

THE EDITOR & PUBLISHER

OHIO STATE
UNIVERSITY

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

MAR 7 1918

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NEW YORK, SATURDAY, MARCH 2, 1918

10 Cents a Copy

The Rate Card of The Chicago Daily News Means Exactly What It Says

By BERT MOSES

THE Chicago Daily News is what it is today because of what it was yesterday and the day before.

As far back as my memory goes in advertising, it has had a rate card that meant just exactly what it said.

And to this day no influence can make it vary a hair from the prevailing card.

I have bought much advertising in the last twenty years, and in that time I resorted to every known and occasionally unknown means of beating rates.

I have employed the seductive old bottle, the box of Havana cigars, the bluff, the dicker, the offer, the threat to use "the other paper," the clause waiving a short rate, the full position under a "request," the free readers on the side, the dating of contracts back to a day when rates were lower, and I have resorted to the slap on the back, accompanied by a story with a gamboge hue.

I think the "specials" will nearly all admit that at least occasionally I got close to the bottom.

Quite often I got at least a shade off the price, less often a big shade, and on rare occasions got no shade at all.

Out of all the papers in the United States of America, The Chicago Daily News stands out

like Mars at perihelion as the only paper from which I never attempted to buy space through some form of camouflage.

With hundreds of other papers I tried to beat the rate, and rarely failed, but failure came only after all the schemes refused to work.

Somehow or other, courage always failed when the Daily News' representative came in for a contract, and I quit cold on persiflage when he sat down to talk.

Whatever he asked, I agreed to pay, knowing absolutely that what he charged me, he charged everybody else.

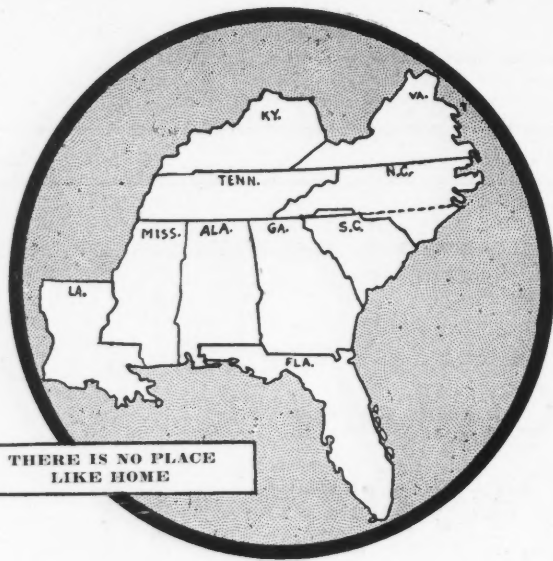
Quite a number of papers now stick closely to their cards, but The Chicago Daily News set the fashion long ago, and that is why what it did yesterday and the day before makes it what it is today—the one paper which stands first as an advertising medium in the minds of more advertisers than any other one paper in America.

The paper most sought and most highly respected is the paper which has a price that none can shade.

Mr. Lawson knew this early in his career, and he knows it now.

The Chicago Daily News would be a different Chicago Daily News if any other policy had been followed.

(This is the third of a series of intimate discussions of The Chicago Daily News by Mr. Moses. The fourth will appear in an early issue.)



- ☐ Around these southern states Prosperity has drawn a magic circle, within the bounds of which there exists today Aladdin-like conditions heretofore unknown.
- ☐ Coast lines, climate, cotton, corn and cantonments are each contributing causes to the unprecedented flow of wealth into the the homes of the Southland.
- ☐ Naturally there has been created for manufacturers of nationally advertised articles a tremendous market remarkably easy to supply.
- ☐ The quickest, shortest and best method of reaching southern buyers is through the leading newspapers of the South.
- ☐ Read the list of reputable southern newspapers and write any or all of them for fullest information concerning the markets they control.
- ☐ Advertising Good Goods in the South is like catching goldfish with a net!

Prepared and written by
RICH-CARR ADVERTISING
 Atlanta

How Much Money Are You Making In The South TODAY?

The Potent Advertising Force of the South

	Net Paid Circulation	2,500 lines	10,000 lines
ALABAMA.			
Birmingham Age-Herald (M)	23,242	.07	.05
Birmingham Age-Herald (S)	31,700	.08	.06
Birmingham Ledger (E)	35,559	.06	.06
Birmingham News (E)	43,000	.07	.07
Birmingham News (S)	49,000	.08	.08
Mobile News Item (E)	9,500	.03	.03
Mobile Register (M)	15,351	.04	.04
Mobile Register (S)	20,288	.05	.05
Montgomery Advertiser (M)	15,213	.05	.04
Montgomery Advertiser (S)	20,783	.06	.05
FLORIDA.			
Jacksonville Metropolis (E)	18,185	.04	.04
Jacksonville Times-Union (M&S)	24,508	.055	.055
Pensacola Journal (M)	5,309	.0172	.0172
Pensacola Journal (S)	5,309	.0172	.0172
Pensacola News (E)	4,623	.0139	.0139
GEORGIA.			
Atlanta Georgian (E)	55,535	.08	.07
Atlanta Sunday American (S)	100,977	.12	.10
Augusta Chronicle (M&S)	6,287	.035	.025
Augusta Herald (E)	11,408	.03	.03
Augusta Herald (S)	10,135	.03	.03
Columbus Ledger (E)	7,425	.0215	.0178
Macon Telegraph (M)	19,719	.04	.04
Macon Telegraph (S)	19,719	.04	.04
Savannah News (M&S)	14,037	.04	.03
KENTUCKY.			
Lexington Herald (M)	9,300	.0215	.0215
Lexington Herald (S)	9,300	.0215	.0215
Louisville Courier-Journal (M)	26,294	.10	.07
Louisville Courier-Journal (S)	49,053	.12	.08
Louisville Times (E)	43,805	.10	.08
Louisville Herald (M)	53,115	.07	.07
Louisville Herald (S)	45,943	.07	.07
LOUISIANA.			
New Orleans Daily States (E)	35,412	.08	.06
New Orleans Daily States (S)	35,412	.08	.06
New Orleans Item (E)	60,756	.10	.10
New Orleans Item (S)	77,433	.12	.12
New Orleans Times-Picayune (M)	61,165	.10	.10
New Orleans Times-Picayune (S)	75,350	.12	.12
NORTH CAROLINA.			
Asheville Times (E)	3,173	.015	.015
Charlotte Observer (M)	13,596	.055	.03
Charlotte Observer (S)	17,826	.065	.04
Greensboro } (M)	11,893	.03	.025
Daily News } (S)	16,890	.03	.025
Winston-Salem Sentinel (E)	6,000	.0179	.0175
SOUTH CAROLINA.			
Columbia Record (E)	11,325	.025	.025
Columbia Record (S)	9,216	.025	.025
Columbia State (M)	18,561	.05	.04
Columbia State (S)	22,625	.04	.04
Greenville Piedmont (E)	4,769	.0143	.0143
TENNESSEE.			
Chattanooga News (E)	17,833	.035	.035
Chattanooga Times (M)	26,341	.06	.06
Chattanooga Times (S)	21,682	.06	.06
Knoxville Sentinel (E)	19,036	.05	.04
Memphis Commercial Appeal (M)	63,951	.12	.10
Memphis Commercial Appeal (S)	102,081	.14	.12
Memphis News-Schmitz (E)	45,000	.11	.10
Nashville Banner (E)	60,557	.07	.07
Nashville Tennessean & American (M)	36,965	.05	.05
Nashville Tennessean & American (S)	39,129	.06	.06
VIRGINIA.			
Newport News-Press-Times-Herald (M&E)	10,355	.025	.025
Newport News Daily Press (S)	6,993	.025	.025
Norfolk Virginian Pilot (M)	25,891	.05	.05
Norfolk Virginian Pilot (S)	33,016	.06	.06
Richmond News Leader (E)	39,401	.08	.06

That the people of
Philadelphia
and its vicinity appreciate the endeavors of
The Bulletin
to give them
All the News
of the day

As fairly
As exactly
As impartially

as it can be laid before them, is attested by the fact that the name of "The Bulletin" is a household word among them, and its circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the ten largest in the United States.

