

THE EDITOR & PUBLISHER

COLUMBIA UNIVERSITY

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

SEP 18 1917

\$3 a Year

LIBRARY

NEW YORK, SATURDAY, SEPTEMBER 15, 1917

10 Cents a Copy

Advertisers Who Know

Chicago merchants know Chicago advertising mediums.

They have to know them. The success of their business depends on it. Their entire advertising appropriation is concentrated in Chicago, so their entire attention is concentrated on the value of Chicago advertising mediums.

These merchants for years have bought more space in The Chicago Daily News, *six days a week*, than in any other Chicago newspaper *in seven days*. The figures for local display advertising in Chicago newspapers for the first six months of 1917 are:

	Agate Lines
The Daily News . . . (six days)	3,118,453
The Tribune . . . (seven days)	2,872,776
The Herald . . . (seven days)	1,799,967
The American . . . (six days)	1,475,610
The Examiner . . . (seven days)	1,426,480
The Journal . . . (six days)	1,195,837
The Post . . . (six days)	815,349

These figures ought to be significant to the national advertiser seeking the Chicago market.

THE CHICAGO DAILY NEWS

"It Carries Chicago"

Member of Audit Bureau of Circulations

In New York State There Are 203 People to Every Square Mile

9,687,744 PEOPLE

47,620 SQUARE MILES

In other words there are more possible customers per square mile in New York state than in any similar stretch of territory in America.

The city population of the cities represented in this list, alone, is 7,893,700 people, or over 80% of the population of the entire state.

The population of New York state, by the way, is 10% of the entire country.

These papers, with a circulation of 3,493,852 copies, and a line rate of \$6.1615, tell your story in the most congested community in America; the state where there are more wage earners and more independently rich than can be found in any other part of the country.

This means the greatest market place on earth.

Can't ask for much more than that to work on, can you?

	Paid	2,500	10,000		Paid	2,500	10,000
	Cir.	Lines	Lines		Cir.	Lines	Lines
Albany Knickerbocker Press (M).....	37,117	.06	.06	New York American (M)	361,712	.45	.41
Albany Knickerbocker Press (S).....	†34,219	.06	.06	New York American (S)	727,154	.65	.60
Brooklyn Eagle 3c (E).....	43,209	.16	.16	New York Globe (E)	204,138	.33	.31
Brooklyn Eagle 3c (Sunday).....				New York Herald (M)	133,918	.40	.40
Binghamton Press-Leader (E).....	27,541	.06	.05	New York Herald (S)		23,682	.19
Buffalo Courier-Enquirer (M & E).....	84,000	.14	.12	New York Evening Post (3c) (E)....	150,439		.39
Buffalo Courier-Enquirer (S)	107,251	.14	.12	New York Sun (M).....	186,185	.39	.36
Buffalo News	92,763	.15	.15	New York Sun (S).....		215,282	.34
Corning Evening Leader (E).....	7,363	.0193	.015	New York Sun (E)	344,436	.50	.45
Elmira Star-Gazette (E)	†22,097	.05	.04	New York Telegram (E)		387,549	.40
Gloversville Herald (M).....	6,062	.02	.015	New York Telegram (S)	423,810		.40
Gloversville Leader-Republican (E)....	6,179	.0179	.0129	New York Times (M).....		40,768	.10
Ithaca Journal (E)	7,012	.0357	.025	New York Times (S).....			
Jamestown Post (M)	8,765	.025	.0207	New York World (M).....			
Middletown Times-Press	4,462	.0107	.0107	New York World (S).....			
Mt. Vernon Daily Argus (E).....	5,739	.0214	.0172	New York World (E).....			
				Rochester Union & Advertiser (E).....			

Ratings Government Circulation Statements, April, 1917.
 † Statements to A. B. C.



The Kind of People Who Read "The Nation"

A striking proof of the quality of the subscribers to "THE NATION" is the fact that thirteen per cent. of them are in "Who's Who in America," an honor that comes to only one person in 5,000 of our population.

"THE NATION" is a weekly journal for clear thinkers. Its concise, forcefully expressed views on current topics are appreciated and approved by a select number of discriminating readers in over 1,700 American communities.

"THE NATION" has behind it an honorable history of more than fifty years of effective work as a moulder of public opinion. It is still the organ of forward-looking people who do not scorn the lessons of the past. Soundly American to the core, it is rising to the needs of the present hour in a manner to be expected of a journal with its record and traditions.

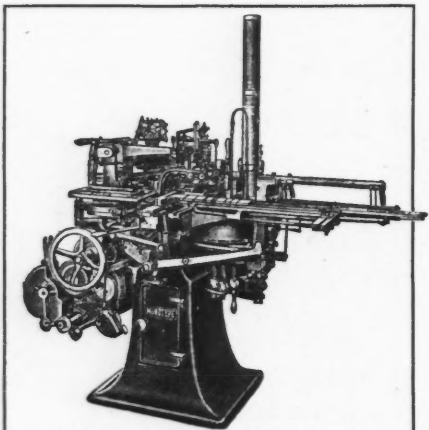
"THE NATION" is influential now, but it desires to extend its influence by carrying its message of intellectual independence and intelligent patriotism to an ever widening circle of readers. You are invited to join that circle.

If you think straight and like reviews of literature and comment on current events that are direct and fearless you will like "THE NATION." Send for sample copies.

The Nation

20 Vesey Street  New York City

TRUE ECONOMY IN WAR TIME



The Only Machine That Pays for Itself
With Its By-Products

OF THE HUNDREDS OF SATISFIED USERS OF MONOTYPES WE NAME A FEW

Sun, Baltimore, Md.
Plain Dealer, Cleveland, Ohio.
World, New York City.
Inquirer, Philadelphia, Pa.
Bulletin, San Francisco, Cal.
Times, New York City.
Post, Washington, D. C.
Star, Washington, D. C.
Dispatch, St. Paul, Minn.
Post, Boston, Mass.
Constitution, Atlanta, Ga.
Age-Herald, Birmingham, Ala.
American, Boston, Mass.
News, Buffalo, N. Y.
Repository, Canton, Ohio.
Examiner, Chicago, Ill.
Tribune, Chicago, Ill.
Enquirer, Cincinnati, Ohio.
Leader, Cleveland, Ohio.
Dispatch, Columbus, Ohio.
News and Times, Denver, Colo.
Dubuque Telegraph-Herald, Dubuque, Ia.
Chronicle, Houston, Texas.
Examiner, Los Angeles, Cal.
Telegraph, Macon, Ga.
Wisconsin State Journal, Madison, Wis.
Journal, Minneapolis, Minn.
Journal, New York City.
States, New Orleans, La.
Ledger-Dispatch, Norfolk, Va.
News, Omaha, Neb.
Omaha Bee, Omaha, Neb.
Record, Philadelphia, Pa.
Post, Pittsburgh, Pa.
Times-Dispatch, Richmond, Va.
Times, Seattle, Wash.
Sioux City Tribune, Sioux City, Ia.
Tribune, South Bend, Ind.
Tribune, Tacoma, Wash.
Daily Capitol, Topeka, Kan.
Times, Trenton, N. J.

Consists not in mere reduction of the outlay for production, but more in getting greater returns for every dollar you spend.

The most economical outlay a newspaper can make is a complete Monotype equipment for its ad-room.

The Monotype and the Non-Distribution System will prove the best paying investment you ever made.

Do not take our word for it. Ask Monotype users who have tested it out.

The Monotype Non-Distribution System eliminates all the non-productive time in the ad-room, abolishes all the type-foundry bills, makes satisfied advertisers and readers, and reduces the cost of production to such an extent that it pays for itself.



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California: SAN FRANCISCO

THE EDITOR & PUBLISHER

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

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

Vol. 50

NEW YORK, SATURDAY, SEPTEMBER 15, 1917

No. 14

SENATE COMMITTEE'S BOND EXPENSE FUND WOULD PROVIDE AMPLE ADVERTISING

If Senate Favors Recommendation and Conference Committee Agrees Huge War Loans May be Placed Before the Public on Standard Commercial Lines With Prospect of Triumphal Success—Advertising Will be at Mr. McAdoo's Discretion—
\$2,500,000 May be Given to Promote Each Billion.

IF the Senate votes in final support of the recommendation of the Finance Committee on the eleven-billion-dollar war bond issue, and the matter is accepted by the conference committee, it will mean that William G. McAdoo, Secretary of the Treasury, will have been allowed for flotation expenses \$2,500,000 for each billion of bonds, thus providing him with ample funds to conduct a nation-wide Liberty Loan and war savings certificates advertising campaign, and thus assure, beyond doubt, the success of the stupendous war-finance programme.

Forecasts from Washington, as THE EDITOR AND PUBLISHER goes to press, are that the Senate will vote to provide Mr. McAdoo with this expense fund, and that the House will not dissent.

The recommendation of the Finance Committee for flotation expenses is one-quarter of one per cent. of the popular bond and certificates issues. This would give a total, on \$9,500,000,000 bonds and savings certificates, of \$23,750,000.

Two billions incorporated in the bond bill are certificates of indebtedness, which need not be advertised.

The expense fund, if the Senate Finance Committee appropriation prevails, will be given to Mr. McAdoo to use at his discretion, and it is to cover everything, including the printing of the bonds.

MR. M'ADOO'S ATTITUDE

Mr. McAdoo's attitude on the subject of paid advertising, as he has expressed it twice within the month, is that advertising is a commodity which should be paid for, but he has been in doubt because he has felt the Government would have to recognize every medium on equal terms, and he has simply said that this expense would be very great.

When the Senate Finance Committee, however, decided this week that Mr. McAdoo should have as expenses \$2,500,000 for each billion of Liberty Bonds and savings certificates, it became clear that the amount would in all probability be sufficient to meet the Secretary's specifications for a general advertising campaign, covering all media.

For the forthcoming October Liberty Loan issue of three billions, the Senate Finance Committee's expense allowance would provide \$7,500,000. During the past week it was learned that Mr. McAdoo expended for the first Liberty Loan, in which there was no charge for

WHAT GOVERNMENT MAY HAVE FOR \$2,681,220 APPROPRIATION

Complying with Secretary McAdoo's request that all forms of advertising and all media be recognized in Government financial advertising, the following estimate is offered by THE EDITOR AND PUBLISHER, assisted in the preparation of the figures by Mr. William C. Freeman, general manager of the Advertising News:

A thirty-day campaign.

Three thousand daily newspapers, 6,000 lines in each, or three pages. Average advertising line rate 10 cents, or \$300 per line for all the dailies of the country. Investment, \$1,800,000.

Fourteen thousand weekly newspapers, including every class, 42-inch display advertisements, four times. Cost per inch, \$2,100. Investment, \$352,800.

All farm papers of the country, 1,200 lines to each, to be run in either two or three instalments. Combined line rate for all farm papers, \$127.85. Investment, \$153,420.

Every bill-poster stand in the United States, one month. Investment, \$100,000.

Electric signs and street-car cards, one month. Investment, \$75,000.

Monthly publications, one time, a \$100,000 investment, but it is believed that the second Liberty Loan copy could not reach these for October delivery.

All national weeklies. Investment, \$100,000.

Every commercial form of advertising is herein recognized and all media are used, except trade newspapers.

No allowance has been made for matrices or stereotypes, but as monthly magazines as a rule are closed the \$100,000 applied to that account might be used for duplication of art subjects. It is believed that the most effective advertisements in newspapers would be composed by the newspapers from manuscript copy.

Thus, for \$2,681,220 the Government may cover the nation in all recognized forms of advertising, with concerted action and certain success of the great second Liberty Loan bond project.

advertising, about \$2,500,000. Thus the flotation expense, sans advertising, appears to have been established at around \$1,250,000 per billion of bonds. If this is a correct statement of the case, Mr. McAdoo would now have, per billion of bonds, \$1,250,000 more for flotation expenses than on the June flotation. This, of course, assumes that he would receive an appropriation at the rate of one-quarter of one per cent. as recommended by the Senate Finance Committee.

If Mr. McAdoo were to keep the ordinary expenses of the October issue to the expense rate of the June issue (i. e., \$1,250,000 per billion) he would still have \$1,250,000 per billion to spend for expenses which were not allowed in June. On three billions this means \$3,750,000 possibly available for advertising and other legitimate expenses.

Mr. McAdoo has said recently that he thought the Government should in fu-

ture pay the extra expenses of bankers and bond houses, such as payment for meals of clerks and salesmen working overtime, printing, postage, etc. He will probably want to have a fund for such expenses, though it is definitely settled that nothing in the form of commissions will be paid to bond salesmen.

The estimate of the Plan and Scope Committee of the Advertising Committee, which has been in Mr. McAdoo's hands for two weeks, calls for the appropriation of \$2,650,000 for advertising and recognizes every form of commercial advertising and all published media.

At the rate of \$2,500,000 per billion of bonds Mr. McAdoo would have a total expense fund for the three-billion October loan of \$7,500,000. Assuming that his ordinary (such as the June) expenses would be at the rate of \$1,250,000 per billion, that would absorb \$3,750,000 of the fund and would leave

\$3,750,000 to meet additional expenses, such as advertising. If Mr. McAdoo would use \$2,500,000 for advertising he would still have \$1,250,000 to cover the incidental sales expenses which he has mentioned as properly belonging to the Government account.

EXPECT \$2,500,000.

On such figuring as this advertising men in New York this week believed that the appropriation for October advertising might be around \$2,500,000.

If \$3,000,000,000 Liberty Bonds are turned over in a thirty-day advertising campaign on an expenditure of \$2,500,000, or at the rate of \$834,000 per billion, it would be extremely cheap advertising. It would be approximately one-twelfth of one per cent. of the bonds. The English Government has expended for advertising its popular war loans at the rate of one-tenth of one per cent. of the sum raised.

Should Mr. McAdoo establish an advertising appropriation for the October loan of \$2,500,000, it is likely that he would continue at that rate on subsequent campaigns. The understanding is that approximately \$9,500,000,000 are to be raised through popular war loans and savings certificates, to meet war expenses now in sight. The total bond issue for around eleven billions includes the certificates of indebtedness to be need not be advertised, and are therefore not considered in the same light as the nine and a half billions of bonds and savings certificates which must be sold to the public. Only one-twentieth of one per cent. was allowed for the expense of floating the certificates of indebtedness by the Senate Committee.

\$8,000,000 MAY COME.

Hence, if Mr. McAdoo does appropriate for advertising at the rate of \$834,000 per billion of the popular issues, the total amount that the Government would expend for advertising purposes on \$9,500,000,000 would be approximately \$8,000,000.

Mr. McAdoo appeared before the Senate Finance Committee, in executive session, twice this week. It is believed that he reiterated his statements on the advertising matter made to the House Committee on Ways and Means last week.

The Finance Committee increased the amount for the bond issue from one-seventh to one-fourth of one per cent. the certificates of indebtedness to be

promoted by the use of money to be derived by the setting aside of one-twentieth of one per cent. of the amount to be raised by these certificates.

By next week the Bond bill will probably have become a law, and it will be definitely known just what amount will be set aside for promotion purposes.

MR. JOHNSON'S STATEMENT.

When the matter was discussed in the House last week, Representative Johnson, of Washington, clearly set forth what could be done for promoting the bond issue by advertising in newspapers. He attempted to definitely have \$2,500,000 set aside for the payment of advertising. In presenting his proposition to the House, which was rejected, Mr. Johnson said:

"I want to say very frankly that I believe that to have it understood that nothing would be spent by the Government for advertising in handling this enormous issue of bonds would be a tremendous mistake; and I want to say further that the authorization of \$2,500,000 as a portion of this one-seventh would be a trifling sum, while it would add 50 per cent. to the efficiency and the business effort to turn over this bond issue quickly and correctly and with the minimum of lost motion. Now, of course, the newspapers will boost, and boost hard, even if they receive not a single penny, but they will do it spasmodically, without system, and in a disorganized way. Why not have the advertising done according to system, each advertisement in order, each one in sequence, so that the pulling power of all is of full value? This is the one detail that should not be overlooked. Do not think that the newspapers are not patriotic and that they will not promote this bond sale to the limit; but do not, I beg of you, be parties to the riding of a gift horse to death.

ABOUT 20,000 PAPERS.

In reply to a question as to how many newspapers there are in the United States that would expect part of this advertising, Mr. Johnson said about 20,000; but a few would not expect any part of it. Continuing, he said:

"For instance, certain popular monthly magazines go to press fully sixty days ahead of their dated line. It would be hardly practicable to advertise in the monthly magazines for the first campaign. Then, further, there are some strictly technical and class publications which would not expect to seek advertising of this kind. And there are a few college dailies which are not in the general advertising field. But the dailies, the weeklies, the farm papers, and all of the others would come in on a general advertising campaign of great power and force, each to receive its exact share according to its accepted rate card."

Mr. Sloan: "Does the gentleman's list of available advertising papers include agricultural papers and trade papers?"

Mr. Johnson: "Yes; all of them."

Mr. Sloan: "And it is not contemplated that there shall be any distinction as to partisanship?"

Mr. Johnson: "Absolutely none. That is just what is to be avoided. Gentlemen, every one knows that, next to money itself, advertising is the thing that makes the wheels go round, and the brightest minds that are known to the advertising business have organized to aid this Government just the same as the automobile manufacturers and others organized, and they have prepared and presented a plan, with which I regret to say I am only par-

ADVERTISING NEEDED TO UNIFY COUNTRY'S MIND, DECLARES W. C. D'ARCY

By W. C. D'ARCY,
President Associated Advertising Clubs of the World.

I AM more than pleased to feel that the power of THE EDITOR AND PUBLISHER is directed to making it clear to official Washington that the Associated Advertising Clubs are not actuated by anything but the highest patriotic motives in their desire to help the Government.

To unify the country's mind and translate the one-mind into quick, all-powerful action upon such projects as the Liberty Loan, Red Cross, Food Conservation, the Army and Navy—there is needed the clarion call of planned and concentrated advertising. This is the essence of war purposes. Only advertising can time concerted action. To advertising persisted in, nothing is impossible. Indiscriminate thinking is as hurtful as is disconcerted action. To tie one hand for safety—counts for little if the other hand is not controlled. Desultory efforts to make public opinion on national affairs are as futile as to try to sell a package of food successfully by a hundred unrelated plans.

Organized advertising, through the National Advertising Advisory Board of the A. A. C. of W. offers its best—its all—not for pay—not for this or that material thing, but for great national and patriotic works incident to carrying on the war. The services, the work, of advertising men is volunteered freely, but the advertising should be paid for.

Motive moves the world and advertising offers its best. If conscription takes the man power—and at a price—if money and material are also publicly called to the colors, and for compensation—why not evoke the aid of advertising?

tially familiar, but enough so to give you a fair outline.

"By this plan, for \$2,500,000 they will place real advertising to the amount of from two to four pages of newspaper size in the 1,773 daily papers of the United States with a circulation of more than 24,000,000 copies daily; and in 14,000 country weeklies with a weekly circulation of 14,541,000 copies; and in several hundred foreign-language papers, and in —"

Mr. Sloan: "I should like to ask the gentleman right there if it is not understood that in the presentation of this plan, if the advertising is fairly distributed to the best advertising mediums—that is, the newspapers—there will be large additional notice given, editorial and otherwise?"

Mr. Johnson: "Certainly. Now, for \$2,500,000 you can not only advertise in all of the weeklies, all of the dailies, nearly all of the foreign-language papers, and all of the farm papers and even the religious papers, but also in all of the street cars and with all of the billboard organizations, which cover every city. If all that is not worth considering nothing is. I do not think the House should overlook this. The plan has been carefully prepared. Further, this is not a staggering sum or even a large sum."

Mr. Moore, of Pennsylvania: "Has the gentleman examined the situation sufficiently to be able to say how much might be apportioned among these 20,000 newspapers?"

Mr. Johnson: "Yes; \$1,500,000 of this sum will go to the daily and weekly newspapers, including the cost of matrices."

Mr. Moore: "How would the gentleman apportion the appropriation—in accordance with the circulation of the newspapers?"

Mr. Johnson: "Yes; in part. It is proposed to utilize the advertising machinery of the great agencies, which machinery is already set up and is just as necessary to the newspaper business generally and the periodical business as railroads are necessary to business operations."

Mr. Moore: "I concede all that, but how would the selection be made in order to be fair to the entire newspaper fraternity?"

Mr. Johnson: "It will be made by placing from two to four pages in every

publication at its actual advertising rates."

Mr. Moore: "At their ordinary advertising rates?"

Mr. Johnson: "At their ordinary advertising rates."

RAINEY'S PLINGS.

Mr. Rainey, member of the Ways and Means Committee, followed Johnson in the debate, saying:

"The statement of the gentleman from Washington is that if his amendment goes in \$2,500,000 will be distributed through these advertising agencies—through these boiler-plate companies—to the newspapers of the land. How much will the agencies keep of this amount? Ten per cent. would be an exceedingly moderate estimate. If they keep 10 per cent. of this amount, we are then paying, not to the newspapers of the land, but to the organized agencies the gentleman discusses, one-quarter of a million dollars, at the very least, for five or six week's work. No wonder their representatives are here in conference with the Secretary of the Treasury. No wonder their representatives are inserting in the newspapers of Washington at large expense these full-page advertisements advocating the appropriation of this sum for this purpose. No such proposition as the gentleman has discussed was ever presented for consideration to the Committee on Ways and Means, which drew this bill. This Committee has until now heard no such suggestion as this. The section of the bill sought to be amended makes a definite allowance to the Secretary of the Treasury of not to exceed \$17,000,000 for the purpose of paying the necessary expenses connected with the printing and placing of this enormous bond issue. He can expend of that sum as much as is required for that purpose. This is the largest transaction in the history of nations. We must place these bonds.

"This section in this bill makes this allowance to the Secretary of the Treasury, and if it appears necessary in order to obtain subscriptions for these bonds to advertise in the newspapers of the country, the Secretary has the right to do it without this amendment. Throughout the land during the campaign for the sale of Liberty Bonds newspapers rendered most excellent service. Without compensation they continually called attention to the fact that these bonds were being offered for sale.

So far as I know, they did not ask any compensation. So far as I know the small newspapers of the country and the large newspapers of the country are still anxious without compensation to discharge this patriotic duty. All over this land, from ocean to ocean, men and women, banks, trust companies, and newspapers will still be found discharging their patriotic duty, urging upon those who have money to invest—a small amount or a large amount—the necessity of subscribing for these bonds."

MR. MORGAN'S VIEWS.

Representative Morgan, in supporting the amendment of Representative Johnson, said:

"There is only one way that the great masses of the people can be reached, and that is through the newspapers of this country, great and small. . . . The little amount which the newspapers of this country would get would be but a small portion of the money that they will actually expend. In this age of the world there is no great business that undertakes anything of importance without utilizing the power of the press. So in this campaign, in undertaking to sell these vast quantities of bonds, mounting up into the billions of dollars, in my judgment, it would be the height of folly, indeed, almost a public calamity, if the Secretary of the Treasury did not advertise the sale of these bonds in the newspapers of the country.

The Secretary of the Treasury should advertise these bonds in the newspapers, not merely as a favor to the newspapers; he should do it as a business proposition. Public sentiment must be moulded. Our citizenship must be educated. This cannot be done without the aid of the press.

Representative Wood, of Indiana, in addressing the House on the amendment, said:

"I think the Congress should bear in mind that this is but the beginning of the sale of bonds. There will be many other bond issues to be sold hereafter, and if we wish to keep the continued good-will of the people of this country, whose money we are expecting will pay for these bonds, we should keep on the good side of the medium that reaches the people of this country and brings these advertisements home to them."

Mr. Rainey: "Does the gentleman say that in these patriotic matters, in order to keep on the good side of the newspapers we have got to pay them money?"

Mr. Wood, of Indiana: "The newspapers of the country cannot live on patriotism alone. They have got to have something of substance. The people who sell them their print paper are not patriotic enough to give it to them. The men who furnish the ink and the type and the men who work the presses are not patriotic enough to give their material and time and services for nothing. So, I say that this great Government of ours, that is spending money by billions, should not expect these papers to give their services entirely without compensation."

SEC. M'ADOO'S ATTITUDE.

The record of the hearing before the Ways and Means Committee of the House last week illuminates the attitude of Mr. McAdoo and members of that Committee in regard to the advertising project.

Mr. McAdoo, in discussing the first Liberty Loan transaction, said that the bankers who gratuitously gave of

(Concluded on page 32)

USE AND ABUSE OF A. B. C. REPORTS IS DISCUSSED BY STANLEY CLAGUE

New Managing Director of Audit Bureau Tells THE EDITOR AND PUBLISHER That Proposed By-Law, If a "Censorship," Is Intended to Protect the Interests of Members Themselves—
"The Voice of Its Members Is the Voice of the A. B. C."—Looks for Solution of Problem.

By STANLEY CLAGUE,

(Man. Director, Audit Bureau of Circulation.)

TIME changes things, nothing stands still. The radicalisms of to-day are the accepted tenets of to-morrow.

In the not-far-distant past, Circulation was a vague, ephemeral thing about which men spoke with lowered breath. It was a secret, intangible something for which advertisers were asked to pay, and paid blindly, their good money. Publishers, in their private lives good and blameless men, handled the short and ugly word with hated competitors over it.

The worst of it was that these circulation squabbles found their way into the very columns of the publications and were inflicted on suffering readers. It was all absurdly wrong, of course, and the Audit Bureau of Circulations has strained every effort to put an end to the practice. In the last analysis these circulation fights reacted on the publishers themselves, by creating a doubt in the minds of advertisers as to the worth of all that particular kind of circulation. Thus the innocent were made to suffer with the guilty.

A. B. C. DRAWS VEIL.

To-day there is no longer a necessity for such controversies; the A. B. C. draws aside the veil and shows each publication on its own merits. It is the court of appeal to which a publisher may bring his grievance, assured beforehand of a fair hearing. The Bureau spares no labor or expense, in such cases, to arrive at the facts.

In addition to being to their own interest, it must be borne in mind that it is the duty of a publisher to report a competitor who is suspected of "putting something over" on the advertisers. The A. B. C. is strictly a co-operative organization; it is the paramount duty of its members to take pains that nothing may be done which would be detrimental to the interests of all the members.

Many complaints reached the board of directors that certain publishers—often unwittingly—were quoting extracts or excerpts from the A. B. C. reports which could only be misleading to the advertisers receiving them, while being, at the same time, unfair to their competitors. To meet this difficulty, a ruling was drafted into the constitution and by-laws that the full report only could be published.

COMPLAIN AGAINST RULE.

Recently there has been some complaint against this by-law, and endeavors have been made to have it rescinded or modified.

The Bureau is eager at all times to forward the best interests of its publisher members, but it has also to think of the space-buyers. With a mind to this, therefore, the board of directors decided to submit the point at issue to a referendum in order that the views of the majority might be ascertained.

If it should be the consensus of opinion that it is dangerous to charge this ruling at the present stage of the Bureau's existence, the board will have no recourse open to it but to abide by the

decision of the majority. Nevertheless, it will be the hope and endeavor of the directors that a solution to the difficulty may be eventually arrived at.

Circulation figures alone are meaningless. A solicitor may state glibly that his publication has so many thousands of subscribers, but it means little to the prospective buyer of his space unless the latter is informed at the same time how much of this circulation is, for instance, in arrears; how it was gotten; were free premiums used to induce subscribers; what is the subscription price; were short-term offers made; were contests employed to increase the list; in the case of a newspaper, is the circulation distributed in the city or outside, and so on. He must be told these things, authoritatively, in order that he may form a fair comparison as between one publication and a competitor.

AIMS TO HELP.

The aim and object of the A. B. C. is to help him get this information. It is obvious that nothing should be left undone to prevent a possible garbling of the information, for the abuse of its reports is the very antithesis of what it has set out to do. This is the reason why the by-law regarding the re-publication of the full report only is considered so vitally important.

On the other hand, the Bureau has no desire to appear arbitrary in its rulings; it has no desire other than to help the publisher in his business—but it cannot do this at the expense of his competitor or of the advertiser. It aims at all times to do constructive work; it is so easy to pull down.

"Letting down the bars" is always dangerous; more especially is this true in the case of an organization such as ours, made up of so many and conflicting interests. The Bureau has to be careful at all times to leave no loophole of which an unscrupulous competitor of a publisher might take advantage.

THE EDITOR AND PUBLISHER GOES SO FAR as to consider the by-law in the light of an attempted censorship of publishers' advertising by the A. B. C., but we are sure these very good friends and supporters of the work will agree that it is a "censorship" intended solely to protect the interests of the members themselves.

The good critics of this by-law of the Bureau should bear in mind at all times the danger of "hasty legislation." The institution of reforms—or what may at the moment be considered reforms—is a matter which calls for excessive caution.

"Hasten slowly" will continue to be the conservative motto of the board of directors of the A. B. C.

The board does not, for a moment, doubt that a satisfactory solution of this particular problem which we now have before us will be arrived at, if not immediately then later, and in submitting it to a referendum they feel that they have performed their duty. The result of this vote will be their guide, in whatever action is decided upon.

The voice of its members is the voice of the A. B. C.

CANADA PLANS GREATER ADVERTISING TO SELL FOURTH DOMESTIC WAR LOAN

Most Elaborate of Her Campaigns to Begin in November Is to Intensively Cultivate Field and Educate People—Government May Control All Selling and Publicity With Increased Appropriations for Newspapers—Imrie Tells of Great Dominion Advertising Successes.

CANADA'S fourth Domestic War Loan is to be issued in November, and John M. Imrie, manager of the Canadian Press Association, Inc., sent word this week to THE EDITOR AND PUBLISHER that the general plans for publicity had been decided upon. The details have not been given out as yet, but Mr. Imrie authorized the statement that "it can be said that educational advertising will play an even greater part in connection with the fourth Canadian Domestic War Loan than with any of the three preceding loans of that character."

In view of the movement in the United States to advertise war loans, as a guarantee of the complete success of the undertaking, THE EDITOR AND PUBLISHER requested Mr. Imrie to give a brief history of the advertising methods employed in Canada during the war.

A NEW VENTURE.

He replied as follows:

"Since the war began the Canadian Government has floated in Canada three war loans in addition to issues of war savings certificates and debenture stock.

"Prior to the war it was not the custom of the Canadian Government to float its securities in Canada. Most of these securities were sold in the United Kingdom or the United States. Canada's participation in the war made it necessary for the Canadian Government to borrow money in much larger sums than under peace conditions, and it was deemed desirable to float at least some of its loans in Canada.

"The usual method in floating Government securities is to have them underwritten. In connection with its domestic war loans, war savings certificates, and debenture stock, the Canadian Government went direct to the people through advertising in the press of Canada.

"The aggregate amount asked for in the three domestic war loans of the Canadian Government was \$250,000,000, the aggregate amount subscribed was more than \$500,000,000. The underwriting of these three loans would have cost approximately \$3,000,000; the advertising of the three loans cost about \$130,000.

BANKERS AID.

