

THE EDITOR & PUBLISHER

UNIVERSITY

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

FEB 20 1917

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NEW YORK, SATURDAY, FEBRUARY 17, 1917

10 Cents a Copy

During 1916 The Chicago Daily News printed more dry goods and department store advertising *six days a week* than any other Chicago newspaper printed *in seven days*. The figures (in agate lines) are:

The Daily News	(6 days)	3,519,244	agate lines
The Tribune	(7 days)	2,267,354	agate lines
The American	(6 days)	1,861,113	agate lines
The Journal	(6 days)	1,607,836	agate lines
The Examiner	(7 days)	1,384,703	agate lines
The Herald	(7 days)	1,267,783	agate lines
The Post	(6 days)	431,454	agate lines

All advertisers would do well to follow the example of these dry goods and department stores.

THE CHICAGO DAILY NEWS

Over 425,000 daily

"It Covers Chicago"

ON Friday, March 30, 1917, The New York Evening Post will issue its Fourth Annual Supplement devoted exclusively to Public Utilities.

Plans for this Supplement contemplate an extensive treatment of every important phase of the Public Utility situation, as it developed in the past year. There will be presented a series of features that will make this publication most complete and comprehensive.

Besides an account of the rise, the progress, and the present stage of development of Public Utilities throughout the United States, there will be contained in the 1917 Supplement a number of specially prepared articles, by recognized experts in the different branches, and by men eminent in the financial, legislative and operating departments of this giant industry.

During the past year the Traction, Gas, Electric Light, Heat and power companies have prospered in many sections of the country. Some have taken long strides forward; some have prospered moderately; some have had conditions to contend with that never before entered their field of operation.

The Evening Post has undertaken a serious review and discussion of all the unusual circumstances entering into the operations of the year, with an outlook on the future, so far as the future can be clearly discerned.

From cover to cover, the Public Utilities Review of March 30 will present a wealth of information, general and particular, that every banker, investor and business man should possess in order properly to distinguish between substantial and conservative undertakings and those that are of less assured character and standing.

The Public Utilities Review is established. It is recognized as filling a real need, and the issue will enjoy a greatly increased circulation not only in the United States, but also in Canada and foreign countries. It will be filed for constant reference. Associate the name of your project with the big operations of the country. Announce to a much interested clientele just what has been done and is doing. Co-operate in a work so necessary and which will prove profitable for future development. Interest once created is far-reaching and its influence must be felt.

Advertising Rates for Public Utilities Review

One Page	- - -	\$425.00	Half Page	- - -	\$215.00
Quarter Page	-	\$107.50	Agate Line	- - -	50 Cents

Reservations for space should be made early to insure proper classification.

The New York Evening Post

More Than A Newspaper—A National Institution

20 Vesey Street

New York City

"OHIO FIRST"

IN the humane consideration of her workingmen, Ohio ranks **FIRST**. She recognizes that their welfare is indispensable to her influence and vast wealth.

Ohio's Workingmen's Compensation Fund is now stronger than ever before in its history, amounting on December 1st, 1916, to **\$4,913,923.91** as against **\$2,442,967.82** December 1st, 1914, an increase of **\$2,470,956.09**.

Ohio's workingmen earn annually close to

\$400,000,000

These thrifty people can all be reached through the "Ohio First" Newspapers.

Their homes bear no resemblance to the tawdry tenement rooms of crowded metropolitan centres.

They are bright and cheery and have the true home atmosphere.

In them will be found books and music and pictures.

There are rugs on the floors, hangings at the windows and heating appliances in the cellars.

The owners dress well and are progressive and liberal in their ideas and expenditures.

In the business world facts pile on facts in their substantiation of the value of advertising. Nowhere else in the Middle West can National Advertisers prove this more quickly and more satisfactorily than in OHIO

"Ohio First" Newspapers Are Best

	Net paid Circulation	2,500 lines	10,000 lines		Net paid Circulation	2,500 lines	10,000 lines
Akron Beacon-Journal	(E) 26,541	.035	.035	Findlay Republican	(M) 5,950	.0093	.0093
Canton News	(E&S) 12,316	.0214	.0214	Lima News	(E) *9,322	.02	.0172
Chillicothe Scioto Gazette	(E) 2,436	.0057	.0057	Mansfield News	(E) *7,631	.019	.019
Chillicothe News-Advertiser	(E) 2,451	.0085	.0072	Marion Daily Star	(E) 7,467	.0129	.0129
Cincinnati Commercial Tribune	(M) †60,723	.11	.09	Newark American-Tribune	(E) 5,318	.0085	.0085
Cincinnati Commercial Tribune	(S) †26,339	.14	.12	Piqua Daily Call	(E) 4,012	.0072	.0072
Cincinnati Morning Enquirer, 5c.	(M&S) 56,583	.14	.12	Portsmouth Daily Times	(E) 9,075	.015	.015
Cleveland Leader	(S) 117,432	.17	.15	Sandusky Register	(M) 4,660	.0093	.0093
	(E) 112,513	.18	.16	Springfield News	(E&S) 12,453	.02	.02
Cleveland News		.30	.26	Steubenville Gazette	(E) 3,620	.0143	.0071
Combination L. & N.	229,945			Toledo Blade	(E) 50,508	.11	.09
Cleveland Leader	(M) 90,191	.15	.13	Youngstown Telegram	(E) 16,199	.03	.03
Cleveland News	(E) 112,513	.18	.16	Youngstown Vindicator	(E) 18,658	.03	.03
Combination L. & N.		.27	.23	Youngstown Vindicator	(S) 16,716	.03	.03
	202,704			Zanesville Signal	(E) †10,000	.02	.02
Cleveland Plain Dealer	(M) 143,103	.18	.16	Zanesville Times-Recorder	(M) 16,711	.025	.025
Cleveland Plain Dealer	(S) 181,825	.21	.19				
Columbus Dispatch	(E) 72,120	.10	.09				
Columbus Dispatch	(E) 67,528	.10	.09				
Dayton Herald**	(E) *22,114	.05	.035				
Dayton Journal**	(M&S) *22,430	.05	.035				
	**Combination (M&S) 6c. per line.						
Dayton Journal	(S) *22,000	.07	.045				
Dayton News	(E) 33,958	.045	.045				
Dayton News	(S) 20,388	.03	.03				
East Liverpool Tribune	(M) 4,392	.0115	.01				
				Totals,	1,762,181	2.9376	2.5683

*April, 1916, Gov. statement.

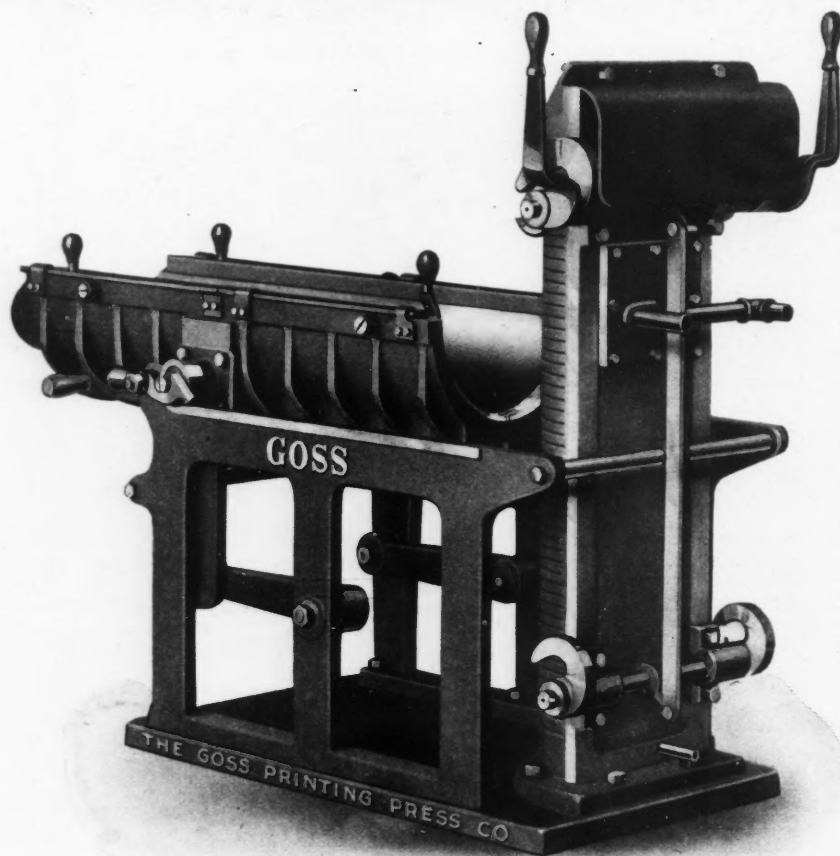
†Publishers' statement. Other ratings, October 1, 1916.

National Advertisers and Advertising Agents wishing detailed information in respect to market conditions and distributing facilities in OHIO should communicate with The Editor & Publisher, New York City.

DID YOU EVER CONSIDER

THE IMMENSE SAVING OF TIME AS WELL AS THE SUPERIOR PRINTING
QUALITIES OBTAINABLE WITH DOUBLE-PAGE PLATES
AS CAST AND FINISHED BY

GOSS DOUBLE-PAGE STEREOTYPE MACHINERY



THE GOSS SELF-BALANCED DOUBLE-PAGE PLATE CASTING BOX.

We Have Furnished A Number Of Metropolitan Dailies With The Following GOSS Machinery Which Has Been Specially Designed For Making Plates For Double-Page Advertisements And Double-Page Illustrations And Displays Of All Kinds.

Double-Page Curved Casting Box
Double-Page Tail Cutter
Double-Page Shaver
Double-Page Chipping Block

Double-Page Pneumatic Head
Steam Table
Double-Page Form Table
Double-Page Stereotype Chase

We Have Interesting Literature Describing These Machines

THE GOSS PRINTING PRESS CO.

CHICAGO, Main Office and Factory, 16th St. and Ashland Ave.

NEW YORK, 220 West 42nd St.

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., HAVES, MIDDLESEX

THE EDITOR & PUBLISHER

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

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NEW YORK, SATURDAY, FEBRUARY 17, 1917

No. 36

LESAN BROUGHT NEW IDEA INTO ADVERTISING

President of H. E. Lesan Advertising Agency, Trained in Newspaper Work, Saw Possibilities of Moulding Public Opinion Through the Use of Paid Space—Induced Railroad Interests to Take People Into Their Confidence—Notable and History-Making Publicity Campaigns the Result of His Work.

By MARLEN E. PEW.

AFTER all is said and done, the practical fact remains that "the idea's the thing" in every phase of publishing.

The patient plodder may function to good purpose, but the man or office-boy with the "live hunch" is the hero and dominant force in the great race to attract public attention to the printed word. In no other department of endeavor is an original idea of greater spot value.

In most standard commercial pursuits the order of success lies in (1) ample capital, (2) demand, (3) energy, thrift, and imagination. In publishing and its auxiliary features the order is reversed. The man with imagination and energy will create the demand, and the capital is likely to just "happen."

In this interesting relation the writer has in mind the instance of H. E. Lesan, president of the H. E. Lesan Advertising Agency, of New York and Chicago. A few years ago this agency was just an idea, but to-day is one of the biggest links between national advertisers and the publishers of the United States.

Mr. Lesan is now forty-two years of age. He is a live-wire newspaper man, associated with a group of advertising experts of similarly high voltage. He is familiar with every department of a newspaper, having filled the step-ladder positions to managing editor of a successful evening newspaper. It was his news instinct that allured him into the advertising field, and thereby hangs this tale.

Fifteen years ago in this country there existed what might truthfully be termed an absolute deadlock between the railroads and the people. That is to say, public confidence in the great interstate carriers was at a low ebb. There had unquestionably been a long and devastating period of railroad exploitation, chiefly financial, from which had grown public abuses of such glaring and ugly portent that the man in the street had come to not only distrust the railroads, but to look upon them as an actual menace.

The people of the country felt outraged by scandals concerning such abuses of power as rate discrimination, political duplicity, defiance of local public opinion, and financial adventuring, during the age of non-restraint.

In 1885, however, there had been a sweeping investigation by the United States Senate of certain operating abuses and the crystallization of this action was the original act to regulate



H. E. LESAN.

commerce, approved two years later and progressively perfected to this date.

USED NEWSPAPER MAN'S INSIGHT.

So, in the year 1898, when Mr. Lesan began to apply his news instinct to the railroad problem, the fact was that the Government had taken a firm grip on the situation, the railroad financial pro-

motors had learned their bitter lesson, a new kind of railroad man appeared, and most of the evil remaining was an unreasoning, blind hatred of many people for the railroads, more for what they had been than what they then were.

Mr. Lesan had seen this situation developing, as managing editor of the Courier in the thriving Iowa town, Ot-

tumwa. His ideas concerning it then were abstract, but were intense enough to later lead to a concrete conclusion. He believed, as only a born and bred newspaper man can believe, in the potency of the printed word and the time-tested truth that publicity will correct any evil. It was when he entered the advertising field with his own agency that the idea took root that the pressure upon the railroads, bred of popular distrust, might be relieved if these great corporations would merely consent to the proposition of admitting the public to their confidence, candidly going to the people, through the press, with the story of real efficiency under the new order in railroad life.

Prominent railroad men in New York listened to this advice. Mr. Lesan went to them with definite proposals. He did not suggest that they enter an advertising campaign to "sell" their service, or curry favor with editors by token of such advertising patronage. He told them to buy space in which to tell the great reading public the truth about the railroad business, of the problems that beset it, of the ambitions of earnest men in it to win approval through merit, of rail communication as a social and economic asset to the national institution, of progress and impatience for greater progress—in brief, the interesting, vital, imperative need of cooperation between the patrons of the railroads and the managers of these great instruments of transit, that they might be able to yield the maximum service value.

DEVELOPING HIS NEW IDEA.

It was a little prescription signed by a newspaper physician from a formula dating back to the time of famed alchemists of press freedom, such as Milton and Voltaire and John Stuart Mill, and the New York Central officials wisely accepted it, and it is in operation to this day and is gaining converts.

It must not be understood that all of the railroad men of this country fell into line on this new and forward-looking advertising policy. The New York Central Railroad was the first to hear of the plan from Mr. Lesan, and the first to adopt it. For many years it bore the whole weight of the educational campaign. The policy advertising of this, the greatest of all passenger lines, has been developed into a model of industrial publicity effort, working wonders every day. Similar policy advertising of the Union Pacific Railroad Company and Southern Railway system has now become effective. Some of the largest railroads, presided over by as

(Continued on page 26)

ADVERTISERS OF PHILADELPHIA ENDORSE INCREASING PRICE OF PAPERS TO 2 CENTS

Circulation Fell Off About 25 Per Cent. the First Day—Within Two Weeks the Loss Was Only 15 Per Cent. and Publishers Expect to Reduce It to 10 Per Cent. Before the End of February—Advertisers Increase Their Space.

Philadelphia advertisers endorse the increase in the price of the newspapers of that city from 1 to 2 cents a copy by increasing their patronage. The newspapers are delivered at 12 cents a week, instead of 6 cents a week for the week-day issues in the past. The 10 cents a week plan was considered wrong in principle. The falling off in circulation to date has only been in the neighborhood of 15 per cent., and it is expected that, by the end of this month, it will only be 10 per cent. This information was obtained by a staff correspondent of THE EDITOR AND PUBLISHER, who visited Philadelphia to investigate the situation there.

The drop the first day was approximately 25 per cent. This was caused not so much by the refusal of the people to pay the increased price, as by the attitude of the dealers, who miscalculated the attitude of the consumers. They reduced their orders with the newspapers the first day the increase went into effect and they have been increasing their orders every day since. In the first reduction they cut their requirements almost to the number actually purchased by regular patrons. Since then people have left positive orders for papers, and these are growing in volume.

In this respect, some curious statistics have been gathered by the newspapers. Names of dealers, towns, and newspapers are eliminated, but the figures are accurate. The largest cuts in circulation came from the small dealers—the man who orders, say four copies a day. If he reduced to two copies, his reduction was 50 per cent. In one or two cases, the cut was as much as 65 per cent., but always with the small fellows. The larger stands, in the depots, and in the centre of the city sell about as many papers to-day as they did formerly.

One man, who used to purchase four newspapers daily, discontinued all when the price was raised. He stood it a week, and then ordered two.

CUTS OUT THE WASTE.

"Which means," said a publisher, "that he ordered the two papers that he actually wanted and read closely. The other two represented waste circulation."

On some of the routes there was little if any loss, while on others it was as much as 50 per cent. Solicitors were sent over the territory of a carrier route where a 50 per cent. loss had been sustained, and within a week reduced the loss to 14 per cent., which publishers explained in this way: The Philadelphia housewife pays for her newspaper by putting aside the money for it daily. To-day she drops a penny in a jar. She does the same thing to-morrow, and Sunday, when she gets her Sabbath day newspaper, she adds a nickel to the savings. To be suddenly compelled to put two cents a day in the jar seemed too much, and there were "stops" from this class. The second day they began to return, the greater part coming back within the week.

At another point, at the gate of a factory, one man told the boy that he "would be jiggered" if he'd pay more

than a cent for paper, and his fellow workmen agreed with him. This continued for several days, when inspectors were sent out. The same thing took place in front of the inspectors, who then followed the men, as they separated from each other. When alone each bought a paper at two cents. Now they all purchase at the factory gate.

Newsdealers deliver more papers now than they ever have in the past, and they hold a larger number in reserve at the stands for those who want a copy saved each day.

MORE MONEY FOR THE DEALERS.

One newsdealer said that he could sustain a loss of 14 per cent. in the number of papers he is purchasing daily and still make \$10.50 a week more at 2 cents than he did at 1 cent a copy. Now he makes two-thirds of a cent on each copy, while previously he only made two-fifths of a cent.

The morning and evening papers are sold through dealers and carriers. In the morning group, the carriers deliver to subscribers a copy of any morning paper in the city. In the evening field, the carrier delivers one paper only. In the morning field, carriers and dealers consider each subscriber worth \$5, so that a man who takes out 4,000 copies a day, has a route which he can sell for \$20,000—and there is a waiting list. The carriers and dealers combined number about 6,000. If a carrier does not pay his bill to the newspaper, his route may be sold to make up the deficit. There is no loss of revenue to the papers. If a new carrier comes on he does so with the approval and by the consent of all the morning papers. In the evening field the carriers are controlled directly by the newspapers, the boys not being allowed to deliver any other publication.

FIXING THE WHOLESALE RATE.

When the proposition to increase the rate was advanced, and after it had been decided upon, it was a question as to the wholesale price that would be charged to dealers and newsboys. Formerly, the dealers paid 60 cents a 100 copies, which gave the dealer and the carrier a profit of 40 cents on each hundred copies sold. At first it was thought that the price should be doubled. Inasmuch as there was to be a raise in the price of the paper to cover the increased cost of news print, it was decided, after discussion, that all should profit. Instead of merely doubling the wholesale price of the paper to the dealers and carriers, the price was made \$1.33 1-3 per 100 copies. This would give the newspapers a little more than twice the amount for the papers they sold, and cover the cost of the white paper, instead of sustaining a loss, as had been the case in the past. On the other hand, the carrier or dealer was enabled to make 66 2-3 cents on each hundred copies, instead of 40 cents, as he had in the past. This has resulted in newsdealers and carriers striving harder to increase their sales. There is greater profit for the effort. The reader profits, publishers say, by reason of the fact that condensation of news has been carried to a point never before thought of, with the result that more news items

and features are printed to-day than at any time in the past.

TABLE FOR CALCULATING WHOLESALE PRICE.

The question of calculating the wholesale cost of newspapers sold to dealers at the rate of \$1.33 1-3 has been worked out in the form of a table for ready reference, by William Simpson, of the Evening Bulletin. The cost of each paper is 11-3 cents. A glance at the table shows the dealer just what the price will be for any number of papers he is likely to order, in lots of less than 100, as follows:

3 Papers	cost	4c	54 Papers	cost	72c
4 "	"	8c	57 "	"	76c
9 "	"	12c	60 "	"	80c
12 "	"	16c	63 "	"	84c
15 "	"	20c	66 "	"	88c
18 "	"	24c	69 "	"	92c
21 "	"	28c	72 "	"	96c
24 "	"	32c	75 "	"	\$1.00
27 "	"	36c	78 "	"	\$1.04
30 "	"	40c	81 "	"	\$1.08
33 "	"	44c	84 "	"	\$1.12
36 "	"	48c	87 "	"	\$1.16
39 "	"	52c	90 "	"	\$1.20
42 "	"	56c	93 "	"	\$1.24
45 "	"	60c	96 "	"	\$1.28
48 "	"	64c	99 "	"	\$1.32
51 "	"	68c			

Advertisers, publishers declare, are as well satisfied as they were before, because, as a rule, the rates they pay to-day are based on the circulation of the papers at a time when they were actually circulating a smaller number than is the case at the present time.

ADVERTISERS LIKE THE CHANGE.

"Advertisers endorse the move," said one publisher, "because they see in it the working out of a plan to divide the increasing costs, or rather, to pass part of it on the consumer. In the past, as costs have advanced, advertising rates have been elevated. When newspapers were sold at a price less than the cost of the white paper on which they were printed, advertisers had to pay that cost. The new plan pays the cost of the news print paper—and in some cases more, and the necessity of constantly altering the advertising rate is done away with. At that, advertising rates are none too low. The advertisers are getting the best kind of value for their money. I mean by that, that they are getting greater returns for their investment than before, for while some papers were thrown away in the past, they are taken into the home now. Duplication, which every advertiser knew existed, has been wiped out. We are down to hard pan. The papers sold daily, represent exact demand, and this demand is growing, as the dealer, who had had no previous experience, and who has been the cause of the temporary slump in circulation, reduced his orders to be on the safe side. With new orders coming to him every day from people who formerly purchased transiently, the circulations of all the papers are going up again, and we confidently expect to see them reach the old level in the not distant future.

"The advertisers have not complained. They are using more space to-day than ever before. They get the same, or better value for their money than they did when the papers sold on the streets for 1 cent a copy. Everybody is satisfied. What has been done in Philadelphia can be done in any other large city."

INCREASING CIRCULATION.

William Simpson, business manager of the Evening Bulletin, said: "The raise of the price of the Bulletin from 1 to 2 cents a copy has brought in more revenue and gives greater satisfaction. It makes the consumer order in advance. The man who formerly got the paper transiently now takes it permanently. The public expects an increase in the price of papers. No other thing from which the consumer gets so much satisfaction sells so cheaply as the daily

newspaper. Advertisers do not complain. They are increasing their patronage.

"Our 1915 circulation average was over 356,000 copies a day. Our 1916 average was 402,000. When the advance from 1 to 2 cents a copy went into effect circulation fell off about 25 per cent. On January 29, the first day the new price went into effect, a storm was in progress, and that always affects sales. With a blizzard blowing, we sold 319,960 copies. The next day, January 30, we sold 321,682 copies and on January 31, 322,956 copies. Up to and including Saturday, February 10 the Bulletin circulation amounted to practically 348,000 copies per day; as the circulation for 1916 was 402,000 copies this means a drop of about fifteen per cent. We expect to be over 360,000 copies by the end of February, in spite of the zero weather and the fact that there are two national holidays in this month. Under the new plan, dealers who formerly paid 60 cents for 100 copies for their papers now pay \$1.33 1-3. Before they made 40 cents on every 100 copies sold, and now they make 66 2-3 cents on every 100 copies. The Philadelphia papers are on an absolutely no-return basis. Free copies and exchanges were all cut off in September. Exchanges are now on a cash basis. The dealers recognize the advantage of the no-return basis, for more people order newspapers regularly now, who only purchased them transiently under the old system."

NO COMPLAINT FROM ADVERTISERS.

E. A. Van Valkenberg, of the North American and president of the Philadelphia Publishers' Association, said: "I am glad we did it. We would not go back to the old price, and we advise others to do the same thing. There has been no complaint from the advertisers. The rate for advertising is the same now as it was when circulation was lower than it is at the present time. Advertisers realize that a person who is too poor to pay 2 cents for a newspaper is not profitable to them. The increase in price has saved all the substance. When a publisher increases to 2 cents he eliminates all the froth and saves all the cream. In other words, the average circulation of 1,000, should it decrease 20 per cent., which is larger than the decrease noted here, leaves 800 purchasing power out of the original 1,000 copies. All the cream is in the 800. I think that that will be double the average decrease per 1,000 copies ultimately in this city."

Col. James Elverson, jr., president and publisher of the Inquirer, furnished the following statement:

"As far as the Inquirer is concerned, the average loss on our daily circulation, which was slightly over 200,000, was 15 per cent. Since the low mark was reached last week, we have been steadily increasing, both country and city, and I should say from indications that by the first of the month we will have gained at least 5 per cent. of the total loss, making a net loss of possibly 10 per cent."

John C. Martin, general manager of the Morning and Evening Ledger, said: "We have gained on the Morning Ledger, which formerly sold at 2 cents a copy, and we have lost some on the evening newspaper. We have had no complaints from our advertisers, who are getting as much circulation in the combined evening and morning Ledger as before the increase in price went into effect. The extremely cold weather recently has affected sales on the streets.

(Continued on page 25)

**CIRCULATION MANAGERS FROM FOUR STATES
HELD IMPORTANT SESSION IN PROVIDENCE**

**Representatives of Twenty-five Leading Papers of New England
Discussed Problems of Delivery, Subscription Campaigns,
Dealers' Rates, Transportation, Elimination of Waste
of Paper, and Other Vital Questions.**

PROVIDENCE, R. I., February 14.—Circulation managers from papers in Connecticut, Maine, Massachusetts, and Rhode Island met at the Narragansett Hotel to-day to discuss problems of their department. About twenty-five, representing leading papers in the four States, devoted an entire afternoon to listen to interesting papers on delivery, methods of conducting subscription campaigns, increasing dealers' rates to meet varying conditions, and cutting of paper waste.

One of the important items of business taken up was the constitution and by-laws to govern the body which is officially known as the New England Association of Circulation Managers. This was adopted in full. In addition the dues were decreased \$3 a year, with no initiation fee. Three directors were added to the present board: James P. Barry, Providence Journal; W. S. Mitchell, Portland Express; H. A. Wenige, Worcester Evening Post. It was voted to hold the April meeting in Worcester, Mass., on April 11. The July meeting will be held in New Bedford, the members to be the guests of Benjamin H. Anthony, of the New Bedford Standard and Mercury.

The object of the association, as set forth by the constitution adopted to-day, is as follows: "The mutual enlightenment of its members and the furtherance of the best interests of the circulation departments of the newspapers with which they are connected."

A member of this association must be in complete charge of the city or country circulation department of a daily newspaper published in New England, and be endorsed by the business manager or publisher of such paper. In case the paper has no circulation manager, the business manager is eligible until such time as he shall employ a circulation manager.

PRESIDENT REYNOLDS'S PAPER.

The meeting was presided over by George H. Reynolds, the president, who is connected with the Standard, in New Bedford. He read a paper on "Cutting Off Commissions on Subscriptions to Newsdealers, Postmasters, and Subscription Agents."

President Reynolds said in part:

"Among the notes taken by the writer during the sessions of the I. C. M. A. a few years ago, was one remark of a member who had cut off commissions to subscription agencies.

"On my return home, our commission 'leaks' were stopped.

"For a year after, complaints were received from dealers who had papers mailed to single subscribers, which had been charged at wholesale rates, agents who had been enjoying 'rake off' on subscriptions, and postmasters and others who had been getting easy money.

"I am not going to tell you that you would not lose a single subscription by taking similar action, although such is my belief.

"The agent who tries to switch the reader on to some other paper because his graft is cut off will only be impressing on the subscriber the fact that the paper is worth more, and the dealer or agent's motive is selfish or spiteful.

"There are reasons, other than financial, why you should deal with the sub-

scriber direct, such as 'stop at expiration,' 'pay in advance' renewals, complaints regarding delivery, etc. Proper attention to these matters ensure lifelong readers to papers of merit.



NEW ENGLAND ASSOCIATION OF CIRCULATION MANAGERS.

"Our subscription commissions to agents never exceeded 10 per cent., even on new orders.

"Because of 'geographical reasons' our mail list has never been large, but the saving in subscription commissions has been considerable.

"The contention that dealers and postmasters get new readers may be true in a few instances. As regards renewals, middlemen should be unnecessary."

THE VALUE OF MOTORCYCLES.

The motorcycle as a vehicle for delivery purposes was discussed following the reading of two papers on the subject. Frank A. Chapman, circulation manager of the Providence Evening Tribune, declared it "just the thing for deliveries of a small town newspaper; but our experience leads us to believe that for such a delivery problem as that presented by Providence, the horse-drawn vehicle is superior to the motorcycle or motor truck."

Charles Schofield, of the Worcester Evening Gazette, said: "At one time we had three automobiles, with helpers, and, although the delivery was

faster than teams, they could not compete with the motorcycle. When we used automobiles we only covered two-fifths of the city. To-day we are covering the entire city, with the exception of a few places on the outskirts, with four motorcycles. They will run through snow drifts better than a truck. The motorcycle demonstrated its worth last year when all suburban trolleys were tied up and automobiles were having a hard tussle to move."

Joseph P. Barry, of the Providence Journal, spoke on the automobile as a means of delivering papers, going into

not be over-estimated as more paper is lost on account of papers being left over and unaccounted for than in any other way. A lot of paper is also wasted in the margin of the average paper."

"Some publishers are adopting a very short-sighted policy in going to extremes in cutting the size of their publications. Giving the public an inferior newspaper is about the worst way of meeting the present crisis. A much better policy is to produce a better newspaper than ever and raise the price to two cents; then even though the circulation should drop 25 per cent. or more, the paper can be run on a profitable basis without sacrificing its prestige."

Mr. Barry, in conclusion, urged the use of left-over papers for advertisers, thus saving the cost of extra copies.

COMPETITION AND CO-OPERATION.

