday, he stated, as then he could give the entire afternoon to it.

Mr. Untermeyer was not certain, but he thought his father had an engagement for Baltimore for Tuesday.

SKIRMISHING AS TO DATE.

Mr. Jennings here interjected that he did not care whether it was Monday or Tuesday, he was ready to adjust himself to the convenience of the court. However, he wanted it understood that if the case was not argued on the date to which it was adjourned, that the A. P. would at once ask for an immediate stay, pending argument and decision.

"On these papers, as handed over to me," said Judge Hand, "if the case is not argued on the date set, I will grant a temporary stay. You can have either day, Monday or Tuesday. The bankruptcy calendar is rather long on Monday, but Tuesday afternoon is a clear day."

It was then agreed by all that Tuesday afternoon at two o'clock would be the best time to continue, and the case was set for that time.

Mr. Jennings then called the attention of the Court to a typographical error in his bill of complaint, wherein the word "plaintiff" was used instead of the word "defendant." He asked for the permission of the Court to make the necessary change.

Mr. Untermeyer at first objected, asking that the entire matter go over until Tuesday, when his father would be present. After examining the papers, however, Judge Hand announced that it was very obvious, on reading the page, that "defendant" was intended instead of "plaintiff," therefore he allowed the amendment. It was then agreed that the International should serve all of its answering affidavits on the A. P. by Monday, so that answering affidavits in behalf of the A. P. could be served on Tuesday before the argument. Then there would be nothing to hold up the matter.

MANAGER WILSON'S STATEMENT.

Fred J. Wilson, general manager of the International News Service, issued the following statement on January 8: "This is just another chapter in the long and unsuccessful attempt of the Associated Press to destroy its chief rival and to fasten its monopoly of news upon the reading people of the country.

"We shall fight this latest attack as we have fought the others. It would indeed be a sad day for the country to be brought under the thralldom of the despotic control of the Associated Press.

"The main grievance of the Associated Press seems to be that the International News Service uses news gathered from early publication of Associated Press dispatches. Every newspaper man knows that every press service uses news in that way and has the right to do so. If that is an offence, the Associated Press is an old offender."

Newspaper Men Appreciated

Business and professional men of Durant, Okla., tendered a banquet to newspaper men of that city as a mark of appreciation of what the press had done toward the upbuilding and development of the city. Numerous speeches were made, all eulogistic of the work of the press of Durant.

The trade-mark on merchandise indicates that the man who makes it is sufficiently proud of the fact to keep it before the public.

Character Circulation Advertising

The Evening Mail OF New York

In 1916, THE EVENING MAIL was the marvel of advertising men. After trailing behind in the first four months of the year and showing a spurt in May, it *jumped into the lead* in June and held that position for five successive months.

This is regarded as the gamest fight ever made by a newspaper, and the fight was won—big. Readers of The Evening Mail are intensely loyal to the paper and advertisers have always gotten results from it.

During the past year it seemed that the advertising efficiency of each copy of The Evening Mail had doubled—so great were the increases in advertising.

HERE ARE SOME OF THE FACTS

The Evening Mail was second in volume of advertising gain among all the New York evening newspapers. It carried **4,949,645** lines—a gain of **432,885** lines over 1915.

The Evening Mail gained **193,613** lines of Financial advertising in 1916. Only one other class paper excelled this record.

The Evening Mail gained **178,965** lines of Dry Goods advertising in 1916. Only one other class paper exceeded this figure.

The Evening Mail gained **171,038** lines of Foreign advertising in 1916.

The Evening Mail gained in Food advertising, while another paper in its own class was losing; The

Evening Mail gained in Musical Instrument, Women's Specialty Shops, Amusements, Men's Furnishings, Furniture, and Classified Advertising.

The Evening Mail has been able to do this because it is a strong, virile newspaper, printing the news furnished by the two greatest news agencies in the country—The Associated Press and United Press, and—

Because Evening Mail readers have been trained for years to read Evening Mail advertising—

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

The Evening Mail New York

TIPS FOR HEAD MANAGER

The Jos. Ellner Co., 35 West 39th Street, New York city, is asking rates in New England newspapers on financial advertising.

Bell Nugent, 67 Milk Street, Boston, Mass., is placing orders with newspapers generally for Robert O. Matches & Co., Ford Tractor Co., financial, 1834 Broadway, New York city.

The Nelson Chesman Co., 1127 Pine Street, St. Louis, Mo., is making 5,000-line, one-year contracts with Pacific Coast newspapers for Marmola Co., medical, Detroit, Mich.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are figuring on an advertising campaign for the Scott Paper Co., "Sani-Tissue Paper," Philadelphia, Pa.

Williams & Cunningham, 59 East Madison Street, Chicago, Ill., will shortly place some new copy for the American Tobacco Co., "Lucky Strike Cigarettes," 111 Fifth Avenue, New York city.

The Gardner Advertising Co., 315 North Tenth Street, St. Louis, Mo., is making contracts with some Western newspapers for the Nebraska Storage Battery Co.

Louis V. Urmy, 41 Park Row, New York city, is again sending out orders to farm papers in selected sections for De Laval Separator Co., 165 Broadway, New York city.

J. P. Muller & Co., 220 West 42d Street, New York city, are making 5,000-line, one year contracts with a selected list of newspapers for the Times Square Auto Co., Broadway and 56th Street, New York city.

Lord & Thomas, 220 West 42d Street, New York city, are again placing copy with a selected list of newspapers for Chas. A. Tyrell, J. B. L. Cascade, 570 West 150th Street, New York city.

The Mutual Service Corporation, 140 Cedar Street, New York city, is making 10,000 line contracts with New York State newspapers for the Reinschild Chemical Co., 47 Barclay Street, New York city.

Sherman & Bryan, 79 Fifth Avenue, New York city, are placing orders with New England newspapers for the American Tobacco Co., "Old English Curve Cut," 111 Fifth Avenue, New York city and are also making 15,000-line contracts with some newspapers west of Pennsylvania for the American Tobacco Co., "Piper Heidsick" Chewing Tobacco, 111 Fifth Avenue, New York city.

Van Patten, Inc., 50 East 42d Street, New York city, is sending out copy to some newspapers that have contracts for the American Chicle Co., "Black Jack Chewing Gum," 1 Madison Avenue, New York city, and also placing orders with newspapers in selected sections for the International Magazine Co., "Cosmopolitan Magazine," 119 West 40th Street, New York city.

The D'Arcy Advertising Co., International Life Building, St. Louis, Mo., is making contracts with some Western newspapers for the Hot Springs Business Men's League, Hot Springs, Ark.

The Brown Advertising Agency, 99 Nassau Street, is handling the advertising of Taps Pharmaceutical Co., "Taps," Medical, 38 West 21st Street, New York city.

Blackman-Ross, 95 Madison Avenue, New York city, is placing contracts with newspapers in selected sections for N. K. Fairbanks & Co., Gold Dust, etc., 9 South Dearborn Street, Chicago, Ill.