"It is not claimed that advertising did all of the work in connection with the three domestic war loans. Splendid work was done by the brokers and bankers, who received a small commission on all sales.

"The war savings certificates are in denominations of \$25, \$50, and \$100, and are intended to appeal particularly to persons of comparatively small means. These certificates were placed on the market at the beginning of 1917. Already, and at relatively small cost, about 200,000 certificates have been sold to the people of Canada, mainly through advertising.

"In connection with all of the foregoing figures it should be borne in mind that the population of Canada is less than 8,000,000, or about one-fourteenth of the population of the United States.

"While the general plans for the publicity in connection with the fourth do-

mestic war loan to be issued in November have been practically decided upon, I am unable to give you any details at this time. It can be said, however, that educational advertising will play an even larger part in connection with the fourth Canadian domestic war loan than with any of the three preceding loans of that character."

MORE ELABORATE PLANS.

The Toronto correspondent of THE EDITOR AND PUBLISHER wires as follows:

"Publicity plans for Canada's forthcoming war loan are still in a formative state, but advertising in connection with the flotation will be on a much more elaborate scale than was the case with the preceding three loans. The earlier loans, while nominally popular loans, were by no means actually so. Government advertising in connection with them was limited to comparatively small-space reproductions of the salient features of the standard prospectus, copy which was not changed once throughout the whole campaign. This was supplemented by a good deal of advertising by individual bond houses, directed for the most part to the experienced investor. Of educational publicity there was very little.

"The fact that the large institutional investors, such as the Insurance companies, etc., which made the first loans the success they were, cannot be counted on for the same measure of support this time, makes it imperative that the next loan should be much more widely popularized. There were roughly 40,000 subscribers to the last loan. It is estimated that there must be at least 60,000 to the next one to make it entirely successful. To get 60,000 subscribers will obviously require much more intensive cultivation of the field, including better publicity methods than prevailed before, and all plans contemplated have this object in view.

"The Bond Dealers' Association of Canada, which includes in its membership practically all the larger bond houses in the Dominion, has been in consultation with the Finance Minister for some time back on the subject of the next loan. As the members of the Association will have to be depended upon to provide the selling organization for placing the bonds, their advice has been sought and their opinions referred to. This week they are placing before the Minister a general plan for the campaign, which will include certain recommendations regarding the advertising.

ELIMINATE COMPETITION.

"Roughly, the Association suggests that, in place of the competitive selling and competitive advertising which were features of the previous campaigns and which led to much duplication and waste, there should be a complete obliteration of competition. To this end the Government would have to take over and operate the selling organization to be furnished by the bond dealers; the field would be apportioned to the different houses, and arrangements would be made to remunerate them on some suitable basis. All the advertising would be done by the Government, with the advice and under the supervision of a committee of bond dealers."

MAYOR THOMPSON SUES THREE CHICAGO PAPERS

Files Libel Suits Aggregating \$1,350,000—James Keeley, Editor of Herald, Regards Suit as "Badge of Honor"—Thompson Says Newspapers Have "Grossly Libelled" Him.

Libel suits aggregating \$1,350,000 have been filed in the Circuit Court against three Chicago newspapers and four individuals interested in journalistic and advertising activities, by William Hale Thompson, Mayor of Chicago.

The names of the several defendants and the amount of damages demanded from each are as follows: The Chicago Tribune Company, \$500,000; the Chicago Herald and its editor, James Keeley, \$250,000; the Chicago Daily News and Victor F. Lawson, its editor and publisher, \$250,000; Arnold Joerns, well-known advertising man and Chicago secretary of the National Security League, \$200,000, and Jack Lait, special news writer, formerly of the Herald and now of the Tribune.

Mayor Thompson asks damages on the grounds that he has been "grossly libelled," according to a statement issued by him recently and printed in the press. In part, the statement says:

"I have been charged by the daily press of Chicago and by others of refusing to invite to our city the representatives of foreign nations. I have been charged with refusing to permit the sale of Liberty Bonds in the City Hall. Both these charges are deliberate falsehoods. It is my opinion that because I did not bring libel suits against newspapers and their editors at the time these and other misstatements were made, they have become bolder and more unscrupulous, until they have reached a point where they are accusing me of being a traitor to our country."

In a signed editorial, James Keeley, editor of the Herald, said:

"We accept the compliment that William Hale Thompson pays us in making the Herald and its editor the object of its first suit for damages. It is a badge of honor."

Thus far no further action has been taken by the parties involved, and no counter-suits have been filed.

PUBLISH SUNDAY PAPER

Nashville (Tenn.) Banner's First Sunday Issue Truly Creditable.

The Nashville (Tenn.) Banner, E. B. Stahlman, president, last Sunday printed its first Sunday issue, which consisted of ninety-two pages, with supplements. An especially attractive feature is a four-page rotogravure section, which is the only one of its kind in Tennessee. A twelve-page magazine section is also worthy of mention.

The Banner has set a rapid pace for itself with its first Sunday issues. Succeeding Sunday issues will have to be especially creditable to be better. Editorially and typographically the issue is laudable. As a whole, it represents the good work of all departments.

Augusta Herald's New Home

The handsome new home of the Augusta (Ga.) Herald will be ready for occupancy about October 1, according to the announcement of Bowdre Pinizy, president. The Herald's plant was destroyed by fire in March, 1916. Including the new fixtures, the building will cost \$150,000 when completed.

Times will be better than ever before.—Frank A. Vanderlip.

NO OHIO NEWSPAPER MAN BETTER KNOWN THAN FREDDY, CINCINNATI BOY REPORTER



HERE WE SEE FREDDY GETTING EXAMINED FOR SERVICE IN THE NEW NATIONAL ARMY. FOR A BOY OF TEN THAT WAS A GREAT EXPERIENCE.

FREDDY, the Boy Reporter, holds an envied job around the Cincinnati Post office.

Not only is he privileged to appear in each picture with his feature stories, but he has already reached that journalistic pinnacle where his copy is desk proof.

Where is the veteran reporter whose copy is sacred at the hands of copy readers? But that is true of Freddy, aged ten, with one year's newspaper experience.

At school Freddy is listed as Frederick Printz, but there are thousands of folks in Cincinnati who don't know he has a last name. And there are thousands of kids who don't care—they are real friends of Freddy, anyhow.

For, didn't he go out and interview Garry Hermann and get him to admit all the youngsters in town free to one of the games the Reds played at home the other day? Freddy said he thought Hermann had a soft job getting passes to the games every day.

Another time he interviewed the kids on German Street about doing the patriotic thing and changing the name. Every Saturday he gets his assignment and then sits down and grinds it out. He doesn't use a typewriter, just like old-fashioned reporters. But the orders are "let Freddy's copy go as he turns it in."

The greatest moment came when he wrote a personal experience story about being examined for selective service in the army. Here is what he wrote:

By Freddy, the Boy Reporter

To-day I was one of the lucky fellows to get examined just for fun, for the selective service at the Vine Street School. Dr. J. Ambrose Johnson said I passed examination.

In the room where they examined them there were a fine lot of husky fellows. The doctor made them hop around on one foot. I went into the adjoining room to have my teeth and heart examined. The doctors there said they were both in good condition, so I had passed the examination without one bad thing.

There were a lot of fellows out in the hall waiting to be examined. Now that I passed the examination, they'll miss a good man if they don't take me.

CIGARS BURNED WOOD.

When the kids go back to Vine Street School next year they'll find cigar stains where the cigars have burnt the wood instead of carvings.

I think the examination does a man good because he can find out if something is wrong with themselves and they can go to a doctor and get fixed up then they'll be all right again.

The men looked like they would make good fighters and believe me this place didn't have any room for sissies or Percies which are both about the same things.

"FITTED ON BOTH EARS."

I heard one of the doctors say to another that it was about the best district in the city. Because the best fellow were there. When they examined my heart the doctors used a thing that fitted on both ears and the other end on my chest.

Dr. E. W. Schenck gave me an examination paper, which had on it "passed." My serial number was 10,500. Next I went downstairs and got an exemption paper because I pretended I was married and had a child.

"TO HELP MY COUNTRY."

My child was Pete, my white rabbit, who is about five years old. I handed this to Phil Metz and about five minutes later I went and asked him for it, saying I didn't want to be exempt for I wanted to help my country. As for my child, Pete, somebody else could take care of him. Phil Metz, who is a notary public, said I should come down Monday to get my uniform.

SENATE PUTS CURB ON GERMAN NEWSPAPERS

Amendment Added to Trading with Enemy Bill Which Prohibits War Comment in German Language Newspapers Unless Accompanied by Parallel Translation in English.

WASHINGTON, September 12.—The publication of war comment in German language papers without an English translation in parallel columns is prohibited by Senator King's amendment to the Administration Trading with the Enemy bill, which passed the Senate Wednesday. The original bill was passed by the House in July. The amendment is of Senate origin and may be stricken out in conference. It was approved in the Senate by a viva voce vote.

The amendment provides:

"That during the pendency of the present state of war and until peace shall be concluded and the fact declared by proclamation of the President, it shall be unlawful for any person, firm, or association to print or publish or cause to be printed or published in the German language, any comments respecting the Government of the United States or of any nation with which Germany is at war, its policies, international relations, the state or conduct of the war, or of any matter relating thereto, without printing or publishing in a column parallel to such matter, a true and complete translation of the same in the English language.

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

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

THE DEAD LINE APPEARS

Successor to Scoop, Chicago Magazine, Comes Out After Lapse of Months.

After a lapse of several months a magazine "written by and for newspaper men" has again appeared in Chicago, edited by DeLysle Farree Cass, former editorial head of the Scoop. It is called "The Dead Line."

The first issue contains forty pages of reading matter, photographs, and drawings by well-known writers and artists, besides a host of personals and editorial features. Briggs, of the New York Tribune; Herriman and Opper, of the New York Journal, and other clever cartoonists, including "Lew" Merrell, R. H. Somers, and Sidney Smith, have contributed comics drawn specially for the magazine.

State Charter Denied

The Appeal to Reason, Socialist newspaper, published at Girard, Kan., has been refused a State charter to do a general printing and publishing business.

Indiana Daily Proposed

The Portland (Ind.) Republican, a prosperous weekly newspaper owned by E. A. Fulton and Levi Gilpin, of Portland, will soon be converted into a daily.

The man who is his own worst enemy needs no other.

ROOSEVELT TO HELP WIN THE WAR THROUGH MIGHT OF HIS MILITANT PEN

Mrs. Kirkwood, Daughter of the Late Col. W. R. Nelson, of Kansas City Star, Sees in Entrance of the Ex-President Into Daily Journalism an Event of Great Significance to Nations Battling for Democracy—Writings to Have Wide Publication.

SENATE ELIMINATES ALL EXTRA NEWSPAPER AND PERIODICAL TAXES FROM REVENUE BILL

Senator McKellar's Amendment, Which Provided for a Zone System of Tax for Second Class Mail Matter, Defeated—House Sends Bill to Conference for Final Action—Publications Subject to Corporation Tax.

"COL. ROOSEVELT and my father were warm personal friends for many years. Their conceptions of the duties of citizenship, of public service, were alike. That may be one of the reasons why Col. Roosevelt has consented to join the staff of the Kansas City Star."

The speaker was Mrs. I. R. Kirkwood, daughter of the late Col. W. R. Nelson, owner and publisher of the Kansas City Star. Mrs. Kirkwood has been spending a few weeks in New York, a guest at the Ritz-Carlton, where she received a representative of THE EDITOR AND PUBLISHER very graciously.

"It has been suggested," she was told, "that perhaps you were chiefly responsible for this journalistic coup."

DISCLAIMS CREDIT.

"I wish I could, indeed, claim that credit," she replied. "Of course, I was delighted with the idea and the prospect of securing Col. Roosevelt's services for the Star, and feel that something very big and fine has been accomplished—but the credit is not mine."

It was suggested to Mrs. Kirkwood that all newspaper men would be interested in reading her own views of the purpose and significance of The Star's feat in adding to its staff of writers the first private citizen of the world.

"It is in line with my father's ideals," Mrs. Kirkwood said. "He saw, always, in the Star, an instrument of public service—nothing less, nothing more. He left a great legacy to the Star family—a newspaper which had won its place through absolute independence, owing no allegiance to any private interest, holding no grudges against individuals, weighing nothing as gain which did not contribute to civic betterment. The Star was always fighting—but it never fought for anything in which my father did not believe with all of his big mind and heart. Whether the Star's fights were won or lost did not matter so much to him as the facts that they were made, and made with all the power he could summon.

LEFT GREAT IDEAL.

"You see," she continued, "it seems to us who are trying to carry on his work that in leaving the Star to us of the Star family he left more than a great property—he transmitted to us a great ideal, something—if I may use such a phrase—of even more spiritual than material value.

"It was a big burden to lay down—a big one to take up and carry forward. What makes me feel so happy over the Star's good fortune in securing the services of Col. Roosevelt is that, in this event we of the Star family have achieved the sort of forward step which would have delighted my father immeasurably, and which may, I hope, cause thousands to realize that his newspaper is travelling that forward path which he had marked out for it. You see, the Star must do big things—and hasn't it done a very big thing in this instance?"

"What do you conceive to be the biggest possibilities of service to the Star's readers in this connection," was asked.

"Well," Mrs. Kirkwood replied, "you see there is not quite a hundred per

EXPLODING A FALLACY WITH FACTS!

WHEN Secretary McAdoo appeared before the House Ways and Means Committee last week, Representative John N. Garner, of Texas, said to him:

"If we could just have the newspapers pay one-fiftieth of one per cent. of what they owe us for carrying them through the mails, you could then pay them for advertising."

The answer to this amazing calumny is afforded by some figures gathered this week by THE EDITOR AND PUBLISHER, showing the actual facts as to the use the New York dailies make of the mails.

Seventeen New York newspapers, counting morning, evening, and Sunday issues, have a total circulation of 5,391,118.

Of this vast total only 375,418 copies are distributed by mail.

Of this mail distribution only 39,473 copies are carried beyond the 390-mile zone.

Within that zone the present rate of one cent a pound pays the Government's expense for transportation and allows a reasonable margin for overhead. The 39,473 copies going outside that zone represent but a small loss to the Government, which could easily be adjusted through the creation of a moderate zone-rate—which has been endorsed by every leading association of newspaper publishers in the country.

These figures explode completely the grotesque claim so often put forward in Congress that the loss on second-class mail matter represents a bonus of nearly ninety millions of dollars a year to the newspapers.

cent. of patriotism in this country—and there must be. Some of our public men are not measuring up to the accepted American standards—there's a dangerous under-current of—what shall we call it?—obstruction of national policies on the part of some of our Congressmen. As I see it, the attitudes of some of our public men are—to put it charitably—unpatriotic. The effect on the people is bad. The impression grows that we are still in the period of debate about the propriety of our entrance into the war. Who can put an end to this so effectually as Col. Roosevelt? Who else is in a position of such authority to interpret public questions? What other private citizen may command equal respect for his views, or such wide acceptance?"

"It is understood that the Star will not syndicate Col. Roosevelt's contributions. How will other newspapers be able to secure them?"

"No," replied Mrs. Kirkwood, "the Star is not making a commercial enterprise of this. Some of the newspaper syndicates were anxious, naturally, to secure the rights. Many other newspapers will publish Col. Roosevelt's articles, but they will not be required to pay for the privilege. All that the Star asks is that they shall be printed with full credit to the Star. That places it on a fair basis, and the widest publication should be assured."

TRIBUTE TO MR. SEESTED.

Mrs. Kirkwood and her mother are trustees of Col. Nelson's estate. Mr. Kirkwood is actively engaged with administrative affairs of the Star. Mrs. Kirkwood pays the highest tributes to A. F. Seested, the general manager of the Star, who was for so long Col. Nelson's right bower.

"Mr. Seested and my father were a team," she says. "Col. Nelson was not, contrary opinion notwithstanding, a great business man. He had no talent for business details. Mr. Seested relieved him of all these. My father often declared that without Mr. Seested he would feel helpless. His confidence in him was complete. We of the Star

family feel as my father did about Mr. Seested."

"Do you consider yourself a newspaper woman?" Mrs. Kirkwood was asked.

NOT A NEWSPAPER WOMAN.

"Not at all," she answered. "I have never written for publication. Of course, I have been raised in a newspaper atmosphere. I take the closest interest in newspaper matters and policies."

"You speak," she was reminded, "of the Star Family. What do you mean by that?"

"Everybody connected with the Star is a member of the Star Family," she said. "The humblest employee feels that he belongs in the circle, where an atmosphere of true democracy prevails. Every one is sure that the Star's success depends in a measure upon his own individual efforts. That is as it should be—and that is the fact.

"In the Star's new building my father provided one big room for the editorial department. There are no private offices—all are at work in the open. I think my father's idea in this was bigger than is generally understood. He regarded the Star as a public institution, devoted wholly to public service. He provided no place for secret conferences with editors. People who may have private ends to serve, personal favors to ask, are not likely to court the publicity of the Star's editorial rooms, where there are no private conferences.

EDITORS NOT HEDGED IN.

"The bell-hop—or office boy—at the outer door is there to help visitors to see the proper people, not to hamper and delay them. The Star's editors are not hedged in," she continued. "They assume that people who come to the editorial rooms have real errands, and they are there to serve. In saving the time of visitors, and in making them realize that the paper is working for them, the editors save time and annoyance for themselves, as well. The office boy does not decide, in the Star office, whether a visitor has any real business there. He merely facilitates that business."

Mrs. Kirkwood explained that the

(Concluded on page 26)

WASHINGTON, September 11.—With the McKellar amendment, which provided for a zone system of tax for second-class mail matter, eliminated, the War Revenue bill passed the Senate Monday night. The amendment was defeated by a vote of 40 to 34. As the bill now stands, all of the extra newspaper and periodical taxes are eliminated, the publications being subject, however, to the corporation taxes.

With general instructions to disagree to all Senate amendments, the bill was sent to conference Wednesday by the House. Speaker Clark appointed Representatives Kitchin, Rainey, and Dixon, Democrats, and Fordney and Moore, Republicans, as the House conferees.

The feeling in both branches of Congress is to dispose of the bill at the earliest possible moment, and while there will be some sharp disagreements on some features, a week or ten days ought to see the adoption of the conference report.

BELIEVED BILL WILL PASS.

The Senate's action in defeating all amendments to the bill, increasing the rate on second-class mail matter, presages the passage of the bill without any increased rate upon second-class mail matter. While the House provision was also eliminated from the bill on the motion of Senator Simmons and was carried by a vote of 59 to 9, that provision having passed the House still remains in the bill as it goes to conference, and the conferees will decide whether it shall be a part of the bill or not.

The Senate's action of eliminating the increased rate as proposed by the House amendment by such an emphatic vote of 59 majority, would indicate that the Senate conferees will stand adamant back of the Senate's action and will not recede to the House.

PROFITS TAX ELIMINATED.

The live per cent. excess profits tax having been previously eliminated from the bill before it reached the Senate proper, the Committee of the Whole of the Senate struck out the provision, as reported by the Finance Committee. Senator McKellar and Senator Hardwick both offered new amendments in the Senate proper after the McKellar amendment was eliminated from the bill. The final vote on the McKellar amendment was 34 to 40. It had previously been agreed to in the Committee of the Whole by a majority of one.

The Hardwick amendment, which would have placed a heavy tax upon advertising matter as carried in magazines, was defeated by a vote of 48 to 20. Subsequently, Senator McKellar offered a substitute amendment for the one which had been lost, but this was defeated without a roll call.

Senator Simmons's motion to eliminate all increased tax on second-class matter from the bill was preceded by a lively parliamentary tangle, but Senator Salsbury, the President pro tempore of the Senate, was in the chair, and as he is opposed to placing an increased burden upon publishers, straightened it out so that the Senate took a straight vote upon Senator Simmons's motion to eliminate the increased rate upon second-class matter, which motion prevailed.

LOUIS WILEY SAYS PEOPLE OF CANADA ARE ELIMINATING EXPENSIVE LUXURIES

Business Manager of New York Times, Returning from a Month's Tour of Dominion, Greatly Impressed by Spirit of Sacrifice and Loyalty of Our Northern Cousins—Amazed by Commercial Progress and Prosperity of Country—Faith in Early Victory of Allies Is Strong.

LOUIS WILEY, business manager of the New York Times, has just returned from his annual vacation. This year Mr. Wiley devoted a month to a tour of Canada, extending from Montreal to Victoria.

Mr. Wiley's vacations are not quite like the average ones, whereby busy men seek to forget "shop" through the mere expedient of getting out of touch with the usual routine. Mr. Wiley, for eleven months of each year, is a captain of industry. From his spacious office on the second floor of the Times Annex he looks out upon a small army of workers, each intent upon some phase of the task in hand, each a necessary unit in the great organization which produces one of the world's greatest newspapers. Directing this big force, holding in his fingers the threads of control, acting at once as initiator, adviser, and judge—Mr. Wiley's daily routine is one that appeals to the imaginations of men. And it is safe to assert that his big task appeals to Mr. Wiley's own imagination. He will never grow tired of it.

But when Mr. Wiley tackles the vacation problem—when he has to decide what to do with that golden month when he may take his hand from the wheel and become once more the business manager of himself—he elects to follow the continent-girdling paths that lead to the sunset seas, to sense the bigness of the great outdoors, to realize the ways of life of those who have made their homes in the wilderness and the prairie.

Thus, last year Mr. Wiley travelled to our great Northwest, and this year he made the acquaintance of Our Lady of the Snows.

He returns to his domain in the Times Annex with a glow of renewed good health in his face, and with a new zest for work showing its sparkle in his eyes.

GREATLY IMPRESSED BY TRIP.

Mr. Wiley is enthusiastic about Canada's newspapers, its great banking systems, its beautiful cities, the spirit of its democratic people, the boundless natural riches of the Dominion, its wealth of scenic splendors of mountain and lake.

Such newspapers as the Montreal Star, Winnipeg Free Press, and Vancouver Province, Mr. Wiley believes, compare most favorably with our best examples of journalism.

THE EDITOR AND PUBLISHER has Mr. Wiley's kind permission to print a few extracts from his notes of travel—and some of these excerpts will give not merely eloquent appreciations of the things he has seen, but an inkling of the sum of pleasure and profit his vacation trip has afforded him.

What the war means to the people of Canada is summed up by Mr. Wiley in this comment:

The war spirit of the people is admirable and goes deeply into their hearts. There is much self-sacrifice. Not only are the people giving their husbands, sons, and brothers, but they are contributing so largely of their means that there is evidence of elimination of luxuries. The people in Canada are getting down to the necessities of life, but no one is in want. All Canada looks to the power of the United States in the confident belief that we will shorten the

war and eventually overcome the military autocracy which brought on the conflict.

He gives to Montreal, Ottawa, and Toronto the tourist's "once-over" in the following paragraphs:

Leaving New York August 4, I arrived at Montreal the next morning, viewing the sights until the following afternoon. This city, the largest in Canada, is most progressive and up-to-date. There are many massive buildings and beautiful churches. The streets are well paved throughout and the city is brilliantly lighted. In the older part of the city there is an interesting French settlement. Montreal derives its name from Mt. Royal, from which point one gets a splendid view of the city and surrounding country. The war was on every one's tongue. Interest in the conflict overshadowed everything else.

OTTAWA THE BEAUTIFUL.

Ottawa is a picturesque city, situated at the junction of the Rideau and Ottawa Rivers. Its national character is stamped upon it by many fine Government buildings, splendid driveways, and a beautiful national park. The work of reconstructing the Parliament Buildings, partly destroyed by fire last year, is progressing rapidly. Aside from the making of laws, the chief industry of Ottawa is that of lumber. There is splendid water power which runs many sawmills, preparing for market vast quantities of lumber from logs floated down the Ottawa River.

In Toronto my stay was but a few hours—long enough, however, to note the characteristics of the city—the second of importance and population in Canada. Toronto has immense manufacturing establishments, and its commerce with both the United States and all parts of Canada is extensive. The people are largely of English or Scotch extraction, but the city is decidedly Western in its activity and energy.

The little brick house in which Mary Pickford, the motion-picture star, was born has become famous like the little actress. It is pointed out to tourists as one of the sights of the city.

Mr. Wiley's notes include interesting descriptions of the trip from Toronto, by way of the Georgian Bay country, the northern shore of Lake Superior, and the Lake of the Woods region, to Winnipeg, of which he writes:

Winnipeg is a lively, bustling city. It was formerly a Hudson Bay Company's trading post, and was known as Fort Garry. In 1871 the inhabitants of the post numbered 100 persons. The present population of the city is 265,000. Handsomely constructed of brick and stone, with notable public buildings, great flour mills, and many grain elevators, Winnipeg commands the trade of a large section of Canada and is the greatest grain market in the British Empire.

THE TRIP TO CALGARY.

The daylight part of the ride from Winnipeg to Calgary was through vast prairie lands watered by irrigation. Calgary is the headquarters of a great irrigation system, which is said to be the largest undertaking of its kind in America. The city lies at an altitude of 3,425 feet and has a population of 81,000. It owns and operates its own public facilities, including street railways, waterworks, lighting, and electric power and does its own street paving.

The approach to Banff, in the heart of the Canadian Rockies, is most impressive and sublime. As the train nears the town, the passengers are awed by the grandeur of the scenery. The mountains rise in enormous masses on either side of the valley. Some peaks are snow-capped; others green with foliage, and still others barren and gray. The whole effect is marvellous and wonderful. Banff is 4,625 feet in altitude. Its natural beauties attract nature-lovers from all parts of the world. Nowhere probably is there more surpassing scenery. In the vicinity, many tourists camp for days in the open.

Lake Louise, sometimes called "The Pearl of the Rockies," nestling with wonderful light and color at the foot of snow-capped mountain peaks, is so exquisite that travellers are

tempted to over-stay their allotted time. It is like a magnificent mirror, sparkling and bright. The altitude is 5,645 feet, almost the highest point of the Canadian Pacific System. Interesting trips are made by pony or on foot to the beautiful "Lake of the Clouds" and the "Big Bee Hive" from which a wonderful view of the surrounding country may be had. Ten miles away is Moraine Lake, at the head of "The Valley of the Ten Peaks."

He describes the Great Divide, the Yoho Valley, Emerald Lake, and the home of the vast glaciers in the Selkirk Range. Of Vancouver he says:

Vancouver lies on the eastern shore of Georgia Strait. It is the terminal of the trans-Pacific and coast steamers of the Canadian Pacific System.

The city shows every evidence of progress and enterprise. Its chief industries are those of fishing and lumber. Stanley Park, near the city, is encircled by a fine roadway which passes through groves of big trees. Until May, 1886, the site of the city of Vancouver was covered with a dense forest; it now has 207,000 inhabitants.

A route through the straits of about four hours brings the traveler to Victoria, at the lower extremity of Vancouver Island, overlooking the Straits of Juan de Fuca, through which the steamers from Vancouver and Seattle pass to the Pacific Ocean. There are magnificent Government buildings, but Victoria is distinctly a home city. The motor roads are excellent. The drive north to Campbell River is the most spectacular in the world.

THREATEN TO SUE FOR LIBEL

American Union Against Militarism Tired of Newspaper Attacks.

The American Union Against Militarism has issued a formal statement to the effect that it is "tired of being defamed as 'pro-German' or 'seditious,' and would sue for libel any newspaper or press association which ventured to characterize it in such terms." The statement was given out in reply to a news dispatch suggesting that the Department of Justice was contemplating an investigation of the American Union Against Militarism. The statement in part follows:

"The policy of the American Union Against Militarism in the past has been to ignore newspaper attacks. These have lately increased, however, to such a hysterical point that we have decided, on the advice of conservative counsel, to sue for libel any newspaper or press association which suggests that we are 'German agents' or are 'pro-German' or 'supported by German funds' or are guilty of 'sedition' or 'treason,' however those words may be modified. Several such suits are in preparation. Furthermore, several branches which have grown tired of local newspaper abuse have asked permission to bring suit for libel in our name, and permission has been granted. We intend to give news editors and editorial writers a chance to prove the truth of their language."

New A. N. P. A. Members

The Wichita Morning Tribune, Wichita Falls, Tex., has been elected to active membership in the American Newspaper Publishers Association and the Charlotte (N. C.) News and the Berkshire Evening Eagle, Pittsfield, Mass., have been elected to associate membership.

R. H. Lee Better

Richard H. Lee, who was taken ill with typhoid in Cleveland recently and was unable to join the staff of the New York Tribune September 1, as he intended to, has left the hospital where he was confined and is rapidly recovering. He hopes to be in New York ready to take up his new duties within two weeks.

DISPOSE OF PLATE AND STEREOTYPE BUSINESS

The Western Newspaper Union Purchases Plate and Stereotype Department from the American Press Association—Transaction Said to Involve Two Million Dollars.

The American Press Association has disposed of its manufacturing interests devoted to stereotype and plate manufacturing to the Western Newspaper Union and in the future will devote itself solely to constructive national service to advertisers and advertising agencies. The transaction is believed to have involved an expenditure of about \$2,000,000.

The Western Newspaper Union to-day assumed control of the seventeen manufacturing branches of the American Press throughout the United States.

The American Press Association has organized a service department which will confer with the manufacturer and his advertising agent in planning marketing campaigns and to insure the active cooperation of the 6,132 newspapers in the Association.

TO CONTINUE JOURNAL.

The American Press Association will continue to publish the American Press, weekly journal.

The greatly increased cost of producing the plate and matrix service which would have made necessary a higher charge to the publishers if the competing companies both continued operations and the possibility of improving the service and maintaining the same price to the consumers under the new arrangement are the reasons given for the merger. The Western Newspaper Union has thirty-two offices, and in twelve cities both companies maintained an office. The twelve American Press Association offices situated in the same city with a Western Newspaper Union office will be merged and conducted under one head. In Buffalo, Philadelphia, Columbus, O., San Francisco, and Portland, Ore., the Western Newspaper Union will take over the A. P. A. office, making a total of thirty-seven offices which can be operated with much greater economy than under the old duplication.

Some years ago Judge Landis, of the United States Circuit Court, decreed that there could be no merger of the two companies. In January, 1917, negotiations for the sale were begun and request for permission was made to the court. It was denied and the suit was carried to the Circuit Court of Appeals, which granted permission for the merger. Former Supreme Court Justice Charles E. Hughes was the counsel for the Association. By this final decision, the prices which the Western Newspaper Union may charge for plate and matrix service are under the jurisdiction of the court and cannot be increased unless necessitated by increased costs.

Commenting upon the sale, E. W. Julian, manager of the New York office of the Western Newspaper Union, Thursday said to a representative of the Editor and Publisher, "The merger will make possible a great reduction in the overhead expense of operation, and this economy, together with the added volume of business, will enable us to continue our service to about 14,000 daily and weekly papers in small cities and towns at our former low prices. We do not intend to follow the precedent established by almost every line of industry, of increasing our charges to the consumers because of increased cost of production."