"Honest Competition with Coöperative Spirit as Compared With the Hated Rival Attitude," was the subject of a paper by H. A. Wenige, of the Worcester, (Mass.), Evening Post. In part he said: "As compared with the old standard, the present methods of obtaining circulation are as far ahead of the old days, when circulation was secured with the aid of sluggers and blackjacks, as the modern newspaper press is ahead of the old hand-press of Ben Franklin's day.

"Competitive newspapers can certainly secure circulation at a great deal less cost by getting together on such problems as delivery, rates, returns, bad accounts, giving of premiums, contests, extras and various other matters pertaining to circulation.

"Honest competition, however, to be successful must mean exactly what it says. There must be no subterfuge as to what constitutes this kind of competition.

"In the last few years publishers have begun to see the light. The high cost of news print and other materials necessary in the making of newspapers has brought this home more forcibly than ever. The result of all this is that instead of fighting each other, publishers and circulation managers have found it to mutual advantage to get together. The New England Association should wield a great influence in this section of the country as all the members have about the same problem to solve and can get together to talk them over at shorter intervals than the I. C. M. A.

"But to bring about real honest competition, there must be a clear understanding of purpose, and circulation managers of rival papers should get together in their home cities and talk over the various questions of rates, returns, collections, premiums, contests, etc. In this way a great many expensive campaigns may be avoided.

"Publishers for a long time have been under the thumb of agents and dealers. The reason for this in a great many cases has been because the papers have been fighting between themselves. The dealers know this. Let the newspapers in any city get together and they can soon dictate to the dealers instead of being dictated to."

THE BULLETIN BOARD'S VALUE.

The bulletin board sheet method of putting news before the public came in for its share of discussion. A paper on "The Value of Bulletin Board Sheets as Circulation Builders," was read by Michael J. Julian, of the Springfield Daily News.

In the course of it he said: "It is my

(Continued on page 31)

THE EDITOR & PUBLISHER

ANNOUNCES

ITS NEW SUBSCRIPTION RATES

(Effective March 1, 1917)

Domestic	Canadian	Foreign
\$3.00 per Year	\$3.50 per Year	\$4.00 per Year

I. T. U. WILL NOT BREAK CONTRACTS, SAYS SCOTT

President of the Printers' Union States that American Federation of Labor Cannot Control Discussion of Questions of Vital Importance to His Organization.

The controversy between President Marsden G. Scott, of the International Typographical Union and Samuel Gompers, of the Federation of Labor, is attracting considerable attention, not only in labor circles, but even among those not concerned with labor movements in any way. The matter has cropped out from the effort made to bring about a general strike of all labor in New York city at the time of the car strikes in September last. At that time, President Scott issued orders to the typographical unions not to go on strike, on the ground that to do so without a personal grievance would be a direct violation of the working agreements of the unions with the employing printers.

In the January number of the Typographical Journal Mr. Scott attacked Gompers and the local labor leaders for the attempt to call the strike in September in sympathy with the car men. The Central Federated Union thereupon called upon Scott to apologize for what it termed his "cowardly attack," and in response thereto Mr. Scott comes out in the February number of the Journal with an article headed "Gompers repudiates sympathetic strike promoters—four months late."

The article carries a letter from Gompers in which the latter states that, on the day of the conference to consider the strike, he advised against it and declared that he would have nothing to do with it. After discussing that letter, President Scott declares that he has "no apology to offer."

WILL STAND BY CONTRACTS.

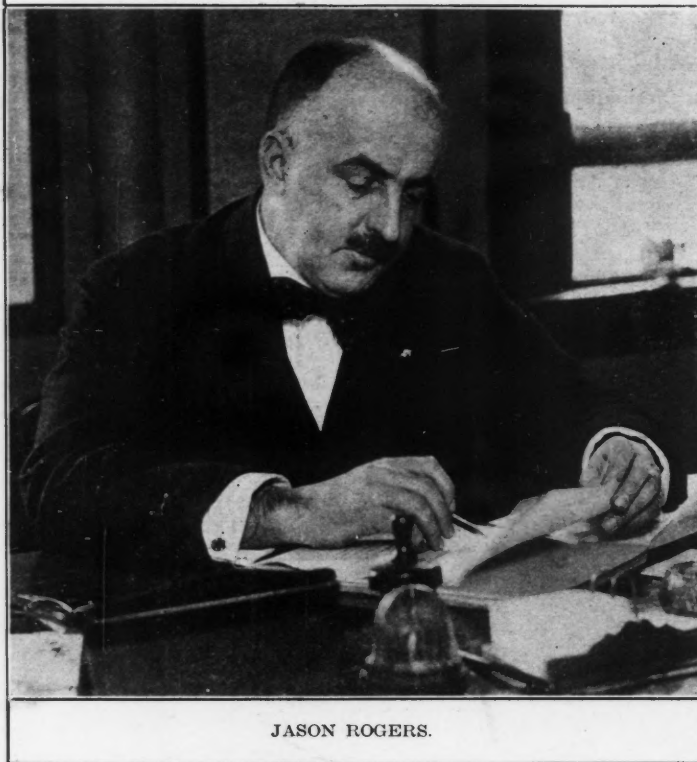
"We do not concede to the American Federation of Labor the authority to determine how, when, or where we shall discuss questions of vital importance to the members of the I. T. U. Nor will we submit our contracts to any American Federation of Labor convention to determine whether or not the obligations incorporated in them shall be observed. There are many members of the I. T. U. who still have vivid recollections of the attempt made by the Knights of Labor to exercise sovereignty over our affairs. We shall not permit the American Federation of Labor to repeat the experiment. It is true that the writer may have orally asked President Gompers as to his position on the subject. But the writer does not care a tinker's d— what the position may be. President Gompers must not assume that his personal views are of such great importance. The laws of the Federation decide this question, and since the members of the I. T. U. contribute liberally to the finances of the American Federation of Labor, we have a right to demand that its executive officers shall perform the duties for which they are paid and compel the observance of the law by all central federated unions."

Senate Approves "Dry" Rider

In Congress, on Thursday, the Jones amendment to the Post Office bill, prohibiting from the mails advertisements of liquors, was agreed to by the Senate without a record vote.

Experience may be the best teacher, but going to prison is not the right way to study criminal law.—[Impressions.

NEWSPAPER MAKERS AT WORK



JASON ROGERS.

JASON ROGERS, publisher of the New York Globe, who has high newspaper ideals, has reduced the publication of a daily paper to factory conditions.

By a system of graphic charts he can tell you the exact status of any department of the Globe to-day, compared with the same day last week, or one year ago. These charts group the days into weeks and the weeks, in turn, into months. It is possible, after glancing at one of them, to get a comprehensive view—to visualize the workings of any or all of the departments. Coördination has been developed to the highest degree in his organization. Mr. Rogers is never satisfied with the results he achieves. He feels that he should do more and do it better, which explains the reason he is always seeking to improve. Having reached a certain point, he immediately casts about to discover whether there is a better way by which the same thing may be accomplished. His idea, when he became publisher of the Globe, was to make it a composite picture of the Kansas City Star, the Chicago Daily News, and other dominant evening newspapers of the United States. He sought to combine the best he could find within the organization of which he is the head. In 1911 he conceived the idea of the Associated Newspapers, which now comprises forty influential afternoon papers, which are joined together in the purchase and use of something like \$300,000 worth of features yearly, and which they publish simultaneously.

Mr. Rogers was one of the first to recognize the fundamental basis of net paid circulation, which he broached at the 1911 and 1912 conventions of the Association of American Advertisers at Buffalo and Syracuse, and 1913 he outlined the plan for the organization of the Audit Bureau of Circulations.

Recognizing the success of the Chicago Tribune in intensifying the interest of its readers in advertising, he wrote and printed daily in the Globe a series of articles to advertise advertising. These were printed in a box, and, finding it a success, he furnished the series to 800 daily newspapers free of charge.

Mr. Rogers has travelled the country and has been from coast to coast six times, investigating marketing conditions in a national way, through daily newspapers, gaining first-hand knowledge of the requirements. He took nothing for granted. He gained his experience by personal contact. Then he organized the United Newspapers, using the list to which he had sent his advertising series, and 450 of those newspapers were used as the basis for the establishment of the Bureau of Advertising of the American Newspaper Publishers Association. In his travels and his work in behalf of the Globe, he has performed a service for his advertisers and for hundreds of newspapers.

It all seems very simple to Mr. Rogers, and it is after it is explained; but because he is constantly moving forward to a new position, and reaching out for a higher ideal, he is always substituting new ideas and methods for the older ones. Having thought out a plan, he proceeds with characteristic energy to make it successful, and he does not stop until he hits the mark. But, long before that mark is reached he commences to plan another campaign, along altogether different and original lines.

Mr. Rogers is always willing to consult with other publishers, to advise with them, and to give them the benefit of his experience in the newspaper business in New York since 1881, and of his observations in all sections of the country. Nearly every publisher of importance who comes to the city calls on him, and all of them go away feeling that they have learned something.

The man who talks psychology seldom knows what he is conversing about. The man who practices it doesn't talk about it.

ERNESTINE EVANS MADE HIT IN PHILADELPHIA

Talented Member of New York Evening Post Staff Spoke on "The Woman Reporter" and Told Personal Experiences—Other Speakers Discussed the Standing of Women in Journalism.

Journalism and publishing-house work were discussed in Philadelphia at the Curtis Building last Thursday at the second of a series of conferences on professional opportunities now open to women. The hit of the afternoon was made by Ernestine Evans, of the staff of the New York Evening Post, who spoke on "The Woman Reporter" and delighted everyone by her charming manner, her wit and her tales of personal experiences.

Miss Evans, who has covered war news for the Post in Russia and the Balkans, and was first put on the track of newspaper assignments by Mary Isabel Brush, then on the Chicago Tribune, and later on the New York Tribune, told of the exit of the "sob sister" and the growing editorial appreciation of the fact that a woman's point of view and sympathetic understanding were of value in straight news reporting, even in dealing with legislation.

She dwelt on the fact that newspapers were increasingly bending every effort to gain absolute accuracy, and said that facts were after all the easiest to write for they were just a mere category, and that the real report should be a vivid and correct picture.

OTHER WOMEN SPEAKERS.

She emphasized the thing which is known to every capable newspaper woman, that what the city editor thinks is a woman's point of view often is not so by any means, and recommended a course in a school of journalism as the best way of breaking into the game.

Edna Woolman Chase, editor of Vogue, Elizabeth Cutting, of the North American Review, and Adelaide Neall, associate editor on the Saturday Evening Post, also spoke. Miss Neall, who is a Bryn Mawr graduate, defended the abused proof-reader, and told that the Post in the past year received 15,700 manuscripts. They had accepted 531, of which 50 were written by authors new to the Post columns and one-third of the entire number by men and women who had never had stories published before.

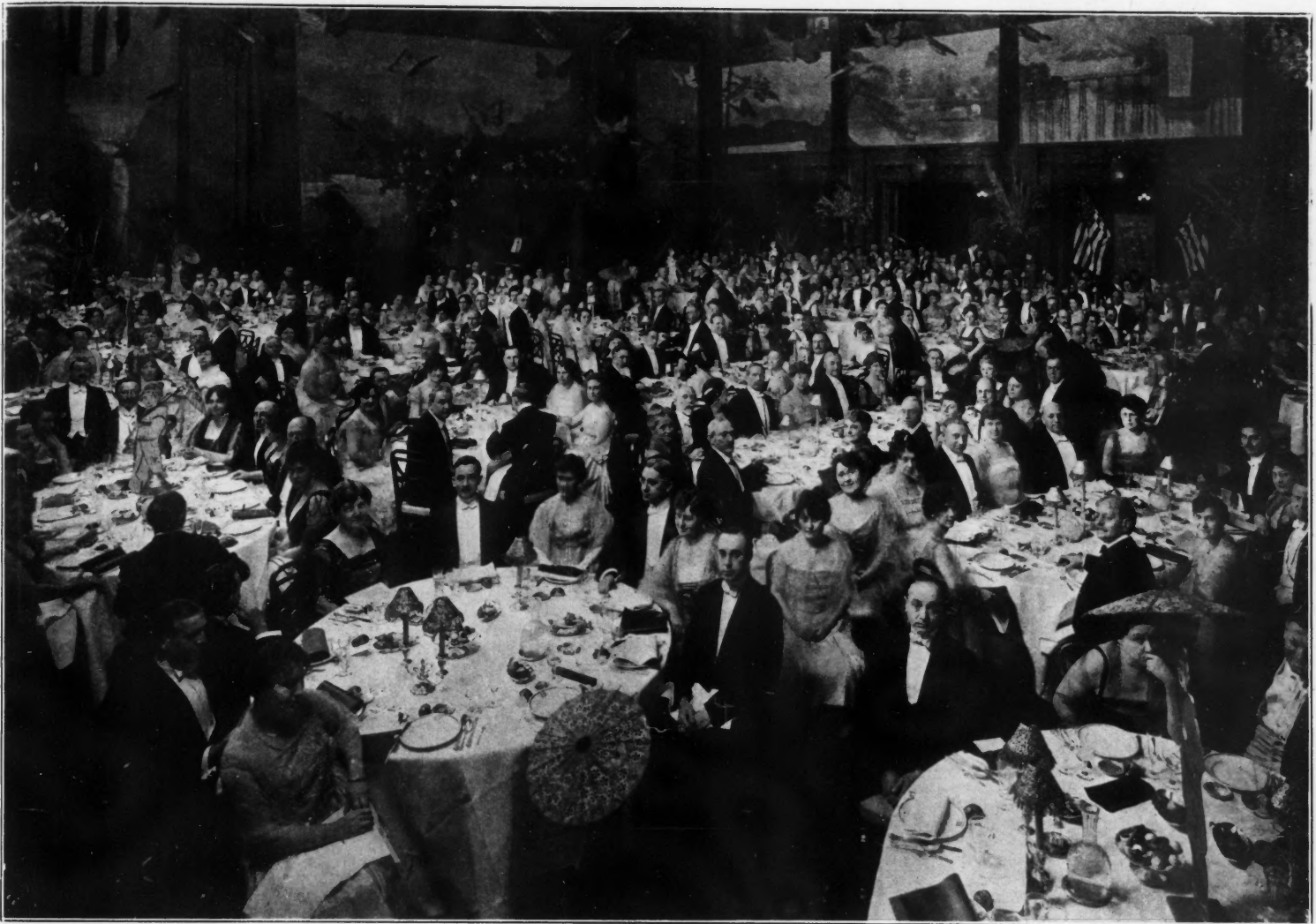
Mrs. Cornelius Stevenson, the "Peggy Shippen" of the Public Ledger and an eminent leader in civic, social and intellectual circles, presided.

New Newspaper Postage Bill

WASHINGTON, February 13.—Representative Randall, author of many propositions to change the postage on second-class mail matter, has offered a bill placing a uniform price of one cent on each newspaper mailed when it does not weigh over two ounces. Representative Randall's bill provides that the rate of postage on newspapers, excepting weeklies, and periodicals not exceeding two ounces in weight, when the same are deposited by the publisher in a letter-carrier office for delivery by its carriers within the municipal or corporate limits of the town or city where published, shall be uniform at 1 cent each; periodicals weighing more than two ounces shall be subject, when delivered by such carriers, to a postage of 2 cents each; and these rates shall be prepaid by stamps affixed.

The man who is long on advice is usually short on fulfillment.

March 1, 1917, the subscription price of THE EDITOR AND PUBLISHER will be \$3 per year—the \$2 rate prevailing in the meantime.



LADIES' NIGHT AT THE SPHINX CLUB.

SPHINX CLUB GIVES NOVEL DINNER-DANCE

Famous Advertising Organization Sustains Reputation for Originality in Entertainments on Occasion of Annual Ladies' Night—Many Notable Guests Enjoy Hospitality of Club.

"The most elaborate affair which this organization, with many notable dinners to its credit, has ever given," was the consensus of opinion of those present at the annual ladies' night dinner-dance of the Sphinx Club of New York. The grand ballroom of the Waldorf-Astoria was the scene. It had been transformed into a Japanese garden for the occasion. The hallway leading to the ballroom from the Waldorf apartments, where the diners gathered, was a vista of Japanese fairyland. Myriads of electric lights, glistening from behind flowers, butterflies, and greens, looked down at pretty Geisha girls, who led the guests to the ballroom under immense fans, large umbrellas, and immense American flags. The decorative effects had never before been equalled at any Sphinx Club dinner. The decorations were designed by President Preston P. Lynn, of the Club, while the souvenirs and the menus were designed by Treasurer Robert R. F. Huntsman. The souvenirs for the ladies were gold-mounted fountain pens of a size to fit in a woman's handbag. The menus were done in a unique scroll, roll-up style, on vellum backed with silk and tied with gold and purple satin ribbons, the Club's colors. They were highly

prized by the recipients, and were the cause of many expressions of pleasure.

A musical programme was rendered during the course of the dinner, and consisted of seven numbers. Curtis Burnley-Railing, reader and impersonator, furnished two numbers; Hans Kronold, 'cellist, furnished one, and the Edna White Trumpet Quartet furnished two. Edna Schaeffer Kellogg, soprano, also furnished two numbers of a most unique character. In keeping with the idea of a Japanese garden, Miss Kellogg appeared on the stage in Japanese costume, in a Japanese rickshaw, and was wheeled by a coolie down a runway around the tables while she sang. The entire programme was of a very high class. The music for the accompaniments and during the dinner, as well as for the dancing after, was furnished by the Sphinx Club Orchestra, with Frank McKee as director.

MANY DISTINGUISHED GUESTS.

Practically all of the credit for the immense success of the dinner-dance was given to President Lynn, Treasurer Huntsman, and Secretary Edmund D. Gibbs.

There were about 400 present, among the number being the following: Mr. and Mrs. H. A. Ahern, Collin Armstrong, Mr. and Mrs. S. Clay Adams, Mr. and Mrs. John T. Ballou, jr., Mr. and Mrs. Theodore Bosshard, Mr. and Mrs. Joseph P. Day, Mr. and Mrs. V. A. Dodge, Mr. and Mrs. P. M. Evarts, Mr. and Mrs. Stanley E. Gunnison, Mr. and Mrs. N. S. Olds, Mr. and Mrs. F. H. Walsh, Mr. and Mrs. Dan A. Carroll, Mrs. and Mrs. R. F. R. Huntsman, Miss Florence and Miss Leontine Huntsman,

Emil M. Scholz, Mr. and Mrs. Robert H. Ingersoll, Mr. and Mrs. Charles H. Ingersoll, Mr. and Mrs. Poultney Bigelow, Mr. and Mrs. Louis A. Ansbacher, Mr. and Mrs. P. A. Conne, Mr. and Mrs. Arthur B. Chivers, Mr. and Mrs. Frank C. Grandin, Mr. and Mrs. A. C. G. Hammesfahr, Mr. and Mrs. Louis Hanoeh, Mr. and Mrs. Edward Hungerford, Preston P. Lynn, Mr. and Mrs. S. E. Leith, Mr. and Mrs. William J. Morton, Mr. and Mrs. F. E. Morrison, Mr. and Mrs. E. E. Smith, Mr. and Mrs. Jules P. Storms, R. S. Scarborough, and Mr. and Mrs. Frank D. Webb.

EDITOR HILL ENLISTS

First to Enroll at Albany in Naval Coast Defence Reserve.

Philip Toll Hill, city editor of the Schenectady (N. Y.) Gazette, believes that newspaper editors should not be content with simply announcing themselves as in favor of preparedness. He has enrolled in the Naval Coast Defence Reserve at the Albany naval recruiting station. He was the first to enroll since the station opened more than a year ago.

Mr. Hill is subject to call in case of war. He enrolled as a quartermaster, second class, and must serve three months actively in four years to be eligible for reenlistment.

Mr. Hill is a graduate of the Schenectady High School and Union College. He is active in politics as well as in the newspaper field. He was at one time a supervisor in Schenectady and last November ran for the Assembly on the Democratic ticket.

AMERICAN TOBACCO CO. DISCONTINUES COUPONS

Finds that the Expense, Which Has Been Enormous, Is Out of Proportion to the Results, and Will Eliminate the System March 1—Redemptions Were at Rate of One-half of One Cent a Coupon.

The American Tobacco Company is to discontinue the use of coupons March 1. The results obtained by the company from the use of coupons, it is stated, are out of proportion to the cost. Coupons have been given in packages of Omar, Sweet Caporal, Sovereign, and Hassan. They are redeemable in merchandise or in cash, and the amount of the redemption has been enormous. It is not alone the cost of the merchandise exchanged for the coupons or the cash, but the overhead expense of caring for that department, which entails a cost of great proportion.

The American Tobacco Company has not been a steady user of coupons in the past, having used them off and on for a number of years. The cash redemptions were at the rate of one-half of one cent a coupon.

The last of the coupons were sent out by the company about the first of the present year, and the plan of discontinuing the practice will be in effect by the end of the present month.

After March 1 the annual subscription rate of THE EDITOR and PUBLISHER will be increased to \$3. New subscriptions and renewals received before that date will be accepted at the \$2 rate.

GIMBEL BROTHERS BRING SENSATIONAL SUIT FOR LIBEL AGAINST N. Y. TRIBUNE

Claim \$1,000,000 Damages Because of Adams Articles and Action of Newspaper in Barring Firm from Use of Its Advertising Columns—Charge Is Made That Firm Enjoyed Substantial Rebate Under Old Contract—Tribune Welcomes Suit and Will Fight to Finish.

THE reigning sensation of the week in newspaper circles has been the one million-dollar libel suit entered by Gimbel Brothers, proprietors of one of New York's largest department stores, against the Tribune Association, publishers of the New York Tribune, Ogden Mills Reid, Richard H. Waldo, G. Vernon Rogers, and Samuel Hopkins Adams. Mr. Reid is president, Mr. Rogers vice-president, and Mr. Waldo is secretary of the Association, and Adams is a writer who has been doing special work for the Tribune.

The action hinges around the work of the Ad-Visor column in the Tribune and the Bureau of Investigations, both of which were, it was stated by the Tribune, established as a result of the work of Mr. Adams. The contention of Gimbel Brothers is mainly that the Tribune wanted to get rid of an advertising contract held by Gimbel, and which, it is claimed, turned out to be unprofitable to the newspaper; while, on the other hand, the Tribune claims that the advertising of Gimbel Brothers did not come up to the standard set by that paper, that investigations made of their sales showed the same thing, and that therefore they were justified in the action they took. The stopping of the Gimbel advertising was followed by feature articles in the Tribune, and by the publication of special booklets, "exposing" the so-called false advertising.

THE GIMBEL ALLEGATIONS.

In the complaint, Gimbel alleges that the Tribune made an agreement by which they were to bill for all advertising space used by Gimbel at the rate of ten cents per agate line. They further allege that for all space used in the Sunday edition, they were to be rebated on this price 5 cents and 1 mill, so that the net price for the Sunday advertising would be 4 cents 9 mills. They allege further that when the Gimbel Company stopped using space on week days and only used it on Sundays the Tribune company found it "unprofitable," and in order to relieve themselves, Gimbel Brothers allege, they "unlawfully conspired," rejected the store's advertising, and published the Samuel Hopkins Adams articles, "attacking the honesty of the Gimbel advertising."

The complaint is a most voluminous one. It first recites who and what the plaintiffs and defendants are, tells the business each is engaged in, and alleges that "by the expenditure of millions of dollars in advertising the name, and business of the plaintiff, . . . has acquired a valuable good-will and a large and growing following in the city of New York and vicinity." After reciting that the Tribune publishes a newspaper, the complaint quotes the Adams article published in October, 1916, in the same paragraph with the allegation of "conspiracy." They further allege that it was published "with actual malice toward the plaintiff and intending to injure plaintiff in its business and reputation, and to benefit themselves." Then follow several paragraphs of what are claimed to be "facts" which are "alleged in aggravation of damages." It is claimed that in

1914 the Tribune "had gradually lost its great prestige and had become a newspaper of but little power and influence in the city of New York and elsewhere in the United States." They further claim in this paragraph that it was seriously considered discontinuing the publication of the Tribune. Then follows allegations that the defendants "conspired" to put the Tribune back on its feet, by the adoption of the money-back guarantee and by widely advertising "itself as the self-appointed champion of honest advertising," by the adoption of "sensational attacks upon divers merchants doing business in New York city," and that such "attacks were thereafter to be exploited and widely advertised both among advertisers and the public generally, and were also to be brought directly to the attention of the merchants and advertisers of New York, who were purchasers and users of large quantities of advertising space in other newspapers, by personal solicitation on the part of representatives of said New York Tribune, and by the distribution among them of booklets, pamphlets, circulars, letters, and other advertising matter, urging such merchants and advertisers to purchase and use advertising space in said newspaper, New York Tribune."

CHARGES TRIBUNE WITH REBATING.

After reciting the various steps in the Adams campaign, the complaint alleges that Gimbel Brothers in the summer of 1915 bought the stock of the Simpson-Crawford store and thereafter had a special sale of these articles. They further allege that, in September, 1915, a representative of the Tribune called on them, and after criticizing their advertising of the sale, "and after having called plaintiff's attention to the New York Tribune, campaign against dishonest advertising," that they "solicited" the Gimbel patronage and "endeavored to induce" them to "purchase advertising space" in the Tribune at the regular rates. The complaint further recites that they finally agreed to purchase 100,000 lines, to be used within a year, and to pay for the same a rate "a fraction less than five cents per agate line for the Sunday edition." In the same paragraph they allege that the Tribune was to bill at ten cents a line, and thereafter rebate to bring the charge for the space used on Sundays down to 4 cents 9 mills per line. They allege that in the year following they used only 14,333 lines on week days, and 100,698 on Sundays, and that "the defendants herein realizing that their sale of advertising space in the New York Tribune to the plaintiff at the above stated rate was unprofitable to them, and desiring to relieve themselves and the said newspaper, New York Tribune, from the obligations of their agreement" in respect to the advertising, "agreed together" to notify plaintiff that its advertising matter would no longer be accepted by them for publication. They then allege that the attack which is the subject of the suit, followed.

In an article announcing the suit, the Tribune, on February 10, stated:

"The Adams story was based on a long series of investigations conducted

by the Tribune and dealt with the shopping experiences of members of the Tribune Bureau of Investigation at Gimbel Brothers over a long period of time as well as during the progress of the so-called "birthday sale."

THE TRIBUNE STATEMENT.

When asked to make a statement of the position of the Tribune, an officer of the company gave out the following: "The Tribune will not oppose a prompt and proper adjudication of the Gimbel suit on its merits, and the outcome is regarded with the utmost confidence. In its answer the Tribune will stand firmly upon the ground taken by it that what it published was true and rendered a public service. Whether the plaintiff will desire a speedy trial remains to be seen.

"Most of the plaintiffs who have brought libel suits based on Mr. Adams's articles have manifested a marked tendency to delay the trial by taking complex interlocutory and appellate proceedings which, without exception, have been decided in favor of the Tribune.

"The records show that the special contract with Gimbel Brothers, whereby they assisted in building up the circulation of the Sunday Tribune for an agreed compensation was practically completed. The details of the arrangement are likely to be impressive as indicating that the Tribune had every reason to be reluctant to force the cancellation of their largest and most important dry goods store contract, and will throw additional light on the reasons why every possible opportunity was given Gimbel Brothers to eliminate the practices dealt with in Samuel Hopkins Adams's story when repeated warnings were given."

Attorneys for the Tribune Company, Sackett, Chapman and Stevens, stated through the week that the defense would include that of justification. The Tribune answer has not yet been served.

GETTING READY FOR A. A. C. W.

Preparations in St. Louis Are Assuming Ponderous Shape.

Preparations for the entertainment of the thirteenth annual convention of the Associated Advertising Clubs of the World are assuming more ponderous shape in St. Louis now every day. The appointment of Festus J. Wade, president of the Mercantile Trust Company, as head of the Citizens' Finance Committee, with William C. D'Arcy, of the D'Arcy Advertising Company as treasurer, brings with it the public acknowledgment of the purpose of the Advertising Club of St. Louis to raise the sum of \$80,000 for entertainment alone.

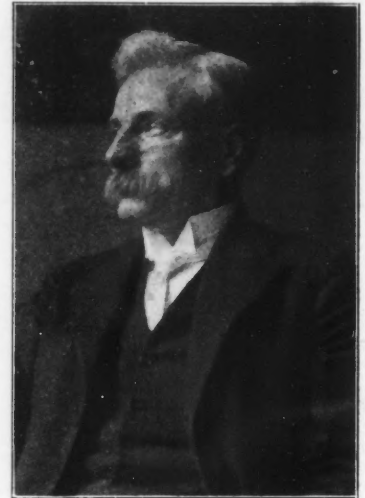
Herbert S. Houston, president of the A. A. C. W., wired congratulations to M. P. Linn, president of the St. Louis Club, as soon as notified of the selection of these two men to raise the money. The telegram from Houston read: "Heartily congratulations to St. Louis Club on securing for its convention board men of the leadership of Festus J. Wade and William C. D'Arcy. These additions to your already strong committee insure local support and preparation for the greatest national business convention this country has ever had. Chairman Pratt, of the National Programme Committee, will be in St. Louis in a few days to give you an outline of our great plans."

Mr. Pratt arrived this week and has been in conference with the club officials. H. E. Myers, general secretary of the convention's board, addressed the members of the Junior Advertising Club one evening this week to insist on the coöperation of that body.

LYON OFF TO THE FRONT

Watch and Boots Given to Toronto Editor on His Departure.

Stewart Lyon, managing editor of the Toronto Globe, who was last week appointed special representative of the Canadian Press, Limited, at the front



STEWART LYON.

in France, left on Tuesday night for his new sphere of activity. He was presented by the Globe staff, on the eve of his departure, with a gold wrist-watch and a pair of trench boots.