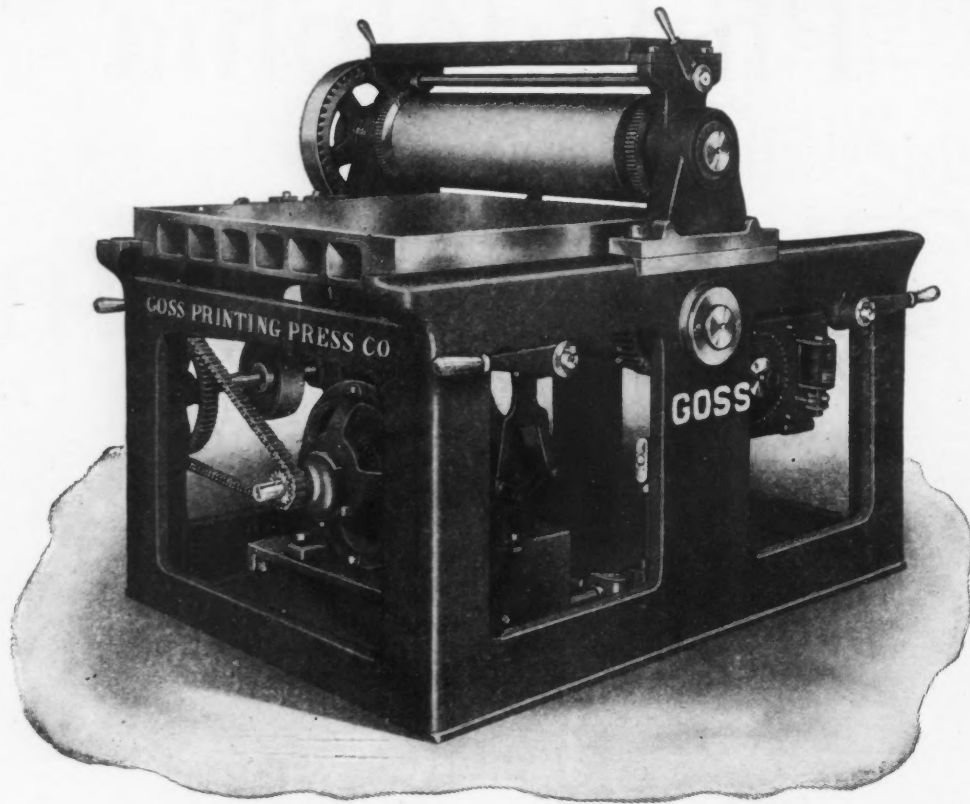
Edward James Cattell, Chief Statistician of the City of Philadelphia, reports that there are in Philadelphia approximately 380,000 homes. The net paid daily average circulation of "The Bulletin" for the month of January, 1918, was 375,486 copies a day.

NEW YORK OFFICE
Dan A. Carroll,
Tribune Bldg.

CHICAGO OFFICE
J. E. Verree,
Steger Bldg.

DETROIT OFFICE
C. L. Weaver,
11 Lafayette Blvd.

WET OR DRY MATS?



THE GOSS

Combination Wet and Dry Matrix Rolling Machine

WILL ROLL EITHER KIND PERFECTLY

We have a Circular that tells all about it. Write for one

THE GOSS PRINTING PRESS COMPANY

Main Office and Factory, 16th Street and Ashland Avenue, Chicago, Ill.

NEW YORK OFFICE: 220 WEST 42nd STREET

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

THE EDITOR & PUBLISHER

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No. 38

SPIRIT AND PURPOSE OF THE IDEAL NEWSPAPER AS VISUALIZED BY GEORGE G. BOOTH

President of Detroit News, in Address at University of Michigan, Makes Impressive Appraisal of Comparative Value of Material and Spiritual Factors in Newspaper Making—Sees Pendulum of the "Clock of the World" Swinging with Resistless Force Toward Brotherhood of Man.

(In his recent address on "The Spirit of Journalism and Architecture" to the students of these two professions at the University of Michigan, George G. Booth, president of the Detroit Evening News Association, made a notable contribution to the literature of newspaper making. The address is of such high inspirational value that THE EDITOR AND PUBLISHER is glad to accord to it the place of honor in this issue.—EDITOR.)

IN addressing you on the "Spirit of Journalism and Architecture" as expressed in the work of building the Detroit News and the new News Building very recently completed, I claim some justification for the undertaking because I have given a large part of my lifetime to both subjects with more or less success. In architecture I find my instinctive "first love," as it were, and in journalism can claim hereditary rights with an acquired taste resulting from thirty years of intimate work with its numerous problems, both business and editorial.

I wish in a very brief way to take you over the course the Detroit News has travelled, particularly in its earliest years, but in doing this, I must first touch upon those conditions existing just prior to its birth.

Close observation has convinced me that if we take a newspaper which comes from the hands of men seriously engaged in journalistic work, we will find such a newspaper literally a photograph of the times in which it is produced. You may see the people and the life and the thought of the people in the paper; in fact, the paper will be the tangible expression of the life of the time, so far as the printed word can express it.

In the early days of American journalism we had the real personality of the editor dominating the paper and leading the thought of the people in a very definite and striking way, particularly in the field of politics. Later those leaders were superseded by party leadership and the editor was the mouthpiece of the party. This was true in the usual social life of the people as well as in the political life, but from that period of rigorous manhood when really able men dominated the field, newspapers followed into the passive period of old age with all its conservatism and reactionary characteristics. The tendency in society was like the swing of the pendulum, from revolution with its vagaries and radical thoughts and actions to con-



GEORGE G. BOOTH.

servatism with its tendency to ease and uniformity of conduct and a distaste for change of any kind.

Such days of indolence of mind have always led to a certain type of corruption in an effort to secure action in either public or private affairs. Almost unconsciously society was resorting to bribery and corruption in public life and a rather easy and respectable type of moral looseness in private life. In the

newspaper, we find reflected these same faults, for it was not an uncommon thing for newspapers to adopt an editorial policy dictated by persons or parties who had previously paid for the service. The news columns were affected in the same manner in the field of ordinary social and business life.

It is the work of an editor from the vantage point of his exceptional position

to keep a little ahead of the social mind, thus encouraging improvement and growth. It is his duty to crystallize public thought, but owing to the fact that there was a striking lack of courageous public thinking, editors of the time fell into habits of carelessness and conservatism, thus completing the picture of the newspaper condition just prior to 1873.

Governed by those natural laws which move the social structure, the pendulum of time had reached the limit of its swing in this direction. There loomed up here and there, now, disturbers of the established order; men whose natures would not submit to so unnatural a state of indolence; who were unwilling to pass their term of existence on earth in so unserviceable a manner. It was plain to all such that a great change was about to begin; that the return of the pendulum was to herald a new day, full of unknown and undreamed of experiences.

Among these men was the founder of the Detroit News, who for some years had been harnessed to the rusty wagon of old journalism, but, breaking the harness, and having faith in his beliefs and a vision into and for the future, he laid his plans to assume a leading position in the new journalism, which was to fit, as he thought, the new social state upon which this country was about to enter.

His methods were those of a methodical mind accustomed to exact methods of reasoning, always eager to get a good foundation on which to build, whatever his undertaking might be. Thus he looked for the faults of the old order, that none of these should find their way into the structure he was preparing to erect.

His ideal paper was very small when compared with the old type, for he could not then find that the available news which could be usefully printed required much space. Most men of the day had relatively little leisure and he wished to give them a daily newspaper which they could really read. He felt they must be informed of all events, the knowledge of which was necessary to a correct understanding of the times. Next, he intended to help them to a correct understanding of the significance of those events. He saw that a dominating public thought would result and that action would follow, and the new trend be in the direction of a better and more in-

teresting life. Aside from these essential elements of the newspaper in preparation, it was plain to Mr. Scripps that all work and no play was not good for man, so some little space should be given frankly to entertainment, and dullness was to be eliminated from all reading matter.

TO DISTURB THE COMPLACENCY OF MEN.

Mr. Scripps was not wrong in his judgment. The "dry bones" of that day rattled with the change that disturbed their repose. The freedom from party or any control other than the principle of public service, was to bring unrest, even consternation, to many. Dark deeds were to be exposed to the light of day. Incompetency or dishonesty in public places was to be the subject of scrutiny and comment. Application of the new guiding rules of the publisher was to disturb the rest and indolence of the old society and begin to train and solidify the less prejudiced thought of the larger class of citizenship.

By the stand-patters and reactionaries, the paper was branded as sensational and the enemy of repose and order; by the great mass of people it was looked upon as the herald of untrammelled truth, and its success from that time on was to be measured by the kind and quality of its disinterested public service.

What then took place in Detroit was, after all, only an instance of what was also taking place in other parts of the country; in fact, if we look closely into the history of the past forty years, we shall see that the pendulum we have spoken of was that long, ponderous affair attached to the Clock of the World. The day of change had come and this swing of the pendulum was to be accompanied by the greatest changes in the conduct and thought of man that had ever occurred up to that time.

It is customary to hang the history of any enterprise upon the shoulders of a man, but it is my wish at this time to present the newspaper in the character of a human being, as an aid to a clear understanding of the subject in hand.

Let us therefore try to construct that type of man which will most likely command our unqualified approval as materializing the ideal newspaper.

THE MAN AND THE NEWSPAPER.

He must, then, bear on his countenance character. He must be strong, courageous, clear eyed, active, hopeful, kindly, helpful, useful, interested in his own endeavor and that of others. He must have a real sense of justice; must always be ready to help the weak, to counsel and lead all when leadership is called for; must be ready and willing to make personal sacrifices when such are necessary to the object sought. He must be eager for knowledge. He must crave wisdom and use it well. He must be strong of will, a believer in the might of right, fearless in a worthy cause, ready to acknowledge and quick to correct a fault, unceasing in labor, unselfish in thought, human in understanding, noble in the loftiness of his guiding principles, and ambitious to serve mankind.