THEODORE ROOSEVELT

JOINS THE STAFF OF

THE KANSAS CITY STAR

AN ANNOUNCEMENT

October 1 Theodore Roosevelt will become a member of the staff of The Kansas City Star. Thereafter he will contribute regularly by wire his comment on current events.

The Star has long felt that a daily newspaper would give him the best possible medium for the expression of opinion on matters on which his views are of prime importance. In this belief Colonel Roosevelt has now come to acquiesce.

Several courses were open to him, including that offered by an urgent invitation to write for a syndicate of newspapers. But he held that the strategic place of Kansas City in the very heart of the country, and the sharing of common ideals by himself and The Star, made this newspaper the appropriate medium with which to ally himself.

The Star would be guilty of false modesty if it did not frankly confess its happiness in the acquisition of Colonel Roosevelt to its organization in the capacity of a regular contributor. The honor of such an acquisition is one of which any newspaper in America or Europe might well feel proud. Moreover, it believes that the connection thus established will arouse the keen interest of the country in general and of Kansas City in particular.

It will make Kansas City the center for a momentous discussion of events of transcendent importance—a discussion that will be watched not only by the whole United States, but by all the nations of Europe as well. For Colonel Roosevelt is undoubtedly among the two or three leading authorities in the world on domestic and international affairs. Every-

thing that he has to say on these questions inevitably carries very great weight and is read with the closest attention in London, Paris and Berlin, as well as in New York and Washington.

What he writes is the fruit of reflection on a career that has hardly been matched. Legislator, rancher, civil service commissioner, police commissioner for New York City, national civil service commissioner, assistant secretary of the navy, colonel in the Cuban war, governor of New York, Vice-President and President—he has had every variety of human experience. His knowledge of foreign problems is that of a man who won the Noble peace prize for settling the Russo-Japanese War and one who dealt successfully with international controversies of every character.

He has a personal acquaintance with most of the important figures in the world war, and with the men in active charge of things in the United States. His point of view is that of the modern man—the progressive, who works in practical fashion to insure the supremacy of human rights over property rights; and the nationalist, who has confidence in national solutions of national problems.

This record is here thus hastily reviewed to invite the attention of the readers of The Star to the importance of the contributions that have been arranged for.

This newspaper counts itself fortunate to be able to do the public service of printing regular contributions from such a man.

THE KANSAS CITY STAR

PUBLIC LEDGER SUES THE KANSAS CITY POST

Syndicate Takes Steps to Protect Exclusive Rights to Ambassador Gerard's Articles—Post Charged with Having Violated Contract and Also the Copyright Law.

The Philadelphia Public Ledger Company has taken steps to protect its exclusive rights in the articles written by former Ambassador Gerard, entitled, "My Four Years in Germany." A bill in equity has been filed to restrain the Kansas City Post from continuing to publish these articles, for which, according to the Public Ledger Company, it had obtained the concession for publication after September 16, but which it published, in violation of its contract, and in violation of the Ledger's copyright, at an earlier date. The Post contends that the contract made was for immediate publication.

A temporary injunction was refused by the district judge in Kansas City recently, as the application, according to the Public Ledger Company, was not made by the Ledger until the period required for the publication of the articles had about half expired. The Court, however, in declining the injunction, required the Post to enter a bond of \$15,000 to pay damages to the Ledger which it has suffered through the violation of its copyright.

The Public Ledger Company declares that the statement issued by the Kansas City Post regarding the case is "viciously misleading and untrue. The case was in the District Court, and not in the Circuit Court of Appeals. The amount of the bond which the Court required was not the suggestion of the Post. On the contrary, the Post argued that it should be required to file a bond of only \$250 or \$500."

The Ledger has announced it "will prosecute the case vigorously to a conclusion."

Counsel for the Post in the recent hearing in Kansas City claimed that the articles are not subject to copyright, "inasmuch as the Copyright law is not intended to protect the product of opportunity, but of originality."

POPE SUPPRESSES PAPER

Catholic Publication Urged Italian Soldiers to Throw Down Their Arms.

Recent cable dispatches from Udine, Italy, told of the Pope Benedict suppressing the Roman Catholic newspaper, *Corriere Fiumi*. After the publication of the Pope's peace proposals, the paper printed an article in which the Italian soldiers were advised that they were freed from the oath of allegiance and urged them to throw down their arms. The paper was suspended for fifteen days and its editor, a priest, and the manager were interned.

When the Pope was informed of the incident he ordered that the paper be suppressed permanently.

Northcliffe on Programme

Lord Northcliffe will address the war convention of American Business Men under the auspices of the Chamber of Commerce of the United States at Atlantic City, September 18 to 21. He will tell what American business men may do to aid the Allies.

Space Crafters Hit

The San Francisco Examiner has announced that hereafter its automobile department would be confined to straight news and advertising. All press agent matter is banned.

NEWSPAPER MAKERS AT WORK



MARCELLUS E. FOSTER.

SOME lament and some rejoice at the disappearance of the "old-time" editor—the man who made his newspaper a frank and intimate expression of himself—of his convictions, his aversions and his sympathies, whether men or measures were under discussion.

Marcellus E. Foster, president, editor, and publisher of the Houston (Tex.) Chronicle, perpetuates, in his methods of work and in his habits of thought, the best traditions of the old-time editor—but he conforms to the newer ethical standards in journalism, and in every sense is a modern of moderns.

The Chronicle is his creation—it is Foster's "lengthened shadow." It is a potent influence for progress and enlightened public spirit in Texas. It is a "live newspaper," never satisfied with things as they are unless those things happen to be right. It is a newspaper which has fought for its commanding position in Texas journalism—fought every inch of the long road, and held every captured trench of the opposing forces. These opposing forces have not been competing newspapers, but selfish private interests, bent upon usurpation of public rights.

Mr. Foster founded the Chronicle in 1901. It was an undertaking whose difficulties appealed to his imagination, summoned his talents for struggle and achievement. He has never tied himself down to detail work—but he has delegated the routine things to men fit and fitted for the tasks at hand. With a multitude of interests outside the publishing field, he has still centred his attention upon the Chronicle, making the editorial page his particular charge. He dearly loves conflict—not for conflict's sake, but for the sake of the idea or principle involved. His mind is creative, "onward-treading." He demands of his associates that measure of loyalty which is based upon discontent with things accomplished, and mounting purpose and resolve as to things to come.

He has one "hobby." It is the editorial page of the Chronicle. He is a quiet, almost a bashful, man. It has the reserve of the student, the diffidence of a man who knows the perils of the great highway on which he is journeying. But when a cause appeals to him he has the fire of a zealot, the momentum of a crusader. To his friends he is a gentle, heart-swayed man, tender in his judgments. To his foes—while they remain foes—he is uncompromising and relentless. That the Chronicle has prospered—that it is a leader among Texas newspapers—that it is housed in a modern skyscraper erected for its use—these are not factors of content for Foster. What the Chronicle IS TO BE dominates his thought and shapes his purpose.

Exempt City Editor

On the ground that Michael A. Gorman, city editor of the Saginaw (Mich.) Daily News, is necessary to a position considered essential to the successful operation of the nations in the war, the Third Michigan District appeal board has granted him exemption from service in the National army. The same board denied a discharge on the appeal of Forrest G. Predmore, cashier of the Flint (Mich.) Daily Journal, made on the same grounds.

Plan Chicago Convention

The annual convention of the Associated Business Papers, Inc., will be held in Chicago October 11, 12, and 13. A local committee has been appointed by President C. A. Tupper, of the Chicago Trade Press Association, to assist the general committee of the Associated Business Papers. Its members are: Harry Schwarzschild, chairman; Shoe Findings; C. R. Francis, Furniture Journal; C. B. Cass, Motor Age; G. D. Crain, jr., Hospital Management; De Lysie Ferree Cass, the Dead Line.

VANCOUVER NEWSPAPERS EFFECT CONSOLIDATION

The Sun Purchases the News-Advertiser and Merges the Two—Sale Completes One of the Most Important Changes in the Western Canada Newspaper Field in Many Years.

With the purchase of the News-Advertiser by the Vancouver (British Columbia, Canada) Sun, one of the most important changes in the western Canadian field has been completed. The consolidated newspaper will be published seven days a week.

It has long been believed that the morning field in Vancouver was not sufficient to sustain two newspapers.

The News-Advertiser was the first morning newspaper in Vancouver and is the fourth oldest in the province. It was established in 1887, as an amalgamation of the News and Advertiser. Those papers were born when Vancouver was known as Gastown.

The Vancouver Sun was founded six years ago, and soon won recognition. But during the last few years it became increasingly evident that Vancouver could not maintain two morning papers. A year ago C. A. Abraham, who had been manager of leading Canadian papers, went West. He had been most successful in the East, and the Sun, in securing his services as business manager, soon had control of the field. His ripe experience in the more progressive dailies was, perhaps, a considerable influence in bringing about the consolidation. Since going to Vancouver he had devoted his energies to bringing about the change, recognizing that, while the city was a good field for one morning paper and two afternoon papers, the publication of four would mean financial bankruptcy. Mr. Abraham will be manager of the new consolidated Sun.

In assuming the exclusive franchise in Vancouver, the Sun pays for the new telegraphic service a higher figure than any other daily newspaper in Canada, with one exception.

SOLDIERS CHOOSE PAPERS

Red Cross Commissioner Orders 500 Copies Sunday Washington Star.

Major Grayson M. P. Murphy, Red Cross Commissioner for Europe, now in charge of the Red Cross operations in the war zone, recently cabled the War Council of the Red Cross, asking that 200 copies of the Sunday edition of the Washington Star be shipped each week to him in Paris.

By expressions of wishes from the soldiers, selections were made for the shipment of nine Sunday papers. The list follows: New York American, Sun, Times, and Tribune; Washington Star, Chicago Tribune, Atlanta Constitution, Kansas City Star, and San Francisco Chronicle.

Ontario Papers Raise Price

TORONTO, September 10.—The two Belleville, Ont., dailies, the *Intelligencer* and the *Ontario*, have raised their subscription price from \$2 to \$2.50 per annum, and have placed their weekly editions on a \$1.50 basis. There are now not more than a dozen dailies in the province that have not advanced their subscription price this year.

Buys German Daily

Val Peters, publisher of the *Omaha Tribune*, a German daily newspaper, Wednesday bought the *Kansas City Press*, a German daily also.

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Hic et ubique

W. D. BOYCE HONORS HIS PATRIOTIC SON

Name of Ben S. Boyce Now Appears as Publisher of the Indiana Daily Times, Indianapolis—Son's Laudable Action in Hearing His Country's Call Pleases Father.

Although he is in France with the American army, the name of Ben S. Boyce, of Chicago, appears at the head of the column of the Indiana Daily Times, Indianapolis, as publisher. The Times is owned by W. D. Boyce, his father, publisher of weekly papers in Chicago, who bought the Times for his son, and expected him to develop and manage the paper as publisher. This was not brought about at once, however, and the name of W. D. Boyce appeared as publisher for some time.

Immediately after the declaration of war, Ben S. Boyce enlisted in the artillery as a private. Mr. Boyce was on his way to Jefferson Barracks as an artilleryman when a sergeant remarked to him that he believed the Signal Corps would be the first to go to the front, rather than the artillery. This remark changed Mr. Boyce's plan, and when he arrived at Jefferson Barracks he applied for transfer from the artillery arm to the Signal Corps. He wished to get to France as quickly as possible. The transfer was granted and within a short time he was on his way to France as a private in the Signal Corps.

The young man's patriotic action pleased his father so greatly that he placed the son's name at the head of the Times column as publisher. It will remain there until he returns from the war, and when that time comes the Times will be his property.

GIRLS GET REPORTERS' JOBS

Boston American Now Has Ten Young Women on Staff as "Regulars."

A wave of femininity has hit the Boston American. Ten young women are now employed as "regulars" on the staff, two on the daily and the rest in the Sunday department.

Within the past week three girl reporters have been added. They are Miss Elizabeth Buckley, Miss Ann F. Brady, and Miss Frances Leydon. Miss Buckley devotes her work to the daily paper.

During the summer months eight young women were employed as correspondents at the various summer resorts, in many cases taking the places of male correspondents who had been drafted or volunteered.

Writes History of Flag

Philip Robert Dillon, editor of the American Penman, is the author of a booklet detailing the history of the United States flag. Mr. Dillon has devoted much time to research on this subject, and presents the story of Old Glory in an authoritative way. Among the interesting facts shown in Mr. Dillon's history is that ours is the oldest flag among the great nations of the world.

Guest Writes New Book

Edgar A. Guest, column conductor and poet on the Detroit Free Press, is the author of a new book of verse, "Just Folks," which has just been issued from the presses of Reilly & Britton, Chicago. Mr. Guest's preceding volume, "A Heap of Livin'," was accorded a very striking expression of favor when it was issued. It is said his verse is familiar to more people than any recent work of American verse.

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



SPEAKING OF TRAGEDIES, HERE'S SEVERAL OF THEM

SPEAKING of newspaper tragedies, ram your head against this one. O yoi, such a sickness.

Do you know what a GOOF assignment is? Haven't you had one? If not, you have yet to experience the time of your life. That is, you will always remember that one particular story you were sent to get. You wanted another assignment, but some one slipped you a Goof assignment. That's the word. Look above. "Ken" will tell you all about it.

Cornelius J. Kennedy—that's his name in private life—is the cartoonist for the Buffalo Evening News. He signs his pictures Ken, and that's the cognomen by which he is known to a host of News readers throughout western New York.

Ken's idea of a newspaper office tragedy is to be all set to take in a long-awaited sport event and then to be told by his chief to cover a freak meeting in some outlandish section of the town.

That's heart-breaking, according to Ken, but he generally manages to swallow his sorrow and come back with the assignment's result.

Ken is a News find. He joined the staff in 1910, when he blew into town with a collection of sketches he made on his travels, a lot of enthusiasm and a determination that the time had come for him to land a job as a cartoonist. He was installed as the News cartoonist, and has officiated in that capacity since.

Ken has had a wealth of experience of every kind. Prior to becoming a newspaper artist, he travelled from one part of the country to the other, doing such work as he could find, but always drawing and sketching, as well as studying, whenever he could get a few spare moments.

He did all kinds of work, from making caskets, as he says himself, to driving rivets. All the time he was observing folks as they are, and with the use of his splendid memory he now is able to depict and portray people in a realistic way—in a manner that is true to life.

That is the reason Ken's cartoons are so popular among News readers. He has had several series of cartoons, among the best of which were Local Sport Celebrities and Review of the Week's Sport.—A. H. KIRCHHOFER.



CORNELIUS J. KENNEDY.

WISCONSIN PUBLISHERS WILL COMBAT SEDITION

Editors and Publishers of Leading Newspapers in Wisconsin Meet in Milwaukee and Form Wisconsin Press Association—To Undertake Campaign of Patriotic Education.

Editors and publishers representing the leading newspapers of Wisconsin met in Milwaukee last week and organized the Wisconsin Press Association, the object of which, as stated in the constitution, is to "unite the daily and weekly newspapers of Wisconsin in a campaign for patriotic education; to combat sedition; to bring all the people of Wisconsin to a full understanding of the issues of the war and the danger that confronts the United States in the event of a German victory; to promote the work of the Wisconsin Loyalty League and other patriotic societies in the State and nation that are working for the defeat of German autocracy."

Officers were elected as follows:

President, Richard Lloyd Jones, the Wisconsin State Journal, Madison; vice-president, A. M. Brayton, of the La Crosse Tribune; secretary, W. S. Goodland, of the Racine Times-Call; treasurer, C. E. Broughton, of the Sheboygan Press.

DEPICTS CANADIAN PROGRESS

Trade Expansion Number of Toronto Mail and Empire Reviews Growth.

The Toronto (Canada) Mail and Empire have issued a special "trade expansion" number of 104 pages, in magazine form, with cover and back in color. The publication is described as "being an authoritative presentation of Canada's commercial, industrial, and agricultural development during the half-century of her confederation as a Dominion, 1867-1917."

A complete history and analysis, supplemented by a large number of illustrations, show the advancement and resources of the country in the fields of mining, farming, stock raising, timber production, shipbuilding, machinery production, and manufacturing. A description of Toronto and articles about big men of Canada are included.

To Investigate National Situation

Dana Sleeth, editor of the Los Angeles Record, is going to spend a month "investigating the national situation." Starting at Trinidad, Col., he will go through the mining districts, then the big agricultural Middle West, then the eastern industrial centres, and finally to the seat of the Government at Washington. He will write an article a day for the Record.

Soldiers' Bounty Baskets

The Soldiers' Bounty Basket idea, originated by the Newark (N. J.) Star-Eagle is this: Baskets are placed in department, drug, cigar, and confectionery stores with placards explaining the needs of the soldiers and the articles they find hard to get at the camps and on duty. The public is urged to buy an extra article for a soldier and drop it in the basket.

Mrs. Young to Edit Manual

Mrs. Ella Flagg Young, Chicago educator, will edit the Patriotic Manual, Washington, D. C., a publication to be circulated among the school teachers of the country. She undertakes the work at the request of Secretary McAdoo.

An Announcement Revolutionary and Evolutionary

The American Press Association is *in spirit, in fact and in function* an Association of 6,132 Country Newspapers, with a combined circulation of 8,141,683. It is *the biggest, the most powerful and the most potent* force for public intelligence in all the world.

Through its advertising department, the American Press Association has become an *aggressive* force for presentation of commercial intelligence to these millions of country homes.

The American Press Association has disposed of its manufacturing interests devoted to stereotype and plate manufacturing. In the future it will concern itself with and devote itself wholly and solely to

Constructive National Service to Advertisers and Advertising Agencies

The American Press Association has organized a Service Department. It will be manned by men who *know merchandise, who know methods, who know men, and who know the geography* of the United States and its relation to the needs of the individual.

The function of the *Service Department* will be to confer with the manufacturer and his advertising agent in planning marketing campaigns and to insure the *active co-operation* of the 6,132 newspapers in the association—to stimulate the buying impulse of the sixty millions of people who live in the country communities.

On September 15th our seventeen manufacturing branch offices throughout the United States will be assumed by The Western Newspaper Union. The American Press Association will continue its administration offices at 225 West 39th Street, New York, and its Chicago advertising office at 634 People's Gas Building.

For thirty-five years the American Press Association has published "The American Press", its weekly journal, which is read by 12,500 country newspaper publishers throughout the United States every Saturday. This publication will be strengthened in its text and its content, and continue to serve as the co-ordinating medium of the 6,132 publishers who are included in

THE AMERICAN PRESS ASSOCIATION

COURTLAND SMITH, *President*

TRANSPORTATION COMMITTEE PROGRESSES WITH PLANS FOR CIRCULATORS' MEETING

James McKernan, Circulation Manager of New York World and Chairman of Transportation Committee of International Circulation Managers' Association, Tells of Arrangements Made for Coming Atlanta Convention.

By JAMES MCKERNAN,
(Manager Circulation Dept., New York World)
Chairman, Transportation Committee,
I. C. M. A.

THE date for the I. C. M. A. convention is settled. President Schmid and the board of directors decided to follow the choice of the majority of the members who attended our last convention in Grand Rapids. The convention will be held in the city originally chosen, Atlanta, Ga., headquarters at Piedmont Hotel. The dates are October 9, 10, and 11.

Our members are assured of a very pleasant time in this hospitable South-



JAMES MCKERNAN.

ern city. The climate and weather conditions are beautiful during the month of October and the dates selected ought to bring a very large attendance.

All well regulated newspaper offices have now adjusted themselves to the conditions which caused the postponement of the convention in June. The only thing that may bother some of our members is the fact that the post season baseball games are held in the early part of October. However, this should not affect the attendance. It is a poorly run department whose head cannot absent himself for a few days without injuring the interest of the paper he represents, especially when there is so much information and knowledge to be gained by attending the I. C. M. A. meeting.

TRANSPORTATION PLANS CHANGED.

Arrangements for the transportation of I. C. M. A. members had to be changed on account of the new dates. The original itinerary called for a sailing on the Savannah Line, but at the present writing there is no boat scheduled to leave New York on this line that would come anywhere near accommodating our members. The last information received from Mr. Angevine, Eastern passenger agent of the Savannah Line, is to the effect that in all probability there will be a revised list of sailings for the month of October. It is likely there will be a sailing October 4 which will bring the members into Savannah Sunday, October 7. This would give the members from 6 A. M. until 8 P. M. Sunday, or Monday night, according to whether they prefer to

spend one or two days in Savannah. The train from Savannah leaves at 8 P. M. and arrives in Atlanta, Ga., at 6:25 the following morning. With the exception of the board of directors (who must be in Atlanta October 8) members taking the Monday-night train from Savannah will arrive in Atlanta on Tuesday, October 9, in plenty of time for the convention. If the sailings are scheduled as Mr. Angevine expects, delegates choosing this route will leave New York Thursday, October 4, at 3 P. M., arriving in Savannah Sunday, October 7, at 6 A. M.

It is proposed to stop at the De Sota Hotel in Savannah, which is under the management of Mr. Phoenix, who took such good care of our members at the convention held in Murray Bay, Canada. Members can spend one or two days, as they see fit, sight-seeing in and around Savannah and take the night train leaving at 8 P. M., arriving in Atlanta the following morning. The Clyde Line has a sailing from New York on Friday, October 5, at noon, arriving in Charleston Sunday, October 7 early in the afternoon.

The train leaves Charleston for Atlanta 5:15 P. M.; arrives in Atlanta the following day at 6:10 A. M.

The fare is the same on either the Savannah or Clyde Line—first class, one way, \$21.95; first class, excursion, \$39.50.

The committee figures, as is the case in all conventions, as soon as the business is over members will want to return by the quickest route. Arrangements for train or boat schedules for return trip can easily be made after they arrive in Atlanta.

SCHEDULE OF TRAINS.

The following are the best train schedules from New York to Atlanta, Ga.: Birmingham Special, Southern Railway, leaving Pennsylvania station at 11:08 A. M., arriving in Atlanta at 2 P. M., Central time, the following day.

New York & New Orleans Limited, leaving New York at 4:35 P. M., arriving at Atlanta at 5:30 P. M., Central time, the following day.

Seaboard Air Line, leaving New York at 3:34 P. M., arriving at Atlanta at 5:15 P. M., Central time, the following day.

The best schedule from Chicago and the West: Leaving Chicago (P. R. R.), 9:20 P. M., arriving at Cincinnati (P. R. R.) 7:12 A. M. the following day.

Leave Cincinnati (L. & N.) 8 A. M. the same day, arriving at Atlanta (L. & N.) 9:55 P. M. the same day.

Attention is called to the special rate on railroads and steamship lines for ten or more travelling together. The steamship and railroad rates are the same from New York city, the only difference being that the fare on the boat includes meals and stateroom. As far as expense is concerned there is very little choice between the two modes of travelling; those who go by boat would have one or two days' additional hotel expense in Savannah. A boat trip is popular on account of giving the members an opportunity to get together to discuss important matters previous to the convention. The boat is also preferred by many as the most pleasant way of travelling. I do not think that a boat trip along the coast will have

any particular danger on account of the war, as suggested in our July number of the Official Bulletin. To sum the matter up, those members who can leave on Thursday may take a pleasant trip by boat; members pressed for time will, of course, prefer to go by rail route from New York, as they will not have to leave New York until Sunday afternoon. It takes from twenty-four to twenty-six hours by train, therefore members must leave New York not later than Sunday to be in Atlanta in time for the opening of the convention Tuesday morning. Members from the West, of course, will travel by train. Best train schedules will be found printed above.

As suggested in a previous article in the March number of our Official Bulletin, our Western members who utilize the Big Four Railroad should assemble in Cincinnati and from that point travel either by the special rate for 10 or more, or by special train, if 100 members can be gotten together. Members who desire to go via Cincinnati should advise our president, Mr. John Schmid, so that he can make the proper arrangements. In order to be in Atlanta at the opening of the convention, members must leave Cincinnati on Monday, October 8, not later than 8 A. M.

In regard to the railroad, it is immaterial which road the members travel by as far as the fare is concerned, the rate being about the same on all railroads.

The following are railroad rates from the principal points:

	One-way Individual	One-way Party 10 or more
Boston, Mass.	\$25.95	\$22.70
New York, N. Y.	21.95	18.34
Philadelphia, Pa.	19.70	16.31
Baltimore, Md.	17.30	14.15
Washington, D. C.	16.30	13.25
Chicago, Ill.	17.96	15.05
Detroit, Mich.	18.20	15.00
Cincinnati, Ohio.	11.92	9.80
Louisville, Ky.	11.22	9.00
St. Louis, Mo.	15.73	12.80
Pittsburgh, Pa. v. Cin.	18.60	16.10
Pittsburgh, Pa. v. Wash.	26.38	17.70
Buffalo, N. Y.	21.50	18.40

CARRIERS GIVEN MEDALS

Indianapolis News Rewards Industrious Boys by Giving Them Medals.

Gold efficiency medals were presented to ninety-three carriers of the Indianapolis News at a special meeting of carriers held recently in the News assembly room. A contest for these medals was started the first week in June and ended the first week in August. It was conducted on points, in which the carrier's ability as a business getter figured to a large extent. Increases in his orders from day to day were credited to his record, while decreases were charged against him.

The number of complaints filed against each carrier also were taken into consideration, as well as the conduct of the carrier, with the manner of paying his bills, deportment at his station, and the courtesy with which he transacted his business with the office and with subscribers. Nearly 1,600 carriers took part in the contest.

The medals were presented to the winners by J. M. Schmid, circulation manager of the News.



NEWS MEDAL.

Novel Circulation Stunt

The Buffalo Sunday Times has inaugurated a circulation contest of a novel kind. It is known as the "One a-Week" contest. Agents who sell the Sunday Times are asked to enlist in a campaign through which they agree to secure one new subscriber each week for a period of ten weeks. At the end of the ten-week period, all agents who have added one copy each week to their order are to be entitled to select prizes including fountain pens, articles of jewelry, etc.

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

Permanent weekly industrial pages among non-regular advertisers.

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

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

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

JOHN B. GALLAGHER COMPANY

Home Office: Woodruff Building, Joliet, Illinois

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



TWELFTH AND OLIVE STREETS

America's Greatest Newspaper Plant

A Monument

to the Platform of
Joseph Pulitzer

THIS imposing structure of steel, stone and concrete, the fifth home of the POST-DISPATCH, was born of necessity. The paper's circulation during the thirty-three years of its existence has steadily grown, until today "St. Louis' One Big Newspaper" ranks as one of the five largest Sunday newspapers in America.

To further broaden this medium of publicity was the purpose in erecting a magnificent plant, which is a fitting tribute to the thousands of readers and advertisers who have continuously made the Post-Dispatch their choice for so many years.

A Great Plant

Built to Make the

ST. LOUIS POST-DISPATCH

A Greater Newspaper

AN entirely new modernized equipment, from the lead slugs to the presses, has been installed, and now the POST-DISPATCH, with its clear, perfectly printed pages, tremendous circulation, more news and more features, is one of the best, if not **the best**, advertising "Buy" in America.

The "Backbone" of Post-Dispatch Supremacy is
Quality and Quantity Circulation.

OUR GUARANTEE:

The Post-Dispatch will accept advertisements with the guarantee that its paid circulation in the City of St. Louis is greater than that of all the morning or evening newspapers combined.

92% Weekday in St. Louis and Suburbs

Member Audit Bureau of Circulation.

THE S. C. BECKWITH SPECIAL AGENCY. Sole Agents Foreign Advertising
Tribune Building, New York Third Natl. Bank Bldg., St. Louis, Mo. Tribune Bldg., Chicago

NEWSPAPER MEN NEEDED BADLY IN WASHINGTON

War Hits Washington Newspapers Hard—Press Associations Suffer Also—Washington Herald Adds Girls to Staff of Reporters—May Prove Solution to perplexing Problem.

By L. M. BELL,
Managing Editor, the Washington Herald.

There is nothing new in the assertion that the war has hit the newspapers harder than any other business, but when this statement is made we usually picture before our minds costs that have risen to prohibitive heights, rather than the effect on the personnel of newspapers.

Naturally the effect on the editorial end is particularly striking to me because it has presented problems which, though old as the hills, to the editorial game are surprisingly new.

Previous to the world war the market was flooded with newspaper men, and when a reporter found himself out of a job, it meant a tiresome round of the offices in town, his only hope of landing a job lying in striking an office at the psychological moment when a vacancy had occurred. In many cases lack of a job meant that he had to leave the town and try some other city.

WAR PROBLEMS ARISE

When war was declared the condition did not clear, but if anything became worse, for publishers were confronted with the added expense of the exorbitant telegraph tolls which naturally resulted from carrying news from the other side. And as white paper began its upward climb with the war another problem of economics had to be met. News had to be curtailed. War news was necessary and enlarging papers was out of the question. Therefore local news gathered by staff reporters felt the axe. And as the amount of items began to decrease, so did the size of the editorial staff. This condition was more general than individual.

In Washington the national capital, it was necessary to carry a large staff because the war brought forward "slews" of national and international news. Therefore newspapers, news services, and correspondent forces in this city had to be increased.

REPORTERS FLOCK TO CITY.

But the fact that Washington could use newspaper men became noised about, and reporters began to flock to the city. And most of them found jobs.

Then America entered the war. If Washington had breathed news before it fairly seethed with it now. Every available newspaper man was hired, but because they had drifted into the city in large numbers the field was easily covered.

Then the inevitable happened. The newspaper men began to enlist. The army, the navy, the Marine Corps, the Aviation Corps, and every other branch of the service took its toll from the paper offices. A number who did not enlist for active service joined other branches of the Government that were created to carry on the work of the war.

HUNDRED MEN LEAVE

Nearly a hundred men in the reportorial game left Washington. This large number, of course, were not all taken from the four newspapers here, but from news bureaus, correspondent staffs, and news services.

A still hunt was instituted for men, but this failing the whole town is now openly scouting for men. Salaries are

being inflated, and quite naturally the reporter is going where he can find the most money. Staff changes are being made overnight, but there is no solution to the problem. Some one must suffer. There are not enough men to go round. I know of one cub reporter who had been glad to get \$15 per week, who was grabbed off by a New York paper maintaining an office here, at \$35 per week. His case is typical.

Other trades and professions are against the same problem, but I believe the solution in their case is much easier. The newspaper game is peculiar. There is no course of study and no stipulated term of training that will make a newspaper man. And strange to say, young men do not rush to the writer's job as a life work in the numbers that tackle the medical, legal, or business world. There is not the surplus left to draw from, and the men cannot double up as can doctors and lawyers. There are comparatively few in the latter professions who can't stand more business, but a reporter's day is a crowded one at any time. He can't stand additional work, because of the time element which enters so vitally in the newspaper game.

PROBLEMS STILL SERIOUS.

Hence we in Washington are still with the problem. There is a scarcity of men that must be relieved somehow. Whether they will come in from other cities is problematical, but the opportunity is here.