REOPEN MAIL RATE FIGHT

Snap Action Attempted in Senate Late on Thursday Fails.

The matter of increased second-class mail rates and one-cent drop-letter postage was reopened on Thursday in the Senate. Amendments containing these provisions were ruled out of the Post Office Appropriation bill in committee of the whole several days ago on a point of order, but when the bill passed from committee to the Senate proper on Thursday, with many Senators absent from the Chamber, Senator Smoot re-offered the amendment to reduce postage on drop letters to 1 cent an ounce.

As this would greatly decrease the postal revenues, Senator Bryan, acting for the Post Office Committee, asked the Utah Senator to couple with it the amendment to advance the rate on newspapers and magazines to 1½ cents a pound for next year and 2 cents a pound the following year. This was done, and Senator Robinson, the presiding officer, submitted the amendment, which was agreed to without a roll call, escaping attention of many Senators who had opposed the proposition.

News of the development brought members from cloak- and committee-rooms in a storm of disapproval. Charges of snap action and unfair tactics were made until Senator Smoot agreed to move for a reconsideration of the vote. That motion prevailed, 39 to 26, and the matter was laid over for further discussion. Senator Smith, of Georgia, reserved the right to submit an amendment to subject only magazines to increased rates, excepting daily newspapers.

LATER—A dispatch to THE EDITOR AND PUBLISHER, received just before going to press, says that the bill has been defeated again.

If you aim at nothing, it is not difficult to hit the mark.—[Business Chat,

TRADE **LINOTYPE** MARK

THE MACHINE THAT LASTS

Four Striking Examples of Linotype Versatility

SINCE January 1st, Multiple Magazine Linotypes for composition in four languages were placed in the composing rooms of four Greater New York dailies:

Amerikai Magyar Nepszava—
Largest Hungarian newspaper in America, installed a Model 9.

The Daily Warheit—
Leading Jewish newspaper of New York, is adding a Model K to its equipment.

New York Staats-Zeitung—
One of America's greatest German newspapers, placed in operation a Model 16.

The Brooklyn Daily Times—
Is now installing one Model 16 and one Model 17.

No matter how varied the composition needs or how rigid the requirements, we have a Linotype for every office at a price and upon terms within the reach of every printer.

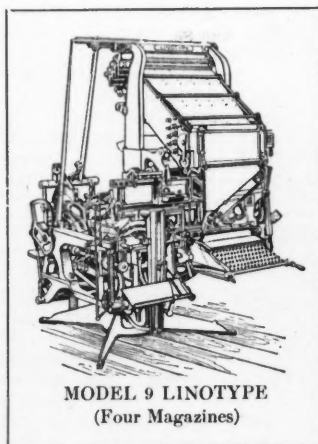
MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

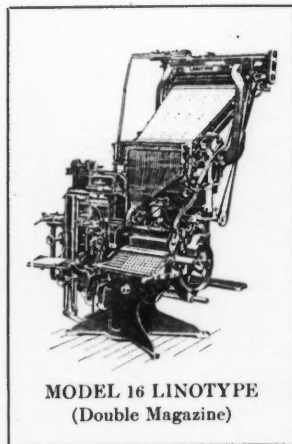
CHICAGO
1100 So. Wabash Avenue

SAN FRANCISCO
646 Sacramento Street
TORONTO: Canadian Linotype, Limited, 35 Lombard Street

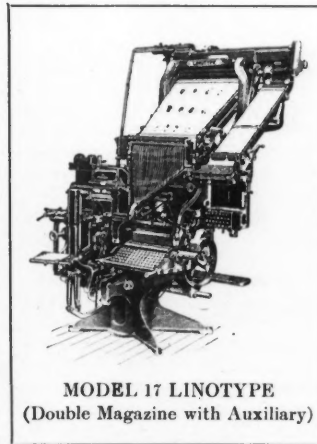
NEW ORLEANS
549 Baronne Street



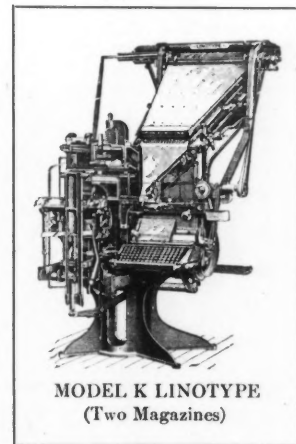
MODEL 9 LINOTYPE
(Four Magazines)



MODEL 16 LINOTYPE
(Double Magazine)



MODEL 17 LINOTYPE
(Double Magazine with Auxiliary)



MODEL K LINOTYPE
(Two Magazines)

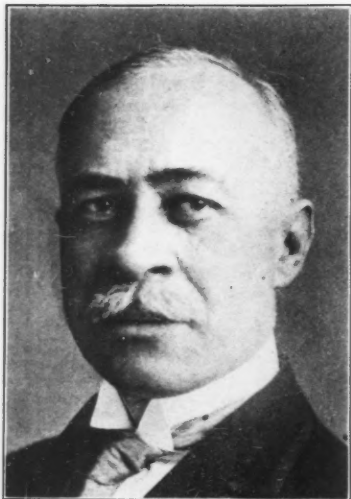
The Linotypes Just Selected by Four Greater New York Dailies for Producing Composition in Four Languages—Hungarian, Yiddish, German and English.

FOUR YEARS SHOW MANY COMMENDABLE ACCOMPLISHMENTS BY CONCILIATION BOARD

Since Inception of the Body in 1912, Representatives of the Publishers' Association of New York City and of Typographical Union No. 6 Have Worked in Harmony to Promote Justice Through Arbitration, Saving i e and Money to All Concerned.

By WILLIAM H. MOORE, Secretary.

During the years 1910 and 1911, while James Tole was president of Union No. 6, several discharge cases were brought before the International Typographical Union officials at Indianapolis for final settlement—this being the court of last resort. There had been a lengthy procedure, the routine being the chapel, executive committee, union, executive



W. H. MOORE.

council, and finally the International Arbitration Board, at the I. T. U. headquarters. The time consumed, in the handling of cases under these formalities, varied from three to six months, and one case, which the writer has in mind, carried a period of nearly a year before reinstatement was secured on final hearing, and then the back pay was a matter of six months more before the Arbitration Board came to a consideration of the case, and then without decision. This case eventually was settled by the conciliation board in two sessions, taking up but three hours' time.

The president of No. 6, James Tole, was in Indianapolis in 1911, attending a hearing before the arbitration board, relative to a case of discharge in which back pay was in question, reinstatement having been secured. The sum of nearly \$400 was at stake. Attending this session was Don C. Seitz, business manager of the World, and chairman of the Publishers' Association of New York city, representing that body.

Mr. Tole and Mr. Seitz realized that much time was consumed in travelling from New York to Indianapolis and return, and a large cost necessarily involved in lost time and money. In company with James M. Lynch, then president of the I. T. U., they discussed the practicability of establishing local boards of arbitration and conciliation to handle such cases.

During the month of December, 1912, President Maxwell called together the representatives of No. 6, elected at a previous meeting of the union, to take up for consideration and hearing a case of discharge on one of the papers.

The union representatives who appeared in this, the first case, were William F. Wetzel (Herald), John C. Maher (World), and the writer. The publishers designated by their governing body

were Don C. Seitz (World), Herbert F. Gunnison (Brooklyn Eagle), Louis Wiley (Times), and Charles Hamlin (Tribune), they providing a substitute which provision was later adopted by the election of a fourth member on the union side, John F. Lane (Brooklyn Citizen).

The board held its first session in the library of the Staats-Zeitung, and has made this its regular meeting-place, thanks to the generous spirit of the late Herman Ridder.

NO HARD AND FAST RULES.

The board was organized with Mr. Seitz as its chairman and the writer as its secretary. No stated set of rules had been figured out relative to its proceedings, and during the first meeting, at which Mr. Wetzel and Mr. Maher appeared as representatives of No. 6, Mr. Gunnison and Mr. Hamlin, from the publishers, the board decided that they would go along on an easy method of reasoning, and not be tied down to any hard and fast rule. Other than the fact that the secretary was empowered to call all meetings, with the approval of its chairman, the board felt its way along. There were no other such local bodies throughout the International jurisdiction, and, as such, it was on trial and the future of other possible boards meant the successful existence of the board in New York city.

Mr. Maxwell, president of No. 6, during the latter part of 1913, presented to the board a request from the International Arbitration Board at Indianapolis for the consideration of a case of back pay which has been at the Middle-West city for nearly a year without any possible chance of settlement. While the request was entertained by the board to hear this case, still the international board held to the idea of finally passing on the matter in question. The conciliation board convened, the aggrieved man and business manager of the paper being invited to appear, the local board, being ready and willing to hear and determine the case as a court of last resort, and after a clear understanding of facts, decided that it would not be consistent with the provisions of its existence (its decision being final and without appeal and binding on both printers and publishers), referred the case back to Indianapolis, expressing its willingness to handle the case, but only as the final and determining power of adjustment. The claimant for back pay and the business manager both agreed to abide by the conclusion of the local board, and the International body was so informed.

It was nearly six months later that the International body placed the case unreservedly and without desire to review in the conciliation board's hands. The board was convened the third day after the arrival of this case, and in two hours' time, having gone over the papers which were sent on from the International arbitration board, listened to the testimony on both sides, and reached a decision refusing the claim.

There have been thirteen cases before the board in four years, the presidents of the union appearing as counsel for the discharged men. Presidents Maxwell, Scott, Dahm, and Rouse all have presented the union cases—ten reinstatements, with back pay in two cases, and one case from International

Arbitration Board being adjusted, three cases of discharge being decided valid.

When a man is discharged, the chairman of the chapel reports to the president, who treats with the business manager of the paper, and if the manager refuses to reinstate, the president, without any further action on the part of any other body, accepts waivers from both sides and then presents the case to the secretary of the board. He, in turn, immediately seeks the approval of call of the chairman of the board, and in three or four days the board convenes, hears all parties and renders its decision, finally and without appeal.

In but one case were two sessions necessary to decide. The board, having for the first time in its four years of existence, been deadlocked, a seventh man was called in as the umpire. Strang to relate, when the board reconvened, on the third day after its previous meeting, and both sides presented their arguments before the full board with the umpire in attendance, the umpire was not needed as two of the gentlemen on the publishers' side voted to reinstate, reversing their previous position. The conclusions in all of the other twelve cases were unanimous. One case was settled by a sub-committee from the board.

There have been other discharges on the papers to the number of twelve, reinstatement in all cases having been secured by the Presidents of No. 6 without recourse to the board. Before the Board's existence, this seldom occurred, probably due to the fact that after cool and serious thought on the part of newspaper officials it might be best to avoid bringing the case before the Board.

WHAT THE BOARD HAS DONE.

Four years of existence, thirteen cases heard, ten reinstatements, back pay in two cases, one case of discrimination (three meetings of board), one from the international Arbitration board (two meetings), many months of time and worry saved discharged men, the minimum amount of labor in preparing and presenting cases, time and money saved the great business-manager, unmeasured peace of mind to newspaper composing room employees, a guarantee of a square-deal against unfair foremen and a dread of stigma being placed on any man, whose discharge is upheld by the board is the sum total of the foresight of Messrs. Seitz, Lynch and Tole, and the Scale Committee of 1912.

For the board to uphold a discharge, which it has in three cases, means the loss of a man's prior standing in an office where it may have taken him years to reach. There is no middle ground, and, in several cases, rather than take away a man's standing and put him on the street to start all over again, in line with the incoming member, the publishers have generously and with great fairness refrained from insisting on a strict interpretation of the law of the scale of prices.

I can sincerely say on the part of my colleagues that it is our wish that the next Scale Committee will provide for some penalty for violators of office rules, other than the "death penalty" of a man's typographical existence in the office from which he is discharged.

The board as now constituted follows:

Publishers, Messrs. Don C. Seitz (World), chairman; H. F. Gunnison (Eagle), Louis Wiley (Times), G. V. Rogers (Tribune), substitute. Representatives of No. 6, William H. Moore (World), secretary; William F. Wetzel (Herald), Andrew M. Burke (Sun), John F. Lane (Brooklyn Citizen), substitute.

MINNEAPOLIS AD FORUM GETS CONGRATULATIONS

Vigilance Committees in Other Cities Wired Complimentary Greetings—H. J. Kenner Reviewed National Field Work for Truth—Mr. Stockdale Also Spoke.

A meeting of the Minneapolis Ad Forum held last week was attended by 350 members. Chairman Allyn K. Ford of the vigilance committee presided. Vigilance committees in other cities, outgrowths of the campaign for clean advertising originated in Minneapolis, sent congratulatory telegrams. H. J. Kenner, formerly secretary of the Minneapolis vigilance committee and now secretary of the national organization, with headquarters in Indianapolis, and Frank Stockdale of the educational department of the A. A. C. W., were present.

Mr. Kenner gave an address in which he emphasized these statements:

"Keen advertisers are using mediums nowadays on the basis of confidence on the part of readers, not on circulation volume. The biggest thing a newspaper can do is to protect its readers' confidence by helping to maintain the quality and truthfulness of its advertisements."

Mr. Kenner reviewed his work while in Minneapolis and told of the larger field the national vigilance bureau's activities opened. "The confidence of the public," he said, "is the big thing sought in advertising and can be obtained only through truth and fair dealing." He complimented newspapers that have taken a stand for clean advertising.

FRAUDS UNCOVERED AND STOPPED.

Mr. Stockdale told of instances of frauds in other cities uncovered and stopped by the national vigilance committee, of the extension of the work, and of the increasing number of committees that are watching for the untruthful advertisement and stopping it, and he complimented Minneapolis upon having the organization that originated the vigilance committee idea. He pointed out that the work of a vigilance committee should not be punitive and that the national committee does not so operate. "It is not a matter," said Mr. Stockdale, "of finding someone who has circulated a false advertisement and punishing him, but rather a broad plan to raise the general standard of advertising everywhere and raise it permanently."

Hugo Swan, the new secretary, outlined plans for work during this year. The Forum produced "On Sale \$9.98," which was written by Mr. Kenner, and produced by Frederick Kammann, jr. Mr. Henthorn, Mr. Swan, Kenneth Wing, H. R. Stevenson, F. J. Scott, J. H. De Wild, and Mr. Ford were actors in the show. The skit was designed to portray a busy day in the office of a vigilance committee.

Champ Clark Thomson Born

Champ Clark Thomson is the latest aspirant for newspaper and political honors. He weighs seven pounds fourteen ounces, and was born February 13 at New Orleans. The date is also the birthday of his father, James M. Thomson, publisher of the Item. His mother is the former Miss Genevieve Clark, daughter of Speaker Champ Clark, after whom the youngster will be named.

Many a business has grown old and rusty simply because it was not lubricated with the oil of courtesy.

Why

THE BULLETIN

Continues to be Read in Practically Every Home in Philadelphia at 2c a Copy

For twenty years The Bulletin has been making up its news and advertising pages to please the reader—the interests of the reader have been paramount—and in this time has grown from less than 20,000 copies a day to the largest newspaper in Pennsylvania, and one of the ten largest in the United States.

The fact that while a 1c. newspaper for many years, its daily net paid circulation for the year 1916 averaged 402,644 copies a day, and the fact that with the increase to 2c. a copy, which became effective January 29th, 1917, it continues to be read in practically every home in Philadelphia is unmistakable evidence of the confidence and esteem which the people of this community have in their evening newspaper.

It is this policy of presenting all the news of the day, as well as the advertising, in a manner which is easy to read and pleasing to the reader that has made The Bulletin the family newspaper of Philadelphia homes, and it is this confidence of the reader in The Bulletin that has made The Bulletin the greatest sales-producing factor in the Philadelphia market.

Despite the advance in selling price from 1c. to 2c. made compulsory by the increased cost of print paper and practically every item that goes into the making of a newspaper, The Bulletin still holds—by a margin equal, if not greater than ever—the dominant place among the advertising mediums in Philadelphia.

A newspaper that can hold the confidence of its readers at an advanced price and continues at the same time to carry an increasing volume of business, proves conclusively its supreme value to the community and its real worth to national advertisers, manufacturers, and merchants desiring prompt and profitable returns from their advertising investment.

The Philadelphia Evening Bulletin has the largest 2c. circulation of any newspaper in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia market each day by concentrating in the one newspaper which is read in practically every home in Philadelphia—The Bulletin.

VIRGINIA EDITORS MET AT CHARLOTTESVILLE

Col. Copeland, of the Newport News Press and Times-Herald, Told How a Survey Man Can Improve Office Conditions—Other Speakers Also Gave Helpful Talks.

Discussion of papers read at the newspaper conference conducted by the Virginia Press Association, at Charlottesville, brought out some facts which will be of interest to the publishers of the nation.

In relating the "Problems of the Small City Dailies" Col. W. S. Copeland, of the Newport News-Press and Times-Herald, emphasized that competition was one of the worst problems, and suggested consolidation as the proper means of clearing the field, urging that all papers be fair with their readers and advertisers. Col. Copeland related an experience which his newspaper plant has undergone. The building housing the enterprise became too small for it and plans for an addition to cost \$3,000 were discussed. In dropped a "survey man," who agreed to make a satisfactory survey of the entire business for \$200 a week, stating that it would take two weeks to complete the job. The price looked high, but he was engaged, with the surprising result that the linotype machines were changed about, the steam tables changed, and other moves made in the mechanical department which gave ample room. Then, downstairs changes were made in the placing of business-office equipment, and every department of the paper was surveyed, with the final result that the plans for the enlargement were discarded and every department now has ample room. Col. Copeland suggested that the smaller newspapers of Virginia engage an expert to make a survey of their plants, and said that, in the end, it would be a money-saver for them.

A NORTH CAROLINA VISITOR.

J. L. Horne, Jr., editor of the Evening Telegram, Rocky Mount, N. C., was the only out-of-State speaker to arrive, all the others being detained by business or the grip. Mr. Horne came from a sick-bed himself, but told in an impressive manner of the wonderful accomplishments of the Afternoon Newspaper Association of North Carolina. The greatest work done was the bringing about of one telegraphic service for all the afternoon papers, at a wonderfully low price, the service being augmented with news from the State Capitol at Raleigh. The cooperative plan for securing advertising for all of the members of the Association was also explained.

William A. Land, publisher of the Blackstone Courier, suggested the organization of the weekly publishers into districts, or groups, such as the State Bankers' Association has. These groups are to meet weekly or monthly and discuss the news and other problems of their respective sections. Questions considered of State-wide interest are to be carried to the State Press Association meetings.

H. Powell Chapman, editor of the Roanoke Times, and F. B. Walters, city editor of the Roanoke World-News, presented the invitations of the city of Roanoke, the Chamber of Commerce, and other organizations of the city, asking that Roanoke be chosen for the summer meeting. The executive committee announced the acceptance of the invitation.

Advice without help is so cheap that it is never taken.

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

Edited by CARL H. GETZ,
Secretary, American Association of Teachers of Journalism
Attached to Ohio State University, Columbus.

DIRECTORY OF TEACHERS OF JOURNALISM

(Continued from Last Week.)

RICE, S. O.—Assistant professor of Journalism, University of Kansas, University of Kansas, Lawrence, Kan.

ROBERTS, WILLIAM CARMEN—Member of journalism faculty, New York University, Washington Square, East. Political editor, Literary Digest, New York.

ROBINSON (MISS), ALTA A.—Professor of English, Beaver College, Beaver, Pa.

ROSS, CHARLES GRIFFITH—Professor of theory and practice of journalism, University of Missouri, Columbia, Mo. Address, 204 Edgewood Avenue, Columbia, Mo. (Absent on furlough for school year of 1916-7. Present address, Melbourne Herald, Melbourne, Victoria, Australia.)

ROUTH, JAMES—Associate professor of English, Tulane University, New Orleans, La.

SALT, CHARLES F.—Instructor in journalism, Iowa State College, Ames, Ia.

SEILER, A. W.—Instructor in advertising, Marquette University, Milwaukee, Wis.

SCOTTFORD, FREDERICK E. Instructor in advertising, Bureau of Correspondence Instruction, University of California, Berkeley, Cal.

SCOTT, F. N. Professor of English, University of Michigan, Ann Arbor, Mich.

SCOTT, FRANKLIN WILLIAM. Assistant Professor of English, University of Illinois, Urbana, Ill. Address: 323 University Hall, Urbana, Ill.

SLOSSON, EDWIN E. Associate in Journalism, Columbia University, New York.

SMITH, HERBERT H. Instructor in Religious Publicity, Presbyterian Training School, Chicago, Ill.

SMITH, HERBERT WARREN. Instructor in Illustrative Art, University of Missouri, Columbia, Mo. Address: Thilly Avenue, Columbia, Mo.

SMITH, JOSEPH S. Professor of Newspaper and Trade Paper Journalism, Marquette University, Milwaukee, Wis.

SNOW, F. L. Instructor in Journalism, Kansas State Agricultural College, Manhattan, Kans.

SPENCER, M. L. Professor of English, Lawrence College, Appleton, Wis.

STARCH, DANIEL. Assistant Professor of English, the University of Wisconsin, Madison, Wis. Address: 13 University Hall, Madison, Wis. (Gives course in "Psychology of Advertising.")

STARRING, GEORGE A. Professor of Industrial Journalism, South Dakota State College, Brookings, S. D.

STEMMONS, WALTER. Editor of Publications, Oklahoma Agricultural and Mechanical College, Stillwater, Okla.

STOCKDALE, CHARLES E. Agricultural Editor, West Virginia University, Morgantown, West Va.

STONE, ARTHUR L. Dean and Professor of Journalism, the State University of Montana, Missoula, Mont.

STURTEVANT, FRANK D. Assistant Professor of English, Municipal University of Akron, Akron, O.

SULLIVAN, EDGAR F. Instructor in Journalism, University of California, Berkeley, Cal. Address: 2571 Carlton Street, Berkeley, Cal.

SUMNER, W. A. Instructor in Agricultural Journalism, the University of Wisconsin, Madison, Wis. Address: 13 Agricultural Hall, Madison, Wis.

(To be continued.)

PERSONALS

Alva H. Cook, one of the first students in journalism at the University of Wisconsin, is editor and publisher of a monthly trade journal, the Northwestern Confectioner, Milwaukee.

Bruce Ormsby Bliven, head of the department of journalism of the University of Southern California, has been granted a semester's leave of absence to do editorial work for Printer's Ink in New York.

Vernon E. Bundy and W. T. Brink, who took the course in journalism in the Kansas State Agricultural College, and who took positions on the Topeka State Journal, have gone to the Sioux City (Iowa) Journal and the Cleveland Press, respectively.

Stuart McGregor, the first student to receive the degree of master of journalism from the University of Texas, is now on the Austin Statesman.

Paul Putnam, a former student in the School of Journalism of the University of Texas, is now on the Dallas News. Renick Smith, also a former student, is with the Associated Press in Dallas, while Clyde Wallis is covering the Legislature for the Dallas and Galveston News.

TO HOLD NEWSPAPER WEEK

Texas Newspaper Men to Study "How" of Publishing Business.

Practical problems of newspaper work will be emphasized at the second annual Newspaper Week of the School of Journalism of the University of Texas from February 20 to 23. This meeting will be known as a "how" week, as the how of various things connected with newspapers will be stressed. "How to Write a News Story," "How to Solicit Advertising," "How to Obtain and Keep Country Correspondents," "How to Write Attractive Headlines," are a few of the questions which will be discussed by experienced newspaper men. Several widely known newspaper men in Texas have been asked to speak. For the most part, however, the meetings will be in the nature of round-table discussions.

A unique feature of this year's convention will be a rice banquet on February 22, to be given by the Southern Rice Growers' Association and the Beaumont Enterprise. All the dishes served will be made from rice.

The fact that the State Legislature is now in session, will be an added attraction for Newspaper Week, especially since six members of the Senate and eight members of the House of Representatives are actively engaged in newspaper work.

TEXAS EDITOR LAUDS AMERICAN REPORTERS

Edmunds Travis, Managing Editor of the Austin Statesman, Declares that the American Newspaper Reporter Is the Most Wonderful Fellow in the World—Says American Editor Is Provincial.

The American newspaper reporter is the most wonderful little fellow in the world, Edmunds Travis, managing editor of the Austin Statesman, told the students in the School of Journalism of the University of Texas, in an informal talk a few days ago. He is far superior to the reporter of any other country in his ability to recognize and ferret out news, Mr. Travis declared.

"But while the American reporter is the best in the world, the American editor is the most provincial in the world," Mr. Travis said. "It has taken the European war to show us just how provincial our newspaper editors are. It has been said that natives of Bohemia know more about Texas than a New York editor does. And it is a fact that Bohemians know more about us than we know about them.

"The editors of British, French, or other foreign papers can write about and discuss our politics much more intelligently than the average American editor can discuss foreign politics. But this provincialism will disappear. Newspapers are beginning to demand trained men, and the entrance of the trained man into the newspaper office will do much toward eliminating editorial provincialism."

Mr. Travis impressed upon the students the necessity of beginning newspaper work as a reporter. Editorial writers, special writers, and other specialists in the editorial office usually began their newspaper careers as reporters, he said.

"Be a good reporter," he declared, "and all other things will be added unto you."

Students in reporting are now taking regular assignments on the Statesman. In this way, they are given practical training in gathering and writing news. Not only do the students cover the regular runs and write special features, but they are shown how a State Capitol and the sessions of the State Legislature are covered.

The instructor in reporting goes to the newspaper office in the morning, talks with the city editor regarding assignments for the students, and goes over their copy when it is written. The class in copy reading also is given practice in the editing of real copy and the writing of heads for the daily paper.

"If you find, after you have had some actual experience in newspaper reporting, that you are not fitted for the work; if you find that you are not interested, that the life does not appeal to you, then do not try to be a reporter," Mr. Travis told the journalism students. "It is better to get out of reporting entirely than to continue being only a fairly good reporter."

Find Newspapers Clean

Students of journalism at Emory University, Oxford, Ga., recently examined Georgia and Alabama newspapers to determine the percentage of cleanness, comicality (exclusive of the "funny" pages), venality and sensationalism. The totals found are: Cleanness, 99.3 per cent.; comicality, 5.8 per cent.; venality, 1.9 per cent.; sensationalism, 9.5 per cent.

Tolerance makes friends. Intolerance breeds enemies.

in Michigan

14 Evening Newspapers reach a total population of **95%**

Where in America can such a condition as this be found?

In NINE of the cities listed, the EVENING paper is the ONLY daily publication!

In TWO of the remaining cities, the publication is the ONLY evening newspaper!

In the other THREE cities the EVENING paper leads.

When you place these 14 Evening Newspapers on our campaign list, you are doing what other wise advertising men have done.

“Evening Papers Bring Results.”

Michigan Evening Papers

Thoroughly Cover the Field

No Duplication

Circulation Figures, Net Cash Paid

City	Popu- lation	NEWSPAPER	Circu- lation	5,000 Line Rate
Detroit	725,000	News	208,305	.17
Gd. Rapids	125,000	Press	82,302	.09
Flint	65,000	Daily Journal	22,168	.04
Saginaw	55,000	News	19,642	.03
Bay City	52,000	Times-Tribune	18,000	.03
Lansing	50,000	State-Journal	20,000	.035
Kalamazoo	46,000	Gazette	26,332	.035
Jackson	40,000	Citizen-Press	15,941	.025
Muskegon	35,000	Chronicle	11,298	.02
Battle Creek	32,000	Moon Journal	6,114	.015
Port Huron	25,000	Times-Herald	12,454	.025
Ann Arbor	20,000	Times-News	6,974	.0215
Pontiac	27,000	Press Gazette	10,640	.02
Adrian	12,000	Telegram	10,219	.02

SOUTHERN JOURNALISTS MEET IN NEW ORLEANS

Joint Session of Associated Press Editors' Association and Tri-State League Sends Protests to Congress and Thanks to President—Pleasure and Business Were Combined.

Members of the Southwestern Associated Press Editors' Association and the Tri-State Associated Press League, during the joint sessions at New Orleans, February 13 and 14, unanimously adopted resolutions protesting to Congress against "Federal legislation affecting the liberty of the press in the publication of advertising"; opposing any proposed increase in postage rates on second-class mail matter, and thanking President Wilson for his "interest and efforts in behalf of the smaller dailies of the country in the print paper investigation."

The visiting editors met Tuesday at the New Orleans Press Club, and were the guests of the club at a reception, dance, and musical entertainment Tuesday night.

The Southwestern Associated Press Editors' Association will meet in regular session at Vicksburg, October 16 and 17, it was decided.

The Tri-State Associated Press League elected Frank D. Lander, Jr., of the Hattiesburg (Miss.) News, president, and J. W. Smith, of the Monroe (La.) News-Star, secretary.

During the sessions of the joint gatherings, Arthur W. Copp, of Washington, superintendent of the Southern Division of the Associated Press, and Kent Cooper, of New York, traffic manager of the Associated Press, spoke on matters pertaining to the service in general.

D. D. Moore, manager and editor of the Times-Picayune, and Robert Ewing, publisher of the States, told of investigations into the news print situation in which they had participated.

The resolutions adopted follow:

"To Southern Congressmen:

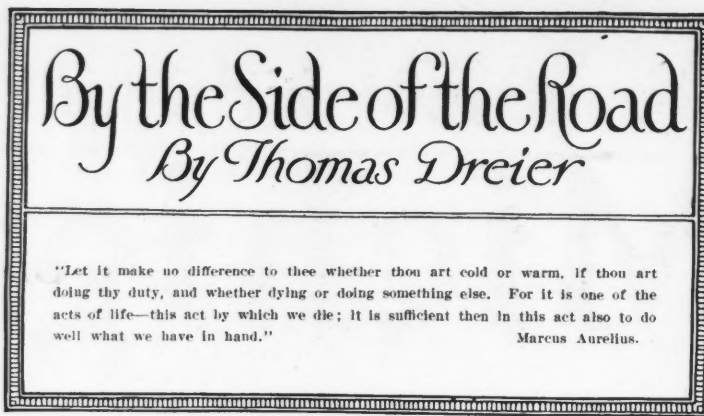
"Members of the Associated Press, publishers of newspapers in States from North Carolina to Texas and from Tennessee to the Gulf, in convention here to-day, urge you to oppose the proposed increase in postage on second-class matter. Newspapers everywhere are now seriously crippled by the enormous increase in the cost of white paper and other supplies, and many of them are facing ruin. We contend that this is no time for Congress to add to our burdens. The proposed increase in postage would add materially to our expense at a time when we are least prepared to meet it. Your cooperation and assistance are earnestly requested."