Is this not tolerably near to the qualities of your ideal man? And, if you now go over the list, are they not the qualities you would attach to your ideal newspaper? Are they not very hard to attain? Do we not fall very far short of such specifications ourselves, and because of this, do we not, as individuals who may zealously be striving to win the approval of our fellow-creatures, ask patience and forgiveness for our many shortcomings? So, indeed, does every newspaper worthy the name.

NEW YORK NEWSPAPER, PUBLISHED FOURTH OF JULY AND CHRISTMAS, BACK IN 1846, MADE GOOD USE OF PICTURES



THE average newspaper man thinks of newspaper illustration as a distinct modern achievement. And so it is when one thinks of gravure printing and of the little time required from the moment a picture is taken until it appears on the printed page. But newspaper illustration is not new, as the above reproduction of Brother Jonathan for the "Fourth of July, 1846," will show. In this issue of the Brother Jonathan—the paper was "issued every Fourth of July and Christmas in New York"—can be seen pictures illustrating the capture of Major John Andre at Tarrytown, N. Y., by three militiamen, David Williams, John Paulding, and Isaac Van Wart, and also his execution. The page includes a "view of Milwaukee, on the western shore of Lake Michigan," and a "scene in a Dutch farm house in Pennsylvania," showing a man "reading the Brother Jonathan."

The founder of the Detroit News, having completed his plans, secured on Shelby Street a home for his new enterprise in the shape of a simple frame house, built close to the sidewalk line at the corner of an alley. To this was added a small one-story building to serve as a pressroom. In this simple way the publisher thought to find ample room for the expansion of the paper to his highest dreams, which might be summed up as a small four-page paper with 10,000 circulation. But the tools quickly proved to be inadequate; the room too small. The spirit of right journalism must surely be smothered to death in these cramped quarters. Something had to be done to provide whatever might be demanded in the way of space and facility.

Buildings and machinery only cost money. A right idea is a treasure of untold value as compared with them. So the former must bend the knee to the demand of the latter, and from that day on for a few years, Mr. Scripps scram-

bled for money with which to buy land, build additions, buy machinery and type. First, he destroyed the old house-kitchen to build a new pressroom; next he tore down the old pressroom altering it to make way for other needs. Cellars were dug beneath the foundation of running machinery; homes sold and mortgages placed to obtain money; friends importuned; savings of relatives acquired on the faith of unceasing labor. Each employee was a servant to all, knowing no hours of rest, no limit of duties, even forgetting the needs of self in the eagerness to aid in the progress of the paper. Thus did this newspaper little by little arrive at what seemed to be the zenith of its strength. Then was the promoter disposed to lay down some of the burdens, considering the structure complete; then did he review the remarkable changes from the old order of things and think the work then to be done was to let this strong "newspaper man" pursue his normal course through life.

Men for ages, at such times, have

sought satisfaction in giving tangible expression to their accomplishments in building. The first substantial home of the News was erected over the old frame house which was afterwards removed. This building, 60 feet by 30 feet, two stories high, was in its day a creditable undertaking and architecturally a fair addition to the city. Not alone was it rightly thought to mark the achievement up to that time, but to stand as a permanent reminder of the ideals upon which the paper was founded and conducted and for which it should aim throughout its future. It must not be assumed that a claim of perfection is made. The newspaper from 1873 to 1888 (when I entered into its affairs) represented the creditable changes and variations of public and private life, as well as the shortcomings and fallibility of judgment of those guiding its destiny; in the large, it does form a fair picture of society in all its phases as it was during that time. The paper did greatly prosper, strictly in proportion to the amount and quality of the public service rendered, now less, now more, as the circumstances of the time weakened or strengthened its efforts.

ENTERING UPON NEW ORDER.

At this time Mr. Scripps's health gave way under the incessant demands made upon his time. Another period of social rest had come for the city, and equally for the country at large. The old blanket sheet newspapers had either disappeared altogether or undergone many experimental changes. None was profitable to its owner. The News alone in Detroit was a financial success. It was to be a short period of rest only, of the consolidation of forces; a time of elimination of weak or worn cogs in the machine; a period of reflection. New scouts and captains were to take up the work. The early ambition, ten thousand circulation for the Evening News, had already gone to nearly forty thousand, which was considered then the limit of possibility. The paper was full of advertising, therefore there could be no room for more, and trade as it stood then did not demand more. But like the former days, this was the threshold of a change greater than the paper had previously experienced.

Printing machinery had reached a new stage of improvement. Print paper cost was falling rapidly. Department stores were about ready to expand to surprising proportions. The news value of freshly prepared advertising copy had just been recognized, and the entire world was resting momentarily, governed by the same general influences, engaged in the same work of preparation for what was to prove to be a period of most remarkable progress and change in human affairs.

From that day forward, change followed change almost continuously in building requirements, involving buying machinery, employing more assistance, and, in every conceivable manner, opening the way for the growth of the paper. The progress of the "spirit of journalism" must not be hampered. The paper was compelled to enlarge in size and number of pages, in an attempt to keep up with the changing and expanding retail business of the time, and the variable and somewhat sensational changes in our social, business, and political life.

Thus did we come to the days of 1914 with a clearer vision, a mature understanding of the vital importance of a great newspaper to the life of a people, a realization that the limit of growth depended only upon the population of

(Continued on page 28)

HAS \$600,000 SPACE FOR SHIP DRIVE

Division of Advertising Expects to Control \$1,000,000 Worth for Use of Government Within a Month.

Speaking at a luncheon of the Six Point League at the Hotel Martinique Tuesday, William H. Johns, chairman of the Division of Advertising, said that the Division already had donations of space in magazines and newspapers for war purposes which, priced on a commercial basis, amount to nearly \$600,000. Before the close of March, he said, the Division was confident that the gifts would total at least \$1,000,000. Mr. Johns told again the history of the creation of the Division, and referred to the National Advertising Advisory Board, which passed out of existence when the Division was organized.

"In the first week of the war," Mr. John said, "Herbert Houston called a number of advertising men together and organized the Advisory Board, whose services were accepted by the Government. The Board was working in a great and good cause, but its labor was largely futile in the great scope of things, though it was successful in specific instances. Its authority grew less as time passed, instead of greater. The Board took exception to the Government plan of advertising, and in opposing it talked itself into disfavor with the authorities at Washington. The Government reached the decision that it would not ask for an appropriation with which to conduct a paid advertising campaign, and there the matter rests. Whether this decision is right or wrong, wise or unwise, is entirely beside the point. I am not going to argue either for or against paid advertising by the Government, nor even intimate what my personal views on this question are.

CONTROLS ITS SPACE.

"The Division of Advertising was organized to coordinate the use of space donated, whether by advertisers or publishers, and to get the best results. It has absolute control of all the space given to it, and is not responsible in this respect to any department of Government activity. And it is growing. It added three to the number of its employees to-day, and before long we expect to have a large force of clerks at work in the Metropolitan Tower, where we have taken much more space than we had at first.

"Every department at Washington has its publicity representative and its advertising representative, as your editors well know. One editor told me recently that his office was flooded with matter sent out by the various departments. To care for at least some of this matter, all of which it was impossible to read, much less to publish, he had evolved a system. With, say, fourteen unopened, franked envelopes on his desk, he would take one day the sixth from the top, having taken the fifth the day before, throw the remainder still unopened into the waste basket, and use what he could of No. 6. I do not recommend this system; I only tell you of one man editor's plan.

"Now, the Division is not to take the place of these publicity departments. It is to help every department as it can. For instance: The Shipping Board is about to begin a campaign. We have already to turn over to this Board, without cost to it except actual mechanical expenses for cuts, etc., more than 6,000,

NEWSPAPER MAKERS AT WORK



COL. CHARLES A. ROOK.

CHARLES ALEXANDER ROOK, President and editor-in-chief of the Pittsburgh Dispatch is a native of Pittsburgh. He was educated there and has lived there all his life.

After graduating from the Western University of Pennsylvania (now the University of Pittsburgh), he became connected with the Dispatch. That was in 1880, when he was nineteen years of age. From 1888 to 1896 he was Secretary of the Dispatch Publishing Company; from 1896 to 1902 he was treasurer; in 1902 he was made president and editor.

All American newspaper makers know how high the Dispatch stands in American journalism. It is a newspaper of character and purpose, and embodies in a brilliant way the ideals of its gifted editor. It is an independent newspaper, although Col. Rook is a Republican. He was a delegate-at-large from Pennsylvania to the Republican National Convention in 1908. In 1910 he was chosen by President Taft as Envoy Extraordinary and Minister Plenipotentiary of the United States on the occasion of the celebration of the 100th anniversary of the independence of Mexico. In 1907 he was appointed to the staff of Gov. Stuart, of Pennsylvania, with the title of lieutenant-colonel. He was reappointed by Gov. Brumbaugh in 1915, and is still a member of the Governor's official family. He is president of the Board of Inspectors of the Western Penitentiary and a member of the State Prison Labor Commission.

His capacity for public service has thus been repeatedly recognized, but he has always declined public office. His friends have strongly urged him to make the race for the Governorship and for the United States Senate, but he has always declined. Those who know how completely he has given himself to the task of making a great newspaper understand his reluctance to seek or to accept political office. Neither the Governorship nor a Senatorship would afford him greater opportunities for public usefulness than he has won through his editorial work.