The Washington Herald, I believe, is on the track of a solution. We have lost proportionately with the other papers. Last week I put on a girl reporter, which is not a new departure in the strictest sense of the word, but heretofore newspaper women were special writers more than reporters. I believe they can be made acceptable substitutes for men despite the many disadvantages which they will labor under.

In any event, we are going to give them a trial, not because we desire it particularly, but because we are forced to do something, and women on the reportorial staff is the only visible solution at this time.

LEAVES ADVERTISING BUREAU

Miss Florence W. Bernstein to Be Secretary to A. J. Kobler.

Miss Florence W. Bernstein, who has been secretary to W. A. Thomson, director of the Bureau of Advertising, of the American Newspaper Publishers Association since the organization of the Bureau, four years ago, has resigned to accept a position as secretary to A. J. Kobler, former advertising manager of the New York Globe, who has joined the Hearst organization.

Previous to her going into Mr. Thomson's office, Miss Bernstein was in the book review department of the New York Times.

Woman Heads University Daily

Taking the place of two men is an accomplishment accredited to Miss Louise Hervey, a student of Indiana University, who will be both managing editor and business manager of the Indiana Daily Student, the official student publication of the University.

Watson Tries Again

Thomas E. Watson, former Congressman and owner of the Thomson (Ga.) Jeffersonian, which recently was harried from the mails under the Espionage act, has purchased the Thomson (Ga.) Guard. An announcement in the Guard says that it will take the place of the Jeffersonian.

NO HEAD CAN TELL THIS STORY AS IT OUGHT TO BE TOLD

A New York Evening World man who was not satisfied with the explanation given in a news story from Concord, N. C., two weeks ago, concerning the shooting of Mrs. Maude A. King, millionaire widow of New York and Chicago, started the investigation which has led to a story of running interest throughout the country.

It was a case of reading hidden interest from a plausible-appearing dispatch.

On the theory that the circumstances of the woman's death were so peculiar as to warrant an investigation, the Evening World sent a staff man to Chicago to ascertain the facts as to Mrs. King's life and relations, and another staff man went to Concord for the facts regarding the shooting and the coroner's inquest.

As a result of this work, the Evening World produced exclusively the first story of the strange case, a first-page display which ran over inside and covered about four columns of very hot news.

The New York morning newspapers followed the lead, and the story developed into a matter of national interest.

The late Foster Coates used to say that the best assignments were to be found buried in the half-covered reports of news events in the press association copy, or even in your own newspaper.

Charles E. Chapin, city editor of the Evening World, declined to admit that he had read big stuff between the lines of the original Concord dispatch, but those who know him of old are pretty

sure that the World beat originated in his sensitive imagination. It is probably more than a coincidence that the King story broke in the Evening World immediately after Mr. Chapin had returned to the office from a fishing trip.

SENIOR GOLFERS TO PLAY

Senior Golf Association Begins Tournament Tuesday at Rye, N. Y.

The annual tournament of the Senior Golf Association will be held Tuesday, Wednesday, Thursday, and Friday on the Apawomis links at Rye, N. Y. Frank Presbrey, of the Frank Presbrey Co., advertising agents, New York, is chairman of the tournament committee.

The contest is limited to golfers of fifty-five years or older who are members of the Senior Golf Association, which has a membership of 500. More than 350 entries of men from every part of the United States are expected. Contestants are divided into four classes according to age. Men from fifty-five to sixty are in one class; sixty to sixty-five and sixty-five to seventy are the age limits of the next two classes and men over seventy, of which there are a considerable number, are classed together.

Prizes are given for each class as well as for the best score of the tournament. The usual banquet is to be on Wednesday night.

Fires Damage Papers

The following papers recently have suffered losses from fires: The Williamsburg (Kan.) Star lost its building and entire plant; the Trenton (Mo.) Times was damaged to the extent of \$150; the plant of the Plymouth Publishing Co., publishers of Der Le Mars (Ia.) Herald, a German newspaper, was destroyed.

"So the People May Know"

The Kansas City Post

TWELVE YEARS OLD AND

"The Fastest Growing Newspaper in America"

Paid Circulation 150,000

98 per cent within the trading radius of Kansas City—the most prosperous district of the U. S. A.

Average Daily Circulation August, 1917 - - 153,992

Average Daily Circulation August, 1916 - - 131,491

Gain - - - - - 22,501

Advertising Rate 15 Cents an Agate Line

CONE, LORENZEN & WOODMAN FOREIGN REPRESENTATIVES

BRUNSWICK BLDG.
NEW YORK

AMERICAN BLDG.
DETROIT

ADVERTISING BLDG.
CHICAGO

CHANDLER BLDG.
ATLANTA

WILL CHECK THE NEWS PRINT MANUFACTURERS

Federal Trade Commission to Institute System of Monthly and Weekly Reports by Manufacturers—Will Place Publishers in Position to Demand Fair Prices.

WASHINGTON, September 12.—To keep a check on the news print paper situation the Federal Trade Commission will institute a system of monthly and weekly reports by manufacturers. The aim is to keep publishers constantly informed as to the rate of production and consumption and as to the amount of paper stocks on hand.

The Commission hopes the system will put newspaper publishers in a position to demand fair prices and make it impossible for producers to raise prices through fear of a paper shortage. The Canadian Government will be asked to cooperate in the plan.

The following letter was sent to-day to every American news print manufacturer:

"In order that accurate information regarding conditions in the news print paper industry may be available for manufacturers, dealers, and publishers, the Commission has decided to collect, compile, and publish statistics of production, consumption, shipments, and stocks on hand.

"Manufacturers of print paper are required to furnish a partial report each week, and a more complete report each month. The weekly reports are for the operations of each mill and the monthly reports for the operations of each company.

"The first weekly report should be mailed on or before Tuesday, September 25, for the week preceding, and the first monthly reports on or before October 5 for the month of September."

Predicts Jump in Paper Prices

SHERBROOKE, Que., September 10.—J. A. Bothwell, general manager of the Brompton Pulp and Paper Company, stated here to-day that he believed newspaper publishers are about to experience another great advance in news print which will make the earlier increases look small indeed. Commissioner Pringle, who has been investigating the paper situation as regards cost of production, has not made his report.

A Growing Industry.

Canada now has a total of ninety pulp and paper mills, many of which are large and of modern design. The export figures for the calendar year 1916 show that pulpwood, wood pulp, and paper produced have increased in value to nearly \$50,000,000, or about half of the total export value of forest products, with the exception of the small proportion of specially manufactured articles.

Big Earnings for Paper Company

Net earnings of the North American Pulp & Paper Company are predicted to be running at the rate of \$1,500,000 for the year 1917. This compares with \$808,261 earned last year. Production of the company is reported to be 380 tons of ground wood, 120 tons of sulphite pulp, and 100 tons of news print a day.

Philadelphia Newspaper Men to Picnic

The Philadelphia Pen and Pencil Club and Sporting Writers' Association will have an outing Sunday at the grounds of the Philadelphia Motor Speedway Association.

MRS. ALICE R. MCGILL JOINS PHILADELPHIA NORTH AMERICAN

Mrs. Alice R. McGill, for more than six years society editor of the Philadelphia Press, has joined the staff of the Philadelphia North American, to continue the same line of work.

Mrs. McGill, who is widely known in newspaper circles, has been engaged in all branches of newspaper and magazine



Photo by Marceau.

MRS. ALICE R. MCGILL.

work in which society plays a part. Besides having been in charge of the Press's justly famed society department, Mrs. McGill was a contributor to the Sunday magazine of the same publication and was the originator of the interesting series of illustrated articles on the country estates in the vicinity of Philadelphia which attracted wide interest. Mrs. McGill has been the Philadelphia correspondent of The Spur for a number of years and has also done considerable publicity work of a social nature.

Mrs. McGill is the widow of the late William Reed McGill, an officer in the United States army who served throughout the Spanish War and the subsequent Philippine Insurrection. She is the daughter of Col. J. E. Hyneman, of Philadelphia, a veteran of the Civil War.

Under Mrs. McGill's direction the North American will inaugurate a daily as well as a Sunday society department.

To Teach Journalism

The Northern Normal and Industrial School at Aberdeen, S. D., this year will offer a course in journalistic composition, to be taught by Paul W. Kieser, a South Dakota newspaperman. Students in the course will have charge of the student paper, the Weekly Exponent.

Want Roosevelt to Speak

The Tulsa (Okla.) Advertising Club has extended an invitation to Col. Theodore Roosevelt to go to Tulsa to deliver a public address on September 25, following his visit to Kansas City the day before.

Returns to University

After resigning his place on the faculty of the School of Journalism of the University of Oregon to accept a job on the Seattle Times, George Turnbull has changed his plans, quit the newspaper job, and will return to the University when the fall semester opens October 1.

Leading National Advertisers Use the Baltimore News

As a guide in planning your fall appropriation, it will be of interest to every general advertising agency and national advertiser—to know through what medium other national advertisers have prospered in Baltimore. Below is a list of prominent national accounts using space—many exclusive—in THE BALTIMORE NEWS—since January 1st, 1917. Follow these leaders for best results:

American Multigraph Sales Co.	Maxwell Motor Car
American Tobacco Company	Mint Products Co.
Albodon	Mitchell Motor Co.
Allcock Mfg. Company	Motor Cooling System Co.
American Chic Company	Nestle's Food
American Sugar Refining Company	New England Lines
Autocar Company	New York Central Lines
Walter Baker & Co.	Nujol
Batavia Rubber	Olorono Company
Bayer & Company	Oil Products Company
Bedford Springs Company	O'Sullivan Rubber Company
Bell & Company	Paige-Detroit
M. J. Breitenbach	Pathe Exchange
Celestins Vichy	Peerless Knitting Mills
Chalmers Motor Company	Peerless Motor Car Co.
Chicgo & Northwestern Ry. Co.	Pierce Arrow Car
Cluett-Peabody & Co.	Postum Cereal Co.
Cole Motor Car Co.	Potter Drug & Chemical Co.
Colgate & Company	Prest-O-Lite
Columbia Phonograph	Priestley's Cravanettes
Cosmopolitan Magazine	Public Ledger Co.
Curtis Publishing Co.	Pullman Co.
Jos. Dixon Crucible Co.	Pyrene
Dodge Bros.	Quaker City Rubber
Dort Motor Car Co.	Quaker Oat
Douglas Shoe Company	Reo Motor Car Co.
Edison Dictating Machine	Republic Rubber Co.
Educator Shoe	R. J. Reynolds Tobacco Co.
Eisner-Mendelson Company	Royal Baking Powder
Encyclopedia Britannica	Rumford Chemical Co.
Englander Spring Bed Co.	Shredded Wheat Company
Federal Rubber Co.	Smith Form-A-Truck
Firestone Tire & Rubber Co.	Sloan's Liniment
Fisk Rubber Company	Southern Pacific
Foster Rubber Company	Standard Oil Co. (Perfection Heaters)
Fastep Foot Powder	Shaw Walker
Garford Motor Truck	A. G. Spalding & Bros.
General Film	Sanitol
Ralph Goldsmith Co.	Saxon Motor Co.
Goodyear Tire & Rubber Co.	Scripps-Booth
Great Northern Ry. Co.	Standard Motor Car Co.
B. F. Goodrich Co.	Standard Varnish Co.
Herpicide	Studebaker Corp.
Horlick's Malted Milk	Underwood Typewriter Co.
Hyatt Roller Bearing Co.	Union Southern Pacific
George P. Ide Company	United Shirt and Collar Co.
Robt. H. Ingersoll	U. S. Rubber Co.
Kellogg Toasted Corn Flakes	U. S. Light & Heat Corp.
Kissel-Kar	U. S. Tire Company
Kondon Mfg. Company	Victor Talking Machine Co.
Kops Bros.	John Wanamaker
Lee Tires	Washington Sunset Route
Lever Bros. (LUX)	Western Union Telegraph
Liberty Motor Car	Westcott Motor Car Co.
Liggett & Myers Tobacco Co.	The White Co.
Literary Digest	S. S. White Dental Mfg. Company
Lyon's Tooth Powder	Willys-Overland Co.
P. Lorillard Company	Winton Co.
McClure Publications	Wm. Wrigley, Jr. & Co.
McKesson & Robbins	

THE NEWS restricts its advertising pages to only high-grade merchandise and announcements of legitimate enterprises. You are always certain of good company when you advertise your product in the columns of THE BALTIMORE NEWS, as this paper maintains a higher standard in the acceptance of advertising copy than any other local newspaper.

In Baltimore it is THE NEWS first for the most and economical results. The largest circulation in the homes of Baltimore of any local newspaper.

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation Aug., 1917, 89,711
GAIN over same period 1916, 14,183

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.,
Chicago

The Evening Mail New York

The record of public service of The Evening Mail in the last two years is so unusual that this trade paper has persuaded The Evening Mail to reprint a brief summary of its accomplishments.

Recently there appeared in The Evening Mail a box with the heading "War Policies of The Evening Mail" which show an amazing record of advocacy of plans which have been vital to the welfare of the nation. The Evening Mail can be proud of this record.

War Policies of The Evening Mail

1. Universal compulsory military service, which this newspaper has advocated for the past two years, as the basis of an efficient structure of national defense.
2. Naval development to make the American navy second or equal to the strongest navy in the world.
3. A broad shipbuilding programme, especially for the construction of steel ships to serve as a merchant marine and as a naval reserve. Bonus to American seamen.
4. Co-operation between government and business, so that the enormous industrial powers of our country and its productive capacity can be brought fully to bear as a factor in winning the war.
5. A great extension of our agricultural productivity. The Evening Mail predicted in October, 1916, the impending food crisis and carried on a systematic campaign to increase production so that American farms can supply the deficiency of foodstuffs in England, France and Italy.
6. Heavy taxation of excess war profits to raise money for the prosecution of the war. The required taxation of individuals and of masses can be carried out without friction and a sense of injustice only after war profits have been made to bear their full share of the burden.
7. The abolition of whisky, the reduction of the number of saloons by high taxation, and the continuance of beer and wines as low-alcohol temperance drinks.
8. A coalition cabinet, so as to eliminate politics from national affairs and bring the highest executive and technical ability into the service of the government.
9. The abolition of the Sherman law. Co-operation between the government and the corporations. Common sense and fairness instead of demagoguery and distrust of business men on the one hand and corporate selfishness on the other.
10. Abolition of prejudice against or favor for foreign nations on account of old racial ties. Nationalization of our people into one homogeneous democracy, all and each individually ready to be and give "ALL FOR AMERICA."

The Evening Mail's policies have been in line with the development of our government. Seven of its ten policies have been adopted. It was the first paper to advocate Universal Compulsory Military Service.

The Evening Mail movement to increase the food productivity of this country was conducted single-handed until the government accepted the idea.

The Evening Mail was the first paper to advocate a tax on excess war profits.

The Evening Mail New York

A Statement by the Advertising Manager of The Evening Mail

The Evening Mail is regarded as the ablest of the class evening papers in New York.

This paper has had a remarkable history as a home paper and its increasing circulation in the last few years (40,000 in two years) indicates that the invigorated editorial policies have drawn to the paper many new readers.

The Evening Mail is of unusual value to the advertiser because it has always carried in large volume and with great satisfaction to the advertiser—financial, automobile and other classifications of advertising which appeal to families with comfortable incomes.

It has a larger percentage of exclusive circulation than any paper of the same or greater circulation, and this adds greatly to the efficiency of its advertising.

For many years The Evening Mail readers have been educated to regard the advertising in its columns as a service to them. This insures a closer and more productive reading of its advertising than is possible in most papers.

Charles A. Myers
Advertising Manager

The Evening Mail
New York

EDITORIAL

"EXPENSIVE AND SUPERFLUOUS!"

THE NEW YORK TIMES, on Thursday, carried an editorial on "Advertising the Bonds," of which the following is the concluding paragraph:

"Mr. McAdoo has not decided the question; that is for Congress if it chooses to take action. The Secretary says that the question is being carefully considered, but we assume that, unless otherwise directed by Congress, he will not embark upon the costly and unnecessary venture of advertising the next issue of bonds. The newspapers can be depended upon to render the same loyal and patriotic service in connection with the next issue that they rendered in helping the sale of the Liberty bonds. Mr. McAdoo is right—paid advertising of the bonds would be both expensive and superfluous."

If paid advertising of the bonds is, indeed, superfluous, then paid advertising of all kinds is superfluous. The policy of the business man, according to this reasoning, should be to get over his appeal through the news columns of newspapers. Free publicity, as a business policy, has not often found such a distinguished advocacy as is here shown. It is not for THE EDITOR AND PUBLISHER to attempt to fathom the editorial mind which thus commits the New York Times to a condemnation of the policy which Great Britain has followed with such signal success in the sale of war bonds. It is not easy to understand why the Times should voice a view of advertising which has been repudiated by all great business men—the view that it is "expensive and superfluous."

The Times prints a great amount of financial news—yet bankers and bond dealers still think it good policy to advertise their offerings in the columns of that newspaper. If the Times's contention as to paid advertising by the Government is sound, then financial advertisers in its own columns are, obviously, doing an expensive and superfluous thing. Of course, these advertisers know why they are using paid space in the Times, in spite of the fact that in the news columns the security markets are fully covered. They have definite offers to make, and these are properly and profitably made in paid advertising space. The Government's selling task is bigger than that of any private concern—and its need of paid advertising is correspondingly greater.

A. B. C. ON DANGEROUS GROUND

THAT publishers realize the menace to their interests involved in the proposed by-law amendment of the Audit Bureau of Circulations, upon which a referendum vote is being taken, is indicated in letters reaching THE EDITOR AND PUBLISHER.

That a publisher may not advertise the figures showing his net paid circulation as audited and certified to by the Bureau, without at the same time publishing the complete report, with its array of details—of little interest to a majority of advertisers, and not even understandable to many—is a proposal so absurd as to call for the strongest condemnation.

The average advertiser wants to know the net paid circulation of a newspaper. He wants the figures to be of unquestioned accuracy. The newspaper which can quote him these figures, with the explanation that they have been certified to by the A. B. C., derives an obvious profit and advantage through its membership in that organization. But if that newspaper is not permitted to quote these figures, with a proper reference to their ascertained correctness, unless the full audit report shall be printed, then membership in the Bureau loses its primal value to that publisher.

If it is permissible for a publisher to quote the A. B. C. figures of his net circulation in conversation with advertisers—which it is not sought to prohibit—then it is proper that he should be allowed to do the same thing in his advertising.

The Board of Directors of the A. B. C. seems intent upon one thing—to protect the status and authority of the Bureau and its reports. To do this—which is proper—should not require them to destroy the primary usefulness of the Bureau to its publisher-members. The Bureau is a service or-

A MAN ought to read just as inclination leads him; for what he reads as a task will do him little good.—Johnson.

ganization—not a board of control to regulate newspaper policies.

The publisher who utilizes in his advertising the exact figures of net paid circulation shown in the audit reports is not thereby doing any conceivable injury to the prestige of the A. B. C. There could be no division of opinion as to this. And the publisher who should quote these figures falsely should be subject to immediate penalties. Every interest of the Bureau and of its members will be served if publishers quote circulation figures accurately. That is the end sought—and it may be reached without imposing upon publishers such restrictions as would operate to conceal rather than to reveal the truth about circulations.

Publisher-members should vote NO on this amendment.

THE CUMMINS BILL

A COMMITTEE of the Advertising Club of Des Moines takes THE EDITOR AND PUBLISHER to task for its criticisms of the terms employed in the Cummins bill, which was designed to establish a bureau of publicity for the Government, to be under the auspices of the Department of Commerce.

Objection is made to our strictures on the evident intent of the bill to handle paid advertising and free publicity under the same organization. That this policy is contemplated in the Cummins measure is shown by the phraseology of section 6 (c): "Shall prepare and direct all advertising OR PUB-

LICITY desired by the Department of Agriculture, etc.;" (d) "Shall prepare and place all advertising or publicity desired by the Secretary of the Treasury for the disposal of United States bonds or other purposes." The provision following (e) applies the same policy to other departments of the Government not specially specified.

The bureau, as proposed in the Cummins bill, would be thus authorized to offer paid advertising and free reading notices at the same time to the same newspapers. Publishers of newspapers are well aware that the most dangerous seeker of free space is the advertiser who pays for some of his advertising, and considers himself thereby entitled to a great deal of "publicity" for which he does not pay. Should the Government be placed in such an attitude?

Our Des Moines friends are reminded that in its issue of April 21 THE EDITOR AND PUBLISHER suggested the creation of "A Department of Advertising," to be a part of the Department of Commerce; and it was then urged that the Government should conduct its advertising as a part of the nation's business, paying for space when needed for any legitimate purpose, and making such good use of that space as to make advertising PAY.

The Cummins bill would be vastly improved by clarifying the confusing passages in it. As it now reads it would not serve to create a legitimate bureau of advertising—which was the intent of its framers, upon their own testimony; but it would serve to place a club of control, or coercion, in the hands of the bureau, which could, conceivably, be used to keep easily-influenced publishers in leash.

The Cummins bill should not be merely ENTITLED "A Bill to Create a Bureau of Advertising in the Department of Commerce," but it should BE such a bill!

THE EDITOR AND PUBLISHER has already placed itself on record as supporting the Cummins bill when the modifications needed and pointed out shall have been made. The bill is a step in the right direction!

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

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THE EDITOR AND PUBLISHER maintains a corps of paid correspondents in the following cities:

Albany, N. Y.—
Atlanta, Ga.—Miss Nell Freeman, *The Constitution*.
Baltimore, Md.—J. Thomas Lyons, *The Sun*.
Boston, Mass.—Roy Atkinson, *The Post*.
Bridgeport, Conn.—
Buffalo, N. Y.—A. H. Kirchofer, *The News*.
Brooklyn, N. Y.—Tom W. Jackson, 1473 E. 9th St.
Chicago, Ill.—C. B. Cory, Jr., *Illustrated World Magazine*, Drexel Avenue and Fifty-eighth Street.
Cincinnati, O.—Roger Steffan, *The Post*.
Columbus, O.—R. H. Jones, *The Citizen*.
Cleveland, O.—W. H. Zelt, 764 Hippodrome Annex.
Dallas, Tex.—J. E. King, 202 South Winnethka Ave.
Denver, Colo.—Meredith Davis, *Rocky Mountain News*.
Des Moines, Iowa.—Roy A. Jarnigan, *The Capital*.
Detroit, Mich.—Fred R. Barkley, 146 Charlotte Ave.
Indianapolis, Ind.—Ellis Searles, *The News*.
Jacksonville, Fla.—
Little Rock, Ark.—T. E. Wren, *Arkansas Gazette*.
London, Eng.—Valentine Wallace, 37 Southampton St. Strand.
Los Angeles, Calif.—Fred Gilroy, *The Times*.
Louisville, Ky.—Aubrey Cossar, *Starks Building*.
Memphis, Tenn.—Arthur J. Forbes, *Commercial-Appeal*.
Milwaukee, Wis.—U. G. Cox, 423, 22nd St.
Montreal, Que.—J. C. Ross, *Board of Trade Building*.
Minneapolis, Minn.—T. A. Boright, *The Tribune*.
New Orleans, La.—Henry I. Hazelton, 903 Hibernia Bank Building.
New York.—Joe A. Jackson, *The World*.
Omaha, Neb.—A. E. Long, *The Bee*.
Philadelphia, Pa.—Miss Curtis Wager Smith, 3207 Baring St.
Pittsburgh, Pa.—C. C. Latus, *The Dispatch*.
Providence, R. I.—Wm. M. Strong, *The Journal*.
Portland, Ore.—F. W. McKechnie, *United Press*, Oregon Journal Building.
San Francisco, Calif.—Geo. R. DeVore, 1915 Green St.
Seattle, Wash.—Roy Alden, *The Times*.
St. Paul, Minn.—John Talman, 599 Laurel Ave.
St. Louis, Mo.—C. M. Basket, P. O. Box 856.
Savannah, Ga.—J. P. Watkins, *Dixie News Bureau*.
Spokane, Wash.—Ralph E. Dyar, *Spokesman-Review*.
Toronto, Ont.—W. A. Craik, 52 Foxbar Road.
Washington, D. C.—E. A. Halsey, 402 Wardman's Court, East.

A NEEDED LESSON FROM OVERSEAS

LAST week's issue of THE EDITOR AND PUBLISHER printed a special London cablegram on the war-bond problem. Interviews with the men who have had charge of the British Government's advertising campaigns—both for recruiting and the sale of war bonds—show the complete success of the paid-advertising policy.

Sir Hedley Le Bas says that the British Government "quite naturally has never expected that the advertising commodity would be donated, either by private individuals, organizations, or publishers." Charles D. Higham, who has placed most of the advertising—declining commissions—says: "Our advertising campaigns have been conducted on straight business principles. We have purchased the best and have paid prevailing advertising rates. . . . The cost has been about one-tenth of one per cent. of the amount raised."

The policy which was not even considered by the British Government as worthy of consideration was the policy followed by our own Government in the first sale of Liberty Bonds. A few years ago nobody would have charged us with trailing behind our British cousins in the matter of advertising. We were, by common consent, the one nation which had demonstrated the vast, constructive, creative power of paid advertising. Other nations envied us our record of commercial development, based upon the effective use we were able to make of the printed word.

The example of American business men in building up great enterprises through advertising was followed without question by the staid and conservative British Government in carrying to success its recruiting and bond sales. Other nations have always been ready and willing to adopt American innovations. Our own Government, however, shows more reluctance. We have taught the world how to advertise—and our British allies now demonstrate to us that our teaching was sound. Are we still to find that our own Government is a laggard pupil in the great school of American Experience?

Uncle Sam should not be content to trail in the world-procession. His place is in front!

PERSONALS

NEW YORK.—Gabriel Kinn, of the Hart department of the World will go to Yaphank soon to help drill the men of the new National Army.

S. S. McClure, who has been in Japan writing a series of articles for the Evening Mail, is now in China, and will go to Russia soon to continue his work there.

Miss F. E. Williams, secretary to Carr C. Van Anda, managing editor of the Times, is taking a three weeks' vacation.

V. B. Thorne, day assistant managing editor of the Times, is on his vacation.

George F. Kauffman, formerly with the Tribune, is now assistant dramatic critic of the Times, succeeding Brock Pemberton, resigned.

Fletcher E. Cooper, for many years a reporter on the World, has been placed in charge of the World's Almanac.

Herbert Bayard Swope, city editor of the World, has returned from a month's vacation at Saratoga, N. Y.

George Boothby is covering Camp Mills, Long Island, for the World.

Donald H. Clarke is covering Camp Upton at Yaphank, Long Island, for the World.

C. P. Coleman, formerly in the Indianapolis office of the United Press, is now in the New York office.

Joseph Shaplen, formerly in the Washington, D. C., office of the United Press, is now in the foreign department of the New York office.

L. B. Michel, former bureau manager of the United Press offices in Kansas City, Richmond, Va., and Indianapolis, is now in the New York office.

J. J. O'Brien, of the New York office of the International News Service, is taking his vacation.

William P. Sarver, who has worked on newspapers in many part of the United States, France, and England, is now make-up editor of the Evening Mail.

Wesley W. Stout, Globe rewrite man, left this week to train with the draft army at Fort Riley, Kan.

Mrs. Rheta Childre Dorr, special writer in Russia for the Evening Mail, suffered a broken leg in a recent accident and is in a Petrograd hospital.

Stanley Deli, former Tribune reporter, has joined the city staff of the Evening Post.

John E. Cullen, managing editor of the Evening Mail, is back at his desk after recovering from a slight operation.

Ralph J. Block, former exchange editor and dramatic critic of the Kansas City Star and who has been exchange editor of the Tribune, is now dramatic critic on that paper.

George A. Brakeley, who has been assistant city editor of the Sun, has succeeded Loren Palmer as Sunday editor.

OTHER CITIES.—James H. Cowan, editor of the Wilmington (N. C.) Dispatch, has resigned to become manager of the industrial bureau of the Wilmington Chamber of Commerce in Washington.

Clark Howell, editor of the Atlanta Constitution, has been elected a life member of the newly organized International Longfellow Society, of Portland, Me.

Carl F. White, telegraph editor of the Kansas City Journal, has left for the Officers' Training Camp at Fort Sheridan, Ill.

P. O. Thorson, of Grand Forks, Minn., was recently elected president of the Norwegian-Danish National Press Association, at the annual convention held recently at Fergus Falls, Minn.

ALL that is human must retrograde if it does not advance.—Gibbon.

C. K. Strong has succeeded Don Bell as editor and publisher of the Isabel (Kan.) Star.

Tracy McCracken, news editor of the Laramie (Wyo.) Boomerang, has been accepted for the second Officers' Training Camp.

John A. Coughland, editorial writer on the Sioux City (Ia.) Journal for eighteen years, and editor for three years, has retired from newspaper work.

C. W. Ryan, editor of the Wathena (Kan.) Times, has gone to a military training camp. He will be succeeded by Miss M. D. Ryan.

F. G. Condict, former Sunday editor of the St. Louis Globe-Democrat, is now an ensign in charge of the naval recruiting station in Omaha, Neb.

Miss Mary Dillon, late of the St. Paul Dispatch-Pioneer Press, is doing club news for the St. Paul Daily News.

M. J. Brown, editor of the Benton County Courier, of Corvallis, Ore., has returned to Oregon after spending the summer in Alaska. He travelled down the Yukon and visited scores of camps. He wrote a weekly travel letter, which was printed by almost 100 papers.

Miss Jefferson Bell is now society editor of the Miami (Fla.) Herald, succeeding Mrs. Marjory Stoneman Douglass.

Edwin H. Bradley, former managing editor of the Americus (Ga.) Times-Recorder, is now city editor of the Brunswick (Ga.) News.

Col. Pleasant A. Stovall, United States Minister to Switzerland, and editor and owner of the Savannah (Ga.) Press, will be in Savannah this month on a leave of absence.

Miss Frances Wood, formerly a Sunday writer on the Boston Post, has joined the city staff of the Globe.

C. Lombardi, president of the A. H. Belo Company, of Dallas, Tex., publishers of Dallas and Galveston newspapers is visiting in Berkeley, Cal.

L. V. B. Rucker, for many years with the United Press, International News Service, and various newspapers in New York and Washington, has been forced by blindness to quit the news game, and has retired to Richmond, Mo. Ray R. Howard, of the Spokane (Wash.) Chronicle, was a member of the first draft contingent ordered from western Washington to the encampment at American Lake, Wash.

Jos. S. O'Brien, who has been secretary to Gov. Williams, of Oklahoma, for several years, has resigned to become Washington correspondent of the Oklahoma City Daily Oklahoman.

Chester Westfall, instructor in journalism at the University of Oklahoma, has been named secretary to Gov. Williams, of Oklahoma.

Arthur G. Crowell, for twenty-six years with the Norwich (Conn.) Courier and lately assistant editor, recently resigned to enter the shoe-finding trade in Norwich.

Percy Stone, a former reporter on the Butte (Mont.) Miner, and a son of A. L. Stone, dean of the School of Journalism, State University of Montana, Missoula, who enlisted in the Aviation Corps several months ago, has received a commission as second lieutenant. He has been assigned to command the Eighty-second Aero Squadron at Camp Kelly, San Antonio, Tex.