"To the chairman of the Senate Post Office Committee:

"Resolved, that the chairman of this meeting be instructed to wire the chairman of the Senate Post Office Committee protesting in the names of these organizations against legislation by Congress affecting the liberty of the press in the publication of advertising. We insist that the regulation of newspapers published within the confines of any State is purely and rightly a State function. We respectfully request that this protest be laid before your committee."

"To President Wilson:

"The editors at this meeting heartily commend and endorse the interest that you have taken in behalf of the smaller dailies throughout the country in the investigation being conducted into the price of white paper, as their very existence depends on the price of paper."



MY PRAYER is not for material wealth, but for the riches of the spirit. Give me a great soul, teach me to express myself in love, make me a true neighbor and friend and the wealth of the world will be mine.

IN ORDER TO GET more goodness we must use the goodness we already possess.

I HAVE JUST BEEN READING a review of "Joseph Fels: His Life-Work" and it recalls to mind the morning several years ago when he telephoned to me and asked me to breakfast with him at the Essex Hotel, in Boston.

The name of Fels will be familiar to you if you are acquainted with the naphtha soap bearing his name, you are interested in reform, you will remember him as one of the leaders of the Single Tax movement.

I have forgotten what we talked about at that breakfast. As I remember it, I led him to tell me about his work to advance the cause of the Single Tax, for it was about this time that he had returned from England, where he had established a colony and had given much publicity to the idea of returning the poor people of the cities to the land and giving them a chance to make a living.

One thing I remember distinctly. This millionaire, who thought little of giving away thousands of dollars to the cause that had gripped his loyalty, carefully added up the breakfast check and then, after fingering it for a moment, gave the waiter a ten-cent tip.

Fels the millionaire soap manufacturer would have attracted no attention. But Fels the thinker, the reformer, the idealist, formed intimate friendships with such men as Keir Hardie, Gen. Booth, and Israel Zangwill in England, and with the leading sociologists and thinkers of the United States. His principles will cause him to be remembered, whereas his dollars alone would have won nothing for him that could survive the grave.

Ideals are more lasting monuments than millions.

THE IDEAL WAY is always the most practical way. The perfect way is always the most profitable way.

THE WORLD WILL BE A BETTER PLACE to live in when the old theory of economics, which is based on the idea that every man is working solely for his own self-interest, gives way before the best thought of the present day, which holds the view that industry exists for the welfare of society, and that the profit accruing to the owners is only a by-product.

MISTER ANTONIO RUNS A FLOWER stand in the winter, but when the

warm spring days come he gets out his hurdy-gurdy and wanders blissfully over the land.

As Otis Skinner plays him he is beaming of eye, ample of stride and posture, joyously boastful—a lovable, swarthy scamp, quite unlike the conventional folk of a small town.

Whenever he does anything he gives the credit (or the blame) to "the boss inside." This boss there is no resisting. When Antonio wants to feed some hungry person, he says, "The boss, he make me do it."

It is this "boss inside" that gives him his zest for the sun and air, for whatever is generous and fine and cheerful and buoyant—for whatever it is that makes life worth living.

We all have this "boss inside." What we say and what we do and what we are tells the world outside what sort of a boss we are entertaining.

SURE THING, IT IS JUST as James Hopper says. There are two ways of working out satisfactorily the problem of existence. One is to demand so much of life that you are kept working all the time to get it. The other is to ask of it so little that you are left full leisure to absorb its very essence. The most contented people I have ever known solved the problem the second way. It is possible to pay too big a price for money.

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

NO MAN IS A FAILURE who doesn't think himself a failure. A Thoreau in a twenty-eight-dollar shack on Walden Pond, a John Muir with a pinch or two of tea in his vest pocket, a John Burroughs working in his celery field, a barefoot boy with a homemade fishing outfit, a newspaper reporter tearing his heart out for twenty dollars a week for the love of the game—all may be richer than the men who have been called by the Money God to take seats on his right hand.

Every man is a success who thinks and feels success, and every man is a failure who thinks in the terms of failure. Material possessions matter not at all. The only contented man in the kingdom found by the king's messengers who sought the shirt of a contented man—why, bless us, he didn't have a shirt!

Some of us may not be able to increase our income of dollars, but all of us can increase our output of good thoughts, and the man who creates and distributes the thoughts that construct, that create greater faith, that inspire more confidence, that make for neighborliness and good-will, is a success.

DR. BUTLER ATTACKS YELLOW JOURNALISM

Says Columbia Has Suffered from "Inflammatory Journalism"—New York World Replies and Suggests that He Avail Himself of a Post-Graduate Course in the Pulitzer School.

Dr. Nicholas Murray Butler, president of Columbia University in his address to the alumni on Lincoln's Birthday, said in part:

"I want to give you a word of warning. Columbia University suffers a good deal from time to time from attacks of what may be called 'inflammatory journalism.' The only counsel I have to give you is never to believe anything you read in the newspapers about Columbia unless you have personally seen it, and then believe only half of it.

"I continually find myself chronicled as having been at places I have not visited in years. I read in yesterday's papers that I had, apparently recently, made a secret visit to Europe and had been very fortunate in observing most important and interesting things in the area of war. I regret my limitations, which confine me to one place at one time, and my physical limitations, which restrict my vision to things that I can see from the spot where I happen to be. We have a School of Journalism here, as you know, but it is still too young to have wholly reformed the American press. Those characteristics of complete accuracy and precision and restraint as to fact which have so long graced our news columns and our headlines have not yet been removed by the activities of our school. The fiction departments of the newspapers still occupy the front page, and I assume that Columbia will continue to be treated to its share of journalistic endeavor."

WORLD ADVISES DR. BUTLER.

Commenting editorially on the above, the New York World said:

"It is a pity that President Nicholas Murray Butler in his Lincoln Day diatribe against the press was incapable of displaying 'those characteristics of complete accuracy and precision and restraint as to fact' which he ironically ascribes to the newspapers. We are inclined to believe that the president of Columbia would gain much if he would only pattern his accuracy of accusation on that of the average newspaper and would eschew a sophomoric trick of indiscriminate generalization of which the press has long since broken its cub reporters.

"For instance, were the World to indulge in the following exhortation:

"If you will be kind enough not to believe anything you see you will be much safer than if you believe half of it,' and were to apply this sweeping admonition to the writings and addresses of all college presidents instead of limiting it strictly and specifically to those of the president of Columbia, we should be exactly as irresponsibly sensational in expression as is Mr. Butler.

"Finally, if we may be permitted a constructive suggestion, it is that if President Butler will avail himself of the exceptional advantages he enjoys in his immediate propinquity to the School of Journalism, a post-graduate course therein might readily raise his accuracy of statement as well as his dignity of utterance to within a measurable distance of the journalistic standards of to-day."

Dr. Butler has since said that that part of his address referring to the newspapers should be taken as a joke.

What's the Matter with Uncle Sam?

Other countries outside the war zone are taking advantage of Canada's unprecedented prosperity

Canadian imports from Australia, Japan and the West Indies have shown large increases.

Americans have a big lead, as Canadians buy more from the United States than from all the rest of the world.

That lead can be kept if American manufacturers act promptly and ADVERTISE.

Canadian imports from 1913 to 1916 INCREASED

From Australia	- - - -	444%
From West Indies	- - - -	167%
From Japan	- - - -	118%
From UNITED STATES	- - - -	18%

What IS the matter with Uncle Sam?

The American manufacturer has every advantage in the Canadian market. There is through rail connection to every part of the Dominion. Marine risks are eliminated. There are no difficulties with exchange. Canadian dollars are worth par in the United States. No passports are required for traveling representatives or other American citizens.

With everything in their favor, Americans are not holding their own. They seem to have concluded that because Canada is at war, conditions must be bad. They forget that if the war has made the United States prosperous, it has made Canada even more so.

Canada gets the preference in war orders up to the limits of production.

Americans get what Canadians cannot handle.

If peace were declared tomorrow, Canada would be more prosperous than ever. After the war her agricultural and manufactured products would be welcomed and preferred in the greatest markets of the world, those of her allies.

Canadians have money to spend now, with richer prospects for the future.

NOW is a good time to cultivate the Canadian market.

There is one way to do it. ADVERTISE.



PROVINCE OF ONTARIO

Population 2,523,274.

	Circulation	Lines	Net Paid 2,500-10,000
Brantford Expositor (E)	7,500	.0175	.015
Brantford Courier (E)	4,892	.0105	.0085
Clitham News (E)	2,259	.01	.0071
Hamilton Spectator (E)	28,200	.0425	.04
Hamilton Herald (E)	10,900	.04	.035
Kingston British Whig (E)	5,439	.015	.01
Kingston Standard	4,905	.015	.01
London Advertiser (M. N. & E.)	32,891	.045	.035
London Free Press (M. N. & E.)	39,750	.05	.04
Ottawa Citizen (M. & E.)	28,285	.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)	86,900	.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	.02	.0125

PROVINCE OF QUEBEC.

Population 2,002,731—English 397,392

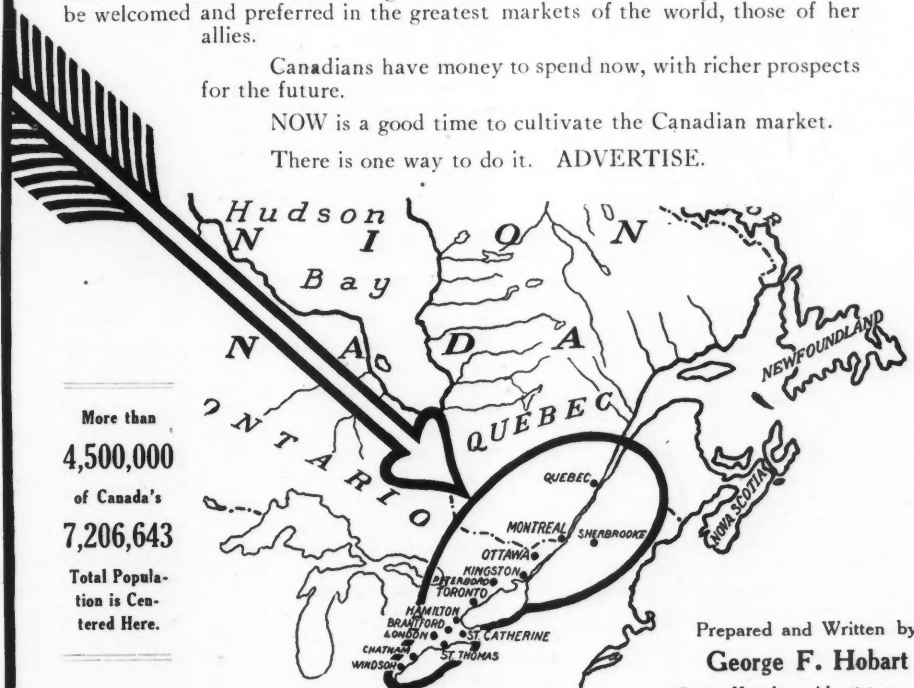
French 1,605,339

Montreal Daily Mail (M)	22,928	.05	.05
Montreal Gazette (M)	24,388	.06	.05
Montreal La Patrie (E)	35,827	.06	.045
Montreal La Presse (E)	140,000	.10	.08
Montreal Le Devoir (E) (2c-\$5 yr.)	13,959	.05 1/4	.04
Montreal Star (E)	100,000	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,984	.03	.025
Totals	1,000,739	1.3042	1.2444

The Newspapers listed on this page offer 995,834 average Circulation at a total combined cost of \$1.41 per line, or a fraction less than one and one-half tenths of a cent per line per thousand.

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

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



More than
4,500,000
of Canada's
7,206,643
Total Population
is Centered Here.

Prepared and Written by
George F. Hobart
Hamilton Advertising
Agency

**NEWS PRINT REPORT
EXPECTED NEXT WEEK**

Federal Trade Commission's Delay Has Been in an Effort to Find a Remedy to Prevent Another Crisis—Department of Justice Retains Special Assistants to Aid Attorney-General.

It is expected that the report of the Federal Trade Commission to Congress on the news print situation will be made next week. It is probable that it will be in the nature of an ad interim statement. The commission has delayed from week to week it is said, as it has gathered additional information that will aid the members in reaching a conclusion and in making recommendations that will prevent a recurrence of the conditions that confronted publishers during 1916. It is the hope, it is stated by a man who claims to be well informed, that the commission will be able to suggest a remedy. The commission, it is understood, will report that it has found that the increases in the selling prices of news print last year were from four to twenty times the advance in the cost of production, that there has never been an actual shortage, and that manufacturers helped to create a panic among publishers by intimating that there was a shortage.

Economies practiced by publishers kept the demand well within the amount manufactured at the present time, though a number of machines, it is understood, have been stopped for overhauling and repairs. Incident, it is said, to the heavy duty they maintained during 1916.

DEPARTMENT OF JUSTICE INQUIRY.

Reports from Washington are to the effect that Federal investigation of the news print situation has uncovered sufficient information to warrant an inquiry by the Department of Justice. Already a federal grand jury in New York has been inquiring into the matter, to ascertain whether there has been a conspiracy in restraint of trade, and the New York grand jury has been asked to return indictments against manufacturers for violations of the anti-trust laws. Bainbridge Colby and Mark Hyman have been retained as special assistants to the attorney-general.

COMMISSION RETAINS FRANCIS HENEY.

The Federal Trade Commission, which has furnished much of the information on which the Department of Justice is acting, announced Tuesday that Francis J. Heney, of California, has been engaged as a special attorney in the Commission's inquiry into high news print prices, and that under his direction the Commission would continue its investigation after a preliminary report is made to Congress early next week.

Additional data will be supplied to the Department of Justice as fast as it is obtained.

A number of the news print manufacturers made a hurried trip to Washington Wednesday, to confer with the Federal Trade Commission. None of those who attended the conference would state what was discussed, or by whom it was suggested. It was denied, however, that the course of the Department of Justice was taken up. The manufacturers who conferred with the Commission were Philip T. Dodge, Chester W. Lyman, and Owen Shepherd, of the International Paper Company; George H. Mead, of Dayton, O., and Alexander Smith, of Chicago.

In the early part of the week it looked as though the price of news print

for the present year would be settled, so far as the Canadian publishers are concerned. Sir Thomas White, the Finance Minister, who has the matter in hand, summoned a committee of manufacturers to Ottawa Wednesday, when it was thought a settlement would be reached without the necessity of governmental price-fixing. It was understood that the manufacturers would be willing to accept, as a war-time measure only, a rate of \$2.50 per 100 pounds at the mill, though a number insisted on a higher price. Some of the large city dailies, however, are not inclined to concede that quotation, for the reason that it would mean to them an increase of \$15 a ton more than they have been paying. The smaller papers, on the other hand, would only be advanced \$10 a ton by the proposed rate if the \$2.50 price had been agreed upon. After the conference, however, it was announced that no action had been taken, which leaves the matter still unsettled.

The Chicago Tribune printed a dispatch from New York on February 14 to the effect that the Canadian Government had decided to confiscate outright a portion of the output of all the news print mills of the Dominion to supply Canadian newspapers at a price agreeable to them, a proposition which the mills contested, for the reason that some of them manufactured for domestic supply, and others for export. The mills making paper for domestic use brought up the point that the burden of supplying news print to the Canadian newspapers should be distributed equally. The last plan, the Tribune dispatch stated, had been adopted, and every mill in Canada would be required to set aside a part of its production for domestic consumption, the amount being based on the output of the mill. The action, the dispatch stated, had caused bitterness among financiers who were eagerly solicited to establish in business in Canada.

SULPHITE AWAITS SHIPPING ORDERS.

Officials of the Baltimore & Ohio Railroad explain that the sulphite pulp stored at its Locust Point Terminals, Baltimore, is in no way connected with car shortage, since the company has ample supply of cars for movement westward. They state that, since the first of February, 168 carloads of the pulp have been shipped out of Baltimore over the railroad, and at present there are 99,025 bales of the pulp stored at Locust Point awaiting directions from the owners as to shipment. The pulp is imported from Sweden, but the railroad company can only dispatch its delivery when requested by the importers. Railroad officials also declare that carloads of the pulp are transported daily from Baltimore, and that the only delay ever occurring due to shortage in cars has been from the embargoes placed by New England and other carriers.

The International Paper Company has added two machines to the manufacture of news print last week in its Rumford Mill. Two more machines, it is stated, would be added this week.

In New Orleans the city and State schools have inaugurated "paper days," five of which will be held during the balance of the school term. The proceeds of the sale of waste paper will go to the Teachers' Retirement Fund.

United States paper exports this year, it is said, will reach \$40,000,000, twice the amount of any previous year. The greater part goes to Latin America.

No matter how great the provocation, losing your temper is the surest way of losing your business.

CUTS OUT NOON EDITION

Washington (D. C.) Times Now Has Only Two Issues Daily.

Beginning on February 14, the Washington (D. C.) Times discontinued its noon edition. In explanation, it said:

"The twelve o'clock edition of the Times obviously has not been a complete issue of the newspaper. The first complete issue of the Times is our complete afternoon edition, issued at 2:30 in the afternoon.

"With the changed and improved type, very materially improved type, of newspaper we are now issuing, we cannot think it to our advantage to continue issuing so incomplete a paper, which, doubtless, with many readers, has served as a complete example of the Times for the day. We shall, therefore, consolidate the twelve-o'clock edition with the complete afternoon edition.

"This leaves two regular editions a day of the Washington Times, the complete afternoon edition and the night final edition. The first of these is a complete newspaper, with the Wall Street report up to 1:30; the second, the night final, has all Wall Street news

complete, and all other later general news, and in financial matters it goes much farther than any evening newspaper, outside of New York, in a city the size of Washington."

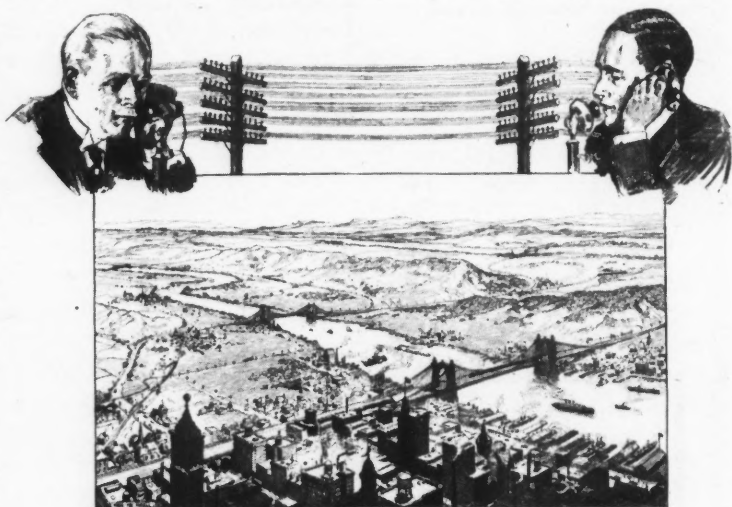
CHICAGO AMERICAN'S STUNT

Propounds Tantalizing Problem for Edification of Its Readers.

The Chicago American is being deluged with answers to the Zion City "brakeman problem," which was first propounded in that paper January 17. Here is the problem:

"A freight brakeman started on a south-bound freight train from Zion City to Waukegan. The train was a mile long. He walked the whole length of the train, arriving at the front end just as it pulled into Waukegan. The distance between the two cities is six miles, and the train was going twenty miles an hour. How far did the brakeman travel, and at what speed?"

It is assumed that the caboose was at the Zion City station when the train started, and the engine at the Waukegan station when the train stopped.



A Bee-Line to Everyone

Straight as the bee flies and quick as though caught by lightning the voice in the telephone carries near and far over this Nation.

This marvelous instrument is the pre-eminent vehicle of speed and speech. Railroads cover the country, but your traveler often must alight with bag and baggage and change trains to get to a given point. Railroads reach cities, towns and villages. The telephone reaches the individual.

The telephone offers continuous passage for the voice and unbroken connections to the uttermost places because it is a united System co-ordinated to the single idea of

servicing the entire people of this country.

It has been a powerful factor, along with the transportation systems, in the magnificent achievements of the United States—helping to prepare the way where latent possibilities of mines, forests and farms were to be developed.

The continued growth of our national prosperity depends in a great measure upon the maintenance and continued growth of the utilities which furnish the means of intercourse and interchange. They are the indispensable servants of the individual, the community and the entire nation.



**AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES**

One Policy One System Universal Service

CALLAWAY'S CALUMNIES MAY LEAD TO AN INVESTIGATION BY CONGRESSIONAL COMMITTEE

Representative J. Hampton Moore, of Pennsylvania, Former Newspaper Man, Demands That Truth of Charges Against Integrity of American Press Be Revealed—Texas Member's Remarks Were "Buried in Record" and Are Here Reprinted—Caustic Editorial in New York Times.

REPRESENTATIVE OSCAR CALLAWAY, of Texas, obtained unanimous consent the other day to "extend his remarks in the Record." The Congressman's "remarks," as printed at the expense of the Government, consisted of a charge that "the J. P. Morgan interests, the steel, shipbuilding, and powder interests" had purchased control of twenty-five great newspapers in the United States to further the preparedness campaign.

Representative J. Hampton Moore, of Pennsylvania, formerly a well-known newspaper man, on Monday demanded that a committee of investigation be appointed to determine the truth of the Callaway charges. Mr. Moore cited the fact that the charges had been "buried in the Record," and that they had not come to the knowledge of the newspapers.

Mr. Callaway's speech, as printed in the Record, charged:

"In March, 1915, the J. P. Morgan interests, the steel, shipbuilding, and powder interests, and their subsidiary organizations got together twelve men high up in the newspaper world and employed them to select from the most influential papers in the United States a sufficient number of them to control generally the policy of the daily press of the United States.

"These twelve men worked the problem out by selecting 179 newspapers and then began, by an elimination process, to retain only those necessary for the purpose of controlling the general policy of the daily press throughout the country. They found it was only necessary to purchase the control of twenty-five of the greatest newspapers. The twenty-five papers were agreed upon; emissaries were sent to purchase the policies, national and international, of these papers; an agreement was reached, the policies of the papers were bought, to be paid for by the month; an editor was furnished for each paper to properly supervise and edit information regarding the questions of preparedness, militarism, finance, and other things of national and international nature considered vital to the interests of the purchasers.

"The contract is in existence at the present time, and it accounts for the news columns of the daily press of the country being filled with all sorts of preparedness arguments and misrepresentations as to the present condition of the United States army and navy, and the possibility and probability of the United States being attacked by foreign foes.

"The policy also included the suppression of everything in opposition to the wishes of the interests served. The effectiveness of this scheme has been conclusively demonstrated by the character of the stuff carried in the daily press throughout the country since March, 1915.

"They have resorted to anything necessary to commercialize public sentiment and sandbag the national Congress into making extravagant and wasteful appropriations for the army and navy, under the false pretense that it was necessary. Their stock argument is 'patriotism.' They are playing on every prejudice and passion of the American people."

Mr. Slayden asked Mr. Moore what he construed the word "sandbag" to mean.

"It means to drive Congress into a corner and make them believe we are in a state of war now," said Mr. Moore. He quoted an advertisement, signed by the American Rights League, which began:

"To the American people: Germany is at war with the United States. The repudiation of past pledges and the threat to destroy our ships and citizens constitute a virtual declaration of war.

It is no longer a question of whether there shall be war with Germany. There is war with Germany."

Mr. Moore said that among the signers of the advertisement were Dr. Lyman Abbott and the Rev. Randolph H. McKim, pastor of the Church of the Epiphany, of this city, and went on to criticize the latter for his action as a minister of the gospel. Mr. Moore then proceeded to declare his own neutrality.

"I am neither pro-German, as some of the papers have recently insisted, nor pro-Ally," he said. "I am, as this Congress ought to be, pro-American.

On February 15 the New York Times, with irony, said:

"The names of the papers at once great and venal should be disclosed, but as those names are—must be—already known to the eminent gentlemen already mentioned, the wonder is that they left that particular part of the revelation to be made through the slow workings of an investigating committee. Why didn't they tell at once just who the villains are? There would not have been the slightest danger in doing so, even though a few errors had crept into the list and an innocent newspaper or two had been included in the number accused. Nothing said on the floor of the House is libellous in the sight of the law, for all utterances there are privileged—a fact which is not wholly irrelevant, perhaps, to not a little of the freedom with which crimes and misdemeanors there are imputed to persons who are, for one reason or another, the objects of animosity or suspicion for eloquent legislators.

"As the case stands now, all newspapers that have labored for military preparations are under a deep, brown cloud. Indeed, that is the state of all not distinctly pacifistical in tendency."

SHAFFER SEEKS TO RECOVER

Alleges He Paid \$250,000 Too Much for the Denver News.

The Denver Publishing Company, owner of the Rocky Mountain News and the Denver Times, and its president, John C. Shaffer, on February 15, filed a claim against the estate of the late United States Senator Thomas M. Patterson, formerly owner of the News, demanding \$250,000. The Denver Publishing Company and Mr. Shaffer also instituted suit in the District Court against Richard C. Campbell, son-in-law of Patterson and executor of the estate, demanding a like sum.

Mr. Shaffer sets forth that the News, in reality, was not worth more than \$300,000 at the time he bought it for \$550,000.

Philadelphia Press Progress Quality Counts In 1916

In practically every department of advertising "The Philadelphia Press" in 1916 showed unprecedented increases in the volume of advertising carried, but especially in four departments that stamp "The Philadelphia Press" as a leading medium in its territory.

These Distinctive Gains Were:—

In Automobiles	-	154,165 Lines Gain
In Financial	- -	123,375 Lines Gain
In Foods	- - -	122,210 Lines Gain
In Books	- - -	103,555 Lines Gain
Total Gain in Four Departments	-	503,305 Lines Gain

The total gain in all kinds of Advertising in "The Philadelphia Press" in 1916, over 1915, amounted to 17 per cent.

Advertisers used "The Philadelphia Press" with increased space, because—

*The Press is consistently
"the direct route to sales"*

Philadelphia is the distributing center for seven States—the richest territory and greatest consuming community in America.

More than one hundred millions of dollars of public and private resources are to-day being expended for industrial and municipal improvements in Philadelphia—"the World's Greatest Workshop."

THE PRESS

Samuel W. Meek, Manager.

THE EDITOR & PUBLISHER

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

New York, February 17, 1917.

Be sure that God
Ne'er dooms to waste the strength He
deigns impart. —Browning.

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

"TIPS for the Ad Manager" have a way, lately, of overrunning the modest space formerly required for them in THE EDITOR AND PUBLISHER. Each one of these little items is a bit of "opportunity news" for the advertising manager who goes after new business with the sort of zeal and promptness which win.

IN our issue of December 30, through error, we stated that Franklin Simon & Co. were featuring Kuppenheimer's clothes as hand-tailored suits for men. Since our publication we have learned that this statement was not correct, and that Franklin Simon & Co. do not handle Kuppenheimer's clothes. We are therefore pleased to correct the misstatement on our part.

LORD NORTHCLIFFE gives to American publishers frequent examples of his high courage. Now he has raised the price of the London Times from three to four cents a copy, and announces that if conditions make it necessary he will raise the figure as high as fourteen cents a copy, the price charged for this newspaper in 1836. He encourages a "house-to-house loan circulation," in order that each copy of the Times may be widely read.

AT the University of Minnesota a few days ago there was held a contest in "make-up" and a woman publisher competed. The stunt consisted in laying out an ideal make-up for a front page of a newspaper. The woman contestant, appreciating the news value of advertising, placed a lot of ads on her dummy page. Is it probable that, as we come to value rightly the news element in ads, we shall see advertising come back once more to the front pages of our newspapers?

ADVERTISING store, seeking to sell merchandise to the people of the city in which it is located, does not attempt to reach the people through advertising in magazines of national circulation. The local newspapers are used—for through them, without waste of circulation, all of the people of the community may be reached. Advertisers of articles distributed nationally, if they are to develop an adequate distribution in any city, must follow the example of the local merchants and use the newspapers which reach the people of such cities. In no other way is it possible to link together the advertising and the distribution.

A HIGHER PRICE—A BETTER PAPER!

ON and after March 1, 1917, the subscription price of THE EDITOR AND PUBLISHER will be \$3 per year. The increased rate is based upon the increased and increasing VALUE of this publication.

Within the past year THE EDITOR AND PUBLISHER has made great strides. It has set some new standards of achievement in trade journalism. It has so completely outclassed its field that comparison is no longer practiced by the publishers and advertisers of America.

THE EDITOR AND PUBLISHER has demonstrated that a trade journal may be, in very truth, a NEWSPAPER—covering the news of its field with vigilance, intelligence, and enterprise; that it may be a force for good, advocating and practicing a code of ethics upon which all reputable newspapers are united; that it may be at once a newspaper and a viewpaper, attaching to an event no fictitious value and to a constructive idea no effacing appraisal.

The readers of THE EDITOR AND PUBLISHER need not be reminded that a newspaper of its kind cannot be produced and sold for two dollars a year. In a period when most newspapers have been practicing retrenchment and economies, THE EDITOR AND PUBLISHER has been adding materially to its former expenditures for news and features. The results have been in evidence week by week in a trade journal of vivid interest and unimpeachable value.