He is a member of the Board of Directors and of the Executive Committee of the Associated Press. He is a trustee of the Pittsburgh Newsboys' Home, and is affiliated with many clubs, including the Fellowship, Philadelphia, the Pennsylvania Society of New York, and the Duquesne, Country, and Athletic Clubs of Pittsburgh. His son, Charles A. Rook, jr., is in the service of the nation with the sanitary corps of the U. S. A.

000 of magazine circulation. One of the ads will be directed to employers of labor, the other to labor itself. In addition, we have two-page spreads in 500 trade papers. In 500 trade papers we have an insert card of postal card stock, franked for reply by either labor or capital. In addition to all this, several hundred house organs devoted to mechanics have offered space, and a lot of other material has been gathered.

\$1,000,000 WORTH OF SPACE.

"We shall do the same thing for the Red Cross drive in May, and a large amount of space for the War Savings Stamps for another month. Already we have control of nearly \$600,000 in advertising for Government purposes, and in less than another month we shall have at least \$1,000,000 worth. In magazines that have donated full pages for the period of the war we have for 1918 alone \$453,000 worth of space.

"Don't think that all this will curtail

the war advertising that your local papers will get. It will not. It is additional to the paid advertising put out by the various committees in their drives. Not only this, but the Division has copy prepared by experts, and this will work an improvement in the character of the ads in your local papers.

Referring again to the subject of paid advertising by the Government, Mr. Johns said in concluding his address:

"THE EDITOR AND PUBLISHER has charged that the members of the Division of Advertising have not done their duty by their client, the Government, in not urging a paid advertising campaign for war measures. That is unjust. We are Federal officers, employed by the Government, and must obey the instruction our employer gives. Ours is not to reason why, but to do as we are told. We have not failed in our duty, because to urge a paid advertising campaign is not in any sense a part of our duty."

CORRESPONDENTS SEE WAR INDUSTRIES

Committee on Public Information Shows Representatives of Foreign Newspapers What This Country Is Doing to Help Win the World War.

To enable foreign newspaper correspondents in the United States to inform better the peoples of the Allied countries what this country is doing to help win the war, the Committee on Public Information has arranged for a series of tours of inspection of Government war enterprises for accredited correspondents of foreign newspapers. The first of these made from last Friday night until Tuesday morning of this week.

The shipbuilding yards at Philadelphia, Hog Island, Pa., Newark, Quincey, Mass., and Squantum, Mass., the Brooklyn Navy Yard, and the Submarine Boat Corporation at Camden, N. J., were all visited. The tour was arranged for by the Division of the Foreign Press of the Committee on Public Information, of which Walter S. Rogers is head.

Those who made the tour are:

W. Beach Thomas, the Northcliffe newspapers; Percy S. Bullen, London Daily Telegraph; P. W. Wilson, London Daily News; Frank Dilnot, London Daily Chronicle; J. W. T. Mason, London Daily Express; Henry N. Hall, London Times; P. W. Bullock, London Daily Mail; Georges Lechartier, Paris Petit Parisien; Romeo Ronconi, Rome Messengero and Buenos Aires La Prensa; Paul Hanna, Paris Le Temps; Charles A. Dochene, Central News of London; Carl D. Groat, foreign service of the United Press Associations; Wilmer Stuart, Reuters; W. W. Davies, Australian Press Association; F. Henrikson, Scandinavian Press; representing the Committee on Public Information, Perry Arnold, of New York, and Donald W. Lee, of Washington.

VOTE TO JOIN N. E. A.

Nebraska Press Association Holds Semi-Annual Meeting in Lincoln.

(Special to THE EDITOR AND PUBLISHER.)

LINCOLN, Neb., February 25.—The Nebraska Press Association met here February 21-23 for its semi-annual convention. The following officers were elected:

President, C. B. Cass, Ravenna News; vice-president, Will C. Israel, Havelock Post; secretary, A. D. Scott, Edgar Sun; treasurer, F. O. Edgecomb, Geneva Signal; executive committee, Adam Breede, Hastings; E. R. Purcell, Broken Bow; H. M. Davis, Ord, and J. P. Furey, Hartington.

The next meeting will be held at Omaha.

At the banquet Ross L. Hammond, publisher of the Fremont Daily Tribune, told of his recent experience in visiting the war fronts in Europe.

The Association voted to join the National Editorial Association.

Speakers at the meeting were W. P. Wortman, president of the Iowa Press Association; Lieut. Edgar Howard, publisher of the Columbus Daily Telegram; S. Borglum, manager Darlow Advertising Company, Omaha; N. A. Huse, vice-president of the American Press Association.

London Editor Named Director

Robert Donald, editor of the London Chronicle, has been appointed one of the five directors of the British Information Department.

GUY EMERSON RAISES OBJECTIONS TO PAID ADVERTISING POLICY

Director of Publicity for Liberty Loan in Second District Declares That If the Government Were to Pay for Its Advertising, It Would Open the Way to Subsidized Press.

IF the United States Government were to adopt a policy of paid advertising it would open the way to a subsidized press.

The Government, unlike private businesses, cannot discriminate in purchasing advertising space. It would have to use all mediums.

The Liberty Loan campaigns have brought results. Why disturb a plan that is getting across, for a theory?

An appropriation of possibly \$100,000,000 would be needed to advertise adequately the Government's needs. A demand for such an appropriation would result in a gigantic wave of opposition all over this country.

These are objections made by Guy Emerson, director of publicity, Liberty Loan Committee, Second Federal Reserve District, New York, to the proposal that the United States Government adopt a policy of paid advertising. In an authorized interview with THE EDITOR AND PUBLISHER, Mr. Emerson said:

Paid Government Advertising Policy Impolitic

"While I believe thoroughly that it would be wrong for the principle of free advertising to be established, I am just as firmly convinced that it would be impolitic for the Government to make an appropriation with which to carry on an advertising campaign for the Liberty Loan, the Red Cross, or any other propaganda that it is necessary to make in these war times.

"There have been several agitations directed toward this end, but they have all lacked the basic appeal for success. This is not because the men at the top have not appreciated what both publishers and public are doing in this direction to aid the country in prosecuting the war, but because no scheme has yet been adduced that would eliminate the difficulties, and even the dangers, that would attend such an action by our legislators.

"One of the agitations suggested that the Government appropriate \$2,500,000 to be expended for display advertising, mostly with the country papers. I cannot at this moment be exact in my figures, but my impression is that this would yield about \$5 each to the country newspapers. You can judge for yourself how far such an appropriation would go in effecting results.

APPROPRIATION PROHIBITIVE.

"An appropriation adequate to permit the Government to pay for the advertising that the need of the times demand has been variously estimated up to \$100,000,000. Taken in conjunction with the other demands on the public, all made necessary by the exigencies of war conditions, it is not conceivable that the people would stand for it. I believe that if such a proposition were brought before Congress for action a wave of opposition would sweep through the country that would be exceedingly embarrassing in these times, when there is embarrassment enough. We do not need any more of that commodity.

"It is useless to think of paying for space in the country papers and not paying for it in others. We have to consider the subject in all its phases. The moment the Government signed a single check in payment for advertising the principle would be established and the Government would have to pay directly for all the space it got. If the country papers were paid, the city papers also would have to be paid. It would double the work, increase the misunderstanding, and, in a word, throw a monkey wrench into the machinery and stop the whole works.

"There is another reason why paid advertising should not be undertaken

as a Government measure, and this, I think, will appeal to all men who are working to make democracy safe for the world.

MUST GUARD FREE PRESS.

"The freedom of the press, nowhere more pronounced than in this country, is the safeguard and the basis of our democracy. For the Government to pay for advertising as it pays for other commodities would open the way for a subsidy of the press that would be fraught with the greatest danger to our institutions. You know how it would be. Congressmen from one section and another would be appealing for funds to buy space in the papers of their localities, each desirous that his constituents should be well-remembered. A publisher who received less than he thought he was entitled to would nurse a grievance against the Government and so be self-debarred from doing his best work in this crisis. Very few papers, I am glad to be able to say, will countenance an offer to buy their news space, but I fear that if the Government were to enter a paid advertising

campaign some who are not now approachable on this subject would be forced into a position that would detract from their present rectitude. At the least, it would lead to endless controversies and to the detriment of the high position the newspapers of the country now occupy.

"It has been suggested that the Government make what might be called a selective paid advertising campaign,

such as is conducted by any heavy national advertiser. While that is a good plan for American Tobacco, for instance, it is impossible for the Government. A private concern can select its media, placing its advertising where it believes the most good can be accomplished. The Government cannot. It cannot differentiate between one paper and another, between one magazine and another. It

(Concluded on page 25)

SEES NO DANGER TO FREE PRESS IF GOVERNMENT BUYS ADVERTISING

Chester Lord, Former Managing Editor of New York Sun, Believes War Purposes of Nation Can Best Be Served by Paid Advertising Campaign—Free Publicity Ineffective.

CHESTER S. LORD, now retired after more than thirty years occupying the position of managing editor of the New York Sun, sees no danger to the freedom of the press in a paid advertising campaign by the Government. Nor does he believe that the war purposes of the Government are best served by the publicity that is given so freely in the news columns.