Collin Armstrong, Inc., 1457 Broadway, New York city, is handling the accounts of the Baltimore & Ohio Railroad Co., and Jersey Central Railroad Company.

NOLEN'S NEW CONNECTION

Expert in Automobile Advertising Joins Vanderhoof, Condict & Comrie.

Edward M. Nolen, well known as a specialist in automobile advertising, has joined the agency of Vanderhoof, Condict and Comrie, of Chicago, and has



EDWARD M. NOLEN.

been made a vice-president and director of merchandising. Mr. Nolen has prepared advertising campaigns for many well-known automobile companies. Among the cars he has helped to popularize are: Stutz, Cole, Pathfinder, Briscoe, Allen, National, Moline-Knight, etc.

F. W. Thurnaue, who has been Western advertising manager of Vogue, and for three years past associated with the Dunlap Ward Company, has also joined the Vanderhoof, Condict & Comrie organization. He has had wide experience in handling the advertising accounts of automobile accessories companies.

Thompson Company to Move

The J. Walter Thompson Company, advertising agents, have completed arrangements to move their plant from 23d Street and Fourth Avenue to 242-248 Madison Avenue, corner of 38th Street. The new location is in a new building that was erected on the site of the old Havemeyer residence, and is directly opposite the J. P. Morgan residence. The company will occupy about 20,000 square feet on the entire fourteenth and fifteenth floors. It is understood that the aggregate amount of rent to be paid for the term of the lease will be about \$800,000.

RUMORMcGIBBON BACKS MONTREAL DAILY MAIL

Sir William Reid Said to Have Lost More Than \$300,000 in Venture and That Sir Hugh Graham Bought Interests to Suppress Publication—Many Stories in Circulation.

TORONTO, January 9.—Events of considerable importance in the Canadian publishing field have been following one another with great rapidity of late. First there was the amalgamation of two of the three English papers in the capital. Now, attention swings to Montreal, where the Mail and its evening edition, the News, have held the centre of the stage. For a time last week it looked very much as if these two papers would have to suspend publication; in fact, the News lost one day's issue, and on Thursday, the Mail was produced in reduced form. Both are again appearing as formerly, but their future is reported to be most uncertain.

The Montreal Mail was established about four years ago as a one-cent morning paper in opposition to the Gazette, which then as now sold at two cents. The principal men concerned with the new publication were B. A. Macnab, formerly managing editor of the Star, and M. E. Nicholls, formerly business manager of the Winnipeg Telegram. Mr. Macnab became editor, and Mr. Nicholls, manager of the Mail, and the paper was run as an opposition to the tramways interests, which enjoyed the support of the other Montreal papers. About two years ago, the News was started as an afternoon edition of the Mail.

REID SUFFERS HEAVY LOSS.

The principal backing of Messrs. Macnab and Nicholls in their venture came from Sir William Reid, president of the Reid-Newfoundland Company, and a capitalist of note in Montreal and Newfoundland. He paid into the company from the time of its organization until the recent trouble something like \$325,000, according to current report. It is now supposed that he became tired of supporting a losing enterprise and refused to put up any more cash, with the result that on January 3, it was announced in the Daily Mail that publication of the Mail and the News would not be continued under the existing editorship and control. The staffs of both papers were forthwith discharged.

During the day new arrangements for the continuance of the papers were worked out and at a late hour at night the Mail staff was rounded up and the following day's issue was produced in four-page form. It is stated, though without any official sanction, that the new backer of the Mail is D. Lorne McGibbon, another well-known Montreal capitalist. At any rate, newsboys, handling the Mail, now inform their patrons that the Mail is all right—that "Lord" McGibbon, the richest man in Canada, is behind it.

There have not been wanting rumors to account for the sudden change in the fortunes of the Mail. One story that has persistently been circulated has it that Sir Hugh Graham, proprietor of the Star, bought out Sir William Reid's interest in the paper with the full intention of suppressing its publication.

ALL GOES WELL, SAYS NICHOLLS.

Mr. Nicholls, president and managing director of the present corporation, said to the correspondent of THE EDITOR AND PUBLISHER that full details of the reorganization would be given for publication in a week or so.

Meanwhile everything is going on much better than before the financial trouble started. The entire staff has been retained in all departments. One or two of the men who left returned immediately the trouble was fixed up. When the news of the suspension was made known there was a rush of applications from different parts of Canada offering all the reportorial staff new berths. It is said that twelve came from Winnipeg, where a new morning edition of the Telegram is about to be launched. This paper has been discontinued for some time, but will appear again in the near future.

Howey Leaves Chicago Tribune

Walter C. Howey unexpectedly resigned on Tuesday as city editor of the Chicago Tribune. Members of the staff were astonished when Managing Editor E. S. Beck posted a notice on the bulletin board, announcing "with much regret" that Mr. Howey was leaving the Tribune. The same notice announced that Fred A. Smith, former night editor, was to succeed Mr. Howey, and that P. H. Boone, former assistant city editor, was appointed news editor. Robert R. Jones, who has been assistant to the managing editor, succeeds Mr. Smith as night editor. It is understood that Mr. Howey is considering entering the moving-picture field as a director and adviser in film productions.

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

Howard E. Spaulding, who has for several years been with the H. E. Lesan Advertising Agency, is now connected with Carney & Kerr, Inc., New York city.

G. E. McCulloch, formerly with J. Walter Thompson Company, of Canada, and Smith Denn & Moore, Limited, Toronto, has been appointed Eastern manager of the Gagnier Advertising Service, with headquarters at Montreal.

R. J. Bidwell, representing a number of Pacific Coast and Eastern newspapers and the EDITOR AND PUBLISHER, with headquarters at 742 Market Street, San Francisco, is visiting his clients in Los Angeles.

Ben Goldberg, formerly of the Brooklyn Daily Eagle, has joined the advertising division of the Chevrolet Motor Company.

George W. Edwards & Company, of Philadelphia, have been retained by the Martin Carriage Works, of York, Pa., as advertising counsel.

George E. Follett, who was connected for several years with the American Lithographic Co., and also with Gillespie Bros., printers, has been appointed advertising manager of Peck and Peck, hosiery, 586 Fifth Avenue, New York city.

W. Russell Gomez, lately Eastern manager of Harper's Weekly and for several years with Vogue and Vanity Fair, has been appointed Eastern advertising representative of the Photographic News Syndicate's list of graphic newspapers.

W. E. Jewett, Eastern manager for Robert E. Ward, left for the West on Thursday in the interests of the Ward list.

Col. William A. Stiles, of Chicago, has left the Dunlap Ward Advertising Company to take an executive position with the Charles H. Fuller Company. The Dunlap Ward Company has closed its Chicago office, and will operate exclusively from Detroit.

A. J. McClure has been appointed advertising manager for the Mitchel Motor Company. It is said he has been authorized to spend an advertising appropriation amounting to a very large figure.

Brom Ridley, formerly advertising manager of the New Orleans States, is now on the advertising staff of the New Orleans Item.