We have performed some unexampled feats in news getting—considered from the trade newspaper standpoint. We have carried features of high and constructive value and interest. We have fought the battles of the publishers for a square deal in the news print crisis, without compromise, and in close cooperation with the organizations created and maintained to serve their interests.

The new price will mean a still better newspaper. Past Performance in service to editors, publishers, advertisers, and advertising agents does not afford the full measure of future plans. These will develop week by week until THE EDITOR AND PUBLISHER shall come to be recognized, even by the most exacting critics, as fully and fitly representative of America's most important industry—newspaper making.

For a long time past THE EDITOR AND PUBLISHER has been WORTH three dollars per year—while selling at two dollars. In the future it will be worth much more than three dollars a year—but will be issued at that price.

DR. BUTLER ON NEWSPAPERS

DR. Nicholas Murray Butler, president of Columbia University, in an address to graduates on Alumni day, warned them against "inflammatory journalism." He cautioned them that "the fiction departments of newspapers still occupy the front page," and asked them to "be kind enough not to believe everything you see." Dr. Butler's reference was especially to news matter concerning Columbia and its president. He had been, it seems, misquoted in the Sunday papers regarding a statement he had made concerning captured German submarines to be seen in British harbors—or something of that sort.

In the New York papers of Wednesday Dr. Butler defends his attack on the press by saying that it was intended to be humorous.

Until infallibility may be claimed for human testimony it cannot be claimed for newspapers, as these are made up in the main from human testimony.

Until absolute accuracy of statement prevails in human intercourse it will not prevail in newspapers, which are a transcript of life.

The mischief inhering in Dr. Butler's attack, even though he may have talked in a light vein, may not be condoned. It is a too common habit with our public men to indulge in these accusations, against newspapers, of deliberate accuracy. The charge is absurd, of course. It influences only the thoughtless—or those with bias against the newspapers, resting upon personal grievances.

What are we to think of the head of our largest university when he advises people not to believe anything they see in newspapers? Do the most sensational of our newspapers commit greater offence to the intelligence than this? Do they ever proffer more grotesque advice?

To seek to weaken public confidence in newspapers is not good public service. Dr. Butler would deplore an attack upon educational institutions if it were based on their shortcomings and ignored their virtues. He would resent an inference that they were wholly bad because they were obviously not perfect. He would not advise parents of boys to keep them away from school because, in some instances, schools had failed to make worthy men out of boys strongly bent toward evil courses.

If we are not to believe anything we see in newspapers, how are we to excuse ourselves for reading them at all? Would Dr. Butler read newspapers if he did not believe anything in them?

THE UNWRITTEN LAW

THE news "leak" inquiry at Washington has brought to the attention of the American people in a striking way the fact that newspaper men work under a code of ethics whose violators bring down upon their heads unsparing condemnation.

The newspaper man who abuses a confidence outlaws himself from the fellowship of his order.

The offenders against the unwritten law of the profession, disclosed at the hearings in Washington, are not greatly important as individuals—although the men under fire had wide circles of loyal friends, all of whom feel deeply the humiliation that has come to those transgressors. But the offences of which they were accused are of prime importance, not only to the members of the newspaper profession, but to all citizens.

If it were believed that, in any considerable group of newspaper men there would always be found one or two who could not be trusted implicitly with secrets, small or great, then the penalty would be visited upon all alike, and the processes of news-gathering would be wholly revolutionized.

Public officials, from Presidents all down the line to the humblest officeholders under a city government, recognize in newspaper men a privileged class. They know that the public good is served best through having newswriters understand the situations about which they are to write—and that they may write understandingly they are afforded the fullest light. It is always understood that no premature or improper use is to be made of such confidential information, and it goes without saying that no newspaper man who realizes the high responsibility attached to his calling would violate this article of his creed under any pressure whatever.

State secrets, the premature disclosure of which might wreck the policies of a government, are freely given to news-

paper men. Without this practice an enlightened press would be impossible, and public opinion would often be moulded upon wholly mistaken premises. To be understood by the press of the nation—and not to be betrayed by its representatives—has been the privilege of our Presidents and of our men in high places, both in public and in private life.

The admitted offences brought to light at Washington call for proper rebuke to the men involved by the members of their own craft. To excuse and to extenuate these offences is to admit that the unwritten code does not bind newspaper men as strongly as it should. It must be made clear to all that the newspaper man who violates a confidence has no standing nor place among his fellows of the profession. His ostracism must be so unmistakable and complete that it will serve as a warning to recruits in the calling that the newspaper man is a trustee of confidences—and that this trust must never be violated.

ALL'S WELL IN PHILADELPHIA

ON the last Monday in January the Philadelphia newspapers abandoned the one cent price. Publishers all over the country have been anxious to learn how the change has affected the circulations and advertising in those great newspapers. In this issue THE EDITOR AND PUBLISHER is able to give this information to its readers.

The general feeling among the Philadelphia publishers is one of real regret that the two-cent price was not adopted earlier. The inevitable losses of circulation, at the beginning, are being rapidly retrieved, and the advertising has shown healthy increases.

Some of the Philadelphia publishers believe that in a short time the old circulation figures will be duplicated. They hold that the people who have become accustomed to reading a newspaper will not stop because of the penny-a-day increase in expense; that the small number of readers who might drop a paper for that reason are not a valuable asset to either the paper or its advertisers.

The Bulletin, a paper of sterling character and of tremendous circulation, has withstood the shock without a tremor. The immediate losses in circulation were partly attributable to the timidity of newsdealers, who feared to order normal supplies. The Bulletin's circulation is headed back to the old high levels, and these will be reached in due time. The same thing applies to the Record, Press, North American, Inquirer, Evening Ledger, and Telegraph.

Publishers in other cities may take heart from the situation in Philadelphia—where the newspapers are meeting a difficult problem with right policies.

THE Western Advertising Agents' Association calls upon publishers to grant the same rate to national advertisers as to local. The cost of selling advertising space must always be included in the selling price. Is it not reasonable to base a rate card upon the plan of yielding to a newspaper a uniform NET return for each line of space sold? Rate cards usually take into consideration the small expense of handling a large account, and the comparatively large expense of handling a small account, or transient business. If there is to be a standardized rate for foreign and local must there not be a standardized selling cost? Is that possible?

If you are taking things easy you are taking something else—your employer's time.—Ford Times.

PERSONALS

Often do the spirits
Of great events stride on before them,
And in to-day already walks to-mor-
row.
—Coleridge.

NEW YORK.—Robert Burns, for many years a special writer on the New York Sun has joined the forces of the Universal films.

Charles H. Taylor, of the Boston Globe, is a visitor in New York this week.

James Wright Brown, editor of THE EDITOR AND PUBLISHER, accompanied by Mrs. Brown, is on a short visit to various Florida winter resorts.

OTHER CITIES.—Owen R. Washburn, of Elkton, Pa., has been appointed managing editor of the Franklin (Pa.) Evening News.

Howard A. Banks, former assistant editor of the Charlotte (N. C.) Observer but more recently private secretary to Secretary of the Navy Josephus Daniels, has accepted an editorial position with the Sunday School Times, published in Philadelphia. Mr. Banks served on the Philadelphia Record several years.

Capt. J. William Carroll has succeeded James H. Haberlin as city and night editor of the Waterbury (Conn.) Republican. James S. Hurley succeeds Captain Carroll on the telegraph desk.

Albert L. Ely, better known as "Pop," one of the best known deskmen and reporters in Connecticut newspaper circles, has left the staff of the Waterbury (Conn.) Republican to enter business at Southington, Conn.

Andrew J. Grubler, for twenty-four years advertising manager of the Fort Wayne (Ind.) Sentinel, succeeds John M. Jackson as business manager. Mr. Grubler is in turn succeeded by Clarence J. Cook, formerly advertising manager of the Journal-Gazette.

Thomas Burke Fletcher, an editor of Marion, O., who is visiting in Los Angeles, recently delivered an address at luncheon of the Jovian Electric League on "Is California the Boob State?"

ST. LOUIS.—Elmer C. Donnell, cartoonist for the St. Louis Globe-Democrat, has been appointed to the chairmanship of an important Red Cross committee, and has taken up his duties.

Col. William J. Thornton, the veteran railroad editor of the St. Louis Globe-Democrat, who was seriously injured last week by being run down by an auto truck, has undergone an operation and will be confined to a hospital for at least a month.

J. Harvey Burgess, until this week editor of the Morehouse (Mo.) Hustler, has moved with his family to Harrington, Del., where he has purchased the Journal. B. D. Baker has bought the Hustler. Burgess came by St. Louis to bid his newspaper friends good-by among whom he has been quite popular.

Thomas J. Masterson, who for twenty-one years has been employed on St. Louis newspapers as reporter and editor, twelve of which he worked on the St. Louis Republic, has resigned his position with that paper to enter the insurance field.

Homer Moore and Lewis B. Ely, St. Louis newspaper men, are prominent before St. Louis theatre audiences this week with stage productions, of which they are the authors and producers. Moore is music critic of the St. Louis Republic. His opera, "Louis XIV,"

opened for an indefinite run at the Odeon Wednesday night, with a splendid first night. Ely, who until a few weeks ago was an editorial writer on the Post-Dispatch for several years, is seeing his drama, "A Dry Town," running its second week at the Players Theatre to nightly crowds.

CHICAGO.—Harold Johnson has been acting as automobile editor of the Chicago Herald, while Grover Sexton, his predecessor and a captain in the National Guard, has been busy with military problems.

Robert Rhode, of the New York Tribune, was in Chicago Thursday, en route from the Texas border to New York. He was entertained by local newspaper men and other friends. Mr. Rhode was formerly a Chicago newspaper man.

J. L. Spellman, of the Chicago Examiner, against whom two suits were started as a result of an automobile accident, has been victorious in the court battle that resulted. Mr. Spellman was driving on a country road when his machine was hit by another car.

Arthur M. Evans, political editor of the Chicago Herald and author of the "Senator" column in that newspaper, has been doing the City Hall run for several days during the illness of Frank Gardiner, the Herald's City Hall man.

Harold F. McCormick, a distant relative of R. R. McCormick, editor and publisher of the Chicago Tribune, is issuing, through a Chicago publishing house, a brochure on peace, entitled "Via Paels." Mr. McCormick is at present in Switzerland.

Horace L. Brand, editor of the Illinois Staats-Zeitung of Chicago, has purchased a piece of property at 1448 Wabash Avenue, a few blocks from the centre of town. It is announced that the new owner has in contemplation the construction of an eight-story building, to cost \$140,000.

E. Gordon Harburg, of the Chicago Tribune staff, who is a native of England, took out his first naturalization papers last Friday. He is looking for an opening to leave the newspaper game to become a secret service man for the Federal Department of Justice.

Frederick Palmer, the noted war correspondent, was so warmly received in Chicago on his recent visit that two return engagements have been arranged for February 21 and 23.

William Randolph Hearst has donated a prize of \$300 to be given for work of general excellence at the annual exhibition of works by artists of Chicago and vicinity for three consecutive years, beginning with the present show at the Art Institute.

Walter Howey, whose unofficial title is consulting editor for the Hearst publications in Chicago, is said to be the author of the new photo play "Beware of Strangers," which is attracting considerable attention. It was originally announced that Gilson Willetts was the author.

Ring W. Lardner, who conducts "In the Wake of the News" for the Chicago Tribune, is the author of "A Little Family Comedy of Family Life," which is being produced at a Chicago vaudeville theatre. The antics of his two infant sons, James and William, furnish much of the comedy material. Mr. Lardner is publishing a collection of his funniest stories, under the title "Gullible's Travels."

BOSTON.—William N. Hardy, for four years a feature writer on the staff of the Sunday Post, has joined the staff of the Cleveland News. Mr. Hardy is one of the best-known newspaper men of

New England, having been connected with Brockton, Haverhill, Lynn, and New Bedford papers. He was at one time secretary of the Brockton Chamber of Commerce.

Newton Newkirk, who writes the All Sorts Column of the Boston Post and who has been editing the National Sportsman for several years, has severed his connection with the last-named publication.

Miss Solita Solano, formerly dramatic critic of the Traveler, has joined the staff of the Boston Journal.

J. Hampton Rieh, editor of Our Rural Home and Carrier's Messenger, Winston-Salem, N. C., has been calling on Boston friends. While here he inspected the mechanical equipment in the Post and Globe plants.

PHILADELPHIA.—P. H. Whaley, editor-in-chief of the Evening Ledger, is just out of the German Hospital, after an operation for appendicitis. He has been very ill but is now reported on the road to speedy recovery.

George W. Ochs, former publisher of the Public Ledger, was the speaker at Lincoln day exercises at the William Penn High School for Girls in this city. He praised President Wilson and called Germany a "frantic maniac."

Harry Goldberg wrote a capital story, carried on the first page of the Press, about the four boys who crossed the Delaware on broken ice a few days ago. One of the boys was "Midget" Dave Martin, who has a paper route.

Robert C. McQuilken, who has been associate editor of the Sunday School Times for 5 years, has resigned to enter the foreign mission field. He will probably go to Africa. He will be succeeded by Howard A. Banks, who entered newspaper work on the Charleston News and Courier, has been associated with local newspapers and until recently was private secretary to Secretary of the Navy Daniels.

Kenneth Macgowan, dramatic critic of the Evening Ledger and Joseph Jackson of the Sunday staff of the Public Ledger and an authority on the history of the stage in America, are members of the committee from the Drama League which will open an American drama exhibit in this city on February 17.

William C. Bullitt, of the Public Ledger staff, who went to Germany on

his wedding trip some few months ago and sent back a number of important news articles, was highly complimented by the Rev. Anson Phelps Stokes, secretary of Yale University, at a recent dinner of local Yale alumni. When Mr. Bullitt was an undergraduate at Yale he was a reporter on the Yale News, the paper of which Samuel W. Meek, jr., a son of the general manager of the Press, is now managing editor. During this time he interviewed E. H. Harriman, who was a visitor at the University, with such success that the great railroader ordered twenty copies of the issue.

William G. Kriehoff, of the art staff of the Public Ledger, who has a studio and paints in his off hours, is receiving much critical attention and well-deserved praise for his dramatic and striking "Coke" picture, which is hung on the line at the annual exhibition at the Academy of the Fine Arts.

PITTSBURGH.—G. T. Reel is editing a Sunday photo-play page for the Pittsburgh Gazette-Times.

Miss Marion Brunot Haymaker, of the Chronicle-Telegraph, presided at the Valentine Luncheon of the Woman's Press Club. Mrs. Helen Martin, of Harrisburg, Pa., author of "Barnabette," was the honor guest.

J. E. Clouse and Frank G. Hard are issuing a new daily paper at Homestead, Pa.

Charles S. Robinson has joined the reporting staff of the Pittsburgh Post.


Mary Ethel McAuley, who has been living in Germany as the correspondent of the Pittsburgh Dispatch, has cabled to her family that she will return home.

PROVIDENCE, R. I.—D. Gus Schneider, a prominent advertising man of this city, has announced his engagement to Miss Sadye H. Paris, of Baltimore, Md.

John Hess, jr., son of John Hess, an editorial writer on the Providence Journal, has joined the reportorial staff of that paper.

Samuel Gee, formerly a newspaper man in this city, was recently re-named secretary of the Board of Police Commissioners.

Advertising is good in proportion to the amount of truth it tells.



The Elmira Star-Gazette
has contracted for
the Haskin Letter
for one year from
February twenty-six.

PERSONALS

(Continued.)

WASHINGTON. — Ira Bennett, managing editor of the Washington Post, has been named by the San Francisco Chamber of Commerce, through Vice-President and Manager Robert Newton Lynch, as the Washington representative of the San Francisco body.

MILWAUKEE, Wis.—Warren B. Bullock, Milwaukee newspaper correspondent, with his wife, made the trip to Cumberland Gap, Ky., to attend the Lincoln memorial celebration.

Harry Dustin, of La Crosse, has joined the staff of the Milwaukee Sentinel.

H. A. Simons, formerly of Milwaukee, and now with the Chicago Examiner, visited friends here on his way home from St. Paul, where he covered the winter sports carnival for his paper.

Carl Schneider, of Green Bay, is now on the staff of the Free Press.

Osmore Smith, formerly of the Milwaukee Leader, is now doing the county building for the Sentinel.

James Skewes, president of the Milwaukee Press Club, is representing that organization on the general committee in charge of the Milwaukee booster advertising campaign.

Guido Enderis, a Milwaukee newspaper man, is in Germany representing the Germania-Herold, of this city. Oswald Schuette, who is in Berlin for the Chicago Daily News, also is a former Milwaukeean.

TEXAS.—Jack H. Estes, City Hall reporter for the Dallas Evening Journal, has resigned to take charge of the publicity work for the Cotton Belt at St. Louis.

Miss Georgia Wright resigned from the Dallas Evening Journal staff to become a reporter for the Dallas Dispatch.

C. W. Wilson, editor of the Mineral Wells Daily Index, is now in Austin attending the Legislature, as a member of the House from the Mineral Wells district. During his absence J. G. Britton, who has had charge of the make-up of the Index for several years, is acting as editor.

S. E. Miller, business manager of the Mineral Wells Daily Index for several years, has resigned to become secretary of the Mineral Wells Chamber of Commerce. William C. Cox, who has been foreman of the mechanical department of the Index, has succeeded Mr. Miller as manager.

Hubert M. Harrison, reporter for the Dallas Evening Journal, has resigned to enter other business in Dallas.

Tom Parker, a graduate of the School of Journalism of the University of Missouri, who has been employed on various papers in Missouri, Kansas, and California, is now a reporter on the Dallas Morning News.

T. N. Herring, who has been local editor and later advertising manager of the Bryan Daily Eagle, has resigned to become manager of a new paper that is being established at Thorndale by State Controller Henry B. Terrell.

SAN FRANCISCO.—Robert Hiestand, managing editor of the San Francisco Call, has returned from Byron Springs, after resting at that popular resort for brain-workers.

Al Wunstof has resigned as a copy-reader on the editorial staff of the San Francisco Examiner.

Waldemar Young, formerly rewrite man on the staff of the San Francisco Examiner, has gone to Los Angeles. It is reported that he has accepted a luera-

tive position as a scenario writer for the Universal Film Company. Young was president of the Newspaper Men's Club of San Francisco, during the first year of its existence, and has quite a standing as a dramatic critic.

Luther Fitch, advertising manager of the Los Angeles Express and Tribune, has arrived from the South and will spend a few days here as a visitor.

Mrs. Will Irwin, who continues to write under her former name of Inez Hayes Gilmore, has arrived from the East to spend a month in visiting her old friends in San Francisco.

CANADA.—M. W. Rossie has been appointed to the Toronto Globe staff as an editorial writer, to fill the gap created by the temporary absence of Stewart Lyon. Mr. Rossie was lately editor and part owner of the Port Arthur (Ont.) Chronicle, and prior to that editor of the London (Ont.) Advertiser. He was also for some time Parliamentary correspondent of the Toronto Mail and Empire.

L. F. Keemie, who came from Philadelphia some time ago to accept a position on the Toronto Globe reportorial staff and later transferred his services to the Toronto Star, is returning to Philadelphia, where he says he will enlist, should the United States go to war.

John M. Imrie, manager Canadian Press Association, leaves for western Canada to attend the annual meetings of the four western divisions, on February 26, not February 6, as stated last week.

HITS FREE-SPACE GRAFTERS

Homer McKee Says They Help Prevent Saving of Paper.

Homer McKee, advertising manager of the Premier Motor Corporation, recently contributed to the Chicago Daily Journal a discussion of the news print situation from the advertising man's standpoint. After dealing with the various methods by which the newspapers could save, Mr. McKee took a slam at the "professional publicity sharks." Among other things he said:

"Reporters, if they are onto their jobs, can quit writing a column about a story that, from a news standpoint, is not worth more than a stick.

"And a great big saving can be effected if newspapers will discourage the prostitution of their columns by the professional publicity shark. Theatres, baseball, and motor cars are the worst offenders.

"Mention of these things cannot be denied altogether, but this mention can be put on a strictly new basis, and unless the hired writers of theatres, baseball associations, and motor-car factories are trained to discover real news and handle it in good newspaper style, their contributions should be waste-basketed.

"It is almost suicidal for any newspaper to attempt this reform single handed. Some of the stronger ones have done something in this direction, but their success has been of an indifferent sort, and about all they have accomplished is to get themselves wholesomely disliked.

"The Premier Motor Corporation is strongly inclined toward the use of newspapers. The bulk of our advertising appropriation will be spent in newspapers. We would rather dispense with unearned publicity than submit to a general raise in the cost of news paper advertising."

HOTCHKIN'S NEW CONNECTION

Becomes Advertising Counsellor for New York Evening Journal.

James C. Dayton, the publisher of the New York Evening Journal, announces the association of W. R. Hotchkinn with



W. R. HOTCHKIN.

the advertising staff of the New York Evening Journal in the capacity of advertising counsellor.

Mr. Hotchkinn was advertising and sales manager of John Wanamaker's New York establishment for ten years, and advertising director of Gimbel Bros.' New York store for three years.

He will devote a part of his time to the service of advertisers in the New York Evening Journal, and will act in an advisory capacity for the general linking up of merchandising with such advertising.

INGALLS KIMBALL'S THRIFT PLAN

Works Out a Plan, Which Will Be Advertised, to Encourage Saving.

Ingalls Kimball, advertising man and inventor of the Cheltenham type, has worked out a plan to sell thrift bonds. His idea is to make it as easy to save money as it is to purchase a cigar. The purpose is to advertise the plan extensively in the future. Mr. Kimball, who is interested in a number of banks, has devoted considerable study to the subject, which was first brought to his attention in 1912, when a relative, who asked his advice about an investment, regretted that it was not as easy to make an investment as it is to go to a department store and make a purchase. In organizing the National Thrift Bond Company, which has been incorporated, he proposes to sell bonds through cigar stores, department stores, and other retail distributors. The Equitable Trust Company will be the depository.

The St. Louis Situation

For the past SIX consecutive months The St. Louis Star published more Local Display advertising—six days a week—than the Globe-Democrat, the Republic or the Times.

St. Louis merchants are in close touch with the local newspaper situation and naturally they place their advertising where they KNOW they get the greatest returns.

Circulation

80,066 Daily Average
Net Paid January, 1917

Over 80% In St. Louis and
Suburban Territory

Present Rates Guaranteed Only
Until April 1, 1917

THE ST. LOUIS STAR

Member Audit Bureau of Circulation

STAR BUILDING STAR SQUARE ST. LOUIS, MO.

Foreign Advertising Representatives:

STORY, BROOKS & FINLEY
Chicago Philadelphia New York

NEW PAPER STARTS A WAR IN HARRISBURG

Launching of the Evening News by Vance McCormick is Followed by the Telegraph Absorbing the Star-Independent—McCormick's Paper Sells for 1 Cent, the Others for 2 Cents a Copy.

Following a swift sequence of events in the newspaper business at Harrisburg, Pa., during the last week, the Harrisburg Evening News, published by the Patriot Company, appeared Thursday, February 15, with the complete United Press service, under a long-term contract quietly negotiated more than a month ago. The launching of the new paper followed almost immediately upon the absorption of the Star-Independent by the Telegraph, which was announced last Saturday, and became a fact on Monday of this week, momentarily eliminating competition in the afternoon field.

On Monday morning the Patriot, the morning paper owned by Vance C. McCormick, and of which Richard M. H. Wharton is general manager, announced that the Harrisburg Evening News would be issued from the Patriot plant, beginning Thursday. This quick action was the result of careful planning on the part of Mr. Wharton, who learned about the first of the year of the prospective combination of the two existing afternoon papers. Mr. McCormick and Mr. Wharton at the time determined to start the new afternoon paper, but kept their plans secret because of the possibility that they might affect the proposed consolidation. Early in January Mr. Wharton went to New York and closed the contract with the United Press for the complete leased-wire service. The signing of this contract was known to only four persons until the public announcement was made this week. In fact, Mr. Wharton and Mr. McCormick were the only persons in Harrisburg who knew about it.

A bitter newspaper war in Harrisburg is forecast. The Telegraph, which took over the Star-Independent *in toto*, is owned by E. J. Stackpole, former postmaster of Harrisburg and a Republican leader. The Patriot being owned by Vance C. McCormick, chairman of the Democratic National Committee, the two papers are constantly at political daggers' points.

The Telegraph and Star-Independent both increased their prices to 2 cents several weeks ago. The Patriot did not. The Evening News was established as a 1-cent paper. The Star-Independent, formed in 1891 by consolidating papers of those names, was the pioneer 1-cent paper in central Pennsylvania.

So secret had the Patriot Company kept its plans that even its own editorial force did not know until nearly midnight of February 11 that the following morning it would announce its intention of publishing an evening newspaper.

TELEGRAPH TO ISSUE 5-O'CLOCK EXTRA.

The recent changes in the Pennsylvania capital are the only important ones that have occurred since August, 1902, when Mr. McCormick, then Mayor of the city, purchased the Patriot from D. A. Orr & Brother. For the past half-dozen years rumors of the sale of the Star-Independent by the Star Printing Company have been frequent. In January it was admitted that a trust company had purchased the entire stock. It was reported at once that Mr. Stackpole was the actual purchaser. Confirmation of this was entirely lacking until the two papers on Saturday, Feb-

LITTLE TRAGEDIES OF A NEWSPAPER OFFICE



THIS PICTURE ILLUSTRATES THE WILD TALE THE STAR POLICE REPORTER SPRUNG ON THE STAFF—EXPLAINING HOW IT HAPPENED THAT A CUB FROM A RIVAL PAPER BEAT HIM TO THE OFFICE WITH A SCOOP STORY OF A BIG RURAL MURDER MYSTERY.

ruary 10, carried identical announcements that the merger would be effective the following Monday. Except for carrying the Star-Independent as a small sub-title, the Telegraph is not changed. It has, however, begun to issue a night extra at 5 P. M.

The Telegraph was established in 1831. Cyrus E. Woods, Minister to Portugal under President Taft and present Secretary of the Commonwealth of Pennsylvania, was a cub reporter on the Telegraph a generation ago. Mr. Stackpole himself began as a cub.

The Star-Independent appeared under its hyphenated title when ex-Congressman B. F. Meyers effected the consolidation in 1891. He edited it for a score of years. George D. Herbert, one of the founders of the Denver Post and now a Harrisburg Alderman, was its chief editorial writer for a dozen years around the beginning of the present century. Like other local papers, it has been the starting-point for numerous men who have later made their mark in newspaperdom in Philadelphia, New York, and elsewhere.

The Patriot Company will direct both the Patriot and Evening News, with Mr. Wharton as general manager and Dean M. Hoffman as editor, the positions they have occupied with the Patriot. V. H. Berghaus, jr., Princeton, '01, who has been managing editor of the Patriot for the past eighteen months, is now managing editor of the Evening News. He was financial editor of the New York Press half a dozen years ago before returning to Harrisburg, his home city.

Annual subscription price of THE EDITOR AND PUBLISHER after March 1, \$3. Reason: THE EDITOR AND PUBLISHER is worth it.

NYE SUCCEEDS CHURCHILL

Well-Known Advertising Manager Buys Interest in Agency.

Frank W. Nye has acquired a substantial interest in the Churchill-Hall Advertising Agency and joined that organization on February 13. Mr. Nye will take the place of the late C. E. Churchill and will conduct the agency without making any change in its present personnel. He has been advertising manager of To-day's Magazine for more than three years, prior to which time he was manager of Butterick's New York advertising office.

H. R. Reed, formerly of the Housewife, succeeded Mr. Nye as advertising manager of To-day's—now To-day's Housewife.

Among the accounts of the Churchill-Hall Agency are Revillon Frères, Boston Woven Hose & Rubber Company; A. A. Vantine & Co., Edison Phonographs; E. P. Dutton & Co., Cousin's Shoes, Westinghouse, Church, Kerr & Co., Wm. E. Wright, etc., etc.

An eyewitness to the death of Mr. Churchill says the latter had left his train, which was stalled in snow at Rawlins, Wyo., and was standing on a parallel track talking to the engineer. A westbound train approached around a sharp curve, striking Mr. Churchill and killing him almost instantly. When the body was picked up there was a spark of life, but no consciousness. Mr. Churchill was taken immediately to the local hospital, where he died.

Opens a Branch Office

The Russell M. Seeds Co., of Indianapolis, Ind., has opened a branch office in Columbus, O., in the Columbus Savings & Trust Building.

ADVERTISING PREACHER TALKS

Dr. C. F. Reisner Tells Future Ministers of Value of Publicity.

The Rev. Christian F. Reisner, pastor of the Grace Methodist Episcopal Church of New York, and chairman of the department of church publicity of the Associated Advertising Clubs of the World, is giving a series of talks before theological seminaries in Chicago and environs on the subject, "It Pays to Advertise."

Dr. Reisner's first address was given at the Divinity School of the University of Chicago, and it was the first time in the history of that school that the future ministers were ever given a lecture on the value of advertising.

"When I went to New York," he said, "Grace Church was on a side street and out of the people's mind. I invited Mayor Gaynor to speak for me. Then I invited William Jennings Bryan. I put up electric signs, engaged a brass band to parade on Sunday and advertised in the newspapers."

"The church publicity department of the Advertising Clubs now employs a secretary who gives all of his time. We believe the church and religion are just as proper subjects to advertise as the things we eat or wear."

Dr. Reisner is also scheduled to speak before Garrett Biblical Institute, of Evanston, Ill., and later before the Boston University School of Theology.

Dailies Are School Textbooks

The daily newspapers of Huntington, W. Va., have been adopted as textbooks for use in teaching pupils in the elementary English classes in the high schools. Domestic science and physical culture is also being taught from the feature matter of the papers.