"The freedom of the press would not be menaced in the slightest degree by a paid advertising campaign," said Mr. Lord. "The editors of the United States are perhaps no better than the men engaged in any other industry, and where there is such a large number there are sure to be some scalawags. But these fellows would be scalawags anyway, regardless of what the Government might do. That they did or did not get advertising would not change their natures. To offset them there are hundreds and thousands of men whom it would be impossible to corrupt in any circumstances, and these, who really represent the editors of the country, certainly would not sacrifice their principles and their patriotism for the patronage the advertising might represent.

"Great advertising campaigns are ear-

ried on now by national advertisers, though none so large as the Government campaign would be, I admit. But papers show antagonism to a product or a movement just because it does not get any part of a huge advertising appropriation? Not that I have ever seen. If their attitude is not affected by this exclusion, it is wrong to say that Government exclusion would affect their patriotism or their determination, shown so generously and so firmly, to win the war.

"As a class, editors are certainly no worse than bankers. I have known Government loans in which not every banker in the country participated. Surely the ones who were left out did not turn against either the country or the Administration because they were not favored. What argument is there, then, upon which to base the supposition that editors would sacrifice their honor, not to mention the safety of their nation, if they did not get some of their advertising that the Government should put out? The Government, in my opinion could carry out an advertising campaign on the same plan that any other advertiser uses. There is no need to use every paper in the United States, but only those which would do the most good.

"Leaving aside the fact that this great nation should pay for what it gets, display advertising would do what free publicity can never accomplish, and advertising should be placed on a business basis. One of the factors most potent for success in advertising is reiteration. Merchants and manufacturers have realized this long ago. Constant hammering is what gets a thing across. While I am certain that editors all over the country will always be willing to give freely of their news space to aid the Government, you can't pound again and again in the same spot through the news columns. Those columns have to carry news, and news must be fresh every day. You can say the same thing over and over again, as many times as you like, in the advertising space, and so reach the public effectively.

"Another thing—and this must have been said many times in connection with this subject—if the Government wants munitions, uniforms, or any other commodity, it neither asks the manufacturers to give without charge a part of his output, nor solicits funds from private sources with which to make the purchase. It simply appropriates the money and buys the goods. There is no good reason why it should not do the same with regard to the space in newspapers that it undoubtedly needs, for the space of a newspaper is the commodity on which it exists."

EDITORIAL.

MR. EMERSON'S AMAZING ARGUMENT

MR. EMERSON'S objections to a policy of paid advertising by the Government are both economic and ethical.

He believes that at the moment when the Government signed its first check in payment for advertising space "the principle would be established, and the Government would have to pay directly for all the space it got."

What principle would thus be established? Let us venture a definition. Such action by the Government would be a formal recognition of the need for display advertising in selling the nation's war bonds and securities to the people; of the fact that advertising space is a commodity, and that its purchase by the Government, in emergencies, is quite as legitimate as the purchase of any other commodity; and, this being true, payment for it by the Government is quite as legitimate as is paying for anything else which the Government purchases.

IT WOULD ESTABLISH THE PRINCIPLE THAT THE GOVERNMENT SHOULD BUY ON ITS OWN ACCOUNT WHATEVER COMMODITY IT REQUIRES, APPLYING THAT PRINCIPLE TO ADVERTISING JUST AS IT IS NOW APPLIED TO OTHER THINGS.

Would that be a dangerous principle for the Government to establish? Is it not far more dangerous to follow the present policy of depending upon private donations to pay for a commodity whose need the Government fully recognizes?

Mr. Emerson does not advocate donations of advertising space by the newspapers. He contends that they should be paid for their advertising space, but that the money should be provided by patriotic contributions. **THUS A VITAL PART OF THE GOVERNMENT'S TASK IN FINANCING THE GREAT WAR IS MADE DEPENDENT UPON DONATIONS SOLICITED FROM BUSINESS MEN—FROM MEN WHO ARE ALREADY CARRYING AN UNEXAMPLED BURDEN OF NECESSARY TAXATION—INSTEAD OF BEING BASED ON THE SOUND AMERICAN POLICY OF EQUALIZING PUBLIC BURDENS AND DUTIES.**

But the question of ethics put forward by Mr. Emerson is of even greater importance than his ideas on the economic phase. He contends, in effect, that the Government cannot buy advertising from the newspapers without running the risk of subsidizing them; that the independence and even the loyalty of a free press are endangered in the proposal. He fears that a newspaper which

(Concluded on next page.)

GOVERNMENT MUST FINALLY MAKE ADVERTISING APPROPRIATION

Frank Finney, Waging Successful Campaign for War Savings Stamps, Declares Present Method Unbusiness-like, Undemocratic, Uneconomic and Inefficient.

ULTIMATELY the Government will be obliged to make an appropriation for advertising its requirements for the war, is the belief of Frank Finney, of Street & Finney, who is in charge of the advertising department of the War Savings Stamp Committee for Greater New York. Mr. Finney does not base his belief upon the idea that either publishers, a host of whom are giving freely of their display advertising pages as well as of their news columns, will cease their donations, or that others will stop giving cash to be expended in buying space, but rather upon his confidence that time will show the present method is unbusiness-like, undemocratic, uneconomic, and inefficient.

In his drive for funds with which to carry out the plan of getting display advertising for his Stamp drive, Mr. Finney has been wonderfully successful. He has found the big men and the large concerns in New York responding generously to the soliciting of his canvassers. He has established for the Stamp drive, which will continue all during the current year, a splendidly effective advertising agency, the workers in every department of which have been contributed by their employers without charge to the Government. No sense of disappointment, therefore, actuated him when he said the following to THE EDITOR AND PUBLISHER:

Paid Advertising Only Will Succeed

"We are carrying on a paid advertising campaign here for the sale of War Saving Stamps, because we believe that is the only way to reach success. The publishers in New York—and I mention New York alone simply because the work of this committee is confined entirely to this city—have done noble work in every campaign the various war activities of the country have conducted. More than that. They are not only willing to continue aiding the Government. Through the columns of their papers, but are unwilling to stop while the necessity exists. I talked with all of them before we started this W. S. S. work, and they told me that so far as lay within their power they would not hesitate to give their space to the Government in all the work it had to do, from now until the end of the war.

"At the same time, willing as our publishers are, I find among them no opposition to my contention that paid advertising is the best way, and so far as efficiency is concerned, the only way for the Government to conduct its advertising campaigns. Our plan is to solicit money to pay for display advertising; not gifts of space from either publisher or advertiser.

"To carry on the work effectively, we organized here a complete advertising agency, with copy department, art department, outdoor department, foreign language department, sales department, and news bureau. Then we asked the newspapers for their long rates covering the full year of 1918, the period during which we shall make our drive. We asked for no other concession, but we did believe we would use at least 35,000 lines in each paper, and we wanted the same rate that any other space buyer would be entitled to for the same volume of business. The publishers, with a single exception, met us fairly. They saw, however, that this basis meant a lot of bookkeeping for us, so they gave us their 'charity rate,' which means a cut of about 33 1-3 from the regular rate.

"With that in hand we took the highest price for a page insertion as a basis and listed the papers in groups, figuring on using about \$1,000 worth of space every day. In advertising we begin with Group No. 1 the first day and follow with the other groups in their order. This gives fair treatment to all the papers in the combination and also covers the whole city in the best possible way."

The schedule of groups is as follows:

COMBINATION NO. 7.		
New York American	F. P.	\$627.20
Il Progresso Italo Americano	F. P.	141.12
Amerikai Magyar Nepszava	F. P.	102.90
Russkoye Slovo	F. P.	98.00
Slovak V. Amerike	½ P.	31.50
		\$1,000.72
COMBINATION NO. 9.		
New York Sun	F. P.	\$720.00
Brooklyn Daily Eagle	F. P.	299.88
		\$1,019.88
COMBINATION NO. 11.		
New York Times	F. P.	\$888.00
Amerikai Magyar Nepszava	F. P.	102.90
Ilas Lidu	½ P.	17.50
		\$1,008.40
EVENING NEWSPAPERS.		
COMBINATION NO. 2.		
Evening Mail	F. P.	\$590.00
Jewish Daily News	F. P.	123.48
Jewish Daily Warheit	F. P.	102.90
Jewish Day	F. P.	177.60
Atlantis (Greek)	F. P.	77.00
		\$1,010.98
COMBINATION NO. 4.		
Evening Globe	F. P.	\$600.00
Brooklyn Daily Times	F. P.	215.60
Bollettino della Sera	F. P.	82.32
Jewish Daily Warheit	F. P.	102.90
		\$1,000.82
COMBINATION NO. 6.		
Evening Journal	F. P.	\$980.00
Srpski Dnevnik (Serbian)	½ P.	17.50
		\$997.50
COMBINATION NO. 8.		
Evening World	F. P.	\$653.18
Brooklyn Citizen	F. P.	168.00
Jewish Daily News	F. P.	123.48
Daily Mirror (Syrian)	½ P.	19.60
Al Hoda (Syrian)	6 P.	28.00
		\$992.26
COMBINATION NO. 10.		
Evening Telegram	F. P.	\$362.00
Brooklyn Daily Times	F. P.	215.60
National Herald (Greek)	F. P.	73.50
Bollettino della Sera	F. P.	82.32
Jewish Day	F. P.	117.60
Jewish Daily News	F. P.	123.48
Srpski Dnevnik	½ P.	17.50
		\$992.00
COMBINATION NO. 12.		
Evening Sun	F. P.	\$720.00
Evening Post	½ P.	250.00
Al Hoda	½ P.	28.00
		\$998.00
MORNING NEWSPAPERS.		
COMBINATION NO. 1.		
World	F. P.	\$653.18
Jewish Morning Journal	F. P.	154.35
Giornale Italiano	F. P.	82.32
Russky Golos	½ P.	24.50
New Yorkske Listy	½ P.	14.00
Courrier des Etats Unis	½ P.	35.00
		\$963.35
COMBINATION NO. 3.		
New York Tribune	F. P.	\$546.48
Amerikai Magyar Nepszava (Hung)	F. P.	102.90
Russkoye Slovo	F. P.	98.00
Ilas Lidu	½ P.	17.50
Wolna Polaska (Polish)	½ P.	35.00
Slovak V. Amerike	½ P.	31.50
Courrier des Etats Unis	½ P.	35.00
Il Progresso Italo Americano	F. P.	141.12
		\$1,007.50
COMBINATION NO. 5.		
Herald	F. P.	\$514.50
Brooklyn Daily Eagle	F. P.	299.88
Jewish Morning Journal	F. P.	154.35
New Yorkske Listy	½ P.	14.00
		\$982.73