E. R. Pettit, formerly a well-known advertising manager and who is now advertising manager of the Augusta Chronicle, is spending several weeks in New York calling on the advertisers in the general field.

D. K. Roberts has been appointed advertising manager of the New Orleans States.

Oakes Resumes Agency Work

Porter Oakes, publicity director of the National Prohibition party, having completed his contract with the "drys," has closed his Chicago office and returned to Nashville, Tenn., to resume his service agency. Mr. Oakes was the man behind the great publicity "drive" of the last general election, when the Prohibitionists achieved such success throughout the country. Mr. Oakes was formerly editor of the Tennessean and American, at Nashville, and later publicity director of the Southern Sociological Congress, for which he made a civic and commercial survey of Central American countries.

SUCCEEDS HIS FATHER

Frank James Rascover Elected President of Firm of Albert Frank & Co.

Frank James Rascover, formerly vice-president of Albert Frank & Co., one of the leading advertising agencies in New York city, was on Monday, January 8, elected president of the corporation, succeeding his father, the late James Rascover. Harry Rascover, formerly treasurer of the company, was elected vice-president and treasurer, and Mark Ash was reelected secretary.

The new president of the Frank Company is a graduate of West Point Military Academy, standing among the first three in his class. He decided, however, not to follow the military life, but to take up the business of his father.



F. J. RASCOVER.

Father and son traveled a year in Europe before the young man started work. In June, 1908, he entered the employ of Albert Frank & Co., in the filing department, his salary being \$3 per week. He received no favors not given to other employees, and was held to as strict an accountability as the rest. He worked his way up through the various departments into the commercial and financial departments, then to vice-president, and now to president. He was made vice-president and a director in the company in February, 1911. He is secretary and a director in the New York News Bureau, and vice-president and a director of the Hamilton Press.

Mr. Rascover enjoys the same measure of popularity that was enjoyed by his father and predecessor in office. He is one of the best known men in financial and advertising fields.

Farewell Gifts to Greenman

Jesse L. Greenman, for three years advertising manager of the Niagara Falls (N. Y.) Gazette, has resigned from that paper to accept an appointment as City Clerk of Lockport, N. Y. He assumed his new duties January 1. On the day that he completed his work with the Gazette, the employees gathered together, and through the editor, N. F. Maddever, who acted as spokesman, presented him with a silk umbrella and a fountain pen. L. F. Sternberg, of Buffalo, will succeed Mr. Greenman as advertising manager of the Gazette.

Must Have Their Paper

At Livermore Falls, Me., at the urgent request of many subscribers and business men and of his heaviest advertisers, Editor E. I. Beck has resumed the publication of the Livermore Falls Advertiser, which had suspended publication for a week.

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.

<p>ALABAMA.</p> <p>NEWS Birmingham Average circulation for March, Daily 89,025; Sunday, 41,039. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.</p>	<p>MONTANA.</p> <p>MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.</p>
<p>CALIFORNIA.</p> <p>EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.</p> <p>MERCURY-HERALD San Jose Post Office Statement 11,434. Member of A.B.C.</p>	<p>NEW JERSEY.</p> <p>JOURNAL Elizabeth</p> <p>PRESS-CHRONICLE Paterson</p> <p>COURIER-NEWS Plainfield</p>
<p>GEORGIA.</p> <p>JOURNAL (Cir. 57,531) Atlanta</p> <p>CHRONICLE Augusta</p>	<p>NEW YORK.</p> <p>COURIER & ENQUIRER Buffalo</p> <p>IL PROGRESSO ITALO-AMERICAN New York</p> <p>DAY New York The National Jewish Daily that no general advertiser should overlook.</p>
<p>ILLINOIS.</p> <p>HERALD-NEWS (Circulation 15,190) Joliet</p>	<p>NEBRASKA.</p> <p>TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.</p>
<p>IOWA.</p> <p>REGISTER & LEADER Des Moines</p> <p>EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity.</p> <p>SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.</p>	<p>OHIO.</p> <p>VINDICATOR Youngstown</p>
<p>KENTUCKY.</p> <p>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.</p>	<p>PENNSYLVANIA.</p> <p>TIMES Erie</p> <p>DAILY DEMOCRAT Johnstown</p> <p>TIMES-LEADER Wilkes-Barre</p>
<p>LOUISIANA.</p> <p>TIMES-PIRAYUNE New Orleans</p>	<p>TENNESSEE.</p> <p>BANNER Nashville</p>
<p>MICHIGAN.</p> <p>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 line ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.</p>	<p>TEXAS.</p> <p>CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.</p>
<p>MINNESOTA.</p> <p>TRIBUNE, Morning and Evening Minneapolis</p>	<p>UTAH.</p> <p>HERALD-REPUBLICAN Salt Lake City</p>
<p>MISSOURI.</p> <p>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</p>	<p>VIRGINIA.</p> <p>DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.</p>
<p>WASHINGTON.</p> <p>POST-INTELLIGENCER Seattle</p>	<p>CANADA.</p> <p>ONTARIO</p> <p>FREE PRESS London</p>

ROLL OF HONOR

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

<p>ILLINOIS.</p> <p>SKANDINAVEN Chicago</p>	<p>NEBRASKA.</p> <p>FREE PRESSE (Cir. 128,884) Lincoln</p>
<p>NEW YORK.</p> <p>BOWLETTING DELLA SERA New York</p>	

NEWS LEAK HAS CAUSED FLURRY IN WASHINGTON

Story Has Made Good "Copy" for Correspondents, but Otherwise They Are Little Concerned—Seven Newspaper Men Summoned to Appear Before Congressional Committee.

WASHINGTON, January 9.—Advance information on President Wilson's peace note by which some of the Wall Street operators were able to make a fortune by the decline of the market when the note became public, has caused something of a stir in Washington, as the so-called "leak" is now being investigated by a Congressional committee. Other than making good "copy" the newspaper men here are little concerned as to the investigation. Seven newspaper men have been requested to appear before this investigating committee, being those who are interested in furnishing Wall Street with financial news. Representatives of the Central News Bureau and the Wall Street Journal have been requested to give information to this committee. Representing the Wall Street Journal are John Boyle and Henry E. Eland; of the Central News are W. A. Crawford, Ernst Knorr, A. L. Geiger, Nelson M. Shepard, and A. M. Jamieson. It was known that at the time the Secretary of State gave the newspaper men information about the President's peace note there were others other than newspaper men in the Secretary's audience when he requested that the information be considered as confidential until release was given.

President Wilson has renewed his weekly conferences with the Washington correspondents as a body, in which he generally chats with them on all subjects. At the last meeting he made known his intention of not discussing in any way pending international negotiations. The President, at this conference, neither by intimation, hint, nor anything else, gave information as to what was in the Administration's mind regarding the international situation.

PRESIDENT WILSON DISPLEASED.

The President, in this interview, let it be known that he was displeased with the stories appearing in the newspapers in various parts of the country guessing as to what the Administration will do next regarding international affairs. It is pointed out that these stories are rather seriously regarded by some people in this country, and are cabled abroad, thereby creating wrong impressions in the European countries as to the Administration's policy.