Here are some of the daily features you can get from this syndicate:

- A marriage romance serial.
- Children's stories.
- Beauty chats.
- Health talks.
- Humorous essays.
- Small comics.
- Weather owl.
- Domestic science talks.
- Style diary.
- Headwear and hairdressing hints.
- Birthday biographies.
- Law talks.
- Autograph character readings.
- Small-kid cartoons.
- Small-kid note book.
- Pepper talks.
- Business talks to women.
- "Hogwallow" locals.
- Walt Mason's prose rhymes.
- Ruth Cameron's talks.
- Editorial page features.
- Women's page features.

And others. Write for samples of any in which you think you might be interested.

THE GEORGE MATTHEW ADAMS SERVICE

8 W. 40th ST., NEW YORK

GRAHAM IS RAISED TO THE BRITISH PEERAGE

King George Bestows High Honor Upon Founder, Owner, and Publisher of Montreal Daily Star—Canadian Journalist, Once an Office Boy, is Self-Made Man.

MONTREAL, February 14.—In the delayed list of New Year's honors from King George of England is the name of Sir Hugh Graham, founder, owner, and publisher of the Montreal Daily



SIR HUGH GRAHAM.

and Weekly Star, who has been raised to the peerage as a baron. Sir Hugh will hereafter be known as Lord Graham or any other name by which he wishes to be known instead of Graham.

Baron Graham is of Scottish ancestry and was born at Huntingdon, P. Q., Canada, in 1848. He began his business career under his uncle, the late E. H. Parsons, who was editor and publisher successively of the Commercial Advertiser and the Telegram, both of which papers are now extinct. Later he was for a period secretary-treasurer of the Montreal Gazette Publishing Company and in 1869 with George Lanigan he founded the daily and weekly Star. He has since devoted his career to his newspapers. He was knighted by King Edward in 1908.

FROM OFFICE BOY TO PEER.

The former office boy employed by a Montreal newspaper, who has just been created a British peer, is one of the Dominion's self-made men, probably its most eminent journalist. He is the first newspaper man of any British overseas possession, Canada, Australia, South Africa, or any other to be elevated to the peerage. He has been created a baron, but has not decided what title he will assume.

The remarkable qualities of the new Canadian peer are shown by the fact that though at the age of fifteen—he is now sixty-nine—he was an office boy on the Montreal Daily Telegraph, just two years later he became general manager of the same paper, being then only seventeen. In two years more this remarkable young man was able to help establish the Montreal Star, and another two years saw him, at twenty-one, full owner of the Star. He has so remained for forty-eight years.

INTERESTED IN GOOD WORKS.

Baron Graham is the director of many charitable societies and the Montreal General Hospital. He won his first public recognition in 1897 when he collected \$71,000 for the Indian Famine

Fund. In the South African war he insured all the members of the Canadian Contingent of soldiers for \$1,000 each.

He was in 1910 elected to the vice-presidency of the Institute of Journalists of England, and was the chairman of the Canadian delegation to the Imperial Press Conference in 1909.

Lord Graham still supervises the entire publication of the Daily and Weekly Star and there is no doubt that he will continue to do so to the end of his life.

Until 1908 the new peer was simply Hugh Graham. Then he was knighted and became Sir Hugh Graham. Before their marriage, Lady Graham was Anne Beekman Hamilton of Montreal. They have one daughter.

Unusual Approval for Newspaper

Cheering a sermon is a most unusual occurrence, but cheering the reference to a local newspaper during the course of a sermon in a church is still more unusual. This however has occurred, and it was on Sunday, February 4th in the Embury Methodist Episcopal

Church, in Paterson, N. J. The Press-Guardian of that city has been exposing vice conditions in parts of Paterson, and when the pastor of the church, during the course of a sermon on "The Clarion Call" referred to the Press-Guardian in its work as "a fearless, truth-loving, vice-exposing, city-loving patriot," the congregation jumped to its feet and cheered the pastor and the paper.

Sanderson Joins Block Staff

Charles R. Sanderson has joined the soliciting staff of Paul Block, Inc., and will be located in the New York office. Mr. Sanderson has had many years' experience, and is well known to advertisers and agents throughout the Eastern territory. His first newspaper experience was obtained on the Elmira Sunday Telegram. He later came to New York and secured a position as solicitor on the Brooklyn Eagle. Later he was with the New York Press. For a number of years he has represented the Munsey newspapers. Mr. Sanderson is a graduate of Cornell University and a member of the Cornell Club.

EIGHT PER CENT. TAX PROPOSED

Bill to Levy Heavy Toll on Corporations Owning Newspapers.

WASHINGTON, February 13.—Corporations owning newspapers will be subject to a tax upon income and capital invested, should the pending House bill to raise revenue become a law in its present form. The bill, which has passed the House, is now pending in the Senate, and will probably be acted upon by the first of next week. The section relating to corporations is as follows:

"That, in addition to the taxes under existing laws, there shall be levied, assessed, collected, and paid for each taxable year upon the net income of every corporation and partnership organized, authorized, or existing under the laws of the United States, or of any State, Territory, or District thereof, no matter how created or organized, a tax of eight per centum of the amount by which such net income exceeds the sum of (a) \$5,000 plus (b) eight per centum of the actual capital invested."

The Ault & Wiborg Company of NEW YORK

News Ink

57 Greene St. New York City

Write Us—

PHILADELPHIA LIKES 2 CENT DAILY PAPERS

(Continued from page 6)

It is only a question of good weather before the Evening Ledger will show an increase."

Samuel M. Meek, publisher of the Press, said: "We give a value every day worth 2 cents a copy in the amount of news, and the people pay it. Because we have under-priced our newspaper in the past, is no valid reason why we should continue to do so. We have enlarged and widened our scope of news in all departments. There isn't a publisher in the city to-day who is selling for less than 2 cents, and they sell enough to justify the advertising rates. Publishers can get 2 cents a copy if they will make the paper worth the price and believe in the product they are selling."

ADVISES OTHER PUBLISHERS TO RAISE PRICE.

M. F. Hanson, publisher of the Record, said: "We are glad we raised the price from 1 to 2 cents a copy. We would not go back to the old price, and we advise others who are selling their papers at 1 cent a copy to advance their price to 2 cents. We make the price 12 cents a week, delivered, not 10 cents a week. Ten cents a week is a delusion. I advise other publishers, in raising their rates, not merely to double the wholesale price, making it \$1.20 a 100 copies to the newsdealers, but to fix a rate of \$1.33 1-3 a 100 copies—higher if possible. When publishers advance to 2 cents a copy, they must not be frightened if there is a cut in circulation the first few days. The change is revolutionary. A large percentage of people will resent it for a few days. If they are used to buying their paper at railroad stations or at newsstands, and find that it is not obtainable unless they order in advance, they will do so. The Record's cut in circulation to-day, the sixteenth since the new 2 cent price has been in force, is only 15 per cent. I am confident that it will be down to 10 per cent. before the end of February. The newsdealers of Philadelphia are happy, for they are now making two-thirds of a cent on a paper of the same size that formerly only gave them a profit of two-fifths of a cent a copy. Their percentage of losses is less, for more people are ordering their papers in advance for delivery or to be held at the newsstand. The most magnificent feature of the change in price is the effect on the advertisers. We expected complaint, because of reduction in circulation. The Record has had not one single complaint from either large or small advertisers. They agree with us, that under the 2 cent price the newspaper is purchased by a person who reads it thoroughly, and does not leave it in a street car or a train, but carries it to his home or office. Advertisers recognize that each newspaper is worth more to them under the 2 cent price than it was at 1 cent a copy. I strongly advise all publishers to advance their rates. The intelligent person will not do without a newspaper. The small increase looks big at first; it looks like 50 per cent., but when they reflect that the increase is only one penny a day, the advance is not great. We have cut down space, but we have not cut down the number of news items in the Record. We have increased the number of items we give our readers every day. Advertising is increasing in volume, which is the best evidence that the advertisers endorse the increase.

TREAT IN STORE FOR EDITORS

Outing Will Follow Annual Convention of N. E. A. at Minneapolis.

The annual meeting of the National Editorial Association will be held this year at Minneapolis, Minn., on July 9, 10, 11, and 12. The West End Hotel has been designated as headquarters and all of the sessions of the convention will be held in the assembly room of that hotel.

This year's convention will feature business talks and discussions calculated to help the publishers of papers in the "trying situations brought about by the tremendous increase in the cost of print paper and other materials." The business sessions will be interspersed with entertainment, the mornings and evenings being devoted to business and the afternoons to diversion.

Following the convention, arrangements are being made for an outing that will take two weeks and that will be of great interest to the delegates. Leaving Minneapolis over the Northern Pacific route for Winnipeg, with several stops scheduled, the party will visit Canora, Calgary, Saskatoon, Prince Albert, Lake Louise, and Rogers Pass, known as the tunnel through the Great Divide. Returning they will visit Regina and Kenora at the head of the Lake of the Woods, where a water trip to the Devil's Gap and Spooner is planned. From Spooner the party go to International Falls, where they will visit the "greatest paper mill in the world." The principal iron mining districts in northern Minnesota will then be visited, arriving at Duluth at midnight, July 25. The outing will cover about 3,000 miles.

DEFENDS HIS AMERICANISM

Publisher of Illinois Staats-Zeitung Asserts Loyalty to United States.

Horace L. Brand, publisher of the Illinois Staats-Zeitung, of Chicago, has written a letter to the Chicago Tribune in which he replies to the attacks accusing him of an unpatriotic editorial policy.

"I am accused," he wrote, "of predicting or threatening a race war, if war breaks out between the United States and Germany. That is entirely false.

"As an American-born citizen I certainly would never uphold any country's cause against that of my own country. I have no deep attachment for any foreign nation. My whole soul is wrapped up in the good of the United States."

After setting forth that he has a right, if he chooses, to point out his view that Germany's course is more to the interest of the United States than Great Britain's, Mr. Brand continues:

"The company that publishes the Illinois Staats-Zeitung and allied newspapers is an Illinois corporation, of which I own 90 per cent. of the stock, and all other stockholders are American citizens, and no money or favors have ever been received by the Illinois Publishing Company nor by me for paying any of the debts of this company nor for influencing in the slightest degree any of its utterances or its policies. This enterprise is entirely an American enterprise. Each principle championed by my papers is done so because of a firm conviction that the best interests of America are served thereby."

LOCAL LEADERSHIP POINTS THE WAY

NATIONAL advertisers who select newspapers for the strength they show *locally*—and that is the only profitable way—will be interested in these January records of New York evening newspapers—The Evening Mail particularly.

AUTO DISPLAY

EVENING MAIL gained - 31,174 lines
Sun gained - 27,610 lines
Post gained - 26,293 lines

* DRY GOODS

EVENING MAIL gained - 28,006 lines
Telegram gained - 22,193 lines
World gained - 10,708 lines

REAL ESTATE

EVENING MAIL gained - 11,060 lines
Sun gained - 3,633 lines
Journal gained - 655 lines

RESORTS

EVENING MAIL gained - 6,100 lines
Sun gained - 1,392 lines
Globe lost - 148 lines

LOCAL DISPLAY

EVENING MAIL gained - 70,865 lines
Telegram gained - 64,612 lines
Sun gained - 26,567 lines

The Evening Mail also gained 51,070 lines of national advertising and 25,605 lines of financial advertising.

* Only four New York evening newspapers showed gains in dry goods. The others showed losses.

THE EVENING MAIL - - NEW YORK

LESAN BROUGHT NEW IDEA INTO ADVERTISING

(Continued from page 5)

keen intellects as exist in the business world, still slumber—except, when a danger actually menaces them. Then they reach for the safety guy ropes that Lesan invented and anchored years ago.

An interesting example of this periodic dash for safety occurred last summer. For four years, as the writer happens to know, Mr. Lesan had been telling his friends, the railroad executives, that they might expect a dangerous flank attack from labor. The eight-hour day cry had been raised in union-labor circles and had caught the imagination of the laboring host. Sooner or later the seemingly pacific and diplomatic brotherhoods would catch up that slogan of "eight hours of work, eight hours of self-improvement, and eight hours of sleep." This advertising man saw in this propaganda elements which, however just in principle, would be ruinous to railroads, unless correlating industries could be made to adopt the same rule and the entire economic order be regulated to a proportional status.

"POLICY" ADVERTISING IN FULL SWING.

As is well remembered, the lightning struck early in the Presidential campaign. The executives of American railroads suddenly came to realize that they needed to have the affairs of their companies better understood by the public, which in the final analysis would make the momentous decision. Policy advertising then looked mighty good to them, and for the first time in history they all came together, on a common ground with a common purpose, and published their side of the argument to the world, in bordered advertising space, at a cost to them of about \$350,000, which sum purchased space for a series of announcements in every daily newspaper and weekly newspaper in the United States; also every big agricultural paper and scores of weekly and bi-weekly periodicals of review and comment.

Mr. Lesan says that the brotherhood leaders have repeatedly declared that this publicity campaign, in the open advertising columns of the news press, entirely changed the attitude of the mediums, which the unionists called "corruption," but which, as subsequent events show, may have been justified by the facts, inasmuch as the contention of the railroads at that time has now become the contention of the brotherhoods themselves—they do not want the eight-hour day now any more than the railroads did when they were "corrupting" the press, with their facts and figures on the practical operation of a one-third working day.

These incidents serve to indicate the activities of the Lesan Advertising Agency, but it must be clearly stated that, although this house has the reputation of being the largest railroad advertising agency, the railroad business transacted by it last year was a trifle less than 40 per cent. of its gross business. It is the largest railroad agency, and it also holds a commanding position as regards the advertising of a varied assortment of commercial and industrial enterprises, ranging from electric batteries to face powder, from oilcloth to moving pictures, from typewriters to gelatine desserts.

HIS EARLY AGENCY EXPERIENCE.

H. E. Lesan gained his early agency experience in Chicago, when, in 1898, he joined the staff of the Proctor & Collier agency, serving under John Lee Mahin. A year later Mr. Mahin started an agency, and Mr. Lesan was associat-

ed with him in the enterprise. In October, 1900, Mr. Lesan went to St. Louis and started the Lesan Advertising Company, which is still operating there as the Gardner Advertising Company.

While Mr. Lesan was with the Mahin agency he secured some business from the Wabash Railroad, and he says that it was this account which set him actively at work on concrete plans for transportation advertising development.

While he was operating in St. Louis some copy was prepared by his agency for the Big Four Railroad Company, which at that time was affiliated with the New York Central Lines. The copy attracted the attention of officials in New York. Soon afterward Mr. Lesan learned that the Central contemplated giving its account to an agency. At that time the advertising was devoted to the publication of service features. Twelve established agencies were bidding for the account. Mr. Lesan came from St. Louis with that idea. His specific copy plans did not happen to meet the practical approval of the management, but they recognized in the young man from the West an individual who was thinking—a man with a definite plan to sell. He got the account and has maintained it with progressive development for exactly nine years.

AN ORGANIZATION OF YOUNG MEN.

In association with Mr. Lesan to-day are some young men who have established their worth in the advertising field. The whole organization is buoyant with youth, it may be remarked. The secretary and treasurer of the company, E. K. Gordon, has developed some remarkably productive accounts, and there is perhaps no advertising man in the metropolis who is a better authority upon those Siamese twins—commodity advertising and distribution.

F. H. Sisson, vice-president of the company, has won his reputation as a publicity man. Readers of THE EDITOR AND PUBLISHER will be interested to know that Francis H. Sisson is to-day acting as assistant to Frank Trumbull, chairman of the Railway Executives' Advisory Committee, composed of fifteen railroad presidents, directing the campaign looking to a coordinated government regulation of interstate railroads, to overcome the perplexing and unprofitable problem of regulation by both the Federal Commission and State governments.

This Commission, by the way, is issuing some highly attractive advertising along typical Lesan lines, interestingly stating the case of the railroads in respect to conflicting regulation, the economic losses entailed; statistics concerning government ownership of railroads and allied problems which are now being agitated in legislative circles.

F. B. Squires is office manager of the Lesan agency. He bristles with ideas, and is an advocate of conservative agency operation, deprecating the philosophy of space salesmanship which oversells the advertiser, and "oft loses both itself and friend." While the Lesan Agency is out for business, it does not make a practice of heated campaigns for accounts, but rather relies upon one successful venture to beget others, as Mr. Squires put it to the writer.

The head of the service department is James Mackay, formerly head of the service department of the Dry Goods Economist. Among the other active heads of the business are F. Brooke Farley, Wesley Sisson, and John C. Hindle, the latter space-buyer and chief of the contract department. The company has some fifty employees. Charles Lansdown is the manager of the Chicago branch.

H. E. Lesan is short in stature, speaks incisively, temperately, and covers a

wide range of ideas in short sentences. In fact, he talks as a good ad reads. However, when our discussion, which was for publication, approached the more personal and intimate features of his life he was found to be almost inarticulate. With his family, which includes four blooming children, he resides at Hartsdale, a pleasant suburb of New York.

Among the prominent accounts of the Lesan Agency, aside from twenty transportation companies, are: Corona Typewriter, Standard Oil Cloth Company, U. S. Light and Heat Corporation, Paramount Pictures Corporation, "Pussy-willow" face powder, Henry Tetlow Company, Knox Gelatine, Royal Purple grape juice, Peek's Tea, Raymond-Whitecomb tours, Postal Life Insurance, Dodd, Mead and Company, and Guaranty Trust Company.

Discussing with the writer the legislative activities at Washington looking to further inquiry into the matter of Government ownership of railroads, Mr. Lesan said:

"If you wish to know my views on that matter you might read a letter I addressed not long ago to the president of one of the great railroads. I will quote from it: 'To the surface observer the country is drifting rapidly toward Government ownership. A United States Senator told me it was the bogey of both the upper and lower houses of Congress. This was two years ago, and in my amateur opinion the situation is worse to-day than it was then. Not that we are any more

menaced by "Government ownership" than then, but if you please that we may be worse menaced by "no Government ownership."

"I mean that there may be worse things for the railroads and for the country than Government ownership."

"I then explain, in this letter, how with conflicting regulation, inevitable lean years, and the possibility of the desertion of capital, it might be possible that the worm would turn and say 'We've got enough—take the railroads if you can do better' and have the States respond, 'Not on your life' as is now the case with national regulation, and leave the railroads half in and half out, languishing under Government dictatorship without Government responsibility."

"For years I have been telling railroad men that they should go to the country with their case. They have a good case and can win it in the court of public opinion on merit. The Mississippi cannot be turned back at New Orleans, and the time to present the case of the railroads is not when the jury has made up its mind on un rebutted evidence. If the public is properly and fairly informed on the so-called 'railroad situation' a way will be found to solve it fairly; if not—I fear the worst. The way to present the case is the advertising way, the common, every-day, accepted instrument of general communication."

The young Mr. Lesan who cultivated an advertising idea in the West some years ago still has that idea.

On Saturday, February 10th, 1917,
the Harrisburg, Pa.,

Star Independent

ceased publication. Its circulation was acquired by the city's oldest newspaper, the

Harrisburg Telegraph

which is just entering upon the 86th year of its successful career.

A. B. C. reports for the six months ending September 30th, 1916, show a net paid circulation for the Star Independent of 14,566 and of the Harrisburg Telegraph of 21,793.

The combination of these two circulations insures to advertisers a more effective method than ever for blanketing the Central Pennsylvania field through the columns of Harrisburg's oldest and greatest home newspaper, the

Harrisburg Telegraph

Published daily evenings, Sundays excepted, by
THE TELEGRAPH PRINTING COMPANY
Harrisburg, Penna.

FOREIGN REPRESENTATIVES—STORY, BROOKS & FINLEY
5th Ave. Bldg. Mutual Life Bldg. Peoples Gas Bldg.
New York City Philadelphia Chicago

INCREASED RATES FOR NEWSPAPERS DEFEATED

Penny Postage Also Killed by Decisive Vote in United States Senate—Publishers, Through Senators, Made Strong Protests Against Bearing Added Burdens.

WASHINGTON, February 13.—There will be no increase upon postal rates for second-class mail matter at this session of Congress. The proposition of the Senate Post Office Committee, contained in the annual Post Office Appropriation bill, to increase the second-class postal rate from 1 cent to 2 cents a pound, has been defeated by a decisive vote of the Senate. While a similar proposition was pending in the House, the House voted down the Randall zone rate proposition on second-class mail matter, and the action of the Senate in killing this proposed increase makes certain that there will be no legislation to increase postage at this session of Congress. The amendment of the Committee increasing the second-class matter to 2 cents was accompanied with the amendment to reduce the drop-letter postage from 2 cents to 1 cent.

The Senate amendment was thrown out of the bill on a point of order made by Senator Hitchcock, of Nebraska. Senator Bryan, acting chairman of the Post Office Committee, proposed that the rules be suspended and that the amendment of the Committee be considered regardless of the point of order raised by Senator Hitchcock. A two-thirds vote is necessary to suspend the rules of the Senate, and to-day the motion of Senator Bryan was lost by a vote of thirty-seven to thirty-four, the vote showing

that the proposition failed to carry by the two-thirds vote, and would also have failed on a straight vote by a majority of three.

The amendment of the Senate Committee increasing this rate provoked a prolonged discussion in the Senate, lasting the better part of three days. The opposition to it was inaugurated on Saturday and was continued until the vote was taken late this afternoon. Men who are owners and former owners of newspapers and those formerly connected with newspapers before becoming members of the Senate, took a hand in the discussion. Probably one of the strongest arguments presented in the Senate against the proposed increase was that suggested by Senator Shields, of Tennessee, who read a telegram from C. P. J. Mooney, managing editor of the Memphis Commercial-Appeal.

PROTEST BY EDITOR MOONEY.

The telegram from Mr. Mooney, after showing how the Government is making money out of newspapers, said, regarding his own paper:

"We are now paying the United States Government an income tax which this year will amount to about \$3,400; we are paying a corporation tax on the market value of the stock; and we are threatened with an added tax on our profits above a certain limit. Our paper bill is higher than ever before. Our subscription rates are not higher, neither are our advertising rates. If all of these plans go through to add more taxes to the newspapers, most of us will come to Washington and request the Government to appoint a receiver to operate our property, because we cannot operate it under proposed conditions and make enough money to pay the pro-

posed taxes and the proposed increase in postage."

Senator Shields, after making a clear distinction between the newspapers and the magazines, said: "The daily newspaper is more than a commercial enterprise. It is published for profit, of course; but it is educational in its nature and use. Does any one want to increase the cost of them or limit their circulation?"

SOME OF THE ARGUMENTS.

Senator Smith, of Georgia, in referring to the proposed increase on newspaper postal rates, said that he did not think it fair to class the daily newspaper with the magazine in this increased charge, because the loss to the Government is really on the magazines, and is very small, if any at all, upon those newspapers which pay.

Senator Oliver, the owner of several papers in Pittsburgh, in addressing himself to this proposed increase discussed the question of the cost of print paper.

Senator Bryan, in submitting his proposition said on behalf of the Committee that the cost of carrying second-class mail matter to the Government in 1916 was \$99,444,324, or nearly \$100,000,000, for which service the Government received only \$11,383,530.

Senator Townsend, of Michigan, believed that a half cent increase on the second class postal rate could be levied without serious injury to the publishers.

Two Senators who own newspapers—Chilton, of West Virginia, and Lea, of Tennessee—asked to be excused from voting because of their personal interest. Senator Harding, of Ohio, a newspaper owner, was paired in favor of

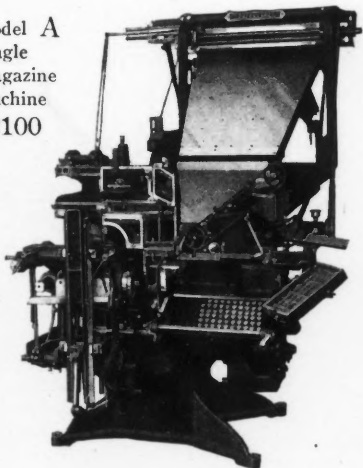
suspending the rules. Senator La Follette, whose magazine would be affected, also voted to suspend. Several Senators who own newspapers voted against suspension of the rule, while Senator Fernald, of Maine, made his maiden speech in opposition to the amendment. He said that he had expected to go through his first session without making a speech, but this proposal would strike so vigorously at weekly periodicals published in his State that he was driven to attack it.

RALPH PULTIZER'S PREPAREDNESS

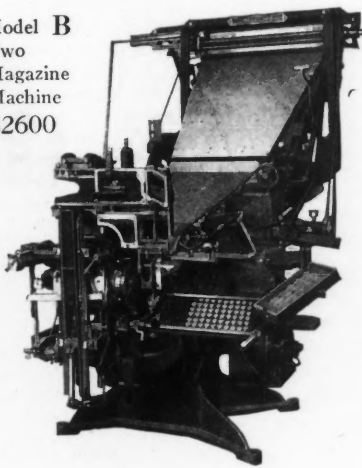
Editor of New York World Orders Scout Cruiser of High Speed.

A seventy-one foot scout cruiser, capable of giving a good account of itself, with a speed of thirty miles an hour called for, is being completed by the Luders Marine Construction Company for Ralph Pulitzer, of the New York World. The plans call for delivery May 1st, but it is understood that on account of recent international complications, the boat will be delivered much earlier than that. The boat is equipped with two eight-cylinder motors of approximately 400 horse power, driving twin screws, and will carry 1,000 gallons of gasoline. It has a dining room, three staterooms and a galley in addition to quarters for the crew, and six persons can be easily accommodated as guests of the owner. A rapid fire gun will be mounted on the forward deck and a wireless outfit of great wave length will be installed. The boat will be added to the mosquito fleet that will be called upon, in case of war, to defend the New York harbor and the Atlantic coast, to combat submarines and act in conjunction with the aerial fleet.

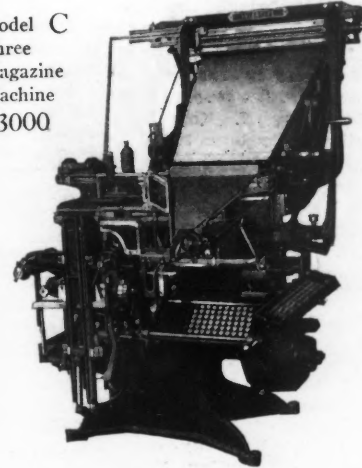
Model A
Single
Magazine
Machine
\$2100



Model B
Two
Magazine
Machine
\$2600



Model C
Three
Magazine
Machine
\$3000



The A B C of Simplicity and Efficiency

NEW YORK
World Building

INTERTYPE

CORPORATION

CHICAGO
Old Colony Building

NEW ORLEANS
539 Carondelet Street

Terminal Building, Brooklyn, N. Y.

SAN FRANCISCO
86 Third Street

TIPS FOR THE ADMANAGER

The Hamton Advertising Agency, Binghamton, N. Y., is again placing orders with newspapers generally for the Union Laboratories, Binghamton, N. Y.

Wendell P. Colton, 165 Broadway, New York city, is sending out orders to some Southern newspapers for the Atlantic Gulf & West India Steamship Line, New York city.

The Richard A. Foley Advertising Agency, Bulletin Building, Philadelphia, Pa., is asking rates in newspapers on a food product.

Collin Armstrong, Inc., 1457 Broadway, New York city, is placing orders with some New York city newspapers for the Morris & Schrader, "Contrexville Water," 7 Barclay Street, New York city.

The Stewart-Davis Advertising Agency, Kesner Building, Chicago, Ill., is again making a few new contracts with newspapers in selected sections, for Wm. Wrigley, Jr., & Co., "Chewing Gum," 5 North Wabash Avenue, Chicago, Ill.

Hanff-Metzger, 95 Madison Avenue, New York city, is placing orders with newspapers in the following cities: Atlanta, Birmingham, Knoxville, Minneapolis, St. Paul, and Philadelphia, for the United States Tobacco Co., "Hugh Campbell Shag" and "Epicure" tobacco, Richmond, Va.

Hoyt's Service, 120 West 32d Street, New York city, is handling the advertising of the Penn Tobacco Co., "Honey Moon Smoking Tobacco," Wilkes-Barre, Pa., who are placing orders with Rochester (N. Y.) newspapers and later may take up other newspapers.

The Philip Kobbe Co., 212 Fifth Avenue, New York city, is again sending out orders to some Southern newspapers for the Talcum Puff Co., Page Perfumer, Bush Terminal, Brooklyn, N. Y.

The H. E. Lesan Advertising Agency, 440 Fourth Avenue, New York city, is making contracts with newspapers in Texas for the Chas. N. Knox Co., "Knox's Gelatine," Johnstown, N. Y.

The Southwestern Advertising Agency, Oklahoma City, Okla., is placing orders with a large list of newspapers for the Segregated Oil Co., 1106 Herskowitz Building, Oklahoma City, Okla.

The Ireland Advertising Agency, 136 South Fourth Street, Philadelphia, Pa., is sending out orders to some Pennsylvania and Delaware newspapers for the Keeley Institute, 812 North Broad Street, Philadelphia, Pa.

Klau-Van Pietersom-Dunlap, Manhattan Building, Milwaukee, Wis., is placing orders with some large city newspapers for the Harley Davidson Motor Co., Milwaukee, Wis.

The Otto J. Koch Advertising Agency, University Building, Milwaukee, Wis., is again making contracts with newspapers in selected sections for David Adler & Sons, "Adler's Collegiate Clothes," 246 Broadway, Milwaukee, Wis., and again making contracts with newspapers in selected sections for the F. Mayer Boot & Shoe Co., "Mayer's Shoes," Milwaukee, Wis.

The Fonda-Haupt Co., 286 Fifth Avenue, New York city, is placing 140-line, 13-times, orders with Sunday newspapers in Hartford, Conn., Boston, and Springfield, Mass.

Albert Frank & Co., 26 Beaver Street, New York city, are again sending out orders to a few newspapers in selected sections for the Liverpool and London and Globe Insurance Co., Ltd.

The Lyddon & Hanford Co. are placing copy for the Buffalo office of "Usit," a face preparation, and "Gingerale."

Wood, Putnam, & Co., 111 Devonshire St., Boston, Mass., are asking newspapers for information about their circulation.