Charles Cook, formerly of the Cincinnati Commercial Tribune, is now a desk man on the San Diego (Cal.) Union.

Fred F. Runyon, city editor of the Pasadena (Cal.) Star-News, is in San Francisco as director of publicity of the National War Work Council of the Young Men's Christian Association.

R. W. Jones, former city editor of the Columbia (Mo.) Daily Tribune, is teaching journalism at the University of South Dakota, Vermillion, S. D.

Guy B. Sampson, for the past two years with the Lansing (Mich.) State Journal as State and telegraph editor, has resigned to take charge of a newly created department of publicity with the Michigan Employers' Casualty Insurance Co., with headquarters in Lansing.

BROOKLYN.—Warren B. Heilman, a well-known Brooklyn newspaper man, is now a student officer at the second Plattsburgh training camp.

John Steele, formerly of Brooklyn, and who some time ago was on the city staff of the New York Herald, is now with the Marshall Syndicate in Brooklyn.

Charles M. Cosby, for many years Brooklyn man for the Sun, is now a commissioned officer in the army.

Herbert Berri, owner of the Standard-Union, has just returned from a long motor trip through the Berkshires.

Arthur Dore, political writer of the Citizen, has been selected to manage Judge Hylan's campaign in his race for Mayor.

William H. Eaton, a well-known newspaper man, is a candidate for Assemblyman in the Fifth District of Kings County.

John Black, former literary and musical editor of the Brooklyn Times, is now managing editor of the Queens County News, published in Jamaica weekly.

Robert Pines has joined the city staff of the Standard-Union.

BOSTON.—Robert F. Holbrook, former Journal reporter, is working on the night staff of the American.

Thomas J. O'Rourke, formerly headquarters man for the Post, is now acting as secretary to Sunday Editor James W. Reardon, of the American.

John O'Flanagan has given up his position on the Herald and is now with the American.

DETROIT.—Miss Carol Bird, formerly a reporter on the Washington Star, has joined the Free Press staff as a general assignment reporter.

William N. Hardy has left the Free Press copy desk to cover the National Guard troops at Camp Grayling, Mich.

J. D. Ross, who joined the News staff two weeks ago, has resigned to take a place on the Free Press copy desk.

Arthur Hoskins, formerly county courts reporter on the News, is acting as exchange editor.

Ensign Daniel J. D. Coleman, formerly on the staff of the Milwaukee Evening Wisconsin, has been placed in charge of the navy recruiting station here.

John A. Myers, assistant city editor of the Free Press, is holding down the city desk in the absence of Duke Wellington, city editor.

Harry Lear, military reporter on the Free Press, and a veteran of the Spanish-American War, will leave for Washington soon, where he will be commissioned a first lieutenant in the Quartermaster's Department.

Harold V. Wilcox, sporting editor of the Times, who is now covering the National Army cantonment at Battle Creek, was released from army service by the Draft Appeal Board, on the ground of his occupation, after he had been certified for service by a local board.

William A. Moffett, court reporter for the Free Press, has been exempted from army service, as being under the minimum height. John A. Wallace, general assignment reporter, received exemption on the ground of having dependents.

A. L. Weeks, dramatic critic of the News, is covering new productions in New York for his paper.

Visitors to New York

John Stewart Bryan, Richmond News Leader.

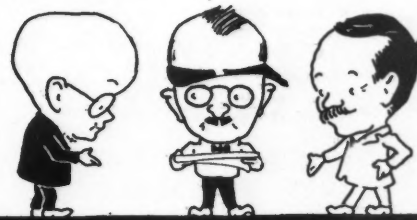
J. J. Smith, Birmingham Ledger.

I. B. Sedgwick, Martins Ferry (O.) Daily Times.

Geo. E. Fowler, business manager, Columbus (O.) Dispatch.

Dr. Albrecht Montgeles, Chicago Examiner.

When an editor feels called upon to tell the people of another city or State how to manage their local affairs, he begins by saying: "Of course it is none of our business, but —"



Scientists say the Haskin Letter is reliable — laymen say it is readable — editors mark it "must."

PERSONALS

CHICAGO—A. G. Fegert, formerly religious editor of the Herald, is now with the Y. M. C. A. Field Service stationed at Houston, Tex.

Russell Palmer, former rewrite man for the American, has joined the staff of the Examiner.

Frederick and Fannie Hatton, formerly dramatic critics for the Examiner and later for the Herald, are receiving congratulations on their latest play, "Upstairs and Down," which is being produced in Chicago.

Thomas Martin, former copy reader for the Evening Post, and now a private in the National army, was working at the War Department press headquarters at Camp Rockford when word came of his certification for service.

Dr. Albrecht Montgeles, art critic for the Examiner, is spending his vacation in New York.

King Lardner, special writer and humorist of the Tribune, who is now in France doing a month's news gathering, will shortly return to America and begin a series of articles for Collier's.

Garth R. Hyatt, formerly of the Detroit News, recently joined the reporter staff of the Tribune.

Richard Burrett, reporter for the Tribune, is covering training activities at Camp Mills, Garden City, L. I., and other Eastern military centers.

Joe Pierson, editor of the army edition of the Tribune, published in Paris, narrowly escaped death during a recent air raid on the American unit hospitals.

Paul Cressy, financial editor of the Journal, is now training with the National army at Rockford.

Albert Sloan, formerly of the reporter staff of the American, now a sergeant in the signal corps, has been called into service.

E. M. Allen, formerly of the Minneapolis Journal, has joined the Tribune, as a reporter.

Frank Beaman, of Pueblo, Col., has joined the Chicago bureau of the United Press.

L. A. Huston, formerly with the Seattle Times, is now in the Chicago office of the International News Service.

WASHINGTON—M. Lincoln Schuster, a graduate of the Columbia University School of Journalism, has joined the Washington staff of the United Press.

PROVIDENCE—Charles R. Stark, jr., Journal reporter, is on his vacation. Charles S. Coulter, formerly industrial editor of the Journal, now "somewhere in France," has been promoted to a captaincy.

E. J. Cooney, formerly of the Providence Visitor, is getting out a weekly paper called the Trollier, for the Rhode Island Company.

BALTIMORE—Arthur W. Hawks, jr., formerly city editor of the News, and now publicity manager of the Gas & Electric Co., had a leading part in arranging the big parade of the drafted men.

Raleigh C. Smith, of the News, who spent some time at Clifton Springs, N. Y., for his health, has returned home.

Austin D. Noonney, who left the News some time ago for a position on the editorial staff of the Sun, has returned to his first love.

ATLANTA—Rogers Winter, formerly of the Journal, has accepted the position of assistant secretary of the Atlanta Chamber of Commerce.

Reuben A. Lewis, formerly of the

Birmingham (Ala.) News, is now with the Georgian local staff.

Edith Sparrow, of the New Orleans Daily States is spending her vacation as the guest of Winnie Freeman, of the Georgian.

Britt Craig, former reporter for the Constitution, who enlisted in the ambulance service some time ago, has been transferred to the aviation division and will soon enter training at the aviation school at the Georgia School of Technology.

Leslie Rawlings, formerly on the local staff of the Constitution, who recently entered training in the ambulance service at Fort McPherson, Ga., was made a provisional sergeant within the first three days of his service.

Thomas B. Sherman, former capitol reporter for the Journal, has entered the officers' training camp at Fort Oglethorpe, Ga.

Charles Fell and Ed. Danforth, formerly of the Georgian, have enlisted as yeomen in the United States Navy and are now stationed at Newport.

Harry Lewis, former sporting editor of the Georgian, has entered training at Fort McPherson, Ga., as a member of the ambulance corps.

Willard Cope and Johnnie Graves, also of the Georgian, have enlisted in the ambulance service.

Beverly Randolph, of the Constitution local staff, is convalescing after an operation for appendicitis.

Lieut. Bradley Fentriss, former city political reporter of the Constitution, is the first man who was assigned to command a company of the conscript army at Camp Gordon, near Atlanta.

Al Harris, police reporter for the Constitution, has entered training for the ambulance service.

NEW ORLEANS—Thomas O. Harris, one of Louisiana's well-known newspaper men, recently became city editor of the Item, returning after four years' absence. He left the Item in 1913 to become editor of the Shreveport (La.) Times.

Herman J. Seiferth, agricultural editor of the Times-Picayune, has been named first assistant to John M. Parker, Federal Food Administrator for Louisiana.

LITTLE ROCK, Ark.—Miss Leahy Bradley, formerly of the Grand Rapids (Mich.) Free Press, has joined the staff of the Arkansas Gazette here.

Earl Plowman has resigned as telegraph editor of the Arkansas Gazette.

SAN ANTONIO—John V. Brogan, managing editor of the Light, has received a captain's commission from the Officers' Training Camp at Camp Funston. Ray M. Hare, former financial editor and reporter, is a second lieutenant in the Twenty-fourth Infantry at Columbus. N. M. Robert G. Coulter, reporter, and A. H. Cadwallar, jr., artist, also received second lieutenants' commissions. Sidney J. Brooks, reporter, is in the Aviation Training School at Austin, and Stephen F. Austin, reporter, is in the second Officers' Training Camp at Leon Springs, Tex.

LOUISVILLE—T. Mark Liddell, an Indianapolis artist, whose work as a magazine illustrator, newspaper and commercial illustrator is well known, heads the art colony at Camp Zachary Taylor, at Louisville. He is a lieutenant.

Bruce Haldeman, president of the Courier-Journal and the Times Companies, is one of the eight Louisville men selected by the Louisville Board of Trade who will attend the war convention of

American business men to be held at Atlantic City, September 18 to 21.

CLEVELAND—W. G. Chandler, of the Scripps McRea League of Ohio Newspapers, is the chairman of the committee appointed to bring out the Expositor, a weekly publication devoted to the interests of the Exchange Club, branch of the Ben Franklin Clubs of America.

George V. Callaghan, for eighteen years marine editor of the Plain Dealer, and for the last seven years marine editor of the Leader, has returned to the Plain Dealer and continues in the same capacity.

Q. M. Gravatt, who has been handling marine news on the Plain Dealer for the last few months, has returned to the general staff of that paper.

Xen Scott, trotting and racing editor of the Leader for several years, will go with the Plain Dealer December 1 as horse expert and general sporting writer.

MILWAUKEE—George Rowell, formerly night editor of the Sentinel, has been elected secretary and executive agent of the Cloverland (Mich.) Land Development Association.

Julius Liebman, news editor of the Sentinel, was last week elected president of the Milwaukee Press Club, to succeed C. C. Manly, of the Journal, who was commissioned lieutenant in the new national army, and who resigned when his regiment was ordered to Camp Douglas.

Clyde F. Rex, manager of the International News Service in Fond du Lac, Wis., according to word received by Milwaukee friends, has been accepted by the Army Aviation Corps, and is awaiting call to service.

TOPEKA, KAN.—Clifton J. Stratton, of the editorial department of the Capital, is a first lieutenant in the army and Richard S. Blaisdell is a second lieutenant. Other men from the Capital editorial department in the service are Wallace Casey and Dwight Thacher Harris, at Fort Sheridan training camp; Charles B. Hoyt, First Kansas Field Hospital, at Fort Sill, Okla.; Joe Nickel, ammunition train No. 117; Arthur Conkling and Archie W. Jarrell, Battery A; Marshall Crawford, brigade headquarters, Fort Sill; Alfred G. Hill, headquarters company, First Regiment; Don Heath and Warren Humphrey, Washburn Ambulance Corps.

The Best Known Slogan
in St. Louis



Trade Mark Registered

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

Chicago Philadelphia New York

That Rookie from the 13th Squad

By Lieutenant P. L. Crosby

A daily three-column Comic that is new, timely and full of real, true-to-life humor.

Lieutenant Crosby is fresh from the Plattsburgh Camp, where he obtained his commission, and he is now training recruits at Yaphank. He is in a position to observe the actual daily life and humor of the camp.

Lieutenant Crosby has been successively on the staff of the New York Globe, New York Herald and New York World. His work appears continuously in Life, Puck and Judge.

Practically everybody in the country has somebody in some branch of the army. The interest in the doings of the training camp is therefore universal. This comic, dealing with the humorous side of the new soldier's experiences will be hailed with delight.

Our first offer on this feature was made only a few days ago and we have already a phenomenal list of papers.

To be released beginning October 8

Wire us AT ONCE and if your territory is open we will send you samples and quote price.

McClure Newspaper Syndicate
120 West 32d Street, New York

PERSONALS

INDIANAPOLIS—S. G. Damron has left the telegraph desk of the Indiana Daily Times, and has gone to the St. Louis Star.

John Carson, general assignment reporter, is acting city editor of the Indiana Daily Times, since the resignation of H. N. Berg.

James Killgallen, formerly of the Kansas City Star, has been appointed managing editor of the Indiana Daily Times.

Everett C. Watkins, who was general assignment reporter on the Star, has been made Washington correspondent.

DALLAS—R. P. Ady, jr., formerly of the staff of the Fort Worth Record, is now court reporter for the Evening Journal and Morning News.

John Sneed, who has been in charge of the Fort Worth Bureau of the Morning News, is now covering army news at Camp Bowie and the Canadian aviation training schools in and near Fort Worth, for the News and the Evening Journal.

J. C. Butts, city editor of the Hillsboro (Tex.) Daily Mirror, has been elected secretary of the Hillsboro Young Men's Business League, Hillsboro Retail Merchants' Association, and the Hill County Fair Association.

SALT LAKE CITY, Utah—Charles Lovelace, former county editor of the Los Angeles Times, is now covering politics and the State House for the Herald-Republican.

Miles Overholt, formerly in charge of the moving picture department of the Los Angeles Examiners, is now managing editor of the Telegram.

SEATTLE—To educate his employees about the scenic wonders of Washington so they will be prepared to offer accurate information to all interested, A. S. Taylor, publisher of the Post-Intelligencer, has inaugurated a series of motor educational tours for members of his staff.

Col. C. B. Blethen, editor of the Times, and commander of the Washington Coast Artillery, who has been stationed at Ford Warden, has been transferred temporarily to take charge of the defences on the Columbia River, with headquarters at Fort Stevens, Ore.

Herbert Evison, night correspondent of the Associated Press in the Seattle office, has left that post to take up other work.

Norman Storm, who failed to receive a commission at the Presidio, San Francisco, has returned to the Times staff, and is now covering Camp Lewis, where the draft army from the West is encamped.

SAN FRANCISCO—Kenneth C. Adams, president of the Newspaper Men's Club, of San Francisco; W. W. Naughton, jr., of the Examiner, and Kimball K. Kay, also of the Examiner, left San Francisco recently to start training with the new National Army. All are at American Lake, Wash.

William Randolph Hearst is recuperating at his San Simeon ranch in Southern California.

Fred Bunch, formerly head of the Examiner's copy desk, has joined the California Grizzlies, a volunteer artillery company.

Robert Jones, formerly night police reporter on the Chronicle, has joined the Coast Artillery.

Marguerite Jackson, of Fresno, Cal., has joined the staff of the Chronicle.

Arthur McLennan, formerly with the Examiner, won a commission at the first officers' camp at the Presidio, San Francisco.

PORTLAND, Ore.—John Cochran, known as "Cupid" Cochran among newspaper men from Seattle to San Francisco because of the four years he spent in the Multnomah County Court House here as a Deputy Clerk, will probably return to the Oregonian before the end of this month. Four years ago he handled politics and was one of the star men on the paper.

Frank Barton and Willard Shaver, formerly of the Oregonian, now members of a regiment of engineers, have landed safely in England, according to word reaching Portland.

Dean Collins, of the Oregonian, will become scenario writer for the Lifeograph Film Company, of Portland.

Edna Irvine, daughter of B. F. Irvine, editor of the Journal, now is doing dramatics on the Journal. She has done similar work for Chicago and San Francisco newspapers.

Ward Irvine, former member of the Journal staff and son of B. F. Irvine, editor of the Journal, has been designated an ensign in the navy and assigned to censorship duties in New York.

Shad Krentz, for several years financial and railroad reporter on the Oregonian, will probably accept an offer from the School of Commerce of the University of Oregon to become field investigator for the school.

Clyde Beals, formerly of the Journal, is at Camp Lewis, American Lake, Wash., a member of a medical unit.

Don Thompson, who was covering day police for the Telegram, left Sunday for Camp Lewis, American Lake, Wash., as a member of a medical unit.

LOS ANGELES—Jack Campbell is now city editor of the Herald.

Harry C. Carr, formerly war correspondent of the Times, is now editor of the Sunday magazine.

Al G. Waddell, automobile editor of the Times, graduated recently from the Officers' Training Camp at the Presidio, in San Francisco, with the rank of senior first lieutenant.

A. B. Cuscaden, Sunday editor of the Examiner, has been appointed to the Second Officers' Camp at the Presidio, in San Francisco.

Harry Wilbur, formerly of Denver, is now copy reader on the Times.

Jack Lloyd, former reporter of the Times, has gone to the Officers' Training Camp at the Presidio, in San Francisco.

CANADA—F. C. Wade, president, Vancouver Sun, and W. L. Cotton, business manager, Charlottetown Examiner, have been appointed members of the board of selection, which will appoint the members of the local tribunals under the new military service (conscription) act.

J. H. Woods, Calgary Herald; William Findlay, Ottawa Journal-Press, and W. McCurdy, Winnipeg Free Press, have been enjoying a motor trip through the Adirondaacks.

John T. Hawke, editor, Moncton (N. B.) Transcript, attended the convention of the Independent Order of Foresters in Toronto this week.

John M. Imrie, manager of Canadian Press Association, left this week for a fortnight's trip to Western Canada on the business of the Association.

Albert E. S. Smythe, editor Toronto World, and Dr. J. A. Macdonald, editor, Toronto Globe, have been appointed members of the committee on social menace recently formed in Toronto.

New Soldiers' Publication

American Khakiland, a semi-monthly publication to be devoted to the interests of the army, will begin publication at Tacoma, Wash., on October 1.



TRADE MARK
LINOTYPE
THE "AC-IN-THAT LA S"



Magazines on the wall are reserves; put them on the "firing line"

A well-known New York publisher (name on request) recently found his Linotype machinist had made nineteen magazine changes in one day on one of his single-magazine Linotypes.

Since then he has changed to Multiple Magazine Linotypes. He now finds his machinist averages three changes a week to every four machines.



MODEL 9 LINOTYPE
(Four Magazines)



MODEL 14 LINOTYPE
(Three Magazines)

Scores of other publishers have taken advantage of this time and labor-saving means of increasing their output and curbing their costs. Let us submit the figures in your case without obligation to you.

MERGENTHALER LINOTYPE CO.

Tribune Building, New York

CHICAGO	- - - -	1100 South Wabash Avenue
SAN FRANCISCO	- - - -	646 Sacramento Street
NEW ORLEANS	- - - -	549 Baronne Street
TORONTO: Canadian Linotype, Limited, 68 Temperance St.		

ROOSEVELT WILL HELP WIN THE WAR WITH PEN

(Continued from page 9)

Star had "won many enemies" as well as friends; that Col. Nelson had always led local fights for civic interests, and had often lost. She recalled how often, during local political campaigns, she had heard her father's friends advise him that the opposition was sure of winning. Col. Nelson never accepted defeat in advance, however. He would reply to these friends: "Talk to me about winning or losing after the votes are counted."

Explaining what she had in mind in saying that her father was not a great business man, Mrs. Kirkwood said:

"He was a man of vision. He absolutely refused to consider yesterday—or the outlived hours of to-day. The next hour, the next step, what to-morrow holds—these alone concerned him. If a cub came to Col. Nelson to explain why he had not been able to get a story or to accomplish the thing he had been commissioned to do, my father would very kindly cut his explanations short. He did not have any interest in alib's, nor in post-mortems. He cared nothing about why a thing could not be done—his mind was on the next thing to do. The cast of his mind made it impossible for him to look backward."

Mrs. Kirkwood recalled that one of her father's favorite maxims had often puzzled her. He was in the habit of saying: "We must make the Star interesting to the street-car driver's wife!" Just why he had in mind this particular type she never understood; but as she grew more familiar with his ideals in newspaper making she realized that he was always aiming to keep the Star on the plane of human appeal, and determined that it should not become in any sense a class newspaper.

IS ONLY CHILD.

Mrs. Kirkwood is the only child of Col. and Mrs. Nelson. It is one of her great regrets that she has no brother to perpetuate the Nelson name in journalism. Her father's ideals for the future of the Star are living and vital things to her. Her own conception of the mission and purpose of the paper corresponds to his. Her estimate of the soundness of Mr. Seested's business judgment, and her confidence in his ability to carry forward her father's work, attest her own broad vision and her sense of personal responsibility to the Star's public. As a trustee and beneficiary, with her mother, of the great Nelson estate she relies as completely as did Col. Nelson himself upon the ability of the late publisher's friend and co-worker to solve wisely every Star problem.

Mrs. Kirkwood is a young woman, slight of stature, vivacious, democratic. With the charm and gentleness of the typical Southern woman she combines a mentality trained to understand and to elucidate the larger problems of life, whether these pertain to newspaper making or to civic affairs. To the representative of THE EDITOR AND PUBLISHER she expressed the hope that New York might reflect Mayor Mitchel, whose political independence she admires.

The advertising man fundamentally is a teacher. He must teach people to believe in his house, and his product, believe in them to such an extent that they will go into stores and demand the products of his house.

GOVERNMENT COULD SAVE MILLIONS BY USING ADVERTISING, SAYS W. H. RANKIN

By WM. H. RANKIN,
Acting Chairman, National Advertising Advisory Board.

YES, the Government needs advertising for the next Liberty Loan. The men on the National Advertising Advisory Board have exerted themselves to the utmost to prove the value of advertising as an investment and not as an expense. We, as advertising men, know that it would be possible to sell the next issue of Liberty Bonds, with the same support from the bankers and salesmen, at an interest rate of 3½ per cent., instead of 4 per cent., and thereby save the Government millions of dollars, provided a fair share of just the first year's savings is spent in paid advertising.

I know Secretary of the Treasury McAdoo would like to use advertising during the campaign, provided Congress will allow him 1-5 of 1 per cent. instead of 1-10 of 1 per cent. to float this loan.

Bankers, bond salesmen—all want the support of advertising and recognize the value of advertising as second only to the work to be done by the banks and salesmen themselves.

The experience of Detroit, Cleveland, Indianapolis, Chicago, St. Louis, Des Moines, where the bankers and salesmen were backed up by full-page newspaper advertisements, as told by everyone connected with these campaigns, was that the advertising doubled the efficiency of the salesmen and made it possible for a salesman to sell nearly every prospect—and, in addition, the prospect bought a much larger number of bonds, because advertising—the Silent Salesman—preceded their work and the prospect was more than half sold before the salesman called.

Now is the time for every one to stand behind President Wilson and Secretary McAdoo, by doing everything possible to make the second loan even more of a success than the first, thus answering the summons of our great President:

"I summon you to a great duty, a great privilege, a shining dignity and distinction. I shall expect every man who is not a slacker to be at my side throughout this great enterprise. In it no man can win honor who thinks of himself"

—and certainly, with support such as has already been rendered by THE EDITOR AND PUBLISHER, advertising men will meet every emergency, and, with the aid of an advertising campaign, the second Liberty Loan will far exceed the quota.

BURLINGAME ELECTED CHICAGO AD CLUB HEAD

Advertising Manager of Morton Salt Company Defeats W. Frank McClure, Manager of the Redpath Chautauquas, by Margin of Four Votes—Blue Ticket Triumphs.

The annual election of officers by the Advertising Association of Chicago, held Monday, brought out many nationally known ad men, representing the opposi-

tion, staged a sensational campaign, managed by Aubrey A. Alfred, advertising manager of the Standard Burner Company. Their platform, which was backed by a strong contingent, stood for the reduction of initiation fees and for a larger membership roll. Besides President Burlingame, four of their number won out in the final count, a recount having been necessary to determine the winners, so close was the election.

The winning candidates are as follows: President, C. H. Burlingame;



C. H. BURLINGAME.



W. FRANK McCLURE.

ing factions, and resulted in a split between the Red and Blue tickets, with honors almost even. C. H. Burlingame, advertising manager of the Morton Salt Company, who headed the Blues, was elected president by a margin of four votes, defeating W. Frank McClure, advertising manager of the Redpath Chautauquas.

The Blues, having been placed in nomination but three weeks before elec-

tion, staged a sensational campaign, managed by Aubrey A. Alfred, advertising manager of the Standard Burner Company. Their platform, which was backed by a strong contingent, stood for the reduction of initiation fees and for a larger membership roll. Besides President Burlingame, four of their number won out in the final count, a recount having been necessary to determine the winners, so close was the election.

ADVERTISING MARCHES AHEAD IN NEW RUSSIA

Newspaper Publishing Business Surely But Slowly Undergoing Complete Change in Russia—Russian Newspapers Little Dependent Upon Advertising for Revenue.

"Russian newspapers are in the beginning of an evolution from idealistic media of news and political propaganda to commercial enterprises," said A. J. Sack, staff correspondent of the Petrograd Telegraph Agency, to a representative of THE EDITOR AND PUBLISHER this week. "As yet the interest in advertising and the dependence upon it for revenue are comparatively slight, but as Russian democracy and Russian industry develop under the new government, the newspapers of the country will become commercialized, as they are in the United States."

Mr. Sack pointed out that under the old autocracy so many of the papers persisted in attacks upon the government that their editors spent almost as much time in jail as they did at their desks and had little thought for advertising. Since the revolution, the general upheaval of almost every tradition has affected the buying psychology of the people. Under the old system buying was done carefully and slowly and was on an extremely personal basis, but now, according to Mr. Sack, the excitement and haste which characterize the new Russian life have led to a manner of trade resembling that of America. The merchants are taking advantage of the free spending to increase their space and attract this new business.

Before the revolution there were about 2,000 newspapers in Russia. Now there are nearly 3,000. The new papers have little advertising support, but are the organs of political organizations and are financed by political parties. The cost of production in Russia is much lower than in America. The papers seldom have more than six or eight pages, the circulation is limited and no very large staffs are maintained. The price of a little more than three cents a copy helps to defray part of the operating cost besides paying for the paper.

While now there is little organized effort on the part of the newspapers to get advertising and no advertising service as known here, it is Mr. Sack's belief that as the country gains political solidarity and the need for the purely idealistic party press disappears, publishing will become a business and advertising a natural part of Russian industrial life.

What He Meant

Editor—"What do you mean by writing such a phrase as 'The house burnt up?' We always say houses burn down."

Reporter—"Yes, but this one caught fire in the cellar."

Monthly Changed to Weekly

Argosy Magazine, New York will be published weekly beginning October 6. It was formerly published monthly.

treasurer, Robert J. Virtue, publishers' representative, red; directors, Charles H. Stoddart, Western advertising director of Munsey's Magazine, blue; John A. Tenney, president of the Adams Publishing Company, red; Samuel J. Turnes, advertising manager of the George P. Bent Plano Company, blue; T. J. Maxey, advertising manager of the Burlingham Railroad, red.

ADVERTISE PARAMOUNT PICTURES IN NEWSPAPERS

Paramount Pictures Corporation, New York, Enters Field of National Newspaper Advertising—Edward A. MacManus Named Head of New Advertising Department.

The decision of Paramount Pictures Corporation, New York, to produce motion picture serials, and the organization of a special serial advertising department, marks the entrance of one of the greatest of all motion picture companies into the field of national newspaper advertising.

Paramount is going into the newspapers in a big way and the contracts now being made for advertising Paramount's first serial, "Who Is Number One?" begin the campaign.

Edward A. MacManus, successful serial expert, was chosen by Adolph Zukor and Jesse L. Lasky to head the department. Associated with Mr. MacManus are Gardner W. Wood and Jerome Beatty, both men of wide newspaper, magazine, and motion picture experience.

Mr. MacManus invented the motion picture serial and the plan of novelization when he was searching for a definite plan of producing a motion picture that could be profitably advertised in the newspapers.

No better idea for connecting newspaper advertising with motion pictures has ever been devised, and that the serial plan has gained strength with each year is proved by the fact that Paramount has decided to go in for newspaper advertising and has engaged Mr. MacManus to direct its serial activities.

FAVOR USE OF ADVERTISING

Northern California Editors Urge Government Use of Advertising.

The Northern California Editorial Association, which held its semi-annual convention recently at Rosville, Cal., went on record as favoring the use of paid advertising by the Government in promoting the next Liberty Loan.

The following officers were elected: President, F. G. Dunnclyff, Dixon Tribune; vice-president, George C. Mansfield, Orville Register; secretary, State Controller John S. Chambers; Treasurer, Alden Anderson, Sacramento; historian, L. H. Woodworth, Sutter Farmer; orator, Emmett Phillips, Sacramento Sunday News.

Community Sale Boosts Ads

The McKeesport (Pa.) Daily News Monday printed a special sixteen-page edition carrying fourteen and one-half pages of half-page and full-page advertisements. The occasion for this amount of advertising was a three-day community bargain sale in which most of the McKeesport stores participated.

Prohibited Advertisements

Advertisements of treatment for venereal diseases are now prohibited in New York State by virtue of an amendment to the penal code, passed by the Legislature last May and approved by Gov. Whitman.

Ad Record Broken

The New York World Sunday printed 11,115 separate advertisements, which is said to break all records for the number of advertisements printed in a single issue of a newspaper.

HITS AT UNFAIR PRACTICES

Federal Trade Commission Makes Decision Concerning Advertising.

During the life of the National Sunday Magazine, which died last year, the attention of the publishers was called to the unfair methods of advertising employed by the Muenzen Specialty Company, consisting, in particular, in offering a well-known carpet sweeper at a cut price, and then recommending its own brands of sweepers and cleaners to customers. The publishers apparently wanted business so desperately that they felt they should risk the future of the publication.

The Federal Trade Commission has recently ordered the Muenzen Specialty Company — which admitted all the charges in the complaint — to cease and desist from:

"Advertising annual or special sales of vacuum and suction sweepers and cleaners in such a manner as to convey to the public the impression of an unusual or specially advantageous offer for a limited period, when in fact the prices during such sales are no different than the prices obtained before or after such sales."

FOR GOVERNMENT ADVERTISING

Oregon Editors at Convention Declare Advertising Is Commodity.

The Willamette Valley Editorial Association which met at Newport, Ore., early this week, declared that the Government should pay for Liberty Loan advertising, maintaining that advertising was as much a commodity as munitions of war, or grain.