While the investigation of the statements of Thomas W. Lawson as to how the advance information reached Wall Street and the high officials which he states were involved are taken rather seriously by some, there are others who regard the whole affair in a rather humorous way. Representative Kent, in his "leak" resolution burlesques the

charges the House is investigating, asking for an examination of all newspaper men, ticker paper men, and all sources of news.

The resolution asks for an assessment of a month's pay of the "President and each and every Representative, Senator, Cabinet officer, stenographer, and clerk" to help pay losses of some Wall Street speculators on the "leak" on the President's note. The resolution provides "that whereas the President, in ignorance or heedlessness of Wall Street's interests," had asked for peace, and "that whereas rumors of such diabolical questioning reached some of the speculators before it reached others, to the result of inequality of profit among such speculators," the House should "pursue to their lairs all rumors of the 'leak,'" and that the House Rules Committee "examine all brokers, newspaper men, ticker paper men, secretaries, stenographers, members of the House and Senate, and all sources of news, rumors, and lies, including all liars, ancient, modern, and prehistoric."

"And be it further resolved," Mr. Kent concluded, "that it shall not happen again."

SECRETARY LANSING'S STATEMENT.

Secretary of State Lansing, in testifying before the Congressional Committee as to the physical history of the now famous note, said that he did not know whether representatives of Wall Street papers were present at the conference of newspaper men, and did not know their duties.

He said three men besides members of the press were in his office on the morning of December 20, the day the stock market broke on the rumor of a peace note, when he announced confidentially that the note was coming. These men were R. Gaylord and Dr. M. T. McLean, of the United States Navy, who were about to sail for Haiti, and C. H. Snowden, a manufacturers' agent, of New York.

CENTRAL NEWS CLEARED.

On Wednesday, W. A. Crawford, head of the local bureau of Central News of America, which supplies news to Financial America, a Wall Street paper, read a confidential message he said he sent to his New York office December 20, saying that a note was coming, but that, according to Secretary Lansing, it was not a peace note or a move for mediation.

"There was absolutely no leak in our service, nor from any of its clients," said he.

Representative Harrison said he had examined the Central News tapes for December 20 and found nothing indicating that the confidence of Secretary Lansing had been violated. He read from the ticker report of that day several references to Lloyd George's speech in Parliament and its effect on the market.

"I have found absolutely nothing in the ticker," said Representative Harrison, "to intimate anything about Secretary Lansing's conference with newspaper men on that date. According to this ticker report it was the Lloyd George speech which affected the market that day."

Crawford read a statement declaring that Central News was not the only news service with financial papers among its clients, and he thought it fair, since it had been "singled out" in the inquiry, that this be known. He also said he did not believe that either the United Press or Associated Press violated the confidence of Secretary Lansing.

Archibald Jamieson, also of Central News, told of the conference in Secretary Lansing's office on the morning of December 20, with newspaper men, at which they were informed that a note would be ready at five o'clock for release in the morning papers. Jamieson said he telephoned his office, including in his message the statement that the President and Secretary Lansing were

particularly anxious that the matter be held in strict confidence.

Representative Henry asked Jamieson if he knew whether his confidential message regarding the note was so kept by his employer in New York. Jamieson said he had been so informed.

Carter Glass, Jr., Back on Job

With the return of the First Virginia Regiment to the mobilization camp in Richmond, Va., from the Mexican border, where the troops have been stationed since early July, Carter Glass, jr., youngest son of Congressman Glass, who owns the two Lynchburg papers, will have completed his course in "war correspondence," and will resume his work as a member of the staff in a reportorial capacity. While in Brownsville, Tex., young Glass kept the two Lynchburg papers advised as to the manœuvres of the Lynchburg troops and profited by his experience in cactus land.

Only Paper in the United States

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

DAILY NORTHWESTERN
OSHKOSH, WIS.

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

13,067,600

lines of advertising carried in 1916. This is an increase of 3,168,382 lines, or 32.009% over 1915. Advertisers know why.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE CONKLIN { Foreign Representatives } New York Chicago Detroit
Largest two-cent morning circulation in America.

Topeka

Daily Capital

Average net paid circulation for the six months ending March 31, 1916, as sworn to in Government report.

32,551

And as confirmed by report of The Audit Bureau of Circulations.

Arthur Capper
Publisher,
TOPEKA, KANS.

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

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

The Pittsburgh Post

ONLY Democratic Paper In Pittsburgh.



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



"From Press to Home Within the Hour"

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

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. 6224-4 Washington

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS AND DESIGNERS



251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.

**DEMOCRATS STILL OWE
BIG ADVERTISING BILL**

Henry Ford's Failure to "Come Across" With Contribution is Assigned as One of the Causes—Hanff-Metzger Firm Handled Publicity and Awaits Payment.

The note in last week's EDITOR AND PUBLISHER to the effect that a large number of publishers throughout the country were still awaiting payment for the advertising carried in their columns by the Democratic National Committee has awakened general interest throughout the trade and brought out many interesting facts during the week. Among other important points it developed that President Wilson was not aware of the fact that there was such a large amount of advertising still unpaid; that the amount unpaid is conservatively estimated at \$180,000, and that Henry Ford, the auto manufacturer, failed to "come through" with the \$100,000 or \$500,000 which it was variously reported that he was going to spend for advertising for Mr. Wilson. A report that \$20,000 has been paid on account during the week could not be verified.

The situation, while not serious financially, is a great inconvenience to the advertising firm of Hanff-Metzger. This concern was given full charge of the writing and placing of the advertising. According to Joseph A. Hanff, they were told to go ahead without regard to expense and to "get the stuff into the papers." He quoted one incident wherein they were holding up the advertising for one paper, trying to get a lower rate than that asked, when one of Chairman McCormick's aids notified them to "cease quibbling over rates."

Representatives of the Democratic Committee have held a number of conferences with Mr. Hanff in an effort to get that firm to reduce the bills. Mr. Hanff, however, has always maintained that his firm had no authority to reduce the bills, claiming that they have been only the agents of the Committee. In addition, they have called attention to the orders of the Committee to "get the stuff in" and to a "stop quibbling over rates."

In a later conference between Mr. Hanff and representatives of Henry Morgenthau, chairman of the finance committee of the National Committee, it is understood that \$130,000 was offered in full payment for the amount due, \$180,000. This was rejected, and the tender grew later to \$150,000. This offer is said to have been made by T. L. Chadbourne, jr., counsel to the committee.

Only two reasons are given by the committee for the non-payment of the bills. The first is that they have no money to pay with, and the other is that the rates charged in most cases are much higher than they should be. Hanff-Metzger have themselves, out of

their own funds, paid about \$50,000 worth of the bills to publishers who were in need of the money and to whom it would have been a hardship to hold them up further. The auditors of the committee had audited over 65 per cent. of the bills and found them correct, and then they were directed not to proceed with their work by the National Committee.