The Geo. L. Dyer Co., 42 Broadway, New York city, is making new contracts with newspapers in selected sections for the Kellogg Toasted Corn Flake Co., Battle Creek, Mich.

The Fisher-Smith Advertising Co., 122 E. 25th St., New York city, is placing 30 lines, 3 times a week of orders with Pennsylvania newspapers for the N. C. Polson & Co., "Putnam Corn Remedy," Buffalo, N. Y.

Dauchy Co., 9 Murray St., New York city, is placing two inch, 52 time orders with a few newspapers in selected sections, for the E. S. Wells, "Rough-on-rats," 710 Grand St., Jersey City, N. J.

Walker, Dudley & Co., Peoples Gas Bldg., Chicago, Ill., are making contracts with Western newspapers for the Grand Trunk Railway System.

Van Patten, Inc., 50 East 42nd St., New York city, is again sending out orders to newspapers generally for the International Magazine Co., "Cosmopolitan Magazine," 199 W. 40th St., New York city.

The Bayer-Stroud Corp., 200 Fifth Avenue, New York city, is placing 4 inch, 5 time orders with newspapers that have pictorial sections, for the Carpenter-Morton Co., "Colorite," 77 Sudbury St., Boston, Mass.

The Brown Advertising Agency, 99 Nassau Street, New York city, is sending out orders to newspapers that have rural circulation for the Yucatan Commission, 120 Broadway, New York city, and Yucatan, Mexico.

The Review of Reviews is starting an advertising campaign on the works of the late Jack London, through the Harry Porter Agency, New York city.

Lloyd W. Young, of Cleveland, O., is preparing copy for the Billing, Chapin Co., of that city.

Dupont Fabrikoid Co., is to spend \$250,000 in advertising "Pontine." The account will be handled by George H. Pierre, Du Pont Building, Wilmington, Del.

An extension of the advertising of Bayer's Aspirin and Pears's Soap, is to be made by the George Batten Agency, of New York city.

The Maxim Silencer, Hartford, Conn., copy is placed through the Lee Advertising Agency, New Haven, Conn.

The Honig-Cooper Advertising Co., San Francisco handles the advertising of the California Central Creameries, 425 Battery Street, San Francisco. This company also has the account of the Pacific Guano and Fertilizer Co., Security Building, San Francisco.

The Gardner Advertising Co., of St. Louis, handles the account of the Mobile & Ohio Railroad.

The Hawley Advertising Co., of New York City, handles the "B. B." lace account of Birkin & Co., 73 Fifth Avenue, New York city.

Frank Kiernan & Co., of New York handles the account of the Hunyadi Split Corporation, 1328 Broadway, New York city.

The Mumm-Romer Co., of Columbus, O., handles the advertising of the Agricultural Lime Association of Columbus, O. This company also has the account of the Dosson-Evans Co., school supplies, and that of the Nitrate Agencies Co., of the same city.

The Brown Advertising Co., 99 Nassau Street, New York city, is placing full-page advertisements for the Com-

ision Reguladora del Mercado de Henequen with daily and farm papers in the United States.

The H. E. James Advertising Agency, 641 North Broad Street, Philadelphia, is handling Bell's Pine Tar Honey and Sloan's Liniment.

The P. F. O'Keefe Agency, 43 Tremont Street, Boston, Mass., is handling the new advertising for the Colt Fire Arms Co., Hartford, Conn.

Street & Finney, 171 Madison Avenue, are sending out orders for the Edison Dictating Machine.

Wood, Putnam & Wood, 111 Devonshire Street, Boston, Mass., are making contracts with newspapers for the Royal Worcester Corset Co., Worcester, Mass.

The Carl M. Green Co., Free Press Building, Detroit, Mich., is handling the advertising of the Frederick F. Ingram Co., Detroit.

The Federal Advertising Agency, 6 East 39th Street, New York, is making contracts with newspapers for Weingarten Bros., "Reduso Corsets," Sixth Avenue and 34th Street, New York city.

The Triangle Advertising Agency, 39 West 32d Street, New York city, is sending out orders for the Gibson Mon-Auto Co., 156 Broadway, New York city.

The Blackburn-Ross Co., 95 Madison Avenue, New York city will shortly send out orders for E. & W. Collars, and will make up a newspaper list for the N. K. Fairbanks Co., Chicago.

The Shuman Advertising Agency, Westminster Building, Chicago, is sending out orders for the National Cash Register Co., Dayton, O.

The Lees Advertising Agency, 916 Euclid Avenue, Cleveland, O., handles the account of the K. D. Carhureter Co., Cleveland, O., and the Steelite Co., of the same city.

ASKS PRESS TO AID

Capt. Rush, U. S. N., Urges Newspapers to Be Self-Censored.

Capt. W. R. Rush, U. S. N., commandant of the First Naval District, which comprises almost the whole coast of New England, on Thursday issued an appeal to the press of New England for cooperation in keeping the defence of the North Atlantic coast line from "the enemy." The expression, "the enemy," is used in the naval technical sense as representing the indefinite eventualities against which war defences are made.

The commandant recognizes the unusual resources of American newspapers and he suggests a censorship from within to avoid exaggeration or thoughtless publicity contrary to the common good.

"Lacking the intelligent cooperation of the press, real preparedness from the aspect of security and information is impossible," says the commandant. He adds:

"The public's right to news from its newspapers is clearly recognized by everyone, but the public cannot properly insist on having news through the public press that might jeopardize its own interests by furnishing information to the enemy. Criticism of Government officials for not giving out news is to be expected, but those officials act under express orders from the highest authority, or do so in the single-minded desire of keeping information from the enemy. To this end—and since their interests are identical—the press and public and the Government officials should move together in serious, intelligent cooperation."

After March 1, 1917, THE EDITOR AND PUBLISHER will be \$3 per year. Until that date the \$2 rate stands.

CHICAGO DAILIES PREPARED

Plans to Cover News in Event of War with Germany.

Chicago newspapers, immediately after the severing of diplomatic relations between the United States and Germany, laid plans for comprehensive news service in case of hostilities. Some of the leading papers are seeking permission to assign a correspondent to each of the naval stations along the Atlantic Coast who would be authorized to accompany the United States forces in the event they leave port.

Coupled with the plans for "covering" the war, almost equal stress is being laid on precautionary measures to avoid printing anything that might benefit the enemy. In the Chicago Tribune office, R. R. McCormick, editor and publisher, sent the following notice to the editorial staff:

"Great pains must be taken not to print anything which is a naval or military secret or which is detrimental to the country. When information comes into the office that could possibly be of the above nature, communicate with the Washington bureau before printing same."

The man who preaches cooperation and doesn't practice it, is trying to make water run up hill.

New Orleans States

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

36,660 Daily

We guarantee the largest white home delivered evening circulation in the trade territory of New Orleans.

To reach a large majority of the trade prospects in the local territory the States is the logical and economic medium.

Circulation data sent on request.

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives
New York Chicago St. Louis

Advertising Agents

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

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

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

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

Publishers' Representatives

CONE, LORENZEN & 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,
22 North William St., New York.
Tel. Beckman 3636

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

AD FIELD PERSONALS

Charles S. Calwell, president of the Corn Exchange National Bank, which has grown to fame largely through its unending and clever newspaper advertising, is chairman of the new Bureau of Publicity of the Chamber of Commerce. Others on the committee are: W. F. Therikildson, advertising manager for W. Atlee Burpee Company, and chairman of publicity for the last National Flower Show; George F. Mitchell, a former president of the Poor Richard Club, and Montgomery H. Wright, advertising director for the John B. Stetson Company, and at one time with N. W. Ayer and Son, advertising agents.

Carroll Swan, who is widely known as a choir leader as well as advertising man, acted as chorister at the recent dinner of the Good Roads men at the Copley Plaza, Boston.

John T. Fitzgerald, of the New York office of the Benjamin & Kentnor Company, newspaper representatives, was in the Hotel Lenox, Boston, at the time of a recent fire. Mr. Fitzgerald not only made good his escape, but also assisted others to get out of the burning building.

Wyn B. Morris, assistant general passenger agent of the Pittsburgh & Lake Erie Railroad, has tendered his resignation, to take effect March 1, to become treasurer of the advertising firm of Baker, Duff & Company, of Pittsburgh, Pa.

Frank J. Campbell, president of the Campbell-Ewald Company, advertising agency in Detroit, has disposed of his entire interest in the firm and will retire from active work in the field.

E. S. Babcox, advertising manager of the Frestone Fire & Rubber Company, delivered a lecture on "The Link" at the Canton, O., Adcraft Club on Thursday last. The lecture was illustrated by a movie film.

Edgar W. Jordan has been appointed advertising manager of the Stereotype Company, of Indianapolis, Ind. He was formerly advertising manager of the Shaw-Walker Company, Muskegon, Mich.

K. Bristol has been appointed Western advertising manager, with headquarters in Chicago, for Scribner's Magazine. He comes to Scribner's from Vanity Fair.

J. E. Byrnes has resigned from the Mahlin Advertising Company, and has become assistant Western advertising manager of Scribner's Magazine, with headquarters in Chicago. Mr. Byrnes was the founder of the National Dealer Service Association, formed in Chicago last August by national advertisers.

Correction

In its issue of February 3, THE EDITOR AND PUBLISHER, under the head of "Ad Field Personals," printed two items from the Texas field for which there was no foundation in fact, due to the misinformation of a Texas correspondent. One item stated that J. S. Fowler had accepted a position as advertising manager of the Fort Worth Star-Telegram; the other that Walter Murray, who was described as having been associated with the same paper for five years, "much of that time as advertising manager," had accepted another position on a Texas daily. It is widely known that A. L. Shuman is advertising manager of the Fort Worth Star-Telegram, and that he has filled this post with signal success for the past seven years. THE EDITOR AND PUBLISHER regrets the injustice done to Mr. Shuman by this unfortunate error.

ALONG THE ROW

SAD MISHAP.

City Desk—"I thought you said the Sporting Editor was on the water wagon?"

First Copy Hand—"So he was, but he fell off."

City Desk—"Sorry to hear it. How did it happen?"

First Copy Hand—"It collided with a brewery motor truck."

SURE THING.

The store that doesn't advertise its white goods sale is liable to keep them until they turn black.

CUB COPY.

"The police of the Sixth Precinct were invited to attend a Polish wedding last night at Kosciusko Hall, after some one had turned off the lights in the midst of the merrymaking. The honeymoon trip has been postponed until the groom is released from plaster casts.

BROOKLYN'S NEWSPAPER ROW.

Brooklyn has a little "Park Row," all by itself. It is situated on Washington Street between Johnson Street and Myrtle Avenue. Here are the Standard Union and Eagle Buildings, and the Brooklyn offices of the New York Times, American, World, Staats-Zeitung, Sun, Herald, Evening Journal, and Telegram are all on this thoroughfare. The Herald, World, and American all maintain Brooklyn staffs, and issue special Brooklyn editions on Sunday. There is an all-night drug store around the corner, and any number of beaneries close by, and while they do not run off as many editions of "sinkers" as Hitcheock and Dolan, they turn out a pretty good article. The Brooklyn Times, which quit Williamsburg some years ago and went uptown all by itself, still maintains a branch office on Washington Street. Manhattan newspaper men who always claim that they get lost when in Brooklyn, should wander to Washington Street. Here they would certainly feel at home. The odor of printers' ink is in the air, and the drug store and beaneries are guarantees against that homesick feeling.

THE REPORTER'S EATS.

Saturday, Sunday, Monday—He dines. Tuesday, Wednesday—Has luncheon. Thursday—A sandwich. Friday—Seen at free-lunch counter.

CHEERING HIM UP.

"I am glad to see that you are better," said the desk man, when he called on a fellow-worker, who had been near to shuffling off. "Now, old man, get well as fast as you can, you don't want to die now, you know, because we are running all the obits in agate type to save space on account of the high cost of print paper."

CUB COPY.

"The foreman of the Star Manufacturing Company did not go to work this morning, having been unfortunate enough to have been run over by a truck loaded with pig-iron last night. It is the first time that he ever met with such an accident, according to members of his family."

ALAS!

We fear that the high cost of print paper will not keep down the size of the new H. K. Thaw stories.

TOM W. JACKSON.

The Following Newspapers are Members of

THE AUDIT BUREAU OF CIRCULATIONS

And grant the right to the organization to examine, through qualified auditors or independent auditing concerns, who are certified public accountants, any and all bills, news-agents' and dealers' reports, papers and other records considered by the Board of Control necessary to show the quantity of circulation, the sources from which it is secured, and where it is distributed.

ALABAMA

NEWS Birmingham
Average circulation for December, Daily 41,675; Sunday, 42,687. Printed 2,891,112 lines more advertising than its nearest competitor in 1916.

CALIFORNIA

EXAMINER Los Angeles
A. B. C. Audit reports show largest Morning and Sunday circulation. Greatest Home Delivery.

MERCURY-HERALD San Jose
Post Office Statement 11,434. Member of A.B.C.

GEORGIA

JOURNAL (Cir. 57,531) Atlanta

CHRONICLE Augusta

ILLINOIS

HERALD-NEWS (Circulation 15,190) Joliet

IOWA

REGISTER-TRIBUNE Des Moines
Essential to covering Des Moines and vicinity.

SUCCESSFUL FARMING Des Moines
More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

KENTUCKY

MASONIC HOME JOURNAL..... Louisville, Ky.
(Semi-Monthly, 32 to 64 pages.) Guaranteed largest circulation of any Masonic publication in the world. In excess of 90,000 copies monthly.

LOUISIANA

TIMES-PICAYUNE New Orleans

MICHIGAN

PATRIOT (No Monday Issue)..... Jackson
Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A.
Flat Rates—One time ads. 50 cents inch; yearly contracts, 35 cents inch; position 20% extra.

MINNESOTA

TRIBUNE, Morning and Evening... Minneapolis

MISSOURI

POST-DISPATCH..... St. Louis

Daily Evening and Sunday Morning.
Is the only newspaper in its territory with the beautiful Rotogravure Picture Section.

The POST-DISPATCH sells more papers in St. Louis every day in the year than there are homes in the city.

Circulation entire year, 1916:
Sunday average 356,193
Daily average 204,201

ROLL OF HONOR

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

ILLINOIS

SKANDINAVEN Chicago

MONTANA

MINER Butte
Average daily 11,965, Sunday, 20,189, for 3 months ending March 20, 1916.

NEW JERSEY

JOURNAL Elizabeth

PRESS-CHRONICLE Paterson

COURIER-NEWS Plainfield

NEW YORK

COURIER & ENQUIRER Buffalo

IL PROGRESSO ITALO-AMERICAN... New York

DAY New York
The National Jewish Daily that no general advertiser should overlook.

NEBRASKA

TRIBUNE Hastings
Circulation A. B. C. report, 7,100. Full leased wire report United Press.

OHIO

VINDICATOR Youngstown

PENNSYLVANIA

TIMES Erie

DAILY DEMOCRAT..... Johnstown

TIMES-LEADER Wilkes-Barre

TENNESSEE

BANNER Nashville

TEXAS

CHRONICLE Houston
The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.

UTAH

HERALD-REPUBLICAN Salt Lake City

VIRGINIA

DAILY NEWS-RECORD Harrisonburg
In the famous Valley of Va. only paper in the richest Agricultural County in United States.

WASHINGTON

POST-INTELLIGENCER Seattle

NEBRASKA

FREIE PRESSE (Cir. 128,384) Lincoln

NEW YORK

BOWLETTING DELLA SERA..... New York

TIPS FOR DEALERS IN NEWSPAPER EQUIPMENT LIVE TOPICS DISCUSSED BY OUR READERS

New Concerns and Old That Are or Will Be in the Market for Supplies.

NEW INCORPORATIONS

BUFFALO, N. Y.—Three-Star Advertising Company, Inc.; capital, \$100,000; general printing business; directors, W. Ernest Caldwell and James M. Thompson, of Buffalo, and J. Edward Caldwell, of Saskatchewan, Can.

NEW YORK—Music Printing Company, Inc.; capital, \$10,000; music printing; directors, Peter Verberg, jr., of Flushing, Long Island, and Morris V. McDonald and Rose G. Dorrington, of New York city.

NEW YORK—Las Novedades Publishers, Inc.; capital, \$300,000; publishing, printing, and advertising; directors, Morris Barsodi, Manuel de F. Galvan, and George Lee, all of New York city.

NORTH PELHAM, N. Y.—Automobile Travel Service, Inc.; capital, \$5,000; advertising and other business; directors, Charles M. Barnard, Louis M. Baker, and Mina B. Rupert, all of New York city.

NEW YORK—Keystone Press, Inc.; capital stock, \$1,000; printing, publishing, and advertising; directors, Max Hopp and Rose Hopp, of New York city, and Edward C. Mayers, of Far Rockaway.

NEW BRITAIN, Conn.—The New Britain Record, publishers; capital, \$100,000; directors, J. L. Doyle, Edward J. Doyle, John W. Lockett, Walter J. Doyle.

LOUISVILLE, Ky.—Printers' Printery; capital \$3,000; directors, P. F. Sutherland, Fred W. Bonte, Fred Harp, and Emil J. Jenne.

CHANGES IN INTEREST

SIDNEY, Mont.—J. L. Owens has sold his interest in the Richland Chief to his partner, C. S. Clemmenson. He has left for McIntosh, S. D., where he will take charge of a weekly newspaper.

SEDALIA, Mo.—E. D. Burrowes, for twenty-five years city editor of the Sedalia (Mo.) Democrat, has resigned and has purchased an interest in the Sedalia Capital.

MERIDIAN, Miss.—James A. Metcalf, of Chattanooga, Tenn., has purchased a controlling interest in the Dispatch, and will become president of the company and editor of the paper.

FRANKLIN, Pa.—Gen. Charles Miller has bought control of the News and has assumed active management. James B. Borland, for many years manager of the News, and who sold his stock to Gen. Miller, will retire. Owen R. Washburn, of Elkton, Md., succeeds him as manager.

EL RENO, Okla.—The Daily Democrat has been taken over by a stock company composed of W. T. Maher, Roy Maher, T. J. Hennessy, and W. A. Hennessy. W. T. Maher will remain as editor of the paper under the new ownership.

BUCKLIN, Kan.—J. B. Miller, publisher of the Banner, has purchased the Liberal Democrat. No announcement has been made of what is intended to be done with the extra paper.

BOSTON, Mass.—It is rumored that the Jewish Weekly Voice is to be changed over into a daily. Ezekial Leavitt is the editor and publisher.

ERICK, Okla.—F. F. Cain, formerly of Bennington, Okla., has purchased the

Beckham County Democrat and has taken charge as editor and publisher.

NEWSPAPER ACTIVITIES

The Chicago Herald has completed the production of its movie contest film called "The Sunshine Line," and it is almost ready for the screen. The photoplay is unique in that both the scenario and the actors, who are amateurs, were selected by means of a contest conducted through the columns of the Herald.

The St. Louis Globe-Democrat has started a special music page, which appears every Wednesday. A feature is a department of questions and answers, presided over by an expert, in which music students and others will be given a clear understanding of musical perplexities.

New Western Manager

George W. Brunson, Jr., succeeds Chas. S. Fredricks as Western manager of Bryant, Griffith & Fredricks, Inc., publishers' representatives of New York, Chicago and Boston. The change was effective February 1. Mr. Fredricks on that date having severed his connection with the organization. Mr. Brunson, who is now in charge of the Chicago office, became a partner in the firm of Bryant, Griffith & Fredricks, Inc., a year ago and has, until his recent transfer to Chicago, been connected with the New York office. There will be no change in the firm name for the present, it is announced.

Foreign Press Editors Loyal

With the exception of German-American papers, representatives of the foreign press of Philadelphia, at a meeting held in the Manufacturers' Club, adopted a resolution which has been sent to President Wilson, assuring him of their loyal support in the present crisis. The resolution was signed by representatives of the Jewish World, L'Opinione, Italia Genta, The Day, La Voca Della Colonia, Jewish Daily Wahrheit, Patryota, Gwiazda, Gazetta Ludowa, Piff Paff Pouf, La Forbice, and Il Contro Velano.

Today's Housewife

newspapers over 52,000 towns where only 18% of the dailies circulate.

More Than a Million
Net Paid
Guaranteed

GEORGE A. McCLELLAN
General Manager

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. Any publisher who desires help in the solution of his problems, or who has pronounced views on any subject connected with the business, is invited to contribute to this column. We are confident that such a column can be made of great value through the co-operation of our readers.—En.]

"W. F. M." Seeks More Light

THE EDITOR AND PUBLISHER:

I note that the article over my initials, headed, "Flouring Circulation Costs," appearing in your excellent paper, under date of January 27, has brought a reply from P. L. McCrarry, circulation manager of the Superior (Wis.) Telegram, which you published in your issue of February 3. I was much interested in Mr. McCrarry's reply, which, while it does not furnish the information I am after, does emphasize the fact that the Superior Telegram has a circulation department that is conducted with a high regard for business efficiency. I question very much if many of our larger papers can make as good a showing.

If you care to refer to my inquiry of Feb. 27th regarding circulation receipts and expenses you will understand that this was based on a 1-cent newspaper. I want to know how many publishers of 1-cent papers have circulation departments receiving sufficient revenue from sale of paper within the year to pay for white paper used within the same period. It seems to me that any 2-cent paper ought to be able to do this without any trouble, and even include operating expenses of circulation department, but what I want to know is how many 1-cent papers are doing it, not including operating expenses of this department.

I am sure that a general discussion on this subject in THE EDITOR AND PUBLISHER would be exceedingly interesting to a great many of your readers and more particularly at this time, when numerous papers are going to 2 cents.

W. F. M.

Journalism Week

BANGOR CHAMBER OF COMMERCE
BANGOR, MAINE

FEBRUARY 13, 1917.

THE EDITOR AND PUBLISHER:

In his interesting department, "By the Side of the Road," in your issue for February 10,

The McClure Method

Our features are sold on individual merit. Any service may be ordered singly. THIS MEANS:

The greatest possible variety from which to choose.
The submitting of each feature to your own editorial judgment.
The opportunity to order a budget consisting only of what you want,
a material reduction from individual prices on budgets.

Write us for samples of our Sunday Colored comics, daily comics, women's features, bedtime stories, fiction, etc.

The McClure Newspaper Syndicate
120 West 32nd Street, New York City

FOR SALE

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

Walter Scott & Co.
Plainfield, N. J.

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

Thomas Dreier says: "It's a pity some of the Eastern schools do not have Journalism Week." I feel it a pleasant duty to call Mr. Dreier's attention to the fact that the University of Maine has had two very successful newspaper weeks. In the spring of 1915 the principal speaker was Dr. Talcott Williams, and in 1916 Don C. Seitz, of the New York World, was the chief drawing card. These newspaper weeks have offered valuable and interesting programmes for newspaper men, and have been attended by many of the craft from all over Maine.

W. A. HENNESSY, Secretary.

Anti-Coupon Bill Reported

The Senate Ways and Means Committee of the Missouri Assembly, now in session at Jefferson City, has reported favorably the Anti-Trading-Stamp bill, placing an almost prohibitive tax on the gross business of all firms giving trading stamps and coupons. This bill is being fought hard by trading-stamp users, but from the very first has been well received by the legislators. It will come up for final decision, it is expected, in the next few days.

The Boston Evening Record and The Boston Daily Advertiser

are now represented in the
general advertising field by

I. A. Klein

Metropolitan Tower New York

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

Many special representatives who know through years of observation recommend

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

R. J. BIDWELL CO.

Pacific Coast Representative of

**DAILY
NEWSPAPERS**

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

**CIRCULATION MEN OF
NEW ENGLAND MEET**
(Continued from page 7)

personal belief that the daily bulletin is a very valuable asset to the circulation promoter. It is a pugnacious reminder to the busy man that such and such a publication exists. It tells where it can be bought and for how much; and, incidentally it is just tantalizing enough to arouse that phase of human nature which we all have in some degree—although attributed largely to women—namely, curiosity.

"Primarily, the bulletin must be well set up and carefully worked; clear, bold type should be used and just enough said about the paper's feature articles to attract attention, arouse curiosity and create interest. If the bulletin succeeds in doing these three things it has proven its worth.

"The bulletin also, in my opinion, is thoroughly worth while because of its excellent advertising feature. I believe that although the system of distributing bulletins to newsdealers may detract, to some extent, the interest in the paper—considered broadly—it has worth while features that cannot be lightly overlooked; and in smaller cities—where it is obviously more practical than in the larger cities—it should be adopted."

Those present were: J. P. Barry, Journal, Providence; Frank A. Chapman, Tribune, Providence; W. C. Smith, Record, Meriden, Conn.; W. S. Mitchell, Express, Portland, Me.; E. V. Maxson, Sun, Westerly; M. J. Saletta, American and Sun, Lawrence, Mass.; T. J. Moore, and S. G. Staples, Journal, Lewiston, Me.; Ray Beach, Republican, Springfield; C. M. Schofield, Gazette, Worcester; M. J. Julian, News, Springfield; C. W. Palmer, Call, Woonsocket; Sidney Sibley, Sentinel, Fitchburg, Mass.; H. E. Duncan, News, Fitchburg; L. F. Merriman, Republican, Waterbury; L. M. Hammond, jr., Transcript, Boston; Benjamin Madowsky, Globe, Fall River; H. A. Wenige, Post, Worcester; Roger Cristy, Telegram, Worcester; George H. Reynolds, Standard, New Bedford; Edward J. McHugh, Times, New Bedford; F. E. Johnson, Gazette, Taunton; Victor Baxter, Newport News, Newport; D. T. Williams, Transcript, North Adams; H. M. Wheeler, Times, Hartford; P. F. Viets and Roy C. Webster, Courant, Hartford; J. A. McNeil, Telegram, Portland.

Oakland's Second Ad-Masque

The proceeds from the second annual Ad-Masque, held in the Municipal Auditorium, in Oakland, Cal., on the night of February 14, will be devoted to financing the entertainment features of the annual convention of the Pacific Coast Advertising Men's Association next May. Hundreds of East Bay folk entered the advertising pageant and contest for the liberal cash and merchandise prizes contributed by business men. There was an elaborate programme, with many spectacular features. Dancing continued until 3 A. M.

Because THE EDITOR AND PUBLISHER is WORTH \$3 per year, the subscription price will be advanced to that rate on March 1, 1917. Necessarily, the \$2 rate will cover subscription orders received before that date.

The man who learns from the mistakes of others stumbles over a smaller number of his own.

KOSHER CHICKEN AT Y. M. C. A.

Boston Newsies Have Dinner at Billy Sunday's Expense.

One month before Billy Sunday opened in Boston, Edwin E. Keevin, of the Boston Record, picked twenty-five boys from the English High School and coached them in general conduct that might be appreciated by the visitors coming to the Tabernacle. These boys were divided into two squads. One squad who got out of school at 12:30 covered the afternoon session. The night services were taken care of by the boys who went to school during the afternoon.

Besides selling Records, these boys acted as guides, helped people who fell down on the ice, spread ashes on the walks, and returned articles that they found to the Tabernacle office. Before Mr. Sunday went away he expressed a wish to do something for these boys, and Keevin suggested that he would be glad to carry out anything Sunday wanted done. The last day of his stay here his son, George Sunday, told the Record to go ahead and arrange for the lads to have a dinner at the evangelist's expense. The Young Men's Christian Association people agreed to the use of their dining hall and also allowed the boys to use Bates Hall, where the Record folks arranged a show for the boys, to which all other junior newsboys were invited. Acts were secured from Keith's, the Orpheum, and the Olympia. To this was added a couple of boxing bouts and some moving pictures.

The big feature of the affair was the putting in of telephone connections with Buffalo, to Mr. Sunday's residence, and having him address the boys during their dinner. Mr. Sunday's talk was taken down in shorthand by a newsboy and read to the big newsboy gathering in Bates Hall. The other feature was the serving of Kosher chicken cooked by the Young Men's Christian Association dining department. Undoubtedly this was the first time such a thing was ever done around Boston.

The Record and Keevin, of its circulation department, are being congratulated for the stunt.

Who pays for advertising? Nobody. Advertising pays for itself and provides a surplus of profit to help out other necessary departments of business. Advertising done well pays everybody and everything it connects with—including its own way.—[Impressions.

THE EDITOR AND PUBLISHER'S subscription rate, after March 1, will be \$3 per year. The \$2 rate stands until that date.

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

QUALITY

circulation is our field. The best class of readers in every town follow our articles every day.

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

ANNUAL CONVENTION OF I. C. M. A.

To Meet in Atlanta June 12, 13, and 14—
New Postage Idea Urged.

The officers and directors of the International Circulation Managers' Association have decided on June 12, 13, and 14, as the dates for the annual convention, which is to be held this year at Atlanta, Ga. The entertainment committee is hard at work preparing a programme for the affair. Headquarters will be at the Piedmont Hotel.

Director E. S. Dobson, of the I. C. M. A. is fathering a suggestion for the use of collect return postage, especially on cards. The idea as suggested by Mr. Dobson is one that will appeal particularly to circulation managers. Attention is called to the fact that it is often necessary to circularize a given section and to enclose return postal cards. The postage on these cards is always paid, but in many cases not more than one in five, or even one in ten, is used. This means that the other four or nine cards are always wasted, and are a dead loss to the man sending them out. The suggestion of Mr. Dobson is that these return postals be attached as they are at present, to the sending card, but that they be made a "collect" card instead of a prepaid card; that they be of a kind that can be used, and the postage collected at the receiving end.

The suggestion is not for a general adoption of a "collect" postage, but only to apply in the case of return postals. Attention is called to the fact that most all papers carry on deposit with the postmaster a small sum to cover and care for the short paid mail. The same fund, or a similar one, could be used to insure the payment of the postage

Page and Half-Page Mats

for emergency and regular use.