(Continued from preceding page.)

might not have been awarded a generous share of the advertising appropriation would make life miserable for the Congressman from its district; that it would hold a grudge against the Government itself, alleging favoritism and unjust discrimination.

In this view Mr. Emerson puts the whole matter on a basis of political patronage. If it is conceivable that sworn officers of the nation, in charge of the nation's advertising campaigns, could be swayed by political or personal considerations, then, of course, a scandal would result. But is this conceivable?

Do the purchasing boards of the Government, entrusted with the duty of securing the BEST of the commodities needed, at fair prices, consider that they must patronize ALL makers and sellers of these commodities, INDISCRIMINATELY? Yet that is what Mr. Emerson thinks a Federal Advertising Manager would have to do.

In his suggestion that the newspapers which might believe themselves unfairly treated in the placing of Government advertising would permit that fact to embitter them against the Government and to turn them from a policy of generous support of its sound war policies to one of hostility, Mr. Emerson brings an indictment against editors and publishers of so grave a nature that it cannot be overlooked. It is a charge of purely sordid motives on the part of editors and newspaper makers even in their attitude toward their Government at war. It leads to the conclusion that a newspaper will support the cause of the nation in this crisis only so long as its revenues are not interfered with—that the patriotism of our editors and publishers is purely a pocketbook patriotism.

The course of the American press in this great war fully refutes this charge. We have no partisan newspapers to-day, so far as this war is concerned. Fortunately for us, and for the world of free peoples who look to us for aid and cooperation in the great task, our President has found behind him the ungrudging and unstinted support of our press. Through that support the strength, in spiritual and material resources, of the whole people has been placed behind him. NO OTHER RULER, either in a democracy or in an autocracy, HAS EVER HAD SUCH A MAGNIFICENT MEASURE OF ALLEGIANCE AND LOYALTY FROM HIS PEOPLE. And the newspapers have been mighty factors in bringing this to pass. They will not alter their attitude. They are not swayed or swerved by petty considerations.

The policy of paid advertising by the Government has nothing whatever to do with politics, or with subsidizing newspapers. It has to do solely with THE BEST INTERESTS OF THE NATION AT WAR.

"With our newspaper mediums aligned," continued Mr. Finney, "we organized a corps of ninety-one solicitors. Of course, we had no funds to engage these men on a financial basis, but we found a lot of good patriots among the advertising and business concerns of the city, who contributed the services of skilled solicitors from their own staffs. The number has diminished, as the number always does in organizing a staff of solicitors, and we have now about thirty-six men out.

"Now, here is a matter that ought to prove not only interesting, but instructive to advertising agencies. Our solicitors went mainly to non-advertisers, and yet we have taken donations from them to the extent of about 10 per cent. of our prospects. That means that so far we have collected about \$60,000 in cash for the advertising campaign for the War Savings Stamps, and we have not yet exhausted our first field of endeavor. When we get through the list of men rated at \$500,000 and over we shall start at those of lower rating, and I am certain that we shall have the same measure of success. It requires about \$7,000 a week to run our combination of newspapers, and there is no doubt in our minds that we shall be able to keep it up. And our advertising is effective, because we are able to lay before the people directly the needs of the Government.

GOVERNMENT CLOGS MAILS.

"The effort to get free publicity argues great waste of time, money, and effort. Every Government department is paying men to produce printed matter that it is sending to editors all over the country, not one-half of which can be even glanced at by them, to say nothing of being read and published. The mails are being clogged with this matter to the detriment of the business mail of the country, and with a pitifully inadequate return in publicity.

"Don't misunderstand me in this. The papers have done magnificently. They have given generously of their space to assist the Food Administration, the Fuel Administration, shipbuilding, and every other activity. The general public does not appreciate either the value or the volume they have given in their patriotic desire to help the country in this time of war. The average man sees no cost to the publisher in giving his space to war advertising or war reading matter. At the same time, every line of space represents an actual outlay by the publisher of a paper. He has his overhead charges and all the expenses of getting out a paper, and only his circulation and his space to sell and so provide an income—and publishing a newspaper, even under the most favorable circumstances, is not by any means the most profitable business in the world. By how much the paper gives away its space, by so much it decreases its income.

PUBLISHERS ALL GENEROUS.

"With a patriotic sacrifice that would be called wonderful if a producer of any other commodity gave as they have given, the publishers have devoted column after column of their news space to the Liberty Loans, to War Savings Stamps, and to other activities, and their charity rate, at least, for display advertising. If the general public does not appreciate this, the United States Government, with its sound, business leaders, should, and so make a national appropriation large enough to buy the commodity which the publishers have to sell, just as munitions, uniforms, (Concluded on page 26)

NEWSPAPER WORK IN AUSTRALIA

The Land Where Journalists—Not Newspaper Men—Are Classified by Their Employers Into Three Grades to Fix Minimum Pay—System Not Practicable in America, Says Ross

By CHARLES G. ROSS, Professor of Journalism, University of Missouri

PART IV.

MR. JUSTICE ISAACS upheld the contention of the Journalists' Association. "They assert," he said, in a comprehensive decision, "that beyond the physical qualities that are indispensable to sustain the arduous labor, and the strain at times involved, and besides the manual dexterity and mechanical facility that form a necessary part of his training and equipment, a journalist who aspires to do the general mass of newspaper work as it exists in the capital cities of Australia cannot be truly efficient without a goodly share of intelligence, sharpened by junior experience, or without considerable education, knowledge of the world and its affairs, quick perception, ready powers of expression, initiative, judgment, and discrimination, combined with fidelity to the journal he represents and loyalty to the public they jointly serve."

Some of the proprietors and editors had testified that in the old days, when they were reporters, the work was more exacting and demanded a higher order of intelligence than it does today. Mr. Justice Isaacs disagreed with this view. To quote from his decision again:

"The men who do the work to-day tell me what they do, how they have to do it, and what it actually means to them. On the other hand, the opposite view is supported by witnesses of a high order, appraising the same work and the same efforts of to-day at a much lower average value, especially when contrasted with their own experiences in by-gone years. . . . I . . . have come to the conclusion that the claimants' view is the right one. I believe the excellence and eminence of the journals I have to deal within this award could not be attained or held unless the standard declared by the claimants to be necessary for the great mass of journalistic work were maintained."

JOURNALISTS CLASSIFIED.

The court therefore "awarded, ordered, and prescribed" that three-fifths of the journalists classified should be seniors, not more than one-fifth should be juniors, and the rest should be generals. An exception was made in the case of Tasmania, the small island state of which Hobart is the capital, the proportions there being fixed at one-third for each grade.

All journalists, the award prescribes, must be classified by their employers into the three grades, for the purpose only of fixing the minimum pay, with the following exceptions for daily papers; editor-in-chief, sole editor, associate editor, chief-of-staff, and leader writers, chief day and night sub-editors, "casual" workers, district or suburban correspondents, cadets, and journalists employed outside the commonwealth. It is further provided that not more than one cadet shall be employed for each five members of the classified staff.

In fixing the minimum rates of pay for the three grades, Mr. Justice Isaacs said:

"Journalism is really a profession *sui generis*. I cannot measure it by what is paid for totally different work, and, taking the view of its requirements that I have already expressed, I see no just reason for refusing the sums claimed, so far as relates to Melbourne and Sydney. That I take as the datum line. This scale represents an advance on previous rates, but, in my opinion, it is not excessive if the work is properly done. . . . I have approached this question of salary with the postulate that no remuneration for services rendered is adequate which does not include a fair margin for enabling the worker to some extent to make provision for some of the future eventualities of life for himself and his family. I need not enlarge on this; I act upon it."