HENRY FORD BLAMED.

A representative of the finance committee stated bluntly that one reason for the embarrassment of the committee was the failure of Henry Ford to make good on the "promised advertising" that he was claimed to be ready to do. Representatives of Mr. Ford, and Mr. Ford himself, some time before the end of the campaign, gave out statements to the press that he was about to embark on an advertising campaign in behalf of the President, and the amount he was going to expend was variously estimated at from \$100,000 to \$500,000. Mr. Chadbourne, when asked if Mr. Ford had offered to defray the cost of an advertising drive answered that he did not know that Mr. Ford had made any definite agreement. Asked if Mr. Ford did any advertising at all, he answered: "Not that I ever saw, or that anybody else ever saw that I know of." Mr. Ford had never paid for any National Committee advertising, he said. Asked, "If Mr. Ford had contributed as he was reported to have offered to, would this deficit exist?" Mr. Chadbourne refused to make a statement.

In a recent talk with a representative of THE EDITOR AND PUBLISHER, Mr. Hanff stated that practically all of the advertising had been placed at regular or political rates. Many newspapers throughout the country have adopted a political rate which is higher than a commercial rate, and it was with a full knowledge of this political rate that the committee ordered their representatives to go ahead with the advertising.

A number of advertising agents throughout the city were spoken to about a political rate, and each and every one defended it. It was pointed out that those papers that have adopted it have placed a rate of from 50 per cent. to 100 per cent. higher than commercial rates, and that it was a perfectly legitimate rate. "To the party newspaper, this extra rate compensates in some degree for the great amount of free publicity that it is expected to carry," said one well-known agent, "while to the paper of an opposite political faith, the extra rate may be considered wholly legitimate as the extra 'worth while' to get the wares of the opposition before the readers of that publication."

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

PHILADELPHIA
America's Greatest Industrial City.
The PRESS
Philadelphia's Great Industrial Paper.
Representatives
LOUIS GILMAN
World Building, NEW YORK
C. GEORGE KROGNES,
Marquette Building, CHICAGO

**NORTHCLIFFE ADVISES
CONDENSATION IN COPY**

English Publisher Says Brevity Will Become Important Factor in News Writing—James Walker Contrasts American and English Advertising—Other Items of Foreign News.

The Christmas issues of the London trade papers, which have arrived in New York this week, are filled with optimism, hope, and good-cheer messages for the publishers.

In his Christmas message, headed "The coming fateful year of 1917," Lord Northcliffe says in part: "Advertisers have had to adapt themselves to constant new situations, and they will need continued watchfulness in 1917, when the position is likely to be easier in some directions and much more difficult in others. The supply of paper is certain to be greatly restricted. For that reason, brevity will inevitably become an important factor in the preparation of copy. Members of the advertising profession have shown noble self-sacrifice in the various theatres of war, and I wish all of them, both at home and abroad, every good thing that 1917 has in its gift."

In the Christmas issue of the Advertisers' Weekly, James Walker, advertising manager of the Manchester Guardian, who recently returned to England after a visit to the States, gave some of his impressions of American advertising. He says in part: "America is, I think, probably the only place where advertising is acknowledged for the great power it is. America is the only place where advertising is entirely free from that slightly shame-faced air that one knows so well here. All that, of course, is no more than one would expect. The whole structure of English society is still feudal, and in a feudal state advertising has no place. The many is despised and has very feeble and inadequate volition. In a democracy the many is king, and the business man is its servant clamoring for its favors."

Clothes may not make the man, but they help woman make him. At that, it's a poor coat of paint that looks bad on a woman.

Hemstreet's
PRESS CLIPPINGS
Tenth Avenue At 45th Street
New York

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

TO UNITE PRESS BODIES

Various News Organizations in Canada Plan to Get Together.

TORONTO, January 9.—A meeting of the nationalization committee of Canadian Press, Limited, the central news-gathering and distributing organization of the Dominion, is scheduled for tomorrow in Montreal. The committee, which is composed of E. F. Slack, Montreal Gazette, chairman; J. F. Mackay, Toronto Globe; E. H. Macklin, Winnipeg Free Press; W. F. Kerr, Regina Leader, and G. F. Pearson, Halifax Chronicle, will endeavor to bring about a union of the various organizations now in the field.

WANT A SUBSIDIZED WIRE

Publishers of Western Canada Will Petition Government on Monday.

Publishers from western Canada will wait upon the Dominion Government on Monday next and petition for a subsidized wire between Montreal and Winnipeg. At present Western papers lease a night wire from Ottawa to Winnipeg, but they have no day service. The long and unproductive line around the north shore of Lake Superior makes the cost of a day service prohibitive.

In Philadelphia
For over half a century
THE EVENING TELEGRAPH
has reached more men and women of education, refinement and BUYING POWER than any other Philadelphia newspaper, and its position is stronger today than ever before in its history.
More than a million and a half lines of paid advertising gained
during first eight months of 1916—a greater gain than that of ANY other Philadelphia newspaper, morning or evening.

IF you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.
Chicago Evening Post
Indianapolis Star
Muncie Star
Terre Haute Star
Rocky Mountain News
Denver Times
Louisville Herald
PROMOTION DEPT.
SHAFFER GROUP
12 S. Market Street, Chicago

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

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 personages 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

The Discriminating Philadelphia Evening Ledger

has just ordered
DWIGGINS' SCHOOL DAYS
 A Three Column Daily Panel which is far and away the best tableau humor feature in the field.
 Write or wire us to submit not one, but thirty samples.
 You will be convinced of its continuous superlative excellence.
 (The McClure Newspaper Syndicate
 12) West 32nd Street, New York City

The True News

—FIRST—

Always—Accurately

International News Service
 238 William St., New York City

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

USE
UNITED PRESS
 FOR
Afternoon Papers

General Offices, World Bldg., New York

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.

There is always room for the best feature

Goldberg's Cartoons

for example
The Evening Mail Syndicate
 203 Broadway, New York

ATOP O' THE WORLD

Being observations, pertinent and impertinent, principally about newspaper advertising and advertisers.

WASHINGTON, D. C., HAS BEEN THE STAGE of some very interesting proceedings during the last week or ten days.

The Thomas W. Lawson opera bouffe expose was staged with some brilliant wit, repartee, and hot air, and, as most opera bouffes when the show was over, the audience asked, What was it all about?

Perhaps, however, the most amusing affair in Washington was the agitation pro and con—mostly con—anent the well-known Stevens bill.

Unfortunately—or fortunately, depending largely upon which side of the fence you happen to be sitting—the Stevens bill was presented for consideration together with the Borah hill, and the high, wide, and handsome gyrations of sundry manufacturers, stepping from one side of the fence to the other, was an exhibition of agility that would put the average circus tumbler to shame.

You see, it is this way: The Stevens bill is a holy bill, full to the very brim of good, sound business principles—honor, honesty, justice, and every other benign and godly attribute that could be contained in writings of great importance to the nation.