The speakers at the convention were Frank Jenkins, of the Eugene Register; C. J. McIntosh, of the Oregon Agricultural College; A. K. Mickey, Junction City Valley Progress; W. H. Hornbrook, of the Albany Democrat; F. S. Minshall, of the Philmath Review; J. P. Hurley, of the Forest Grove News-Times; J. E. Shelton, of the Eugene Guard; J. C. Dimm, of the Springfield News; Cecil W. Robey, of the Oregon City Courier; Bert Greer, of the Ashland Tidings; E. E. Brodie, of the Oregon City Enterprise; H. V. Meade, of the Orence Walnut Book; Edythe Tozier Weatherred; Orlom D. Center, of the extension department of the Oregon Agricultural College; W. C. DePew, of the Lebanon Criterion, and N. R. Moore, of the Corvallis Gazette-Times.

Military Schools Advertising

Military schools and colleges are advertising extensively this year in newspapers and magazines, pointing out that courses of instruction in military science and tactics would be of decided advantage to men too young to be affected by the draft. As a result most of the military institutions of the country, academies, and colleges, are confident they will have an unusually heavy enrolment this year.

Organize Junior Ad Club

The Junior Division of the San Francisco Advertising Club has been organized, and a course of lectures on advertising will be given to the members of the organization. The movement for organizing junior clubs was started last year by the A. A. C. W.

Summer School Closes

Summer school of the Cleveland Advertising Club, conducted for the benefit of young men learning the science of advertising, closed this week with an address by L. W. Ellis, manager of the H. K. McCann Company.

WISCONSIN



The "Beauty Spot"

It is said of Wisconsin that every square mile is a mile of RICHES or a mile of BEAUTY.

They are both.

PLAYGROUND and SPA, Wisconsin rivals Switzerland in lakes and scenery, and in cheeses and dairy products.

It is one of the leading agricultural states, and besides, employs 25% of its workers in manufacturing. Naturally, the people of this modern arcadia set a high standard for their newspapers which circulate freely over the state from the chief trade and publishing centers, with little duplication.

You reach the opulent rural class with the daily papers. They represent three-fifths of the population, and they read the same papers as town and city people.

The following newspapers will help National advertisers cultivate a crop of Sales for any worthy manufactured product.

	Circulation	Rate for 5,000 lines
Beloit News (E)	* 6,000	.02
Eau Claire Leader-Telegram (M&E&S)	*† 8,282	.0286
Fond du Lac Commonwealth (E)	*† 5,106	.0143
Green Bay Press Gazette (E)	* 9,264	.02
Janesville Gazette (E)	*† 7,373	.0214
La Crosse Tribune-Leader Press (E & S)	*† 14,000	.025
Madison, Wisconsin, State Journal (E)	* 13,385	.03
Madison, Wisconsin, State Journal (S)	* 10,199	.03
Milwaukee Evening Wisconsin (E)	* 36,896	.06
Milwaukee Journal (E)	* 110,964	.12
Milwaukee Journal (S)	* 97,349	.12
Milwaukee Leader (E)	* 36,843	.07
Milwaukee Sentinel (M&E)	* 49,665	.08
Milwaukee Sentinel (S)	* 51,677	.11
Oshkosh Northwestern (E)	*† 12,431	.03
Racine Journal News (E)	*† 7,219	.02
Racine Times-Call (E)	* 6,050	.0150
Sheboygan Press (E)	*† 5,497	.0143
Superior Telegram (E)	* 14,254	.03

* A. B. C. Statement April, 1917.
† Commercial survey of city sent on request.

ETHICAL CODE OF ALBERT FRANK & COMPANY WILL GUIDE THAT CONCERN'S NEW OFFICERS

Promotion of Frank James Rascovar to the Presidency and Harry Rascovar to Second Place Insures Continuance of Policies Which Have Made the Agency the Leader of Its Kind in the World—
Between 3,000 and 4,000 Accounts, Representing Millions of Dollars a Year Are Handled for Giants of Industry.

ANNOUNCEMENT made recently that the great advertising agency of Albert Frank & Company has new officers means that two young and vigorous men, one the son and the other the brother of the late and highly esteemed James Rascovar, have been chosen to execute the business of this well-developed institution, perpetuating the time-tested policy of cultivating, gradu-

ally to legal requirements and announce financial events of the greatest importance. Often it is of such a nature that any premature publication or indiscreet handling would precipitate disasters and hence the officers of this agency act in very confidential relations with the country's largest financial and legal institutions.

REFUSES HALF MILLION YEARLY.

Only advertising that will stand the test of truth and which is backed by institutions of undoubted integrity is accepted by this agency and newspapers have long since learned that the stamp of Albert Frank & Company on an advertising schedule was an imprint of good faith. The company not only refuses in excess of half a million dollars' worth of advertising every year because it does not comply with the established standard, but it once declined to give a certain New York publication copy from a reliable banking institution as long as that paper published the advertisements of "bucket shops." That was some years ago and the publisher learned the folly of his way and to-day is entitled to and does carry the best financial advertisements in the city. The agency subscribes, both in spirit and in fact, to the A. N. P. A. rule against free publicity, declining to issue for any client the usually ridiculous and futile "puffs" that tire the editorial eye and soul, but many important news items from steamship, railroad and banking institutions have been issued from the offices of the agency on account of the intimate confidential relations existing between the officers and the clients.

FOUNDED FORTY-FIVE YEARS AGO.

The house of Albert Frank & Company was founded in the year 1872. It was originally the partnership of Frank & Flamont. Albert Frank had been a successful banker in Wall Street, but his house fell during the celebrated Black Friday financial panic. Instead of attempting to reestablish his banking house he conceived the idea of forming an advertising agency whose business would be to prepare and place copy for transportation and financial institutions. At that time the duller sort of announcements composed the advertisements of these concerns, and Albert Frank proposed to show new methods and he did.

One of his earliest feats was to advertise, both here and abroad through readers in a variety of polyglot newspapers, to attract immigrants to the new Northern Pacific line, and his success was remarkable.

His first big steamship line account was the Cunard Line and to this day, over a period of forty-two years, the agency still handles this account. Among the early financial accounts secured by Albert Frank was that of Drexel, Morgan & Company and the advertising of the gigantic house of J. Pierpont Morgan & Company is still managed by this agency.

Following the death of Mr. Flamont, Albert Frank became associated with the then former State Senator John J. Kiernan in the partnership of Frank, Kiernan & Company. This partnership

included the late James Rascovar, then managing editor of the old Kiernan news agency, the first financial news agency of Wall Street, later merged into the New York News Bureau, of which Mr. Rascovar was president at the time of his death, September 26, 1916.

Following the demise of Senator Kiernan, the firm name was changed to Albert Frank & Company and then, after the death of Albert Frank, the company was incorporated under the laws of New York, and James Rascovar became its president. This was in 1901.

GROWN TO GREAT PROPORTIONS.

From meagre beginnings and through the several reorganizations the agency grew rapidly both in volume of business and prestige. It became one of the

railroad accounts on the firm's books represents the major portion of the corporate wealth of this country. It reads like that chapter of Bradstreet's which needs never be referred to.

"Once in a while," said Harry Rascovar, in discussing the methods employed with the big banking houses, "we get a call to attend a board of directors' meeting. This demands personal supervision. We go and find that an announcement must be made in prescribed form at a certain hour. It may be one o'clock in the afternoon, and the directors will remain in session for another hour and desire to see proofs of the advertisements. With our printing facilities we are able to produce the desired result on time. We rather pride ourselves that we keep no one waiting."

TWO REMARKABLY STRONG MEN.

Frank J. Rascovar feels and frankly expresses the influence of his late father. Both he and Harry Rascovar were in very intimate relations with the former head of the business. These young men are determined to make the agency a greater power, but it is reasonably certain that they will not stray far from the fundamental policies set up by Albert Frank and James Rascovar. Both are prominently connected socially and have established entrée in a wide financial and commercial circle. The new president of the agency has worked his way from the bottom rung of the ladder. His first wages were \$3 a week in the filing department. His last previous office was vice-president. He is a graduate of the New York Military Academy and is the possessor of a second lieutenant's commission in the United States army, gained for honored class service. He has travelled extensively, and is a member of various social, business, and other affiliated advertising organizations, including the Associated Retail Advertising Association.

"I do not regard advertising as a 'game,'" said President Rascovar. "I do regard it as a bankers' responsibility. We accept the public's money and invest it to the very best advantage. For forty-five years this agency has recognized the justice and the advantages of honesty in advertising. I believe it is true that there is no newspaper anywhere that will not accept copy from this agency with confidence that it represents honorable purposes. We try here to be human and live in a realm of reality and we subscribe to the tenets of good journalism because we have grown up in that atmosphere and feel that way.

"We hold that advertising that does not bring results to the advertiser is unworthy of handling. We feel that the advertising man who stands in the relation of counsellor, sometimes as the legal profession is engaged, will produce the best results. Advertising may be an expensive luxury or an efficient, dependable instrument for commercial advancement, according to how used. It is our business to make it pay, definitely and tangibly. We are doing business in all parts of the world, and we anticipate a very wonderful growth in our foreign business following a cessation of hostilities in Europe. We are confident that an amazing trade will develop with the belligerent countries when they proceed to build up in peace all that has been torn down in passion. Advertising will play its part in the reconstruction."

Perhaps there is not in New York journalism a man in middle life who is better known and better liked among all classes of workers in the trade and



HARRY RASCOVAR.

ating and rewarding employees who, however humble their start may have been, are in line for the highest offices.

The spirit and the methods that the distinguished predecessors of the newly elected officers formed and counted as the greatest assets of the Albert Frank & Company agency are being continued. This comes as a natural sequence, for Frank James Rascovar, the new president, and Harry Rascovar, the new vice-president and treasurer, have been trained in every department and every phase of the peculiar functions of this organization and the code of ethics that distinguishes it have, one might say, been bred in the bone.

They, in association with Mark Ash, the re-elected secretary and the more than sixty employees, numbered among whom is the famous "John" Schwarting, as well known in Wall Street as many a financier, have assumed a larger responsibility. The Albert Frank & Company agency is doing business to-day in all parts of the civilized world, handling between 3,000 and 4,000 accounts, running into a volume of several millions per year, and representative of the largest and most responsible financial, railroad, steamship, commercial and legal institutions in this country.

The nature of the business calls for the best integrity, the keenest insight into large affairs, the most scrupulous care and the personal supervision of men trained to the task. There is probably no copy going to newspapers and periodicals in the United States which calls for so much responsibility in preparation and placing as the class which emanates from this agency. It is copy, in many instances, which must respond



FRANK JAMES RASCOVAR.

essential features of the correlated publishing businesses of the "Rascovar boys," so well known in the financial district of New York and now mainly centred in the sixteen-story building at 26 Beaver Street, erected for the purpose and owned by these interests. These businesses include the great news service, the New York News Bureau, which operates the tickers and slips; the Central News of America and the Central News (Ltd.) of London; the Hamilton Press, which is the largest printing house in the financial district; the Daily Financial America; and lately there has been added the Central News news-photograph service.

Albert Frank & Company have branch offices with local managers in Philadelphia, Boston, and Chicago, with representatives in Baltimore, Washington, Pittsburgh, Cincinnati, while in London the company is represented by the advertising department of the Central News, Limited, which does an extensive business in Great Britain and on the Continent.

It is not uncommon for this agency to transmit by cable to-day, for publication to-morrow in London newspapers, advertisements of the greatest importance to the financial world. Recently, an announcement concerning an important railroad reorganization plan, was cabled to the extent of over 10,000 words, through the special cable facilities of the agency, and appeared the following day in the chief newspapers of London and the Entente capitals. Carefully guarded financial announcements are frequently telegraphed by the agency to newspapers in this country.

REMARKABLE LIST OF CLIENTS.

The list of financial, steamship, and

among business people of high and modest estate than Harry Rascovar. He entered the employ of Albert Frank & Company at the age of thirteen, with a weekly stipend of \$2. He has been engaged at the work for thirty-two years. He is a dynamo of energy and a vault of good-nature. His experience has ranged through every department of the advertising business, and he is experienced as a writer. No one has done as much as he to develop steamship advertising, for instance, from the old weary sailing notices to the ornate, attention-compelling, illustrated notices of this day.

He graduated from the College of the City of New York in his thirteenth year, and, going to work, came under the personal tutelage of Albert Frank. Dissatisfied with his education the boy worked by day and studied in night schools. Thus he qualified as stenographer and private secretary to Mr. Frank. Ultimately there was no department of the business that he did not conquer. His first big "personal" accounts were the American and Red Star Lines. Today he is in intimate relation and personally supervises some of the largest advertising accounts in New York.

WITH THE AD AGENCIES

William N. Record, general manager of the Chicago office of Albert Frank & Company, advertising agents, has been appointed secretary of the Federal Reserve Bank Publicity Committee, for the forthcoming Liberty Loan, by Charles H. Schweppe, director of publicity for the Federal Reserve Bank, Seventh District.

Frank James Rascovar, president of Albert Frank & Company, has been appointed chairman of the executive committee to represent the advertising agents of New York in the Day's Pay campaign now being organized by the New York County Chapter of the American Red Cross. Mr. Rascovar has appointed the following advertising men to serve with him on his committee: Stanley Resor, president of J. Walter Thompson Co.; Robert Tinsman, president of the Federal Advertising Agency; H. H. Douglas, president of the Morse International Agency; Wendell P. Colton, president of the Wendell P. Colton Advertising Agency; Joseph A. Hanff, president of the Hanff-Metzger Agency. The committee has been formally organized and is among the first of the subsidiary committees of the local Red Cross to get into shape for business.

E. R. Evans, former vice-president and general manager of the Scott Publishing Co., St. Louis, who has had many years of publishing experience, Monday joined the plan and copy staff of the Collier Advertising Co., St. Louis. Other recent additions to the Collier staff are Lew Burnham, formerly with the Western Advertising Co., St. Louis, now in charge of the Collier copy department, and G. M. Gasser, who is at the head of the rate department.

S. K. Medland, advertising agency man of Johannesburg, South Africa, has joined the staff of Smith, Denne & Moore, Ltd., advertising agents, Toronto, Canada.

Vanderhoof, Condit & Comrie, general advertising agents of Chicago, have changed the name of their corporation to Vanderhoof & Co. The change is made for the sake of brevity. The personnel of the organization remains unchanged.

Guy Patton, well known in the newspaper and magazine advertising field, has become associated with the Martin V. Kelley Company of New York and Toledo, to engage in special work.

Glenn Florea, formerly with Calkins & Holden, Inc., New York, is now with the George Batten Co., Inc., in the New York office.

John D. Dunham, formerly with the Erwin & Wasey Agency, Chicago, is now secretary of the Williams & Cunningham Agency.

Edward J. W. Proffitt, of the Proffitt Advertising Agency, Providence, R. I.

will attend the war convention of American Business Men to be held by the Chamber of Commerce of the United States in Atlantic City, as the delegate from the Providence Chamber of Commerce.

George D. Lee, of the George D. Lee Advertising Agency, Portland, Ore., has resigned to take charge of the advertising and sales departments of the Lion Clothing Co., Portland. Miss Florence M. Prevost and Ralph J. Staehli will manage the Lee Agency.

L. J. Callinan, formerly of the advertising staff of the Cleveland Press,

has resigned to become associated with the R. & S. Advertising Co., Cleveland. He will make Akron, O., his headquarters.

Installs New Press

The Amsterdam (N. Y.) Evening Recorder recently installed a new Duplex tubular plate press, having a capacity of 25,000 twenty-page papers an hour.

You can't "lose" a good ad in a good newspaper, no matter where the make-up man puts it.

CO-OPERATION

This is the day of *co-operative* effort. All lines of human endeavor are *co-operating*—everywhere, in everything.

Monarchs and despots are *co-operating* to perpetuate monarchial rule. Liberal minded nations are *co-operating* to overthrow despotic rule, and substitute freedom and *co-operation* in its place.

693 American railroads, merging their competitive activities for a period of the war, have *co-operated*.

20,000,000 miles of train service a year have been saved through *co-operation*. In six months' time the car shortage has been reduced from 148,627 to 33,776 through *co-operation*. Freight congestion at terminals and junctions has been eliminated through *co-operation*. 113,420 empty cars have been moved from where they were not needed, to where they were needed. 52,000 cars have been saved through pooling lake coal and ore. All done through *co-operation*.

Manufacturers are *co-operating* to raise standards and stop cut-throat competition. They are coming to realize that competition based on price alone, leads to the cheapening of the product and stultifying industry.

Newspapers are *co-operating* more and more to raise standards. Not only are they *co-operating*, one with another, but they are *co-operating* with manufacturers and distributors raising the standards of service to everyone.

The Editor and Publisher has for years preached *co-operation* and not only preached, but practiced *co-operation* so continuously and successfully that now **The Editor and Publisher** is recognized as the greatest force in its field—and the only trade paper devoted entirely to the newspaper industry.

Co-operate with your fellow publishers in preaching the doctrine of newspapers. *Co-operate* with **The Editor and Publisher** in reaching the great space buyers of the country—the big National Advertisers who annually spend millions of dollars in advertising in various ways.

They are receptive. They want information about you and your newspaper. They can use it and will use it.

Tell, them, through the advertising columns of **The Editor and Publisher** that you stand ready and willing to *co-operate* with them to render them a distinct service—a service that they need—and that they can get in no other way.

The Editor and Publisher

Suite 1117, World Building

63 Park Row, New York City

HERE'S A CIRCULATION STORY ABOUT NEW YORK

News Dealers, Without Consulting City Circulators, Increase Price of New York Daily Newspapers—Circulators Believe Dealers Entitled to Service Charge.

Here's a little circulation story, which proves, among other things, that in New York one can get away with almost anything.

Newsdealers in New York, without consulting city circulators, are increasing the price of the New York daily newspapers. How they do it is what this little story is all about.

To begin with, there are about 5,000 newsdealers in Greater New York, who buy their papers direct. Then there are about 5,000 more dealers, who buy their papers through other dealers. So then, there are about 10,000 dealers in the Greater City.

During the summer the dealers in one of the neighboring cities, included in Greater New York, decided that because of the well known high cost of living—which includes everything—they could no longer afford to sell Sunday newspapers for five cents. So they agreed that beginning with August 1 they would charge six cents. On that day the increased price was asked. Patrons asked why and were told all about high prices. Inspectors from circulation departments of city newspapers learned of the new price, reported it to their managers, who in turn reported it to executive officers. Thorough investigations were ordered and it was asked especially that it be learned whether any newspapers were being discriminated against. Inspectors reported that all newspapers were being sold for the same price. Several Sundays passed. The dealers continued to charge six cents. The newspapers did not receive enough complaints to notice it. Executive officers did nothing. The dealers are now charging six cents, in some nearby localities, seven cents, in ferry houses, eight cents, in Jersey points, and as high as ten cents in other cities.

That's chapter one.

REACHES MANHATTAN.

Dealers in certain sections of Manhattan agreed recently that they are entitled to what they call a "delivery charge." Subscribers who have Sunday newspapers delivered to their apartments each week are charged one cent a copy in addition to the regular subscription rate, which includes delivery. Some are charged two cents, some even three cents more. The news dealers probably adjusted rates according to the appearance of the fevers of the apartment houses. Subscribers who receive both the daily and Sunday newspapers pay in addition to the regular subscription rate a charge of ten cents a month. Some pay three cents a week extra. The delivery charges vary in the different parts of the city. The change in price was made with notices from dealers that because of "the high cost, etc.," it would be necessary to make a delivery charge of so much. And all this was done without consulting city circulators.

City circulators, through their inspectors, soon learned of the increased

charges. They waited for complaints. What few they received were more inquiries than they were complaints. Reports were made to executive officers. Investigations were ordered. Reports were made again. Nothing was done about it. The dealers continued to charge their increased prices, and, what is characteristic of New York, got their money without much difficulty.

Outside of Greater New York prices for New York newspapers are largely determined by the news dealers. Just so long as the dealers do not discriminate, no protest is made. In different parts of Manhattan the delivery charges are made and collected. In the same sections papers can be bought on the street stands for the usual prices.

SERVICE CHARGE FAIR CHARGE.

THE EDITOR AND PUBLISHER attempted to learn this week from city circulators just what they thought of the action of the news dealers. Practically all of them declared that they believed, for different reasons, that the dealers were entitled to a service charge, and added that those who were being made to pay this extra charge were best able to pay it.

City circulators pointed out that peculiar housing problems, the complex transportation system, the intricate distribution methods, in New York, all combined to make the dealer's life a trying one. The percentage of losses in New York is said to be the highest in New York that it is in any other city in the United States. This is principally due to the fact that such a large percentage of families live in apartment houses and that so few have what can really be called permanent residences. Families will move without notice to dealers, who are left to scramble for money due them.

City circulators have received so few complaints about delivery charges that they regard them as negligible. They point out that should the dealers be caught discriminating, trouble would begin.

ADVERTISING MAN WINS HONORS

Percy K. Crockett Commissioned a Captain in Artillery Division.

Percy K. Crockett, for eight years with the New York Sun—in the days of "the beloved boss," Chester S. Lord—and for six years with the Boston Globe, and who entered the Plattsburgh training camp early in the year, has been commissioned captain in Battery B of the Field Artillery, of the new National Army. He is now stationed at Camp Dix, Wrightstown, N. J.

Before entering Plattsburgh camp Mr. Crockett was assistant merchandising manager of Lord & Taylor's, having charge of the advertising and merchandising of the men's and boys' departments. Through intensive work while at Plattsburgh he won signal honors, standing third in a class of more than one hundred. He was commissioned a captain on August 15. His hundreds of friends in New York and Boston will be interested in learning that he has entered upon his new vocation—the military service of his country—with the same pluck and purpose which he has shown in the newspaper and advertising fields.

OF INTEREST TO CIRCULATORS

W. P. Fehlman, of the circulation department of the Topeka (Kan.) Capital, is in the navy. Fifty-eight carriers of the Capital are in various branches of military service.

Ed Campbell, city circulator for the San Antonio (Tex.) Light, is in Battery B, Texas Field Artillery.

Edward J. Jones, of the circulation department of the Asheville (N. C.) Citizen enlisted recently in the North Carolina National Guard and is now in camp.

J. V. Simms, for four years general manager of the Charlotte (N. C.) Observer, has been appointed circulation manager of the Charlotte (N. C.) News. For four years he was publisher and part owner of the Raleigh (N. C.) Times.

The Providence (R. I.) Journal Newsboys and Carriers' Association held its first outing last Sunday, more than 250 members of the organization going to Rocky Point by special cars. Joseph P. Barry, circulation manager of the Journal and manager of the club, had charge of the event. He was assisted by Charles M. Staniels, Chester A. Deaett, William Mahoney, and Thomas F. Farrelly.

W. C. Haralson, formerly with the circulation department of the Montgomery (Ala.) Advertiser, is now circulation manager of the Meridian (Miss.) Dispatch.

Sherman Hines has been appointed circulation manager of the Portland (Ind.) Republican.

The Peru (Ind.) Republican has announced that it will send the paper free of charge to the son, husband, or brother of any subscriber who has paid a year in advance.

Buffalo is to have a newsboys' club after the war. If the cost of materials and construction decreases, according to an announcement made recently by Mrs. Allan B. Husted, general chairman and trustee of the Newsboys' Benevolent Association. Mrs. Husted has more than \$2,000 in the Association treasury as a beginning for the building fund.

The circulation managers of the Winnipeg daily and farm papers have made the initial move in the organization of the Western Canada Circulation Managers' Association. The first meeting was held recently at Winnipeg, and plans have been made for more meetings. W. H. Henderson, circulation manager of the Winnipeg Telegram, is chairman of the committee in charge of the next meeting.

McKERNAN CONGRATULATED

Has Been Circulation Manager of the New York World for Eleven Years.

The many friends of James McKernan, manager circulation department, New York World have been congratulating him this week on being in charge of the circulation department of the New York World for eleven consecutive years. Mr. McKernan is chairman of the New York City Circulation Managers' Association, director of I. C. M. A., and vice-president of the New York State Association of Circulation Managers. He is proud of the fact that during the period he has been in charge, the circulation of the various editions of the World has shown a steady growth.

The fact that the World is now circulating more than a million copies more per week than it did the year previous to Mr. McKernan taking charge, will give an idea of the vast amount of detail that must be looked after in handling a circulation of this size.

MAKES SURVEY OF ALBANY

Knickerbocker Press Does Fine Bit of Work in Preparing Report.

The merchandise service department of the Albany (N. Y.), Knickerbocker Press has just completed a comprehensive survey of "Albany as a Trading Centre" which is intended primarily for national advertisers and advertising agents.

The survey contains just that kind of information which the national advertiser and the advertising agent will want to know about Albany. The report reflects credit upon the merchandise service department of the Knickerbocker Press.

Every advertiser is an optimist. It is the optimist who has built up the nation and its wonderful progress.



World Series Service

It is not too late to get our advance material on the WORLD SERIES. Order our service NOW, for one month, and get ALL of this service at no extra cost.

THE NEWSPAPER
ENTERPRISE ASSOCIATION
1279 West Third Street
Cleveland, Ohio

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the world war.

Feature articles from leading soldiers,
THE INTERNATIONAL NEWS BUREAU, INC.
J. J. BOSDAN, Editor

statesmen and authors of Europe. We handle more important articles of this description than any other agency in America.

15 School Street, Boston, Mass.

INTERTYPE

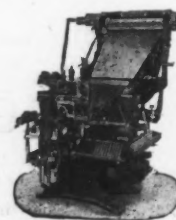
"The BETTER Machine"

Model A, \$2100
Single Magazine

Model B, \$2600
Two Magazines

Model C, \$3000
Three Magazines

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



A composing machine which requires much time for adjustments and repairs is a pretty expensive proposition, however versatile it may appear to be.

All Intertypes—the versatile multiple-magazine models as well as single-magazine machines—are so simple and durable that loss of time due to complicated design or delicate construction is an unknown factor among Intertype users.

INTERTYPE CORPORATION
Terminal Building Brooklyn, N. Y.

PHILADELPHIA GERMAN DAILY PAPER RAIDED

Espionage Act Invoked Against Editor of Long Established Newspaper Because of Attacks on the War Policies of the National Administration at Washington.

Armed with a blanket warrant for the arrest of six men attached to the Philadelphia Tageblatt Publishing Association on charges of treason, the United States Marshal and officers of the Post Office Department seized the offices Monday afternoon. They confiscated all books, files, manuscript, and other properties, which required an auto truck to carry away.

Herman Lemke, business manager of the Tageblatt, the daily newspaper issued from the office, was the only official on the ground when the raid began. He was placed under arrest and taken to the office of the United States Marshal, while Federal officers searched for the other five for whom the warrant was issued. Dr. Martin Darkow, managing editor of the Tageblatt, was arrested later when he appeared at his office to begin his day's work.

The officers of the publishing company which issues the Tageblatt and the Sontagsblatt are: Peter Schaefer, president; Paul Vogel, treasurer; Herman Lemke, business manager; Louis Werner, editor-in-chief; Dr. Martin Darkow, managing editor; Waldemar Alfredo, editorial writer.

The Post Office has issued no order against the transmission of the Tageblatt through the mails. During the week the staff has been permitted to get out the editions as usual.

News Print Economy or Waste of the New York Newspapers

For eight months, January to August (inclusive), 1917, as compared with eight months' record January to August (inclusive), 1916. IN PAGES.

Compiled by Jason Rogers, publisher of the New York Globe, from figures furnished by Statistical Department of New York Evening Post.

Total Pages Printed		Gain or Loss.	Total Vol. of Advtis'g		Advertising Gain or Loss.	Total Reading		Reading Gain or Loss.	
First Eight Months 1917.	1916.		First Eight Months 1917.	1916.		1917.	1916.		
Morning Papers									
American	6,850	7,384	534 loss	2,479 1/2	2,596 1/4	116 3/4 loss	4,370 1/2	4,787 3/4	417 1/4 loss
Herald	6,782	7,768	986 loss	2,049 1/4	2,042	7 1/4 gain	4,732 3/4	5,726	993 1/4 loss
Sun	4,746	5,206	460 loss	1,155 1/2	1,068 3/4	86 3/4 gain	3,590 1/2	4,137 1/4	546 3/4 loss
Times	6,866	7,246	380 loss	3,301 1/4	3,034	267 1/4 gain	3,564 3/4	4,212	647 1/4 loss
Tribune	4,868	5,204	336 loss	1,295	1,153 3/4	141 1/4 gain	3,573	4,050 1/4	477 1/4 loss
World	7,002	7,134	132 loss	3,765	3,433 3/4	331 1/4 gain	3,237	3,700 1/4	463 1/4 loss
Staats-Zeitung*	3,762	4,004	242 loss	968 1/2	1,086 1/2	118 loss	2,793 1/2	2,917 1/2	124 loss
	40,876	43,946	3,070 loss	15,014	14,415	599 gain	25,862	29,531	3,669 loss
*Seven months only									
Evening Papers									
Journal	4,062	4,048	14 gain	1,870	1,824	46 gain	2,192	2,224	32 loss
Mail	3,050	3,008	42 gain	1,296 3/4	1,273	23 3/4 gain	1,753 1/4	1,735	18 1/4 gain
Post	4,188	4,284	96 loss	1,076 1/4	1,007 1/2	68 3/4 gain	3,111 3/4	3,276 1/2	164 3/4 loss
Sun	3,162	3,388	226 loss	1,472 1/2	1,511 1/2	39 loss	1,689 1/2	1,876 1/2	187 loss
Telegram	4,578	4,468	110 gain	2,129	1,892 1/2	236 1/2 gain	2,449	2,575 1/2	126 1/2 loss
World	3,210	3,214	4 loss	1,365 1/4	1,393 3/4	71 1/2 gain	1,844 3/4	1,920 1/4	75 1/2 loss
Globe	2,942	3,478	536 loss	1,461 1/4	1,609 1/2	148 1/4 loss	1,480 3/4	1,868 1/2	387 3/4 loss
	25,192	25,888	696 loss	10,671	10,411 3/4	259 1/4 gain	14,521	15,476 1/4	955 1/4 loss
Brooklyn Papers									
Eagle	7,164	7,664	500 loss	2,537 3/4	2,581 1/2	43 3/4 loss	4,626 1/4	5,082 1/2	456 1/4 loss
Standard-Union	2,820	3,306	486 loss	1,504	1,532	28 loss	1,316	1,774	458 loss
	9,984	10,970	986 loss	4,041 3/4	4,113 1/2	71 3/4 loss	5,942 1/4	6,856 1/2	914 1/4 loss
Summary									
Morning	40,876	43,946		15,014	14,415		25,862	29,531	
Evening	25,192	25,888		10,671	10,411 3/4		14,521	15,476 1/4	
Brooklyn	9,984	10,970		4,041 3/4	4,113 1/2		5,942 1/4	6,856 1/2	
	76,052	80,804		29,726 3/4	28,940 1/4		46,325 1/4	51,863 3/4	

NEW YORK GERMAN DAILY COURTS INVESTIGATION

Staats-Zeitung Requests Attorney General Gregory to Investigate "Charge" That "Syndicate Department Is Head of a National Propaganda."