TOP RATES IN SYDNEY AND MELBOURNE.

Sydney (population 800,000) and Melbourne (650,000) are the largest cities of Australia, and for them the top rates, as set forth in the table of wages, were fixed. For the newspapers of the state of Western Australia (capital Perth), a deduction of 5 per cent. was allowed; South Australia (capital Adelaide) and Queensland (capital Brisbane), a deduction of 10 per cent., and Tasmania (capital Hobart), 20 per cent.

In the matter of hours to be worked in a week, the court struck a compromise. The proprietors asked for forty-eight hours of day work and the newspaper men for forty-four hours; Mr. Justice Isaacs fixed the maximum at forty-six. It is also set forth that each man shall have one full day and a half off in each week. For night work the maximum is five nights and forty hours, and journalists doing such work shall not be employed between the hours of 5 A. M. and 5 P. M. "Night work" is defined as employment the greater portion of which is between 3 P. M. and 6 A. M.

Better pay and shorter hours for the morning newspaper men were accepted by all concerned as a matter of course, without argument. It is axiomatic in Australia that night work should be better remunerated than day work; moreover, there seems to be a feeling that the morning newspaper, the palladium of British liberties, requires a greater strain in the making than the evening paper. I imagine that an American judge, if called upon to appraise in dollars and cents the relative worth of morning and evening newspaper work, would not have such an easy task as Mr. Justice Isaacs.

RATE OF SICK PAY FIXED.

A specific rate of sick pay fixed by the court. "What I am about to state as my award respecting sick pay," said Mr. Justice Isaacs, "is not to be taken as the limit of what I think an employer might laudably do in all cases towards employees who faithfully serve him and help to create the value of his property. It is the minimum which I think the employee should be able to insist on as a right." This minimum is

as follows: For every two months or part of two months that an employee has been in the service, up to six months, a sick employee is entitled to one week at full pay, one week at half pay, and one week at quarter pay; after he has been six months, a sick employee is entitled to one week at full pay, one half pay, and four weeks at quarter pay.

Irrespective of sick pay, each journalist is allowed three weeks' annual vacation at full pay.

A district or suburban correspondent receives a "lineage" (space) rate of four cents a line for published matter, with a minimum guarantee, if he is solely employed as a working journalist, of \$20 a week.

Contributors are paid at the rate of six cents a line for leading articles (editorials) and four cents a line for other copy.

Provision is made that a time book, in a form approved by the registrar of the Commonwealth Arbitration Court, shall be furnished by the employer and kept open for inspection during office hours by an authorized member of the Australian Journalists' Association.

AWARD APPLIES TO WOMEN.

The award applies equally to men and women. It is to continue in operation until December 31, 1921.

There are many other provisions, designed to cover as many contingencies in newspaper work as could be foreseen. In general the newspaper workers got exactly what they asked for.

The award, which took effect in May, 1917, was by mutual consent made retroactive to January 1, 1917, and as a result many reporters and sub-editors received back pay, the accrued difference between their old salaries and the higher salaries fixed by the court. In some cases the windfall amounted to several hundred dollars.

Preference to members of the Association is not ordered, but the proprietors undertake not to discriminate against members, and the Association in turn agrees not to discriminate against outsiders who may be employed. On this score there is not likely to be any trouble, since practically all the working journalists of the cities are in the "union." By voluntary agreement a board of advice, consisting of two representatives of the proprietors, two representatives of the employees and a fifth person elected by these four as chairman, has been created in each State to deal with disputes that arise under the award. Though the function of the boards is purely advisory, it is expected that they will do much to promote harmony in the administration of the award.

OWNERS PREPARED FOR CHANGE.

Under previous agreements with the "union," the proprietors had organized their offices to meet the requirements of the grading system and the minimum wage, and hence there was no great shock of readjustment when the new award came into effect. In one or

two offices several employees were dismissed, but on the whole the newspapers accepted the court's ruling with good grace. For the employees who suffered in the reorganization of offices under the award, those who were more fortunate at once contributed liberally to a "victimization fund" to tide members over a possible period of unemployment. One sub-editor who fell victim to a retrenchment policy on a Melbourne newspaper received \$900 in back pay and in compensation voted by the board of directors.

The problem of keeping within the terms of the award complicates the job of the chief of staff, or city editor, who is expected to arrange his assignments (or "engagements," as they are called in Australia), in such a way as to avoid overtime by reporters and yet get the maximum news results. In general, the problem has been successfully met. Employees and employers have cooperated, in a friendly spirit of give-and-take, to effect a smooth-running organization. The best interests of both are served in this way. Had the task of readjustment been approached in a spirit of antagonism, it is quite conceivable that the newspapers of Australia by this time would have lost that "eminence and excellence" of which Mr. Justice Isaacs spoke in his decision. There has been no strike of newspaper men in Australia, nor any threat of strike. That the employees will ever resort to this weapon—which is often used in Australia in spite of the compulsory arbitration laws—is extremely unlikely.

I have frequently been asked how Australian newspaper salaries, of reporters and sub-editors, under the minimum-wage system, compare with American salaries. The answer is that the average is about the same, but that in America there is a greater gap between the top and the bottom. The minimum wage, in journalism, as in industry, has a levelling tendency. It is a fine thing for the mass of workers, but a poor thing for the brilliant individual. In Australia, it seems to me, the top-notch journalists—and most of those who guide the destinies of the "union" are of this character—have deliberately and cheerfully penalized themselves to benefit the majority of the workers. Were it not for the existence of the "union," which compels the payment of an excellent average wage to all degrees of reporters, it is quite likely that the star men would be getting more money. On the other hand, the majority would doubtless be getting less money. There is nothing in the award, of course, to prevent an employer from paying a man any amount above the minimum; but the natural tendency, in view of the high minimum, is to hold wages close to that figure. A fair number of men are getting wages in excess of the minimum, but the salaries at the top are not to be compared with those paid to men of corresponding rank in America.

Is the minimum wage, then, a good

(Concluded on page 35)

Who Needs 200,000 Real Salesmen?

Think of placing more than 175,000 real salesmen every week-day, and more than 200,000 on Sunday, in the *richest* territory in the United States—Cleveland and Northern Ohio!

Think of it this way and you have an idea what the Cleveland Plain Dealer can do for you and for the product you have to sell.

The Plain Dealer goes right into the home—to the people who *buy*—and tells your story. Is there any question as to the results to be obtained from such a medium?

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Over 200,000 Sunday

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RATHOM ARTICLES ON PLOTS SUPPRESSED

World's Work Ceases Publication of Providence Journal Editor's Expose of German Machinations in This Country, After First Number.

The World's Work has announced that it will discontinue the series of articles on "Germany's Plots Exposed," written by John R. Rathom, editor of the Providence Journal. The Providence Journal, in the early months of the war between the United States and Germany, printed a number of stories exposing German machinations in this country, which attracted wide attention, because in the main developments that followed supported their chief contentions. The World's Work advertised widely its intention to get Mr. Rathom to tell the complete story of how the matter was gathered for these articles, and the reading public awaited its publication with intense interest.

The February number of the magazine contained the first instalment. So vigorous was the demand for copies that within a few days after its issue the entire edition was exhausted, and newsdealers were clamoring for more to supply the inquiring public. Anticipation was that the March number would carry readers deeper into the history, when suddenly French Strother, associate editor of the World's Work, authorized the following announcement:

"In accordance with a mutual agreement between the World's Work and John R. Rathom, editor of the Providence Journal, the World's Work will discontinue the publication of the series of articles entitled 'Germany's Plots Exposed,' written by Mr. Rathom.

"The World's Work will forthwith publish a series of articles on 'Fighting German Spies,' by French Strother, by courtesy of the Bureau of Investigation, Department of Justice. The facts and documents published in these articles are verified.

At the office of the World's Work, A. W. Page, the editor, declined to comment upon the discontinuance of the articles.

MR. RATHOM'S STATEMENT.

Mr. Rathom himself, asked for a statement by THE EDITOR AND PUBLISHER, said:

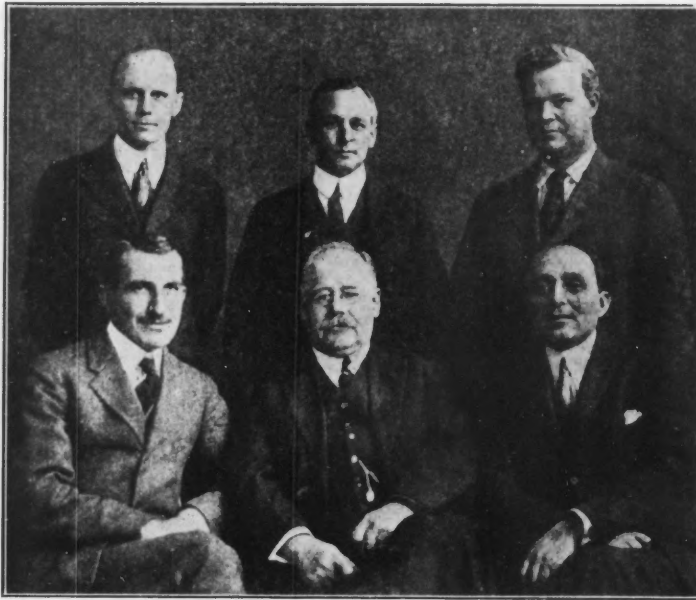
"The discontinuance of my articles in the World's Work, made the basis for a statement by the New York World this morning, was the result of a conference between the editors of the World's Work and myself, and was decided on from motives of patriotism and a desire to perform the largest possible service during the present war.