The bill provides for the absolute control of the resale price of merchandise produced by a manufacturer, practically eliminating competition, and placing all retailers on a common ground or level, preventing unscrupulous merchants from cutting prices.

Now, on the other hand, the Borah bill is a bill displaying throughout its entirety the machinations of the very Devil himself. It is a bill compelling the manufacturer to sell his goods at prices regulated by the Government, and, of course, is a bill that eliminates competition, stifles—yes, throttles—all ambition in a man; eradicates with one fell swoop all commercial activity, and places business absolutely hors de combat.

This band of manufacturers, this fair trade league, and similar organizations, crusading as it were for business purity, begging on bended knee of the benign and beneficent Government for laws that will compel price maintenance among retailers, quickly changed their pleadings for protection into loud protestations and lamentations when that same beneficent Government suggests, or even hints, that what is sauce for the goose is sauce for the gander, and if the retailer is compelled by law to sell goods at what the "higher power" says they should be sold for, that said "higher power" should be regulated by law as to the price that they sell goods. It's all wrong, Oscar; it's all wrong!

For instance, if the Victor Talking Machine Company wish to sell talking machines to Loeser's for one price, Wanamaker's for another price, Bloomingdale's for another price, that is all right and just and proper; perfectly and absolutely virtuous.

But if Loeser's, Wanamaker's, and Bloomingdale's should happen, each one of them, to hit upon the same percentage of mark-up on their goods, that would make three different selling prices, and that would be low-down, unprincipled, despicable, and thoroughly dishonest.

If the Ingersoll Watch Company cared to make a watch to retail for \$1, and then took the same watch and changed the dial and the chain-ring, without making any other change, and sold that watch for \$1.50, that is geschäft. Or if they have one price for one class of merchants and another price for another class in the wholesale department, that is all right. But, should the merchants take a notion to regulate the percentage of profit they were going to ask from the consumer, that would be all wrong.

Getting down to basic facts, the whole thing amounts to this: The retailer, as an advertiser, uses the newspaper to tell a new story every day. New goods, new prices, new merchandising conditions are constantly being introduced. The manufacturer uses the magazines largely to tell people about his merchandise. He has the same story to tell all the time, and his advertising is really more or less publicity for the reiteration of the same thing.

Retailers as a rule are not particularly keen for the Stevens hill, because they realize that such a bill would stifle competition, and the truth of the matter is that the percentage of cut-price competition of this kind is very, very small, compared with the percentage of cut-price competition that is really based on advertising that lacks truth.

BECK WILL LEAVE WINNIPEG

Report That Fighting Editor Expects to Return to Montreal.

Edward Beck, who was managing editor of the Montreal Herald and Montreal Star, respectively, five or six years ago, is said to have resigned from the editorship on the Winnipeg Telegram, where he went after selling out his weekly publication in Montreal, known as Beck's Weekly. Mr. Beck, Ben. Deacon, and several others on the Telegram recently got into a little difficulty over a criticism of a judge sitting as a Commissioner in Winnipeg, and the result has been a jail sentence for all concerned, which was quashed by another judge on habeas corpus proceedings.

An appeal has been entered, and as soon as this case is finished it is stated Mr. Beck will return to Montreal.

PLUM FOR EDITOR GLYNN

Head of Watertown (N. Y.) Standard Lands High Political Place.

The slated appointment of George A. Glynn as paid chairman of the Republican State Committee of New York brings new prominence and a \$10,000 annual salary to a capable newspaper man.

Mr. Glynn, who is just in his prime, has been in newspaper work since his boyhood, when he served on papers in Oswego, N. Y., his birthplace.

The Ad-Route

Our semi-monthly newspaper house organ
 (Now issued 1st and 15th of each month).
 Lately placed with St. Louis Times, Winnipeg Tribune and Memphis Commercial Appeal.

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

CIRCULATION HOLDERS

The following are the contributors to the National Editorial Service week ending, January 13th, 1917.
Roland G. Usher, Author of "The Challenge of the Future."
Svetozar Tonjoroff, Author of "The War of the Nations."
Wharton Barker, Author of "The Great Issues."
Adamantios Th. Polyzoides, Formerly Managing Editor of the New York Atlantis.
Emil P. Albrecht, Vice-President of the American Metric System.
Charles M. Pepper, Formerly Trade Advisor of the United States Department of State.
 Write or wire for rates.
National Editorial Service, Inc.
 225 Fifth Ave., New York.

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 WILSDEN
 Premium and Advertising Specialists.
 1686 Heyworth Bldg., Chicago

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
 37 WEST 39TH ST., NEW YORK

Keen Publishers Everywhere Are Buying Electric Bulletin Machines.

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

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

National Electric Bulletin Corp.
 New London, Conn

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.

GEORGE THOMPSON, OF ST. PAUL, DIES

Editor and Owner of the St. Paul Dispatch-Pioneer Press Passes Away in Los Angeles—He Had Been in Poor Health for a Number of Years—Was a man of Great Ability and Charm.

George Thompson, editor of the St. Paul Dispatch-Pioneer Press, died in Los Angeles, Cal., Sunday, January 7. Mr. Thompson had been in poor health for a number of years, notwithstanding which he attended to his work, displaying marvellous industry and a wonderful grasp of affairs. He was seventy-six years of age.

Mr. Thompson went to St. Paul in 1885 and purchased a half-interest in the Dispatch, becoming owner and publisher in 1889. Later he consolidated under his ownership the Dispatch and the Pioneer Press.

For eight years, from 1900 to 1908, he was a director of the Associated Press, and during the term of his service in that capacity he impressed all with whom he came in contact with his foresight and ability, his judgment, and his personal charm. When he retired from the board of directors six years ago, the directors gave him a dinner in Chicago, which impressed him greatly, and to which he liked to refer. Mr. Thompson, who from time to time entertained friends at dinners himself, always strived to do something original. He had a genius for planning something unique and out of the ordinary. Last September he wrote a letter to Melville E. Stone, general manager of the Associated Press, whom he had known for a quarter of a century, and, referring to the Chicago dinner, stated that he wished to entertain the survivors of that affair either immediately preceding or following the annual meeting of the Associated Press in New York, a few months from now. He had in mind giving each one a scarf pin, in which was to be set their favorite stone—a ruby, an emerald, a diamond—whatever it might be. He realized, he said in the letter, that some of them might prefer cuff buttons or something else, and he asked Mr. Stone to ascertain, without letting them know just what he had in mind, their preference, in order that he might surprise them on that occasion. The following were members of the board of directors of the Associated Press at the time Mr. George Thompson retired in 1908, and survive him: Frank B. Noyes, Clark Howell, Thomas G. Rapler, Gen. Charles H. Taylor, H. M. de Young, Charles H. Grasty, W. L. McLean, Adolph Ochs, and Victor Lawson. General Manager Stone, and Assistant General Manager Charles H. Diehl were also at the dinner.

MR. STONE'S TRIBUTE.