Comic, Fashion, Children's,
Feature

Size and heading
to match your issue

The International Syndicate

Features for Newspapers
Established 1889 Baltimore, Md.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

Let us send you samples of our colored comics, daily and Sunday pages in black and colors.

Newspaper Feature Service

M. KOENIGSBERG, Manager
87 WEST 39TH ST., NEW YORK

FLAGS—MAPS—ATLASES

TIMELY SUGGESTIVE

PREMIUMS

Patriotic, Educational, Historic
Write today for Samples and Quantity
Prices—ACT PROMPTLY

DELIVERY GUARANTEED

S. BLAKE WILLSDEN
Premium and Advertising Specialist.
1000 Heyworth Bldg., Chicago

on such of these "collect" cards as might be used, or they could be collected in the same manner that "postage due" is now collected on a letter.

CLUB TO AID NEWSBOYS

Providence (R. I.) Journal Starts Organization with Laudable Aim.

The Providence Journal Company has formed an organization to be known as the Providence Journal Junior Association, for the purpose of promoting the welfare, both mental and physical, of the newsboys employed by the publication in Rhode Island.

A big rally will be held to-morrow when full details will be discussed and a suitable entertainment provided. The full purpose of the Club, as it will be commonly called, will be explained by J. P. Barry, circulation manager of the Journal.

The initiation fee to the Club will be 10 cents and the dues 5 cents weekly. This money will create a fund for the relief of distressed newsboys. The obligations incurred by the Club in its maintenance will be met by the Journal. There are now about 100 members. The Club will have an advisory board of ten members.

It is the man who expresses his best in the doing of little things who becomes great.

THE circulation of The Indianapolis Sunday Star in Indiana cities and towns is greater than that of any other Indianapolis newspaper.

The Shaffer Group:

CHICAGO EVENING POST
INDIANAPOLIS STAR
MUNCIE STAR
TERRE HAUTE STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
LOUISVILLE HERALD

Heartly co-operation extended to advertisers. Address

Promotion Dept.

SHAFFER GROUP

12 S. Market Street Chicago

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

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

Romeike Clippings

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

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



WAR
Current History Magazine
of The New York Times

Only American Magazine exclusively narrating the Authentic History of the Great War.

All Essential Diplomatic Papers, Official Utterances and Records; likewise the Richest Literature by the most Eminent Authors, Annalists and Publicists of all the Nations of the World. 200 pages each issue. Copiously illustrated. \$3.00 per year. Issued first of each month. February edition 56,000.

**The
Pittsburg Dispatch**

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

WALLACE G. BROOKE
Brunswick Building, New York
THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Building, Philadelphia



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

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

**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

Food Medium
of
New Jersey

Trenton Times

A. B. C.

2c—12c Per Week

KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

Buffalo News

EDWARD H. BUTLER
Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY

220 Fifth Avenue NEW YORK Lytton Building CHICAGO

ATOP O' THE WORLD

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

LOOKING BACKWARD GIVES ONE a pretty fair idea of how to look forward.

Some there are who contend that retrospection is a waste of time, arguing that it is good to "let the dead past bury its dead"—but when a fellow gets a spell of the blues—and we all do that—a look backward to the good old days is a mighty incentive for increased vigor in doing bigger and better things than have ever been done.

This old bunk that everything worth being done has been done is fol-de-rol of the folliest kind. The world is young—mighty young, and not only is there more to do to-day than ever before, but it is much easier to do things to-day than it ever was before—provided, of course, that what one wants to do is the right thing to do.

Particularly is this true as regards newspaper advertising—retail and department store advertising especially.

The advertiser of fifteen years ago, who at that time was looked upon by his competitors as a pious old hide-bound—non-progressive and too conscientious to be successful, if he were to try the same tactics to-day would be looked upon by to-day's contemporaries as a crazy fool, broken loose, and a fit subject for an asylum—and still fifteen years ago the "reformer" was looked upon as a harmless dreamer of dreams.

Many of us who are "in the know," and know all too well the shortcomings of advertising as practiced to-day, look through rose glasses at the Utopia of our dreams, and, visualizing the long, rough, and rugged road between the "now" and the "then," draw a deep breath of despair and say, "It can't be done."

Just there is the place to turn around and give a slant at the past. Draw your comparisons that way. Realize what it was, and see for yourself what has been done in the past fifteen years toward making advertising what it should be, and you will not have much trouble in finding the smile of confidence—the grin of anticipation and the courage of confidence—and you will know that better things are in store for you—that things are getting better all the time, and that, somehow, if you do your part, the golden Utopia of your dreams will be reached, and you will live in that Utopia, happy, contented, and glad you made the fight for the right thing.

* * *

HOWARD DAVIS NOW WEARS THE TITLE of Advertising Director of the New York American. He has worn pretty nearly every title possible to hang on a man around a newspaper, but, somehow, titles don't seem to mean a lot in Howard Davis's young life.

No matter what he is "officially," in reality he is Howard Davis, general-factotum, chief-cook-and-bottle-washer, final-word, and the possessor of more friends and well-wishers to the square inch than any darned man in the newspaper game anywhere.

Titles don't fit some people, and, title or no title, Howard Davis is Howard Davis, good fellow and a regular he man—and it's a pity he is not twins.

* * *

BIG LOCAL ADVERTISERS ARE CONTINUALLY making changes in the papers they use—and various reasons are assigned for such changes, especially in New York.

Just now McCreery's are trying to do business without the Globe. McCreery's are reputed to be a bit touchy regarding position, and rumor has it that on several occasions McCreery's have had to chide the Globe for failure to maintain position, and finally have passed it up as a had job.

Last spring the same thing happened with the World, and the World and McCreery's both suffered for months on account of it.

Gimbel's kept out of the Journal for a long time, rumor says because of a rate argument—Gimbel's contending that they should have as low a rate as Wanamaker had on the same kind of a contract. This was finally fixed up, and shortly afterwards Gimbel's was lost to the World, and is doing lots of business with the Journal.

Macy's have quit the Sun, refusing, so rumor says, to see the raise in rates which recently went into effect, and Wanamaker's cannot reconcile the new rate in the Mail, and are out of that paper.

"Cumulative value" seems to be thrown to the winds quite ruthlessly in many cases—and the price-boosting does not always get by.

* * *

RAYMOND SMYTHE, WHO FOR THE PAST few months has been assistant advertising manager of Hahne & Co., Newark, N. J., one of the Claffin stores, has been transferred and promoted to the advertising managership of the Powers Mercantile Company, of Minneapolis, Minn., another store of the same chain. He is going to do things out there, if he has a chance.

He is a knowing sort of a fellow, full of pep and ginger, with lots of good ideas and ability to carry them out, and is, withal, thoroughly likable and up-to-now.

Minneapolis advertising men may be congratulated on getting a new live wire in their city.

Third Daily in Richmond, Cal.

The Richmond (Cal.) News has resumed publication as a daily. For some time it has been issued as a labor weekly. Richmond now has three daily newspapers.

German News Agency Suspends

The East Asiatic Lloyd's at Shanghai, China, announces officially that the German News Agency service from New York, which cost \$50,000 gold monthly, has been suspended.

**A Newspaper is Graded by
Its Mechanical Outfit**

High-Speed Goss Sextuple Press to print 48 pages with Speed of 72,000 an Hour on 12 Pages and 36,000 an Hour with 16 pages or more. 10 Mergenthaler Linotypes.

**THE NORTHWESTERN
OSHKOSH, WIS.**

Can you Match it in any Small City in the United States?

All Philadelphia
Records Broken
All American
Records Broken

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

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

100% Clean—100% Fair—100% Trustworthy

**The
Pittsburgh Post**

ONLY
Democratic
Paper In
Pittsburgh.



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

PHILADELPHIA
America's Greatest
Industrial City.

The PRESS
Philadelphia's Great
Industrial Paper.

Representatives
LOUIS GILMAN NEW YORK
World Building, C. GEORGE KROGNES,
Marquette Building, CHICAGO

The New York Call

Every Morning
Daily and Sunday

Owned by those who read it

This means that those who OWN it, BUY service and goods from those who buy space in THEIR paper.

Frankly a class publication. Buyers of advertising space buy PREFERENCE at the same price for the same quality, and GET it.

444 Pearl St., New York City

What Others Say—

"The Detroit Free Press is the best puller for classified advertising in the United States, bar none. It even compares in point of monetary returns with some of the national weeklies and monthlies with the million circulation feature."—An Advertising Agency. Advertisers know why.

The Detroit Free Press
"Michigan's Greatest Newspaper."

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

EXPECTS NEWS PRINT PRICES TO GO LOWER

Jason Rogers, Publisher of the New York Globe, Looks for Manufacturers to Voluntarily Modify Contract Prices, if Conditions Continue to Improve—Thinks Two-cent Papers Justified.

"The print paper situation on the surface remains in almost exactly the same position as when we left the Chicago conference. The two committees, as there arranged, are waiting for the filing of the report by the Federal Trade Commission before meeting and trying to reach some amicable basis of understanding," said Jason Rogers, publisher of the New York Globe, to a representative of THE EDITOR AND PUBLISHER.

"Meanwhile, however, it is probable that some very important developments have been going on. I sincerely hope that before very long something big and definite will be produced that will spell relief and more satisfactory relations between the two closely allied interests.

PREDICTS LOWER NEWS PRINT PRICES.

"Paper consumption has been materially reduced through forced economies on the part of the publishers generally, to the point where the mills are making more than is required to fill contracts. If this condition is continued for a few months, there should be a marked softening in prices.

"Increasing costs and manufacturing difficulties are reported as serious factors by the paper-makers, even at present prices and scaled down apportionments. Within a comparatively few weeks the snows of the winter will have disappeared, and possibly car-shortage will have been minimized.

"We should all, in the spirit of fairness, concede that the print paper manufacturers are entitled to a price that will cover all their legitimate costs, including depreciation and a liberal but fair manufacturing profit. They must do this if they are going to remain in business to supply us with our paper.

"I am fast coming to the conclusion that our publishers, in accordance with custom in seeking a contract for a full year in advance, practically compelled the manufacturers to provide against any and all contingencies for that period. At a time when demand was beyond all records and costs mounting, it was easy for them to figure a bit too high.

"During the same period, panic among the publishers, who were bound to get the supply they imagined they must have, produced a much larger artificial demand than really existed, which, of course, also helped stiffen prices.

THINKS PRICES MAY BE MODIFIED.

"As conditions improve and the mills get ahead with a safe reserve supply, which through the continued economy by the publishers should be reached by May or June, I look for the manufacturers to voluntarily make a modification in contract prices, if all circumstances warrant it.

"The real big thing which I think is going to develop out of the agitation is going to be lower print paper prices for the smaller newspapers. The ultimate elimination of the middle man, through group purchasing, which will mean prices as low as paid by big users, will produce direct benefits, running into large figures to the smaller newspapers of the country.

"The little fellows, who, having been paying fancy prices exacted by middle-

men, by grouping together and buying in carload lots, will be able to buy as cheaply at the mill as the larger publisher purchasing the same quantity.

"It is going to take time to work out the refinements of such new relations as will be developed, but being a born optimist and knowing what is going on in many quarters, I feel that as soon as conditions return to normal and the mills get on a sound production basis, satisfactory adjustments will produce relief in many directions.

LOOKS FOR TWO-CENT PAPERS.

"Within a very short time, most of the papers in our larger cities will have gone from one to two cents per copy. This will temporarily, at least, reduce consumption still more and automatically make the consumer bear his share of the load.

"The advertiser will gladly forego the use of the small reduction in circulation in order to escape further radical increases in rates, which they will have to pay if the newspapers are to stay on a one-cent basis.

"Experience in those cities where the newspapers have increased their prices seems to indicate that aside from the possible elimination of trifling duplication, there is little loss. Taking the experience of four cities into consideration, the average temporary loss ranges from 12 to 15 per cent.

"I sincerely believe that as a war measure for the duration of the war or until print paper price is back to normal, two-cent newspapers are fully justified from every standpoint."

Tribute to the Rascovars

On the recent election of Frank James Rascovar and Harry Rascovar as president and vice-president of Albert Frank & Company, the employees presented to each of the gentlemen named a beautiful silver loving cup, suitably engraved. The cups are gold lined, mounted on ebony stands, and contain the sentiment, "A tribute of our most sincere loyalty and good will."

Bill Bars Cigarette Ads

In the Kansas Legislature the House has passed a bill prohibiting the circulation in Kansas of any newspaper containing cigarette advertising. The bill is a companion measure to the one prohibiting the circulation of any paper containing liquor advertising.

Education is to the mind what oxygen is to the body—a vital force for progress.—Ford Times.

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

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.

LINOTYPE—Model No. 3, Serial No. 10109, magazine, assortment of matrices. Fort Wayne Printing Co., Fort Wayne, Ind.

LINOTYPE—Model No. 5, Serial No. 14243, 3 magazines, and motor. Cantwell Printing Co., Madison, Wis.

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—Model No. 4, Serial No. 11680, magazine, matrices, sparehands, liners, and blades. Winston Printing Co., Winston-Salem, N. C.

LINOTYPE—Three Model 1 machines with complete equipment of molds, magazines and matrices. New Haven Union Co., New Haven, Conn.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

REPORTER—Live New York State city of 22,000. Must be young man of good appearance, with considerable actual newspaper reporting experience. Write at once, Lender-Republican, Gloversville, N. Y.

MISCELLANEOUS

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

PUBLISHER of a prosperous newspaper in a flourishing city in the East desires to sell substantial interest for cash, to a man under 40 who is capably experienced in newspaper management. The publisher's object is to secure a permanent working partner to relieve him of some managerial duties. Ample protection will be guaranteed such minority interest. Address Minority Interest, care Editor and Publisher.

PUBLISHERS.—We have the right names for your sample copy lists. Classified for every kind of publication. Test list of 300 names free. Different list to each publisher. Write at once. Moore's Expert Service, New Egypt, N. J.

WANTED to buy or rent a large electric baseball score board to be used by a newspaper. Board must be a good order. Address E. B., No. 10, care Editor and Publisher.

WANTED—A second-hand squad press taking 7-16 inch plates, page size eight 22 inch type columns preferred. Machine must be in first class condition. Send full particulars as to make, age, factory number of machine and the lowest cash price. State whether there are curved stereotype pieces with it. Address Box P, 3215, care Editor and Publisher.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. For those unemployed, not to exceed 50 words, two insertions FREE.

MR. PUBLISHER.—Are you satisfied with the present results in your pressroom? If not I can satisfy you. Beside being a pressman, I have business and executive ability acquired during fifteen years success as pressroom superintendent by careful and persistent study of newspaper publishing, particularly economy in pressroom management. Want a good salary as my services will pay large dividends. Very highest references as to character and ability. Address P, 3211, care Editor and Publisher.

FINANCIAL AND REAL ESTATE—THOROUGH NEWSPAPER MAN—33, metropolitan experience, good presence and address, clean character and habits, energetic, with ability to get and hold confidence, seeks opportunity to maintain or establish financial and real estate department on first class daily. Highest references. Address P-3213, care The Editor and Publisher.

CIRCULATION MANAGER desires position with a live up-to-the-minute daily. Have had 10 years' active newspaper experience and record shows that results were attained at a minimum cost. Am 28 years of age and a member of the International Circulation Managers Ass'n. Can furnish all references from former employers as to character, results and ability. If you need a young man who is not afraid of work and who will put his whole energy to the task of building up your circulation department, get in touch with me. Can increase your carrier distribution and the efficiency of your carriers by personal supervision. For references address P, 3214, care Editor and Publisher.

EDITOR of leading daily in medium-sized city wants to make change. Knows newspaper work from its different angles, seasoned as a reporter and five years on city desk. Experienced as a telegraph editor, good ideas as to make-up. Not a "has-been" but a young man, age 26, giving full satisfaction in present position, but desires a greater opportunity. Address P, 3216, care Editor and Publisher.

ADVERTISING SOLICITOR and copy writer, whose chief asset is ability to write compelling copy and prepare attractive "layouts," seeks connection with Newspaper, Agency or Business Firm in the middle west. Can conduct "Copy Service" department of paper and write copy for self and other salesmen—copy that sells. Address P, 3217, care Editor and Publisher.

\$50,000 cash available for first payment on a newspaper property actually worth \$150,000 or more. Buyer wishes to cease occupying high salaried positions and become an owner. Proposition O. T.

CHAS. M. PALMER

Newspaper Properties
225 Fifth Ave., New York

Albrey Harwell Henry F. Cannon

WHY A BROKER?

In nearly every situation where newspaper consolidation is desirable, intelligent mediation is necessary to satisfactory results. Let us have the privilege of talking with you in absolute confidence before the conditions have been made more difficult by some inexperienced mediator. In recent years we have been responsible for many highly successful consolidations. It is the "only way out" in over-crowded fields.

HARWELL & CANNON

Newspaper and Magazine Properties
Times Bldg., New York

CIRCULATION MANAGER

In city of only 15,000 population was for over five years in charge of 18,000 daily, having over 13,000 paid-in-advance subscriptions. Found department in chaos; reorganized and built it up. Employer writes: "He is equal to any circulation job in the United States. His methods are technical, thorough and accurate. He is tireless and unceasing in his work. His personal character is clean and wholesome." Seeks mild climate and salary, not less than \$1,800. Mention No. 5329. No charge is made to employers for our services. All departments in the publishing, advertising and printing field.

FERNALD'S EXCHANGE, Inc.
Third National Bank Bldg. SPRINGFIELD, MASS.

PUBLISHERS' NOTICE

The Editor and Publisher maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Detroit, Cleveland, Pittsburgh, Cincinnati, St. Louis, Chicago, Atlanta, New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch office San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 lines wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, fifteen cents a line, and Situation Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions, \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Wo-woth 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. Rau, 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. Trenis, 511 Fourteenth Street, N. W., Riggs Bldg., News Stand. Chicago—Powers' Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Clere, Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco.—B. J. Bidwell Co., 742 Marland

OBITUARY NOTES

JAMES KEATING, former owner and editor of the Wabash Herald, one of the oldest newspapers in Minnesota, is dead. He was a graduate of the Winona (Minn.) State Normal School and was for one term Superintendent of the Wabash county schools.

YAICHIRO ICKIGAMI, thirty-six, editor and manager of the Oakland, Cal., branch of the Japanese World, and former well-known editor and publisher of one of the leading newspapers in Tokio, died at his home, in Oakland, on January 28. Mr. Ickigami was well known to members of the Japanese colony, among whom he had been an active factor during his fifteen years' residence in this country.

L. X. HASTIE, aged sixty-eight, a veteran newspaper man, died at Beaumont, Texas, on January 29. Mr. Hastie was editor of the Cheyenne (Wyoming) Leader for many years.

W. O. HEADLEE, editor of the Waynesburg (Pa.) Democrat-Messenger, was stricken at his desk, and died in the Waynesburg Hospital.

WILLIAM J. WEYMOUTH, newspaper man, aged forty-five years, is dead at his home in San Francisco, following an illness of several months. Weymouth went to San Francisco from Eureka twenty years ago.

J. J. HARRINGTON, formerly a San Francisco newspaper man, was killed by an automobile on the State Highway, near San Carlos. He was fifty-five years of age and is survived by a son, aged twenty.

MISS MATTIE SHERIDAN, aged 56, a well-known newspaper and magazine writer, founder of the Hungry Club, died at her apartments in New York city on February 9, of Bright's disease, after two months' illness. In a book completed just before her death she related her experiences in "wining and dining with fifteen crowned heads of Europe." Her funeral was held on Sunday last.

ALFRED J. RORKE, former newspaper man of this city, was killed in action on Tuesday "somewhere in France." Rorke, who was about thirty-three years old, worked for a New York news agency. Upon the outbreak of the war he enlisted in the British royal naval reserves.

RENWICK MCLEOD SPEERS, well-known newspaper man in Hudson and Essex Counties, N. J., died in the Newark City Sanitarium at Caldwell. He was employed on Jersey City and Hoboken papers, and six years ago went to Newark and became attached to the Newark Evening Star. He was thirty-eight years old.

The funeral of **MISS ALETHE MONTGOMERY**, of Medina, N. Y., took place on February 8. It was largely attended. Miss Montgomery was assistant editor of the Medina Daily Journal for the past three years.

NELLIE G. LYON, wife of Frederick W. Lyon, editor of the Milford Citizen and formerly editor of the Greenwich News, is dead at her home in Milford, Conn., aged forty-one years. She was born in Brooklyn, the daughter of Mr. and Mrs. John H. Banks.

PHILIP HOUSTON MURRAY, aged seventy-four, veteran negro editor, died in St. Louis this week. He had published the St. Louis Advance for the last thirty-five years. Murray published a negro journal in Washington City shortly after the Civil War, where he was a friend and associate of Frederick Douglass. He was one of the earliest advocates of industrial education for the youth of his

race, and was the first president of the National Negro Press Association.

L. EDGAR OSGOOD, for several years a member of the city staff of the Hartford (Conn.) Courant, died on February 9 at North Andover, Mass. The funeral was held at the home of his sister, Miss Grace B. Osgood, North Andover, the burial being in that town.

LEO SOMMERS, for twenty-five years publisher of the Madison (Wis.) Madisonian, died February 4, aged fifty-eight years. Mr. Sommers was one of the pioneer printers and editors, and was also prominent in the political life of Madison.

W. H. WONDER, founder, publisher, and editor of the Onawa Democrat, is dead of cancer of the stomach at Rochester, Minn.

WEDDING BELLS

Henry Bidwell Hale, publisher of the East Hartford Gazette, and Miss Elizabeth Jane Brown were married in St. James Episcopal Church at Winsted, Conn., on February 9. Mr. and Mrs. Hale are spending their honeymoon in Porto Rico.

V. E. BUCHANAN, editor of the Auburn (Ind.) Star, and Miss Ida May Hachet, of Fort Wayne, were married Saturday at Trinity Episcopal Church in Fort Wayne.

W. J. HILL, former publisher of the Hannibal (Mo.) Courier-Post, and later business manager of the Alton (Ill.) Times, and Miss Mary L. King were married in Hannibal on February 7.

JOE M. LEONARD, associate editor of the Gainesville (Texas) Daily Register, and youngest son of Editor J. T. Leonard, and Miss Phoebe Meyers, of Gainesville, were married at Gainesville on February 3.

N. Y. Sun Alumni Will Dine

The thirteenth annual dinner of the New York Sun Alumni will be held at the Hotel Martinique on Wednesday evening, February 28. The occasion has been designated "a Selah Merrill Clark night," and every one who knows a story about the former night city editor will have a chance to tell it. Willis Holly, 29 Liberty Street, is secretary of the Association.

Raises Subscription Rates

The Cripple Creek (Col.) Times has raised subscription rates from 65 to 75 cents a month.

To learn a thing thoroughly costs money and time—but, it costs a great deal more if you don't learn.

Get acquainted with
TARRYTOWN, N. Y.
DAILY NEWS

Circulates in the wealthiest town
in the United States

The True News

—FIRST—

Always—Accurately

International News Service

238 William St., New York City

TO COMPEL LEGAL ADVERTISING NOW "ADVISOR EXTRAORDINARY"

Texas Bills Also Demand Ad Rates Based Upon Circulation.

At the request of the various newspaper associations in Texas, bills have been introduced in both Senate and House of the Legislature, requiring the publication in newspapers of recognized circulation of all legal notices such as now are posted, that is, nailed to trees, fences, posts, or in any other public place. These bills also provided that the circulation of a newspaper shall be taken into consideration by county boards of commissioners or others in awarded contract for publication of legal notices, recognizing the principle that a newspaper with 60,000 circulation must charge a higher rate of advertising than a paper with 1,000.

As the Texas law now stands all newspapers are of equal standing as to their bids, and so it always is that the papers with the least circulation get all the legal publication business, and the purposes of the law are not served. The bills that have been introduced have the support of the editors and other newspaper men who are members of the Legislature and their passage seems assured.

Doubles Size of Building

The Atlanta Georgian-American has doubled the size of its plant. There are now in this organization 281 employees, representing families with more than 1,000 persons. The paper has 3,383 correspondents, newsboys, and agents throughout the Southeast.

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

The New Orleans Item

Largest Circulation of any Louisiana Newspaper

Largest afternoon Circulation in the entire South

(October Post Office Statement)

Sunday 68,942

Daily 55,365

There is always room for the best feature

Goldberg's
Cartoons

for example

The Evening Mail Syndicate
203 Broadway, New York

Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press
Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

Chicago Examiner Engages Former Governor Dunne as Special Writer.

The Chicago Examiner has engaged Edward F. Dunne, recently defeated for reelection as Governor of Illinois, to write a series of articles in the capacity of "adviser extraordinary to the people of Chicago."

"He will have a regular place in the paper three or four times a week," the Examiner announces, "and say just what he pleases, whether the editors of the Examiner agree with him or not. He has his own staff of reporters to watch things in Springfield and in Chicago to tell him of what's going on."

Former Gov. Dunne's first articles have dealt with Chicago's subway problem. The Examiner and the Evening American have joined with the Chicago Journal in attacking the recent recommendations of the Chicago Traction and Subway Commission. Besides being Governor, Mr. Dunne has been a Judge and Mayor of Chicago.

Since industry makes life worth living, why not make industry worth?

Crochet and Embroidery Lessons

Furnished in mat form, 2-column, 3-column, and 7-column size. Enables you to dress up your page attractively without much cost. Send for proofs today.

World Color Printing Company

R. S. GRABLE, Mgr.

Established 1900 ST. LOUIS, MO.

Hemstreet's

PRESS CLIPPINGS

Tenth Avenue At 45th Street
New York

MANHATTAN
PHOTO-ENGRAVING CO.

ENGRAVERS
AND DESIGNERS



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

Getting Father Knickerbocker And His Trade

IT IS COMPARATIVELY EASY, if you go about it in the proper way. Any progressive Manufacturer or any National Advertiser who has the right kind of merchandise, and who will tell the people about it, in strong, attractive and persuasive advertisements in these

A Daily Force of Almost Four Million

	Paid Cir.	2,500 Lines	10,000 Lines
Albany Knickerbocker Press (M)	41,090	.06	.06
Albany Knickerbocker Press (S)	35,144	.06	.06
Brooklyn Eagle 3c (E)	44,332	.16	.16
Brooklyn Eagle 3c (Sunday).....			
Binghamton Press-Leader (E)	28,761	.07	.05
Buffalo Courier-Enquirer (M&E)	102,568	.14	.12
Buffalo Courier-Enquirer (S)	101,795	.14	.12
Buffalo News	103,303	.15	.15
Corning Evening Leader (E)	7,832	.0193	.015
Elmira Star-Gazette (E)	21,549	.04	.035
Gloversville Herald (M)	6,483	.02	.015
Gloversville Leader-Republican (E) ...	5,714	.0143	.0108
Ithaca Journal (E)	6,804	.035	.015
Jamestown Post (M)	8,751	.025	.0207
Middletown Times-Press	5,222	.0178	.0107
Mt. Vernon Daily Argus (E)	6,888	.0214	.015
Newburgh Journal (E)	5,076	.0107	.0107
New York American (M)	329,984	.40	.38
New York American (S)	705,224	.60	.57
New York Globe (E)	2,10,994	.28	.27
New York Herald (M)	99,597	.40	.40
New York Herald (S)			
New York Evening Post (3c) (E).....	20,744	.18	.16
New York Sun (M)	192,210	.39	.36
New York Sun (S)			
New York Sun (E)	171,247	.31	.29
New York Telegram (E)	218,463	.2925	.27
New York Telegram (S)			
New York Times (M)	340,904	.50	.45
New York Times (S).....			
New York World (M)	398,894	.40	.40
New York World (S).....			
New York World (E)	404,858	.40	.40
Rochester Union & Advertiser (E)....	39,276	.10	.06
	3,661,707	6.3120	5.9179

Ratings Government Statements, October, 1916

New York State Newspapers,

can get him and his constantly growing trade.

These Newspapers, with a circulation of almost **FOUR MILLION** a day, have his confidence, as well as the good-will of his ever-consuming family of **TEN MILLION**, with over **FOURTEEN BILLION DOLLARS** tucked away in estates, banks and in their bulging pockets.

Father Knickerbocker is a prodigious spender. His veins are throbbing with life and red blood, made buoyant by out-door air, which he enjoys in his **300,000** automobiles.

He spends on these automobiles vast sums every day.

To automobile tire manufacturers, and to manufacturers of automobile accessories, these New York State Newspapers are the most profitable advertising mediums that can be employed.

Manufacturers and merchants habitually using these New York State Newspapers, do a larger business than any other manufacturers and merchants in any other state in the Union.

The reason is obvious: New York State Newspapers are **REAL BUSINESS BUILDERS** in the state of largest population and greatest wealth.

NEW YORK GLOBE

200,000 a Day

(Member A. B. C.)

200,000 a Day

Looked at from any angle here is an advertising medium essential as part of any advertising campaign to reach the people of New York and vicinity

IF YOUR GOODS COME WITHIN THE FOOD CLASSIFICATION

The Globe stands in a class by itself among the New York daily newspapers for records of achievement in putting goods on the market and into the houses of final consumers. The Globe carries nearly twice as much food advertising as any other New York newspaper.

IF YOUR GOODS COME WITHIN THE WOMEN'S WEARING APPAREL CLASS

The Globe again stands in a class by itself among the New York daily newspapers for records of achievement. The Globe has created big new markets for goods never previously sold in any quantity. It can show many unsolicited testimonials from important concerns you know to prove the point.

IF YOUR GOODS COME IN THE FINANCIAL OR COMMERCIAL CLASS

The Globe again stands in a class by itself among the New York daily newspapers in records of achievement. The Globe shows the largest growth in financial advertising and is daily producing tangible results unique in the history of financial advertising.

The Globe invites you to ask any of its advertisers in your line regarding results it is producing for them. This is not an empty challenge but a constructive suggestion.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.
Special Representatives

NEW YORK
Brunswick Bldg.