Bernard H. Ridder, president and publisher of the New York Staats-Zeitung, Thursday made public a telegram which he had sent on Wednesday to Attorney-General Gregory, requesting an investigation of the "indirect charge" contained in an Associated Press dispatch from Philadelphia following the raid on the Philadelphia Tageblatt, "that the syndicate department of the New Yorker Staats-Zeitung is the head of a national German propaganda."

The Associated Press dispatch referred to by Mr. Ridder was published by the newspapers in New York city on last Wednesday. It told of the seizure of the records of the Philadelphia newspaper, and called attention to the fact that some of the serial articles that had been printed by it, as part of the alleged propaganda, had been assembled and sent out in matrix form by the New York Staats-Zeitung.

Mr. Ridder's telegram to Attorney-General Gregory admitted that the Staats-Zeitung sold articles in matrix form to any newspapers that cared to buy them. Mr. Ridder asserted emphatically that they had never contained anything seditious.

Represent New York Commercial

Ryan & Inman, McCormick Building, Chicago, have been appointed Western representatives of the New York Commercial.

WOMEN'S PRESS APPEARS

Is First Official Organ for Women Ever Published in America.

The Woman's Press, a weekly newspaper, declared to be the first official organ for women ever published in America, has made its appearance in Chicago. Appropriately its business head is a woman—Mrs. Mary D. Fisher, an able journalist, who was with the publishing department of the Chicago Examiner for more than fifteen years.

The editorial department is handled by her husband, Ferd E. Fisher, former city editor of the Chicago Evening Post, and more recently head of a local publicity bureau. Mr. and Mrs. Fisher are co-publishers of the paper.

Mrs. Fisher, who is probably the only active woman publisher of a metropolitan newspaper, is modest and unassuming, but is a student of the publishing game and a sincere worker of the highest order.

"It has always been our dream," she told a representative of THE EDITOR AND PUBLISHER, "to have a newspaper of our own, and we felt if we ever did it would be one devoted to women's interests."

"The war has brought women to the front in every line of work. As ministers to the nation, their interests have become international in character and their ideas broader in scope."



MRS. MARY D. FISHER

A Newspaper Cost System? WHY?

"A newspaper publisher should know the detailed costs of every department of his plant. (Every other intelligent large manufacturer knows his costs.) Otherwise he cannot intelligently promulgate nor change a business or mechanical policy.

An ADEQUATE cost system is the only basis on which a constructive system of

SCIENTIFIC MANAGEMENT

can be formulated. An adequate cost system will teach you where and how waste and duplication may be eliminated.

AN ADEQUATE COST SYSTEM is the only method whereby you may KNOW which department is making money and the one losing the profit that the other department makes.

An adequate cost system is an INVESTMENT and not an EXPENSE.

An adequate cost system DOES NOT involve more bookkeeping, but rather less.

Newspaper publishers who have invested in our service declare unqualifiedly that it is the best INVESTMENT and it has paid the largest dividends they have ever realized from a similar amount of money.

WRITE FOR THE NAMES of these publishers who make the above statements of fact.

Ours is the ONLY organization of its character serving newspapers exclusively.

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

SEC. McADOO DISCUSSES ADVERTISING OF BONDS

(Continued from page 6)

their time and of the services of their employees, had also gone to considerable expense and he mentioned that clerks who were kept late at the banks were allowed supper money and that many bankers paid postage in circular matter and also did some printing.

"I must say," the Secretary declared, "I do not think it fair for the Government to attempt to throw upon the people of the country in operations that are going to be of such magnitude as these a recurring burden of that character," and he went on to say that some plan must be devised to cover the actual expenses of the bankers.

This discussion brought up the question of advertising. Mr. McAdoo said:

"ADVERTISING TOO EXPENSIVE."

"Some of the advertising clubs of the United States, which rendered very patriotic and effective service in the last campaign for Liberty Bonds, have been urging upon my attention a scheme for paid advertising. I have made no commitment about it. On the contrary, my general feeling has been that it was too expensive an operation for the Government to engage in, and I have said so to them frankly. On the other hand, I have said I should be glad if they would give me full estimates, with specifications in each instance, as to what it would cost to make the minimum advertising campaign they have in their minds, and what it would cost for a moderate-sized campaign, and what it would cost for a maximum campaign. Those figures I have not yet received. If we should engage in advertising, we would have to advertise in every paper in the United States. You can not discriminate against the newspapers. It would have to have universal application. The Government cannot say that it thinks one newspaper is a good advertising medium and another one is a bad one, or that another one is so poor that it is not worth using. Therefore, if we engage upon an advertising campaign at all, it has got to be a very extensive one, and it would be a very expensive one at the same time."

Chairman Claude Kitchin then asked: "Are the newspapers going to require the Government to pay for the articles on the Liberty Bonds?"

Mr. McAdoo replied: "No; it only applies to the advertising space. If we should adopt that as a policy. News items about Liberty Bonds and all that they have done heretofore. I am sure that they will continue to do."

Representative John N. Garner of Texas, despite recent revelations that magazines and not the newspapers of the country are responsible for the huge postal deficit on account of the second-class privilege, at this juncture in the discussion, said to Mr. McAdoo:

JOHN N. GARNER SPEAKS.

"If we could just have the newspapers pay one-fiftieth of 1 per cent. of what they owe us for carrying them through the mails, you could then pay them for advertising."

Following this allegation, Chairman Kitchin made the following amazing statement:

"I should think they (the newspapers), could afford to give you the space you want, because the House bill providing for increased postage still represents a loss in carrying the newspapers

(Concluded in Fourth Column)

STORY OF THE BIRTH OF CHELTENHAM TYPE

How Ingalls Kimball Broke Away from Conventions of Four Hundred Years, and Invented a New Face—Based Upon the Scientific Principle that Only the Upper Half of the Line Is Read, Causing Him to Reposition the Face on the Type Body.

FOR something like four centuries type-founders followed the plan of the original casters, so far as adopting a scientific letter, so placed on the body of the metal that one could read more easily and faster. New faces were invented, wonderful combinations effected, and characteristic fonts were manufactured, only to give way to something new—but always on the same, old plan discovered in Europe back in the "good, old days" of war, poverty and ignorance.

Ingalls Kimball, the designer of the Cheltenham series, was induced recently to tell how he made the discovery of the principle that has been adopted by the type-founders of the world, and the manner in which he worked it out, step by step, covering a period of seven years.

One day he placed a ruler over the upper half of a line of display type, and noticed it was meaningless when he glanced at it. Always of an investigating turn of mind, and constantly seeking a reason for everything, he moved the ruler to cover the lower half of the same line, and discovered that he could read the words without effort, almost as perfectly as if all of the letters were visible. In an instant he realized that the eye caught the upper half of a print-

THE FOLLOWING CUTS ILLUSTRATE THE PRINCIPLE. A LINE HAS BEEN DIVIDED HORIZONTALLY.

Its Prosperity Should Be Your Prosperity

READING THE LOWER PORTION, IT IS PRACTICALLY IMPOSSIBLE TO DECIPHER THE WORDS.

Its Prosperity Should Be Your Prosperity

READING THE UPPER HALF OF THE LINE, IT IS AN EASY MATTER TO GET ITS MEANING AT A GLANCE.

ed word—not the lower. He stood, so far as the future of making type letters was concerned, at the same point Watt did when he studied the effect of steam in raising the lid of the kettle. Mr. Kimball at once instituted a series of experiments. He entered a new field of investigation, going over the whole history of type-founding, comparing letters, and studying the subject closely from every angle, with the result that he finally produced a design for type of the desired proportions that caught the eye of the printer. The practical men of the trade simply thought they had found a letter that was different. They adopted it without understanding why they did so. The real point that challenged their attention they overlooked, probably because it was so obvious. Aside from the difference in the face of the new letter, it was placed on a different portion of the type body than in the case of any other, and for that reason was easier to read.

WORKING OUT AN IDEA.

Mr. Kimball found that the high, ascending portions of a letter are the ones the eye catches. The lower part constitutes the foundations. A reader looks at a word, much as he does at a building. He sees the superstructure that towers above the sidewalk line, and ignores the base on which it stands. The eye, in the language of the day, simply "hits the high spots." Of course, the lower parts of a letter cannot be entirely overlooked. They must be printed, in order that the proper grouping effect may be presented, for man reads, not by letters, but by the association of letters into groups, which enables him to rapidly distinguish one word from another.

If some way could be devised to bring the top part of the line more prominently before the eye, Mr. Kimball realized that he would be able to produce a principle that would relieve eye strain. With that idea fixed in his mind, he applied himself to a task that eventually revolutionized the conventions of four hundred years.

Mr. Kimball is an artist. He can "write" letters with his pencil that are perfect, do it quickly and accurately, and coupling this ability with his discovery, he commenced an exhaustive study of the subject. Unlike most inventors, he did not rush into print with an unfinished idea. He completed his work, for he wanted the benefit of his labor. The greatest compliment paid to him is the fact that the line he finally adopted has become the standard of the world. He did not reach his goal, however, until his investigation carried him into the realm of optical science.

He discovered, by a long series of experiments, that the eye follows the long ascending portions of a letter more readily than it does the descending parts, and it was when he reached this point in his investigation that he realized that he was on the borderland of the secret he sought. There was nothing haphazard about it. He was progressing along scientific lines, and he grouped the results of his studies in logical order.

Under the old plan, if type were cast on an eighteen-point body, the small, or lower-case letters, were placed in the exact centre—to be precise, on points numbered 7, 8, 9, 10, 11, and 12. The longest ascending and descending letters were of the same length. Here was the fault and the weakness. The good and the bad points were split, 50-50. It was his task to overcome it.

CHANGED FOUR CENTURY STYLE.

Instead of placing his lower case letters on the central six points, he lowered them. They no longer occupied points numbered 7, 8, 9, 10, 11, and 12, but points numbered 8, 9, 10, 11, 12, and 13, or 9, 10, 11, 12, 13, and 14, one or two points lower than were ever contemplated by type-makers. In this way he changed the principles followed since the days when movable letters were first cast in Europe. In order to do this, it became necessary to shorten the descending portions of the letters, which he compensated by raising, or lengthening the ascending lines, leaving the lower case the same. When he made these changes he was able to give to the world an idea that would benefit the public by permitting men to read faster and more accurately, with less eye strain and a greater degree of satisfaction.

(Concluded on page 35)

(Continued from First Column)

and magazines of over \$7,000,000 a year to the Government, and I am willing, if they insist upon it, to put in the bill a provision that none of this money shall be paid out to newspapers for advertising; and then if they are going to charge the Government for advertising the Government business in selling Liberty Bonds to carry on the war, they ought to pay the Government for all the news which the Government gives them for their papers, because but for the Government they would have very little news."

CALLS HIMSELF "JOCLAR."

"I am not familiar with the merits of the controversy to which you refer," said Mr. McAdoo, in reply to this interesting proposal, and Chairman Kitchin, later in the proceeding, remarked that he was "joclar," although the record is quoted verbatim herewith.

Representative Moore said: "The National Advertising Board which has presented a plan for publicity to cost from one to two million dollars, proposes to have the advertising in newspapers, magazines, farm papers, the business press, religious press, foreign language press, bulletins, billboards, street cars and farmers' bulletins. I suppose you would have to advertise in many more ways if you started in on this comprehensive plan."

Advertising Agents

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

JOSEPH A. KLEIN
Publishers' Representative
Specializing in Financial Advertising
Exclusively
Forty-two 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 & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

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

O'FLAHERTY'S N. Y. SUB-
URB LIST,
225 W. 39th Street, New York.
Tel. Bryant 6875

New Orleans States

Member Audit Bureau of Circulations,
Sworn Net Paid Circulation for 6
Months Ending April 1, 1917

36,670 Daily

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

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

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

AD FIELD PERSONALS

D. R. HOBART, of New York, has joined the advertising and publicity staff of the Hendee Manufacturing Company, Springfield, Mass., makers of Indian motorcycles and bicycles.

JOHN H. RANSOM, formerly with the New York soliciting staff of N. W. Ayer & Son and the Butterick Publishing Co., is now in charge of the New England territory of the American Magazine.

MARIAN R. GLENN, former director of business information for the American Bankers' Association, is now with Forbes Magazine, New York.

JOHN F. NICHOLS, formerly with Munsiey publications, now represents Popular Science Monthly, in New England.

S. ROLAND HALL has resigned as advertising manager of the Victor Talking Machine Co., to resume his former position as advertising manager of the Alpha Portland Cement Co., Easton, Pa.

R. WINSTON HARVEY, former sales and advertising manager of the James Clark Leather Co., St. Louis, is now occupying a similar position with Vick Chemical Co., Greensboro, N. C.

D. F. WHITEAKER has been appointed advertising manager of the Detroit Truck Co., Detroit, Mich.

BERNARD W. MAGEE, store advertising manager for Daniel Low & Co., Salem, Mass., is now assistant advertising manager of R. Wallace & Sons Manufacturing Co., Wallingford, Conn.

PROF. F. H. LANE, of the University of Pittsburgh, will address the Canton (O.) Adercraft Club Thursday, September 27.

G. H. HARRIS, until recently secretary of the Chamber of Commerce of Sulphur, Okla., has resigned to become advertising manager and handle the publicity work of the Midland Automobile Company of Oklahoma City.

PUTNAM & RANDALL, 341 Fifth Avenue, New York, have been made Eastern representatives of the Beaumont (Tex.) Journal and the Hannibal (Mo.) Journal.

N. C. MAYLOR, formerly of the Olean (N. Y.) Times, has taken charge of the Hannibal (Mo.) Journal.

ARTHUR JAMES was reflected president of the Associated Motion Picture Advertisers at a recent meeting held in New York.

EARL E. WAGNER, for several years advertising manager of the East Ohio Gas Company, and more recently of the H. K. McCann Advertising Company, Cleveland, has been appointed vice-president and general manager of the A. D. Judkin Advertising Company.

J. W. SANGER, of the bureau of foreign and domestic commerce, and George Bronson Rea, publisher of the Far Eastern Review, addressed the San Francisco Ad Club recently.

JAMES W. GERAUD, former Ambassador to Germany, addressed the Spokane (Wash.) Advertising Club Wednesday.

RAYMOND COOK, of the classified advertising department of the Cleveland Plain Dealer, has enlisted in the engineers' corps. Merwin Walker and Ben Atkinson have enlisted in the navy. Adolf Salsberg is in the artillery. Charles Peck is with the national guard.

HARRISON C. MACDONALD and MILLAR YORK, of the display advertising department of the Cleveland Plain Dealer, have been drafted.

CHARLES J. FAHEY, of the advertising department of the Cleveland Press, has been made a first lieutenant in the officers' reserve corps, and is now stationed at Chillicothe, O.

FRED BERGOLD, ALVIN BENTE, CHARLES

BOWMAN, AND EARL BRISBE, all of the advertising department of the Cleveland Press, are in the army.

HARRY C. SIMONS, formerly advertising manager of a Springfield, O., concern, is now a member of the display advertising staff of the Cleveland Press.

LESLIE L. ROOD, formerly of the Cleveland Leader-News advertising department, is now doing general advertising for the Cleveland Press.

BERNARD HORNER and LAWRENCE FLUME, advertising men on the San Antonio (Tex.) Light, have received second lieutenants' commissions in the army. Kenneth Perry, of the Light advertising department, is a first lieutenant in the Texas National Guard.

H. T. SNYDER, former secretary of the Butte, Mont., Advertising Club, is now publicity agent and sales manager for the International Petroleum Co., of Kansas City.

W. F. MACKAY, GEO. E. LEES, R. B. WRIGLEY, J. W. MCCLURE, F. D. CONNER, GEO. C. BENHAM, CHAS. W. MEARS, A. H. MADIGAN, S. S. WILSON, FRANCIS R. MORISON, and WM. W. MORRISON have been appointed members of the Liberty Loan Advertising Committee of Cleveland.

R. K. JACKS has resigned as advertising manager of the Hutchinson (Kan.) Gazette to take a similar position with the Little Rock (Ark.) Gazette.

FRANK A. KAPP, for several years a member of the advertising staff of Willys-Overland, Inc., Toledo, O., is the new advertising manager of the Mitchell Motors Company, Inc., of Racine, Wis. As a member of the Toledo Advertising Club Mr. Kapp played an important rôle in the development of that organization. He was also vice-president of the Central division of Associated Advertising Clubs of the World.

MISS MABEL L. DRAPER, for eight years in the foreign advertising department of the Jackson (Mich.) Patriot, has accepted a position in the same capacity with the Lansing (Mich.) State Journal.

HENRY KUHN, former head of the publicity department of the M. & C. Shirt Co., is now in charge of the advertising service department of the Stetson Press, Boston.

ROBERT T. WALSH, former advertising manager of the Brisco Motor Corporation, Jackson, Mich., is now with the Robert Smith Printing Co., Lansing, Mich. Mr. Walsh is succeeded in the Brisco Company by Guy Core, former advertising manager of the Springfield Body Co., Detroit.

CHALMERS L. PANCOAST, of the foreign advertising department of the Chicago Tribune, is now in charge of the New England territory, with headquarters in New York. He succeeds Harry G. Glatz, who resigned to join the Butterick Publishing Co.

H. H. SOUTHGATE, former advertising manager of Burnham & Morrill, Portland, Me., has been appointed a representative of the People's Home Journal in New England territory, with headquarters in Boston.

BROADBEN MITCHELL, of the Richmond (Va.) News Leader, addressed the Richmond Advertisers' Club yesterday on the topic, "How the City Helps the Advertiser."

E. E. TROXELL, secretary of the Washington Newspaper Association, will be in personal charge of the Chicago office this winter. The head offices of the Association are in Seattle.

Spreading the gospel of real values is the purpose of real advertising.

The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA	MONTANA
NEWS Birmingham Average circulation for June, 1917, Daily 41,047; Sunday, 45,316. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.	MINER Butte Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.
CALIFORNIA	NEW JERSEY
EXAMINER Los Angeles A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.	JOURNAL Elizabeth
MERCURY-HERALD San Jose Post Office Statement 11,434 Member of A. B. C.	PRESS CHRONICLE Paterson
GEORGIA	NEW YORK
BANNER Athens A gilt edge subscription—not a mere circulation claim.	COURIER & ENQUIRER Buffalo
JOURNAL (Cir. 55,428) Atlanta	IL PROGRESSO ITALO-AMERICANO—New York.
ILLINOIS	DAY New York The National Jewish Daily that no general advertiser should overlook.
HERALD-NEWS (Circulation 15,190) Joliet	OHIO
IOWA	VINDICATOR Youngstown
THE REGISTER AND TRIBUNE—Des Moines Circulation, 85,000 Daily, 70,000 Sunday.	PENNSYLVANIA
SUCCESSFUL FARMING Des Moines More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	TIMES Erie
KENTUCKY	DAILY DEMOCRAT Johnstown
MASONIC HOME JOURNAL—Louisville, Ky. (Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.	TIMES-LEADER Wilkes-Barre
LOUISIANA	TENNESSEE
TIMES-PICAYUNE New Orleans	BANNER Nashville
MICHIGAN	TEXAS
PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat Rates—One time ads, 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.	CHRONICLE Houston The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.
MINNESOTA	UTAH
TRIBUNE, Morning and Evening... Minneapolis	HERALD-REPUBLICAN Salt Lake City
MISSOURI	VIRGINIA
POST-DISPATCH St. Louis Daily Evening and Sunday Morning. Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. The POST-DISPATCH sells more papers in St. Louis and suburbs every day in the year, than there are homes in the city. Circulation first six months, 1917: Sunday average 362,853 Daily and Sunday 195,985	DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
ROLL OF HONOR	WASHINGTON
The following publishers guarantee circulation and willingly grant any advertiser the privilege of a careful and exhaustive investigation.	POST-INTELLIGENCER Seattle
ILLINOIS	NEBRASKA
SKANDINAVEN Chicago	FREIE PRESSE (Cir. 128,384) Lincoln
NEW YORK	NEW YORK
BOLETTINO DELLA SERA New York	

WILL USE NEWSPAPER SPACE TO ELECT MAYOR

The Erickson Co., Inc., 381 Fourth Avenue, New York, to Handle the Advertising Account of the Fusion Party—Will Use Newspaper Space Extensively—Foreign Papers Also.

Newspaper copy for the New York Mayorality campaign will be placed by the Fusion Party the latter part of this month, it is confidently believed. The Erickson Co., Inc., 381 Fourth Avenue, New York, is handling the account.

For obvious reasons little information is available about the advertising campaign which will be conducted. It is known, however, that contracts will be made with the daily newspapers and with a selected list of foreign language newspapers in New York.

REX W. WARDMAN, New York, handles the advertising of the Albany Boat Corporation, Watervliet, N. Y.

CLARKSON A. COLLINS, JR., Inc., 120 Broadway, New York, is now handling the advertising account of the Individual Drinking Cup Company, Inc., New York. Large-size space in newspapers is being run.

PROCTOR & COLLIER, INC., Cincinnati, O., handles the advertising of the Excelsior Shoe Co., Portsmouth, O.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York, handles the advertising of Garrett & Co., "Virginia Dare Wine," New York.

GEO. BATTEN Co., 381 Fourth Avenue, New York, handles the advertising of the Jobbers Overall Co., Lynchburg, Va.

THEO. F. McMANUS, Inc., Detroit, handles the advertising of the Lalley Electro-Lighting Co., Detroit.

REX W. WARDMAN, 501 Fifth Avenue, New York, handles the advertising of the Walter M. Levett Co., manufacturers of aluminum, alloy pistons, New York.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York, handles the advertising of the Many-Use Oil Co., New York.

N. W. AYER & SON, 200 Fifth Avenue, New York, handles the advertising of the Rainier Motor Corp., Flushing, N. Y.

CECIL ADVERTISING COMPANY, Mutual Building, Richmond, Va., handles the advertising of the Riggs Furniture Co., 318 Franklin Street, Richmond, Va., and 41 West 46th Street, New York. Placing orders with newspapers in selected sections.

ALBERT FRANK & Co., 26 Beaver Street, New York, handles the advertising of Jos. P. Day, auction of Southern Real Estate, 31 Nassau Street, New York. Placing 27-inch 1-time orders with some Southern newspapers.

FRANKLIN ADVERTISING SERVICE, Bulletin Building, Philadelphia, Pa., handles the advertising of the Radium Chemical Co., Philadelphia, Pa. Contemplating extending their newspaper advertising.

LORD & THOMAS, Mallery Building, Chicago, handles the advertising of Alfred Decker & Cohn, "Society Brand Clothes," 317 Franklin Street, Chicago. Again making contracts with newspapers in selected sections.

LYDDON & HANFORD Co., Cutler Building, Rochester, N. Y., handles the advertising of C. S. Slark, "Bon Opto," etc., 205 Pearl Street, New York. Again placing orders with newspapers.

MARTIN V. KELLEY Co., 171 Madison Avenue, New York, and J. Walter Thompson Co., 244 Madison Avenue, New York, handle the advertising of the Pictorial Review Co., 222 West 39th Street, New York. Now placing orders.

WM. H. RANKIN Co., 104 South Michigan Avenue, Chicago, handles the advertising of the Cheney Talking Machine Co., Chicago, Ill. Making contracts with some Western newspapers.

FRANK SEAMAN, 461 Eighth Avenue, New York, handles the advertising of the Silver Co., "Bethlehem Spark Plugs," South Bethlehem, Pa. Placing orders with newspapers in selected sections.

TAYLOR - CRITCHFIELD - CLAGUE Co., Brooks Building, Chicago, handles the advertising of the American Radiator Co., "American Radiators" and "Ideal Boilers," 820 South Michigan Avenue, Chicago. Again placing orders with newspapers in selected sections.

FRANK SEAMAN, 461 Eighth Avenue, New York, handles the advertising of Runkle Brothers, "Runkle Cocoa," 451 West 30th Street, New York. Again making contracts with newspapers in selected sections.

TAYLOR - CRITCHFIELD - CLAGUE Co., Brooks Building, Chicago, handles the advertising of the Acorn Brass Manufacturing Co., Chicago. Placing orders in some weekly newspapers.

W. H. STEWART, advertising manager of the World's Dispensary Medical Association, "Dr. R. V. Pierce," 663 Main Street, Buffalo, was in New York this week making renewal contracts with newspaper.

THE FLETCHER COMPANY, advertising service, Widener Building, Philadelphia, Pa., is handling the account of the Rennoc-Leslie Motor Company, of Philadelphia, manufacturers of the Rennoc-Leslie three-ton truck and eight-ton tractor.

REX W. WARDMAN, 501 Fifth Avenue,

New York, handles the advertising of the Biddle Motor Car Co., Philadelphia.

CHURCHILL-HALL, 50 Union Square, New York, handles the advertising of Boyce Wheeler & Boyce "Cumfy-Cut" underwear, New York.

FEDERAL ADVERTISING AGENCY, 6 East 39th Street, New York, handles the advertising of the Brown Shoe Co., Inc., "Buster Brown Shoes," St. Louis, Mo.

REX W. WARDMAN, 501 Fifth Avenue, New York, handles the advertising of the Duesenberg Motors Corp., New York.

MORSE INT'L AGENCY, 449 Fourth Avenue, New York, handles the advertising of the D. & C. Co., "D. & C. Flour," Brooklyn, N. Y.

LORD & THOMAS, Mallery Building, Chicago, handles the advertising of the Mitchell Motor Car Company, Racine, Wis.

THE CHARLES F. W. NICHOLS Co., Chicago, is in charge of the advertising of the Alabastine Co., Grand Rapids, Mich.

HONG-COOPER Co., San Francisco, is preparing a trade-paper campaign for the California Prune and Apricot Growers, Inc.

THE COMMERCE MOTOR CAR Co., Detroit, is placing contracts with newspapers, farm journals, trade papers, and weekly magazines, for an extensive campaign on Commerce one-ton trucks.

CARNEY & KERR, INC., 461 Eighth Avenue, New York, and the Standard Advertising Agency, 150 Nassau Street, New York, handle the advertising of the Hammond Typewriter Company, 53 East 69th Street, New York. The first named agency will handle the magazines and the second one the religious publications.

GEORGE BATTEN Co., 381 Fourth Avenue, New York, handles the advertising of the George E. Keith Company, Brockton, Mass., makers of the "Walk-over" shoe.

KLAU-VAN PIETERSON-DUNLAP, INC., Milwaukee, Wis., handles the advertising of the Northwestern Chemical Company, Marietta, O., makers of automobile specialties. Newspapers, magazines, and trade papers to be used.

FOWLER-SIMPSON Co., Inc., Cleveland, O., handles the advertising of the Outlook Co., Cleveland, O., makers of "Outlook" Windshield Cleaners.

The originators of written language were cartoonists, back in the days of the cave men. Picture-writing, the historians called it. The cartoonist still uses the language of universal appeal.

When advertising falls off, and the month's lineage figures do not look well in comparison with those of the same month a year ago, the live publisher does not seek an alibi—he seeks a remedy.

Leader in Display Advertising

In August The New York Times published 637,659 lines of displayed advertising, a gain of 29,232 over August last year, a greater volume by 240,662 lines, and a greater gain by 5,000 lines, than any other New York newspaper, morning or evening. Average net paid circulation, daily and Sunday, 345,000 copies.

Service Flags

PUBLISHERS—Place your order now for SERVICE FLAGS and announce to the world the number of employees you have given to the Government service. This flag shows a star for every member of a family or firm in the service of Uncle Sam. Flags furnished with any number of stars without extra charge. Can supply cotton bunting, Samson bunting or Standard Wool bunting at very low prices. Write to-day for samples and prices.

S. BLAKE WILLSDEN
29 E. Madison St. Chicago

The Evening Mail

New York

Last year GAINED

178,965 lines

of

Dry Goods Advertising

Only one other N. Y. evening paper exceeded this record, and three of them showed losses.

The New York Evening Mail

A Gain of 73%

During the past four years the Detroit Free Press has enjoyed a gain of 73% in circulation. Character and solidity explain this increase. Advertising MUST pay in a medium which calls forth such a tremendous response from the public.

The Detroit Free Press

"Michigan's Greatest Newspaper."

VERREE & CONKLIN Foreign Representatives New York Chicago Detroit

Says the
NEWS-TRIBUNE
of Duluth

"Our service from you has been uniformly good. We may want to increase it at a later date by the addition of other features."

Central Press Ass'n
New York Cleveland

The Evening Star
with one edition daily,
has a greater circulation in Washington,
D. C., than that of
all the other Washington papers combined.

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

The
Pittsburgh Post
ONLY
Democratic
Paper In
Pittsburgh.



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

(June Circulation 81,035)
"ASK THE LOCAL ADVERTISER"
The St. Paul Daily News
leads its field in advertising and in circulation with more readers than any other St. Paul paper ever had. In six months of 1917 it showed a gain of 134,358 lines.
"For More Business Than Usual"
C. D. BERTOLET
Boyce Building, Chicago
A. K. HAMMOND
E. E. WOLCOTT
366 Fifth Ave., New York

PHILADELPHIA
America's Greatest
Industrial City.
The PRESS
Philadelphia's Great
Industrial Paper.
Foreign Representatives
GILMAN & NICOLL
1103 World Building 1030 Tribune Building
NEW YORK CHICAGO

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

Remarkable Agricultural Wealth of the South

Its Diversified Farm Products for 1916 Were Four Times as Great in Value as Cotton—Stimulative Effect of the War on Agricultural Conditions

Some more striking facts are brought out by comparing the value of farm products in some of the Southern states in 1916 with the production of the Eastern and Western states during the same period.

Georgia, for instance, took rank as the fifth highest state in the Union, with a farm output of \$348,924,000, which exceeded the farm productions of such states as New York, Pennsylvania, Indiana and Ohio—even exceeded the great farming state of Kansas.

North Carolina, with a crop worth \$274,435,000, outstripped Wisconsin, Minnesota and California.

Kentucky, with \$219,821,000; Tennessee, with \$220,888,000 and South Carolina with \$192,468,000, passed South Dakota. Mississippi, with \$190,674,000, put North Dakota in the shade.

Alabama, with \$158,469,000, ran ahead of Montana, Colorado, Washington, Oregon and New Jersey.

Florida, with \$60,495,000, outdistanced Wyoming, New Mexico, Arizona, Utah, Nevada, Massachusetts, Vermont, New Hampshire, Connecticut and Delaware.

The total value of all Southern farm products in 1916 reached \$4,650,000,000 of which cotton and cotton seed represented only \$1,357,831,000. The South's production of corn was \$919,593,000, wheat \$212,346,000, oats \$111,243,000, rice and other grains \$40,187,000, hay \$178,387,000, tobacco \$127,426,000, white potatoes \$81,475,000, sweet potatoes \$53,206,000, fruits and vegetables, \$568,306,000. Diversification and rotation of crops is the order of the day.

And the South is producing as it never produced before, with the invasion of 280,000 soldiers who will occupy the seven cantonments in the South in September and whose pay roll alone amounts to \$14,000,000 a month, money will flow in Dixieland like water.