Melville E. Stone, at the request of THE EDITOR AND PUBLISHER, wrote the following appreciation of Mr. Thompson:

"It is not easy in the first hour of grief over the death of a friend of many years to formulate any deliberate analysis or estimate of his character. It is only fair to say, however, that George Thompson was a man of great ability and marked usefulness. He was a self-made man and fought his battle to eminence by honorable means. He had sharp likes and dislikes. He was always an enthusiast, always an optimist. His loss to the State of Minnesota and to American journalism is very great."

Mr. Thompson was born in Devonshire, England, in 1840, and was graduated from Oxford University. He mar-

ried Abigail I. Wheeler in 1885, who, with two daughters, were with him when he died. Mr. Thompson was a member of the following clubs: Minnesota, Commercial, Town and Country, University, Minnesota Boat (St. Paul), Minikahda, Lafayette (Minneapolis), White Bear (Minn.) Yacht.

VETERAN EDITOR AT REST

Many Old Associates Mourn the Death of Edward F. Cahill.

Only invited friends attended, on the last day of the old year, the funeral of Edward F. Cahill, aged seventy-two, in San Francisco, in which city and Oakland he was a newspaper worker for thirty years. The services were conducted by the Rev. Charles L. Miel, of St. John's Episcopal Church, an old-time friend of Cahill and at one time a fellow worker on the staff of the Oakland Tribune. Cahill was on the Examiner staff for several years. He also served on the old Morning Call and, until three years ago, on the Oakland Tribune.

During Mr. Cahill's editorship of the Oakland Tribune, Edwin Markham, author of "The Man With the Hoe," was a regular contributor to the paper, as was Joaquin Miller. The Rev. Charles L. Miel was one of the regular staff. One of the liveliest reporters was Henry A. Melvin, now a Justice of the Supreme Court of the State. Andrew M. Lawrence, later managing editor and publisher of Hearst newspapers, and Gavin Dhu High, long on the staff of the New York Sun, were others who worked with and under "Pop" Cahill and William E. Dargie.

Others among those who learned their newspaper work from Cahill were: E. H. Clough, the "Yorick" of the San Diego Union; John M. Lathrop, who was managing editor of the Philadelphia North American when he died, and Edward H. Hamilton, of the Hearst newspapers.

In adjourning court, on January 2d, in honor of the memory of Mr. Cahill, Superior Judge Graham said: "As a newspaper writer Cahill promoted many a good law and killed many a vicious one."

OBITUARY NOTES

W. S. WEBB, assistant to Robert E. Ward, publishers' representative, in the Chicago office, died on Saturday last in Chicago, of apoplexy, and was buried on Tuesday at his old home, Flushing, L. I.

GEORGE FINGER, for twenty-five years in the employ of the Pittsburgh (Pa.) Dispatch, and at the time of his death assistant foreman of the composing room, is dead of pneumonia, aged thirty-eight years. He was noted for his skill as make-up man and for his sunny disposition.

ROY C. HUNTINGTON, for several years editor of the Platteville (Wis.) Journal, died January 5, in Barnesville, Minn., where he was editor of the Review.

S. GURNEY LAPHAM, seventy-six years old, formerly publisher of the Syracuse Courier, and for years one of the leading dramatic critics of New York State, died at Syracuse Thursday of pneumonia. Mr. Lapham was dramatic editor of the Syracuse Herald and had a wide acquaintance with actors and actresses for nearly half a century.

HAROLD H. THEEL, editor of Swedish publications in Chicago, collapsed while at work in his office, 207 North Fifth Avenue, Monday, and died before medical aid could be summoned. An attack

of heart disease is supposed to have caused his death.

LUTHER D. BRADLEY, for many years cartoonist for the Chicago Daily News, died of heart disease at his home in Chicago, on January 9. Mr. Bradley's political and war cartoons attracted international attention. Some of his original drawings hang on the office walls of foreign cabinet ministers. He was born in New Haven, Conn., in 1853. While at Yale he was a member of the crew and never lost his love of athletics. He leaves a widow and four children.

EDWARD GILLIS, M.A., LL.D., once a member of the staff of the Toronto Mail and Empire and later editor of the Law Journal, died recently in Toronto, after a brief illness.

ARTHUR A. PAYNE, of the editorial staff of the St. Thomas (Ont.) Journal, died last week of meningitis following an attack of typhoid fever. He was born in Detroit but lived most of his life in St. Thomas.

WALTER DEAR, who was a brother of the late Joseph A. Dear, one of the founders of the Jersey Journal, died Tuesday in Jersey City. He was one of the organizers of the Home for the Homeless in that city. Mr. Dear was born in England, July 13, 1837.

J. ARNOLD DALBY, one of the oldest and best-known newspaper men in Virginia, died recently at Norfolk, Va., after a long illness. He was sixty-eight years old. He began his career with the old Norfolk Landmark, and later became editor of the Virginian before that paper was consolidated with the Pilot. He leaves a widow and one daughter.

EDWIN T. HARVIE, formerly a widely known newspaper man of this city and in more recent years engaged in the advertising business, died January 3 at his home in West Philadelphia, following an illness of about six months. Mr. Harvie was fifty-eight years old. He is survived by a widow and one daughter.

GEORGE H. PROCTOR, president of the Gloucester Times Company, of Gloucester, Mass., died Wednesday at the age of eighty-one. He was editor of the Times for a number of years and formerly vice-president of the Massachusetts Press Association.

CHARLES D. BAKER, a member of the editorial staff of the Brooklyn Daily Eagle, and prior to that for several years with the Brooklyn Daily Times, died on Sunday night in a drug store at Coney Island Avenue and Church Street, Brooklyn, where he was taken after being stricken in the street while waiting for a street car to take him to his home, 633 Deatur Street. Mr. Baker was born in Brooklyn seventy years ago.

EDITORS TO MEET IN DENVER

Colorado Newspaper Men Will Give Dinner to Governor and Legislators.

The Colorado Editorial Association will hold its midwinter meeting in Denver on January 22. Rob Ray, president of the Association, will speak on "Our Legislative Needs," which S. A. Crary will discuss. Alfred Isham, of the Brighton Blade, will talk on "Newspaper Leakage," and George E. Hosmer on "The Investigation of Print Paper Prices by the Federal Trade Commission." The question of uniform rates for job printing will be debated. Guy U. Hardy will speak on "The Colorado Press," and G. L. Caswell, field secretary of the Iowa Press Association, on the work of that organization.

The evening session will be in the nature of a banquet given by the Editorial

Association to the members of the Legislature and Gov. Gunter. Senator David Elliott, of the Colorado Springs Telegraph, who will be elected president of the Association at the afternoon session, will be toastmaster.

The Colorado State Board of Immigration offers a \$10 reward for the best State advertising slogan. The winner will be announced at that banquet.

CROSSED CONTINENT TO WED

Editor Foote's Bride Journeyed From Los Angeles to Washington, D. C.