A better time for a special advertising campaign in the South could not be imagined. With his pockets bulging with money, the Southern farmer is turning his eyes northward for the farm and home conveniences and comforts that the South doesn't produce. He wants new automobiles, new silos, tractors, poultry incubators and brooders, cream separators; his wife wants a new sewing machine, a new talking machine, piano or pianola. The whole family wants all the luxuries that other folks enjoy.

Tell them what you have to offer. Use their favorite periodicals—the daily newspapers. If you wish special information as to the sales distribution, any of the periodicals listed here will be glad to give you full details or to co-operate in any way to help you arrange your publicity campaign.

ALABAMA.				SOUTH CAROLINA.			
	Net Paid	2,500	10,000		Net Paid	2,500	10,000
	Circulation	lines	lines		Circulation	lines	lines
Birmingham Ledger (E)	33,259	.06	.06	Columbia Record (E)	11,325	.025	.025
Birmingham Age-Herald (M)	23,242	.07	.05	Columbia Record (S)	9,216	.025	.025
Birmingham Age-Herald (S)	31,700	.08	.06	Columbia State (M)	18,561	.05	.04
Birmingham News (E)	41,000	.07	.07	Greenville Piedmont (E)	4,769	.0143	.0143
Birmingham News (S)	41,000	.08	.08	GEORGIA.			
Mobile Register (M)	15,351	.04	.04	Atlanta Georgian (E)	46,122	.08	.07
Mobile Register (S)	20,286	.05	.05	Atlanta Sunday (S)	85,027	.12	.10
Mobile News-Item (E)	9,500	.03	.03	Columbus Ledger (E)	7,425	.0215	.0178
Montgomery Advertiser (M)	18,213	.05	.04	Augusta Chronicle (M&S)	8,000	.035	.035
Montgomery Advertiser (S)	20,783	.06	.05	Macon Telegraph (M)	19,719	.04	.04
KENTUCKY.				Macon Telegraph (S)	19,719	.04	.04
Louisville Courier-Journal (M)	26,294	.10	.07	Augusta Herald (E)	12,049	.03	.03
Louisville Courier-Journal (S)	40,058	.12	.09	Augusta Herald (S)	12,049	.03	.03
Louisville Times (E)	43,805	.10	.08	Savannah News (M & S)	14,037	.04	.03
Louisville Herald (M)	49,073	.07	.07	FLORIDA.			
Louisville Herald (S)	42,860	.07	.07	Pensacola News (E)	4,628	.0139	.0139
Lexington Herald (M)	8,239	.0179	.0179	Pensacola Journal (M)	5,309	.0172	.0172
Lexington Herald (S)	8,239	.0179	.0179	Pensacola Journal (S)	5,309	.0172	.0172
TENNESSEE.				Jacksonville Times-Union (M & S)	24,508	.055	.055
Chattanooga News (E)	13,951	.03	.03	Jacksonville Metropolitan (E)	18,185	.04	.04
Chattanooga Times (M)	25,815	.06	.06	LOUISIANA.			
Chattanooga Times (S)	25,815	.06	.06	New Orleans Item (E)	55,043	.10	.10
Memphis News-Semitar (E)	45,000	.11	.10	New Orleans Item (S)	68,875	.12	.12
Memphis Commercial Appeal (M)	63,981	.1	.10	New Orleans Times-Picayune (M)	55,336	.10	.10
Memphis Commercial Appeal (S)	102,081	.14	.12	New Orleans Times-Picayune (S)	68,299	.12	.12
Nashville Tennessean & American (M)	36,665	.05	.05	New Orleans Daily States (E)	37,462	.08	.06
Nashville Tennessean & American (S)	39,129	.06	.06	New Orleans Daily States (S)	36,569	.08	.06
Nashville Banner (E)	50,557	.07	.07	VIRGINIA.			
Knoxville Sentinel (E)	19,036	.05	.04	Richmond News Leader (E)	39,401	.08	.06
NORTH CAROLINA.				Newport News Press-Times-Herald (M&E)	10,355	.025	.025
Asheville Times (E)	6,176	.015	.015	Newport News Daily Press (S)	6,993	.025	.025
Charlotte Observer (M)	13,696	.035	.03	Norfolk Virginian Pilot (M)	25,691	.05	.05
Charlotte Observer (S)	17,826	.045	.04	Norfolk Virginian Pilot (S)	33,016	.06	.06
Greensboro Daily News (M)	10,988	.03	.025				
Greensboro Daily News (S)	14,645	.03	.025				

This Advertisement Written by Messengale Advertising Agency, Atlanta, Ga.

TIPS FOR DEALERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

SAN MATEO, Cal.—The San Mateo News and Leader Co.; newspaper publishers; capitalization, \$15,000; incorporators: John D. Broomfield, Al. C. Sweetser, D. Gordon Broomfield, L. K. Broomfield, and Leroy C. Bernard.

ROCHESTER, N. Y.—The Charlotte News Publishing Co., Inc.; newspaper; capitalization, \$4,000; incorporators, R. L. Butterfield, John D. Meech, William T. Whelehan.

CHANGES IN INTEREST

FAYETTEVILLE, Ark.—David A. Gates, jr., for four years editor of the Democrat here, daily and weekly, has sold his interest in the paper to Dr. Charles Richardson, who will operate in partnership with Jay Fulbright, who retains h's interest.

ATHOL, Kan.—William H. Jackson, formerly with the Norton (Kan.) Courier, is the new owner of the Record here.

SUMMERFIELD, Kan.—Charles E. Jones, editor and publisher of the Sun here, has leased his paper to George Marshall, and will enlist in the army.

POTTER, Kan.—The Rev. E. A. Taylor and Samuel Parker have purchased the Kansan here from J. E. Reinsburg. The Rev. Taylor will be editor.

LABORA, Ia.—Charles H. Shellenberger has purchased the Times here from Arden McCoy.

WEIR, Kan.—Phil Moore has purchased the Journal here from L. H. Waddle.

RHODES, Ia.—Fred H. Wolander has purchased the Tribune here from J. L. Shearer.

YORK, Neb.—J. G. Alden, formerly with the Aurora (Neb.) Republican, has purchased the Republican here from T. E. Sedgwick.

FORT PIERCE, Fla.—R. H. Glenn and A. B. Brown have sold the News here to a newly formed corporation. A new plant will be installed and a new building is being built. The officers of the company are: R. H. Glenn, president; A. B. Brown, vice-president; Elwyn Thomas, secretary, and Edgar Lewis, treasurer.

ORLANDO, Fla.—Joe Hugh Reese has sold the Reporter-Star here to Brosier Brothers.

BAKER, Ore.—The Baker Herald, one of the best known papers in eastern Oregon, has been sold by C. C. Powell and F. W. Tenney, to Bruce Dennis, former editor of the La Grande (Ore.) Observer; J. T. Beamish, formerly connected with the Detroit News, and W. H. Walton, for many years a resident of Hood River, Ore.

BURLINGTON, N. J.—Joseph R. and C. Harry Cheesman have become sole owners of the Enterprise here.

EL DORADO, Ark.—Fletcher Smith, of

Conway, Ark., has purchased the Union County Tribune here from J. M. Rains.

FAIRMOUNT, W. Va.—Owen S. McKinney, one of the founders and editor of the Times here, has severed all relations with that paper. Earl H. and C. E. Smith are now in complete charge of both the editorial and business departments.

ONSTEAD, Mich.—Jacob L. Alderfer, for eight years with the Philadelphia Press, is the new editor and publisher of the News here.

NEW ENTERPRISES

THREE RIVERS, Que., Canada—The Trifluvien, published by J. A. Cambay, appears as a daily commencing to-day.

CEDAR BLUFF, Ala.—The Cherokeean is the name of a new paper here to be edited by James L. Tucker.

PITCHER, Okla.—W. C. Greening, D. G. Humphrey, and W. Scott Luce, editor of the Miner here, have purchased a site, and will build a concrete block building, in which they will start a new daily paper to begin publication about October 1.

ST. LOUIS, Mo.—The Trades Council Union News is the name of a union labor paper to be started on October 1. Paul J. Morrin, union labor official, will be the publisher, and the offices will be at 2651 Locust Street.

BAYARD, Neb.—C. W. Clifton is starting a new paper here.

LINCOLN, Neb.—The Nebraska Republican is a new weekly paper here, published by Kline and Smith. The offices are at Eleventh and M Streets.

TOPEKA, Kan.—The Church Outlook is the name of a new sixteen-page publication here, issued monthly by the Topeka Federation of Churches and edited by the Rev. J. P. Hicks.

SPOKANE, Wash.—The Observer is the name of a new weekly to be launched here about September 28. A. A. Preciado, editor of the Spokane Press, has resigned to become editor and publisher of the new venture. Articles of local interest, and departments of interest to

women and business men will be incorporated in the weekly.

CONSOLIDATIONS

VANCOUVER, B. C., Canada.—The Sun has absorbed the News-Advertiser and is now the only morning newspaper in Vancouver.

ULYSSES, Neb.—The Dispatch has purchased the Saturday Night Review here and will consolidate the two publications.

RATON, N. M.—The Maxwell Mail and the French Farmer have consolidated with the Reporter here. W. H. Woodhouse, of Wichita, Kan., has joined L. E. Busenbark in the publication of the Reporter.

SUSPENSIONS

REGINA, Sask., Canada.—The Prairie Farmer, the weekly edition of the Regina Leader, has suspended. Its features will be incorporated in the Saturday edition of the Leader.

FORD, Kan.—The Promoter here, owned by E. E. Manney, has suspended.

BYARS, Okla.—The Enterprise here has suspended and the circulation and business have been sold to the Pauls Valley Enterprise.

NASHVILLE, Kan.—The Journal here will suspend for the period of the war, and the editor, Clyde Walters, will enter military service.

MCCONNELLSVILLE, O.—The Daily Herald, published here since 1905, has suspended.

TIPS FOR THE AD MANAGER

CHAPPELW ADVERTISING SERVICE, of St. Louis, handles the advertising of the Reflectolyte Co., of St. Louis, makers of lighting systems.

ORTO J. KOCH ADVERTISING AGENCY, Milwaukee, Wis., handles the advertising of the Puffer-Hubbard Manufactur-

The True News
—FIRST—
Always—Accurately
International News Service
World Bldg., New York

USE
UNITED PRESS
FOR
Afternoon Papers
General Offices, World Bldg., New York

We can increase your business—you want it increased.
You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.
BURRELLE
60-62 Warren St., New York City
Established a Quarter of a Century

The Pittsburgh Dispatch
steadily advances, (not spasmodically) as the leading newspaper in its field.
WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

Topeka Daily Capital

Average net paid circulation for the six months ending April 1, 1917, as sworn to in Government report.
3 4, 5 6 7
And as confirmed by report of The Audit Bureau of Circulations
Arthur Capper
Publisher
TOPEKA, KANS.

Readers Decide
—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.
Let us send you samples of our colored comics, daily and Sunday pages in black and colors.
Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

ing Co., Minneapolis, Minn., makers of silos.

MACBETH-EVANS Co., Pittsburgh, makers of MacBeth Lens for automobiles, will use national weeklies and trade papers in coming advertising campaign.

To Edit Church Paper

Dr. B. A. Abbott, pastor of the Union Avenue Christian Church of St. Louis and president of the St. Louis Church Federation, has resigned his pastoral duties to become editor of the Christian Evangelist, St. Louis.

Made Acting Sales Manager

G. A. Riley, business manager of the Newspaper Enterprise Association, Cleveland, has assumed the duties of sales manager, temporarily, until a successor is named to K. J. Murdoch, who resigned recently.

50,000 Lines in Three Weeks

A new department store in Clarksburg, West Va., recently used more than 50,000 lines of advertising in the Clarksburg Telegram within three weeks. On the day of the opening of the store, twelve solid pages were used.

Covering Indiana

The Muncie Star has approximately three times the circulation of any other paper in Muncie.
The Terre Haute Star has a greater circulation than any other paper in Terre Haute.
The Indianapolis Sunday Star has a greater circulation in Indiana cities and towns than any other Indianapolis newspaper. (The Daily Star has a circulation of approximately 90,000.)
These three papers, comprising The Star League, offer the most effective and economical method of covering the Indiana market.
Combination rate of 15 cents daily and 17 cents Sunday is allowed, provided the advertiser uses equal run of copy within twelve months.
Special Representatives
Kelly-Smith Co. John Glass
220 Fifth Avenue Peoples Gas Building
New York City Chicago
R. J. Bidwell Co.
724 Market Street, San Francisco

QUALITY CIRCULATION BUILDER
National Editorial Service, Inc.,
225 Fifth Ave., New York.

MORE THAN A MILLION STERLING CIRCULATION
DOMINATES
its field in purchasing ability per family and yet at lowest advertising cost per thousand.
"TO-DAY'S HOUSEWIFE"
GEORGE A. McCLELLAN
General Manager
New York

LIVE TOPICS DISCUSSED BY OUR READERS

Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising.

Liberty Loan Advertising

THE EDITOR AND PUBLISHER: The interest which THE EDITOR AND PUBLISHER has manifested in the advertising of the forthcoming Liberty Loan prompts us to send you the enclosed publicity item.

Just why the Government should feel called upon to use every newspaper and every periodical in America, we are at a loss to understand. There are hundreds of newspapers and periodicals in this country, which on account of their limited circulations would not figure in a national advertising campaign.

The purpose of such a campaign is to sell the bonds, and there are any number of agencies who could handle the campaign successfully, using only the newspapers and periodicals necessary to make the campaign a success.

This publicity statement further states "while acknowledging the tremendous value of advertising, the secretary points out that the relations of the Government to the press and to the public generally are such that the question of paid advertising presents a problem very much more complex than it would be to a private enterprise."

EVERY EVENING PRINTING COMPANY, WILLIAM F. METZEN, Business Manager. WILMINGTON, Del., September 7, 1917.

*The enclosure was a statement, sent broadcast to editors, by the Bureau of Publicity, Liberty Loan of 1917, and contained Mr. McAdoo's statements heretofore published in THE EDITOR AND PUBLISHER.

Applegot Publishes Paper

"The Evening Bugle" is the name of a delightful little sheet which Fred Applegot is editing and publishing for the boys of Camp Pike, Ark. It is wholly in light vein, and should serve to smooth out the rough edges of camp life.

To Publish Veterans' Paper

The Great War Veterans' Review, published by the Great War Veterans' Association of Toronto, Canada, will appear some time this month. The object of the paper is to better the conditions of the returned soldiers.

GOSS HIGH SPEED FIVE ROLL STRAIGHTLINE FOUR PAGE WIDE PRESS with Two Folders

For Sale by WALTER SCOTT & COMPANY, Plainfield, New Jersey

Add New Machine

The Detroit Journal has just added a new Model C Intertype to its composing-room, and is now equipping the room throughout with steel furniture.

LEGAL NOTICE

INTERNATIONAL PAPER CO.

September 5th, 1917. The Board of Directors have declared a regular quarterly dividend of one and one-half per cent. (1 1/2%) on the preferred capital stock of this Company, payable October 15th, 1917.

HELP WANTED

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

WANTED-Copy and makeup editor for national magazine of highest character. Not only technically expert but soundly educated and widely informed. Preferably not under 25, several years happily married, with high ideals of citizenship, marriage and the home.

MISCELLANEOUS

Advertisements under this classification twenty cents per line, each insertion. Count six words to the line.

WANTED TO BUY-Afternoon paper in middle west. Town of about 25,000. Address U. 3397, care Editor and Publisher.

FOR SALE

Advertisements under this classification, twenty cents per line, each insertion. Count six words to the line.

Sheriff's Sale by Public Auction On Wednesday, September 26, at 3 P. M.

The entire equipment of the plant of the Rutherford Herald Printing Company, which publication is discontinued. PROPERTY CONSISTS OF: CAMPBELL MULTI PRESS, prints 4, 6 or 8 pages, one color, 7 coils. Capacity, 4,500 lbs. per hour.

FOR SALE-3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE-4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co.

FOR SALE-A Campbell New Model Press and Stereotype outfit complete. Rebuilt five years ago by R. Hoe & Co. and guaranteed to be in perfect condition. Prints four or eight pages, 6, 7 or 8 columns to the page and can be seen running daily in our plant.

Linotype-Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

Linotype-Model No. 1, Serial No. 8010, and Model No. 1, Serial No. 8011, with 1 magazine, liners, ejector blades, font of matrices (for each machine). Tribune Printing Co., Charleston, W. Va.

Linotype-Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

WASHINGTON CORRESPONDENT desires to send daily or weekly letter, file queries, or serve reliable papers on a per word or subscription basis. Raymond Leraw, 4035 N. H. Ave., Washington, D. C.

A YOUNG LADY, fine stenographer and typist with a good deal of experience in the advertising and publishing fields, thoroughly familiar with all kinds of detail and general routine work seeks position with publication or advertising agency. Willing to leave city. Address U. 3401, care The Editor and Publisher.

EDITORIAL ASSISTANT or similar position. Experienced in editing copy; reading proof; reporting; writing articles; stenographer; college graduate; training in illustrating; now with trade weekly. Address U. 3406, care The Editor and Publisher.

BUSINESS MANAGER-Wide awake advertising or business manager on daily, desires change, now employed. A-1 References. For details or interview, address U. 3405, care The Editor and Publisher.

EDITOR, 20 years' experience, city and country, desires city or managing editorship in country seat, 20,000 population; references. Address U. 3404, care Editor and Publisher.

CIRCULATION MANAGER of fifteen years' experience with strong personality and executive ability, 25 years of age, married and strictly sober, desires larger field. If you are in need of a man capable of installing an up-to-the-minute system, creating new business and maintaining an efficient sales force you cannot afford to overlook giving me an interview.

DO YOU WANT A Circulation Manager who has made good? Now circulation manager of a daily of 15,000 circulation where he has raised subscription rate and street sale price without any loss of circulation. Have had many years experience on big city dailies. Want larger field. Address U. 3399, care Editor and Publisher.

WRITER DOING EDITORIALS: humor; interviews; verse; specifically applied articles on salesmanship; original window display; can serve another client. Work by mail or remove to Philadelphia. Address O. K. Rush, 901 Bergen Ave., Jersey City, N. J.

WANTED-Position as general manager on newspaper of 15,000 or more circulation. 10 years' experience, 35 years old, married. Can give best of reference from present employer. Address U. 3391, care The Editor and Publisher.

CIRCULATION MANAGER-Agressive, capable, experienced. Have had fifteen years' experience in building circulation, and above all getting the money for it. Age 35. Best reference. Address U. 3392, care The Editor and Publisher.

EDITORIAL WRITER-Republican editorial writer wants situation on daily paper. Experienced editor. Address U. 3393, care Editor and Publisher.

YOUNG COLLEGE GRADUATE, 20, who has had excellent training as editor of college publication, wishes to establish himself with newspaper or publishing house. Advertising agency experience; basic knowledge of engraving, etc. Moderate salary. Address U. 3390, care The Editor and Publisher.

YOUNG MAN, 20, High School Graduate, six years' experience in boys magazines, two years at trade paper corresponding, wishes to cease free-lance work to connect with publication of serious content. Unusually capable associate to any executive in editorial circulation, or advertising departments. Address U. 3396, care The Editor and Publisher.

LIVE WIRE ADVERTISING-BUSINESS MANAGER, morning or evening daily of ten to twenty thousand circulation, open for position Sept. 15. Salary \$50 a week. For details or personal interview, address Box 3384, care The Editor and Publisher.

PUBLISHERS' NOTICE

The Editor and Publisher sells regularly at 10c a copy. \$3.00 per year in the United States and Colonial Possessions, \$3.50 in Canada and \$4.00 foreign, and is on sale each week at the following news stands:

New York-World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore-B. K. Edwards, American Building. Philadelphia-L. G. Ran, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand. Boston-Parker House News Stand. Pittsburgh-Davis Book Shop, 416 Wood Street. Washington, D. C.-Bert E. Trevis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand.

\$20,000 cash available for first payment on a daily newspaper property. Ohio, Indiana and western Pennsylvania locations preferred. Proposition P. N.

Charles M. Palmer Newspaper Properties

225 Fifth Avenue, New York

DAILY NEWSPAPERS

We have at this time several attractive opportunities to buy Daily Newspaper Properties in New York and adjacent states. Cash payments required range from \$10,000 to \$200,000.

The owners of all the properties in question are represented exclusively by this firm.

HARWELL & CANNON Newspaper and Magazine Properties Times Building, New York

EASY MONEY

Only paper in modern Central West city of nearly 20,000; splendidly equipped and showing annual profit to owners about \$30,000. Three-fifths interest offered for \$75,000. Ask for Proposition 623 X and give financial references.

Who wants to take advantage of a real newspaper opportunity in North Carolina valued at \$20,000? Prop. 089 X.

H. F. HENRICHS Newspaper Properties LITCHFIELD, ILL.

YOU MAY NEED TO KNOW

How you can get in touch with the right man for a position vacant, or How you can find a suitable opening for yourself or some friend whom you can recommend.

Keep in mind the scope of our work. Ours is a service bureau for employers and employes in all departments of the Publishing, Advertising and Printing field, east, south and west. No charge to employers; registration free; moderate commissions from successful clients.

FERNALD'S EXCHANGE, Inc. Third National Bank Bldg., Springfield, Mass.

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates-special rates and discounts to Trade and Newspapers.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street New York

OBITUARY NOTES

JOHN SPENCE, aged sixty-eight, for nearly thirty years editor of the Cohoes (N. Y.) Republican, died recently at his home in Cohoes.

E. N. A. PHENIX, of the advertising staff of the Toronto (Ont.) Globe, died recently in Toronto.

ALLEN S. PAGE, aged twenty-nine, editor and owner of the Sussex Register, Oakland, N. J., died recently at his home in Oakland. Mr. Page was a graduate of Yale, and purchased the Register in 1915, after studying at the Columbia School of Journalism, New York.

JAMES DAVIS SHAW, aged eighty-two, founder and former editor of the Moundsville (W. Va.) Echo, and one of the best-known newspaper men in northern West Virginia, died recently at Moundsville.

CAPT. JOHN J. WHEELER, who was editor of the Crown Point (Ind.) Star, for more than forty years, died recently from an attack of paralysis.

R. Y. BECKHAM, aged thirty-seven, editor of the Laurens County Citizen, Dublin, Ga., died recently at his home in Dublin.

WILLIAM H. O'BOYLE, thirty-five years old, member of the Milwaukee Sentinel's advertising staff, died recently.

MRS. L. H. TOWNSEND, wife of the well-known New York advertising man, died on Tuesday, September 4, at their home in Cape May, N. J.

MELTON B. GROVES, aged seventy-six, former owner and editor of the Melford (Ind.) Mail, died recently at his home in Melford.

KENNEDY C. CAMPBELL, aged thirty-six, newspaper advertising man of Pittsburgh, died recently at his home in that city.

HENRY R. BRYAN, aged fifty-eight, publisher of the Hudson (N. Y.) Republican, died suddenly Wednesday.

SHIRLEY M. CRAWFORD, formerly a well-known Louisville newspaper man, being financial reporter of the Courier-Journal for a time, and on the Evening Post when the Spanish-American War broke out, is dead in San Francisco of injuries suffered when struck by an automobile.

J. PRESCOTT MCKINNEY, aged thirty-one, son of J. P. McKinney, newspaper representative and former president of the Six Point League, died recently at Rochester, N. Y. He was a trained newspaper man, and at different times was employed in the editorial departments of the San Diego (Cal.) News, the Phoenix (Ariz.) Gazette, the Indianapolis Sun, and the Tulare (Cal.) Advance. He was an invalid for several years.

WEDDING BELLS

John Hall Woods, assistant city editor of the Evansville (Ind.) Courier, and Miss Rose Erskine Heilman, woman's club editor of the Courier, were married recently in Evansville.

Miss Edna Zimmerman, telegraph editor of the Pendleton (Ore.) East Oregonian, and Harold J. Warner, Pendleton attorney, now commissioned officer stationed at a cantonment camp, were married recently at Dayton, Wash.

Lieut. Jerrold Owen, who was on the staff of the Portland (Ore.) Oregonian before going to San Francisco to attend the Presidio officers' training camp, and Miss Anna Christine P. Hansen, of Portland, were married recently.

Announcement has been made of the engagement of Lieut. John Dorsey Brown, former business manager of the Washington Herald, now with the New York Times, to Miss Mary C. Meek, daughter of Samuel W. Meek, newspaper man of Little Rock, Ark. Lieut. Brown recently won his commission at the Fort Myer, Va., training camp.

Miss Marie B. Lyons, managing editor of Vogue, New York, was married recently at the Château Frontenac, in Quebec, to Willard Ray, manager of the Emerson Phonograph Company, of Boston. Mr. and Mrs. Ray are spending their honeymoon in the Katachamakouchi Valley, in Nova Scotia.

Capt. J. M. De Beaufort, war correspondent, and Miss Helen F. Reiman, of Terre Haute, Ind., were married recently.

Lieut. William H. Wright, formerly with the New York Tribune, Harper's Bazar, and lately on the staff of Outing, was married Monday to Miss Madeleine Hodskins, of New York.

Howard J. Boston, of the Providence (R. I.) Journal, and Miss Agnes B. Conley, of Providence, were married recently.

Sergeant Kent Allerton Hunter, formerly a star reporter for the Chicago Examiner and later for the Tribune, and now stationed at Houston, Tex., will be married on September 25 to Miss Beatrice Waugh, also of Chicago, and formerly a reporter for the Herald and Examiner.

The first military wedding took place from Camp Logan, Houston, Tex., last week, when Miss Dorothy Williston, formerly a special writer for the Chicago Herald, was married to Lieut. George G. Shor, of the statistical division of Gen. Bell's staff, and former assistant telegraph editor of the Chicago Herald.

STORY TOLD OF BIRTH OF CHELTENHAM TYPE

(Continued from page 32)

This is not exactly the way Mr. Kimball would explain it, and perhaps it is not the language a type-founder would

employ to impart the information. This illustration may not be technically correct, but it elucidates the idea.

Then Mr. Kimball evolved a new face—something different. Printers liked it. If it had been cast on the old plan it would undoubtedly have been popular—but it would not have been possible for one to read it as easy as is the case of the scientific principle he worked out.

THE WAY TO SUCCESS.

These were the points that meant success, but it was not until he had spent seven years of labor that he obtained the analysis he sought. Just as the assayer reduces his product, containing both gold and silver, to a button, in metallurgical combination, so type-founders for years had been making use the button—the product of both metals or ideas. Mr. Kimball went a step further. Like the assayer he "parted" the button—dissolved the silver out of the gold—that is, he took out a portion of the length of the long lower lines of the letters, and when he did that he knew the value of both metals, or ideas, weighed separately. He found that he had more gold to place above the lower-case letters, just as a builder utilizes more material in the construction of a skyscraper above the street level, than he does in the foundations below. The silver, constituted the foundations, on which the superstructure of

gold was erected. He transferred the most value metal wasted below the point where the eye could catch it, and added it to the long lines of the upper portion of the letters where it had greater value.

Mr. Kimball demonstrated that the average reader focusses the eyes on a line of type and visualizes it just as he visualizes a building or a sky line, and carries in his mental picture gallery the image of the type buildings.

This epochal discovery and the consequent improvement in type-making has made it easier to read.

Publish Patriotic Editorials


The Des Moines Capital has just published in booklet form "Fifteen Patriotic Editorials" written by Lafayette Young, editor.

Interviewers dread to be interviewed, as a doctor dreads to be doctored.

ADVERTISERS
If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in

THE NAUTICAL GAZETTE
the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year
20 Vesey Street, New York



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

The Times-Dispatch
Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley
Special Representatives
200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

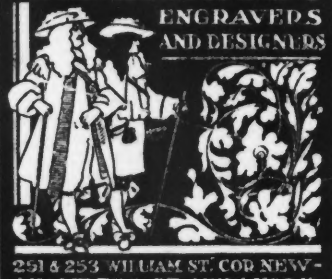
The New Orleans Item
Largest afternoon Circulation in the entire South
(April A. B. C. Net Paid Statement)
Sunday 68,875
Daily 55,041

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

Buffalo News
EDWARD H. BUTLER
Editor and Publisher
"The only Buffalo newspaper that consents 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

TAKE IT TO
POWERS
OPEN 24 HOURS THE FASTEST ENGRAVERS OUT OF 24 ON EARTH
ON TIME ALL THE TIME
POWERS PHOTO ENGRAVING CO.
214 Nassau St. N.Y. Tel. 6220-4 Hoffman

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



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

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

Every department of Canadian Industry has contributed to the result. Note the percentage of increase in the exports.

	Increase over 1914				
Mines	-	-	-	-	42.5 per cent.
Fisheries	-	-	-	-	19.6 per cent.
Forests	-	-	-	-	30.8 per cent.
Animal Produce	-	-	-	-	129.8 per cent.
Agricultural Products	-	-	-	-	76.8 per cent.
Manufactures	-	-	-	-	709.9 per cent.

It is evident that Canadians are making money and have it to spend. That they are spending it liberally is shown by the reports of Retail Merchants from all sections of the Dominion.

The American Manufacturer will find it profitable to develop the Canadian Market at the present time, and he may make business connections that will be invaluable after the war. A trade mark well established in public favor can defy competition.

Canada is distinctively a country of daily newspapers and the one best method to influence Canadian buyers is to advertise in the reputable dailies.

Canada's pre-eminent daily newspapers are listed on this page and the great majority of prosperous Canadians may be reached through our columns.

Apply to the Advertising Manager of any of them for information regarding Canada's opportunities.

PROVINCE OF ONTARIO

Population 2,523,274

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

PROVINCE OF QUEBEC

Population 2,002,731—English 397,392

French 1,605,339

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

993,008 1.4267 1.1594

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

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

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



More than
4,500,000
of Canada's
8,075,000
Total Population is Centered here

Prepared and Written by
Geo. F. Hobart
Hamilton Advertising
Agency
Hamilton, Canada

New York Advertising Situation

Showing distribution of volume of advertising in the
daily newspapers during August, 1917,
by these firms:

B. Altman & Co.	Gimbel Brothers	R. H. Macy & Co.
Arnold, Constable & Co.	Greenhut & Co.	Oppenheim Collins
Best & Co.	Hearn & Co.	Stewart & Co.
Bloomingdale Bros.	Lord & Taylor	Franklin Simon & Co.
Bonwit, Teller & Co.	McCreery	Stern Bros.
	John Wanamaker	

Evening newspapers (agate lines):

The Globe -	143,554	Journal - -	85,663
World - -	136,525	Telegram -	63,169
Mail - - -	119,180	Post - - -	44,365
Sun - - -	115,444		

Morning newspapers (excluding Sundays):

The Times -	35,110	Tribune - -	7,456
Herald - -	29,262	Sun - - -	7,440
World - -	11,100	American -	5,706

Sunday newspapers:

World - -	68,423	Tribune - -	21,209
American -	36,506	Herald - -	12,237
Times - -	26,916	Sun - - -	12,072

The New York Globe

leads all newspapers in volume of this business dependent
on direct response from women

CHICAGO
People's Gas Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