A long trip across the continent from Los Angeles, Cal., taken by Miss Blythe Crawford, to become the bride of Robert O. Foote, news editor of the Richmond (Va.) Evening Journal, ended in Washington, D. C., on January 8. Mr. Foote and Miss Crawford were married that day at the home of Rev. Earle Wilfley, pastor of the Vermont Avenue Christian Church. The pair were escorted to the minister's home by Paul Moore, Washington correspondent of the Richmond paper of which Mr. Foote is news editor.

Until four months ago Mr. Foote was associate editor of the Los Angeles Graphic, and met his bride while in that city. His engagement was announced in Los Angeles before he left, but after he came East, he could not find time to go back and claim his bride, so it was decided that she come East.

Mrs. Foote, who is twenty years old, is the daughter of Mr. and Mrs. James Hugh Crawford, of Los Angeles. Mr. Foote is thirty-two years old. The couple will spend about a week in Washington on their honeymoon, and then will go to Richmond to live.

WEDDING BELLS

B. Clay Middleton, editor of the Lynchburg (Tenn.) Banner, and Miss Julia E. Slack, a Knoxville girl, who has been teaching in Oklahoma City, were married at Knoxville on January 2. The young woman had, while a teacher in Oklahoma, made various investments in property that had netted her a fortune of over \$100,000. She is the daughter of the late editor and publisher, John Slack, of Bristol; a sister of Col. Charles H. Slack, of Washington, a well-known newspaper editor, formerly of Bristol and Nashville, and of E. Mursey Slack, editor of the Johnson City Staff. Mr. and Mrs. Middleton left immediately for Nashville. After a few days there, they will go to Lynchburg, where, jointly, they will edit the Banner.

The marriage of John R. Eden, of Springfield, Ill., and Miss Florence Brown, of St. Joe, Mich., at the home of the bride, December 31, was a complete surprise to the relatives and friends of Mr. Eden. The announcement of the wedding was made in a telegram to relatives. Miss Brown was a classmate of Mr. Eden at De Pauw University, from which school both graduated in 1910. Mr. Eden is city editor of the Illinois State Register.

Augustus Whiting, 143 Wadsworth Avenue, Manhattan, for twenty-nine years a reporter for the Evening World, was married to Mrs. Ida Frances Hadson, of 511 West 181st Street, Manhattan, January 10. Mrs. Elizabeth Romaine, Mr. Whiting's daughter, and J. Schneider, for many years a friend of the bride's family, were the attendants.

Calder Johnstone, a well-known newspaper man, and Mrs. M. W. von Tornew, known on the stage as Maud Barber, were married December 27 at the bride's home in Tuckahoe, N. Y.

Twelve Billion Dollar New England!

REACHING her strong arm farther north and east than any other Community of States doing business under the American Flag, New England is one of the compelling forces in the mercantile life of the nation. She is filled to the brim with energy and money. Her energy can not be measured. Her money measures up to

\$12,000,000,000!

If you were asked to count this vast sum at the rate of one dollar a second, and keep continuously at the task, day and night, never once stopping for a bite to eat, or a pillow to rest your head, *it would take almost forty years to complete the work!*

New England Newspapers swing open the door of opportunity to National Advertisers, to Manufacturers, to Jobbers, and to Merchants alive to their own interests.

New England Newspapers go every day into *over a million homes*. New England Newspapers are read every day by *over a million wage-earners*, who receive annually—

\$557,631,000.00!

And again, New England Newspapers are the ONLY MEDIUMS that reach all the New England Buyers.

MASSACHUSETTS.								VERMONT.			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines		Circulation	lines	lines
Boston American (E)	380,281	.40	.40	Springfield Republican (S)	17,54204	Burlington Free Press (M)	9,892	.025	.0179
Boston Globe (ME)	242,457	.30	.30	Springfield Union (MES)	30,444	.07	.06	Population, 331,205.			
Boston Herald-Traveler (ME)	196,794	.28	.25	Worcester Gazette (E)	25,863	.06	.045	CONNECTICUT.			
Boston Journal (M)	58,921	.16	.125	Mass. totals,	2,576,445	3.1857	3.0664	Bridgeport Post-Telegram (ME)	32,019	.075	.055
Boston Post (M)	482,741	.40	.40	Population, 3,605,522.				Danbury News (E)	6,099	.0118	.0118
Boston Record (E)	35,123	.12	.12					Hartford Courant (MS)	18,976	.06	.035
Boston Transcript (E)	30,277	.18	.18					Hartford Times (E)	25,691	.06	.05
Fall River Herald (E)	7,585	.02	.02					Meriden Journal (E)	4,897	.025	.0143
Fitchburg Sentinel (E)	5,085	.02	.0157					New Haven Times-Leader (E)	115,295	.04	.03
Lynn Telegram (E)	7,527	.02	.02					New London Day (E)	8,765	.0285	.0171
Lowell Courier-Citizen (ME)	17,048	.035	.035					New London Telegraph (M)	3,750	.0086	.0071
New Bedford Standard & Mercury (ME)	20,774	.04	.04					Norwich Bulletin (M)	9,265	.04	.018
Pittsfield Eagle (E)	12,422	.0207	.0157					Connecticut totals,	124,757	.3510	.2383
Salem News (E)	18,732	.05					Population, 1,114,756.			
Springfield Republican (M)	15,215							New England totals,	2,863,136	3.9138	3.6011
Springfield News (E)	19,417	.09	.08								
	34,632										
				RHODE ISLAND.							
				Pawtucket Times (E)	22,385	.05	.0325				
				Providence Bulletin (E)	49,455	.09	.09				
				Providence Journal (M'S)	25,759	.07*08	.07*08				
				Providence Tribune (E)	21,654	.05	.05				
				Woonsocket Call-Reporter (E)	11,542	.0428	.0285				
				Rhode Island totals,	130,795	.3028	.2710				
				Population, 591,215.							
				MAINE.							
				Portland Express (E)	21,247	.0535	.0375				
				Population, 762,787.							

The Editor and Publisher will supply advertisers who want further information on marketing conditions and selling facilities in New England and the influence of its strong newspapers. Write: The Editor and Publisher, 1117 World Building, New York.

†Statement to A. B. C.
Rating Gov. statement, October 1, 1916.

230% More Circulation 14% Increase in Rates

1908	-	-	-	-	-	88,472
1909	-	-	-	-	-	98,210
1910	-	-	-	-	-	103,055
1911	-	-	-	-	-	115,863
1912	-	-	-	-	-	129,427
1913	-	-	-	-	-	142,813
1914	-	-	-	-	-	175,450
1915	-	-	-	-	-	181,363
1916	-	-	-	-	-	201,262

These figures reflect the average net paid circulation of the year by year for the past nine years. All unsold, free, soiled, spoiled or damaged copies have been deducted in all these figures.

Member
A. B. C.

The Globe
AND **Commercial Advertiser.**
OLDEST DAILY NEWSPAPER IN THE UNITED STATES. EST. 1793

Member
A. B. C.

During the same period the advertising rate of The Globe has only been increased from 35 to 40 cents per line on one time business, which, with discounts on volume or insertions check up to about 14 per cent increase.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

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