"The only direct assertion which the New York World ventures to put forth in its effort to make it appear that these articles have been suppressed by the Government is that as a result of an inquiry made by a committee composed of Charles E. Hughes, Chairman of the District Draft Board; Assistant United States Attorney Knox, and A. Bruce Bielaski, Chief of the Bureau of Investigation of the Department of Justice, Government officials conferred with the publishers of the World's Work, and it was decided to withhold the other instalments of my articles. This statement is in every detail an absolute falsehood.

NO SUCH COMMITTEE.

"There was no such committee, no such decision was arrived at, and the only persons concerned in the decision

MEMBERS OF THE PROVIDENCE JOURNAL STAFF WHO FOILED EMINENT GERMAN PLOTTERS



FRED C. PERRY
CHARLES R. STARK

ARTHUR W. TALBOT
EDMUND H. KIRBY
(MANAGING EDITOR)

HERBERT M. FORD
JAMES C. GARRISON

to cease publication of my articles were the editors of the World's Work and myself. There never was, and is not now, any inhibition, governmental or otherwise, upon the publication of these articles.

"With regard to the publication by the New York World this morning of other statements in regard to the work of the Providence Journal within the past three years and a half, I have nothing to say at this time except to point out the very apparent reason for the attempt on the part of the New York World to discredit the Providence Journal, and to add that no one of the hundreds of stories of German propaganda printed by the Providence Journal during that entire period has ever been shown to be misleading or not founded on fact."

WORLD DENIES CLAIM.

Mr. Rathom's reference to the New York World connoted the fact that the World, while publishing the announcement of the discontinuance of the articles, declared that the claim that was made by Mr. Rathom in the first of the series that the Providence Journal was responsible for the seizure of the famous Albert papers, which revealed invidious activities of German propagandists in this country and were responsible for the dismissal of Dr. Dumba, the Austrian Ambassador. The World also said investigation had proved some of Mr. Rathom's statements untrue.

In Washington Government officials denied that they had any hand in the decision of the publishers of the magazine and the author of the articles to discontinue the series. It was admitted, however, that officials at both the Department of Justice and the Department of State, if not the President himself, were seriously concerned about the effect Mr. Rathom's articles might have, though they agreed that he was actuated by the most patriotic motives in writing them. It was suggested that in such a writing some things might be said that would be at least difficult to confirm to the satisfaction of the diplomats of the Allied nations, and might

be embarrassing to the United States. Also, it was recalled that the authenticity of the Zimmermann note to Mexico was denied with vigor by Germany when the State Department published it, and that nothing but the admission of its correctness by Berlin prevented a schism here that might have been difficult to heal. It was argued that a similar circumstance might well arise in connection with some of the disclosures that Mr. Rathom was prepared to make. At the same time, it was admitted by the Department of Justice that Mr. Rathom had furnished a great deal of

WASHINGTON DENIES TAKING ACTION

Motives of Patriotism Alone Guided Author and Publishers—Some Quarters Said to Fear Disclosures Might Embarrass Government.

information that was valuable and of material aid to that Department.

It has been argued, too, that since the members of the staff of the Providence Journal were working independently of either State Department or the Department of Justice, and so would, necessarily, develop matters in some instances that had not come to the notice of either, disclosure of their activities might tend to diminish the confidence of the public in the thoroughness of the Departments' work, and so weaken the faith of the American people in the value of their protecting power.

The members of the staff of the Providence Journal who were actively engaged in defeating the plots of von Bernstorff, von Papen, and Boy-Ed, as well as others of whom mention was to be made in further articles, are Fred C. Perry, Arthur W. Talbot, Herbert M. Ford, Charles R. Stark, James E. Garrison, and Edmund H. Kirby, the managing editor. Their combined efforts nullified many of the attempts against the peace of the United States made by the German Embassy, and resulted in disclosures which were of value to the Secret Service when placed before them. The work of this small group of newspaper men, working without Government or other authority, and yet achieving results of which the Secret Service itself might well be proud, is a high tribute to the training got by reporters in newspaper offices.

Mr. Rathom's article in the February number of the World's Work describes thoroughly the characters of Count von Bernstorff, the German Ambassador; Capt. Franz von Papen, German military attaché, and Capt. Karl Boy-Ed, German naval attaché, whom he calls

(Concluded on page 26)

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ANOTHER GREAT U. P. BEAT BRINGS THE WAR HOME

NIGHT FINAL With Complete Wall Street

The Evening Sun.

NIGHT FINAL With Complete Wall Street

VOL. XXXI—NO. 292

NEW YORK, WEDNESDAY, FEBRUARY 27, 1918

PRICE TWO CENTS

66 AMERICAN SOLDIERS GASSED; 5 DIE FROM POISONOUS FUMES

RUSSIANS FIGHT TO SAVE CAPITAL FROM INVADERS

Navy Tug Cherokee Founders; 4 Dead, 26 Missing, 10 Saved

OSBORNE HITS RIVAL IN COURT

Strikes Lawyer Defending Police in Cruger Case.

It's Easy to Add To the Fund

HOSPITAL SHIP SENT TO BOTTOM

U. S. Destroyer Goes to Aid; 8 Boats Still Afloat

ENEMY DROPS DEADLY SHELLS IN OUR LINES

Doctors Work All Night Over Men in Hospitals—Whole Army Stirred by Suffering of the Victims.

"If It Happens In New York It's In The Evening World"

The Evening World.

HOME EDITION.

GERMAN GAS ATTACKS KILL FIVE, INJURE 61 AMERICAN TROOPS

U. S. BUILDING AND REPAIRING RAILWAYS IN FRANCE TO CARE FOR ARMY OF 2,000,000 MEN

30 BELIEVED LOST ON U. S. NAVY TUG SUNK DURING GALE

RUSSIANS KEEP ON FIGHTING; CALL THE WOMEN TO ARMS; GERMANS REFUSE ARMISTICE

DEPOSED ARMY CAPTAIN WHO REFUSED TO FIGHT AND GOT 25-YEAR TERM

NEW YORKERS ARE STRICKEN BY GERMAN GAS ATTACKS; VICTIMS FROM 12 STATES

Gigantic Task of Preparing Means for Transporting American Troops and Supplies Well Under Way—Army Well Ahead of All Its Needs.

Cherokee Goes Down Off Delaware Capes—Ten Survive

Two Hundred Thousand Enrolled for the Defense of Petrograd

ONE MAN IN CHAINS AS BROOKLYN SENDS 1,088 OFF TO CAMP

American Signal Wires Had Been Cut and the Barrage Fire Was Delayed for Many Minutes—Suffering of Victims Enrages Doctors.



WALL STREET SPECIAL

THE EVENING MAIL

WALL STREET SPECIAL

1.25 P. M. STOCK PRICES 82D YEAR. NO. 62

NEW YORK, WEDNESDAY, FEBRUARY 27, 1918

TWO CENTS. 1.25 P. M. STOCK PRICES

NEW YORK BOYS KILLED BY POISON GAS SHELLS

70,000 REDS QUIT MOSCOW TO CHECK FOE

Unions Pick F. P. Walsh for U. S. Labor Board

WILSON WAITS FOR ANSWER OF CZERNIN

Raider Wolf Sank 37 Ships, Berlin Says

ALDERMEN TRY TO CUST SOCIALISTS

New Gas Mask Used by American Soldiers

5 U. S. LADS DEAD, 61 OTHERS SENT TO HOSPITAL AFTER GERMANS USE NEW POISON

Regular Army Refuses to Fight, So Workers Arm.

ADVANCE CONTINUES

Washington Not Much Impressed by Hertling Talk.

40 SAVED OF 10 ON BOARD U. S. NAVY TUG

Democracy and Republicans Unite Against Lee.

Electrically Controlled Gas Projectors Rain Shells on Americans—Gas Shells Tamed to Explode in U. S. Trenches Over Sector.

AMERICAN LADS WHO FAILED TO ADJUST MASKS QUICKLY VICTIMS OF POISON WAVES

Some Germans Already in Petrograd—Doubt Capital Will Be Defended.

Treaties Meet with Some Opposition in the Senate.

Cherokee Founders Off Atlantic Coast.

City Hall Was a Storm Center Today where Democrats and Republicans Aligned to Send a Way to Deal from the Board.

Many of the Hospital Cases Outside Ambulance, Were Sent to Hospital by Teams from Gas Attack.

The First Victims Included Men from Massachusetts, Pennsylvania, North Carolina, Indiana, Kentucky, New Jersey, Tennessee, Rhode Island, Ohio, New York, Washington and Arkansas.

THE TELEPHONE OF THE ADDRESS.



Exclusive descriptive dispatch from American front gives first news of fatal gas attack on our own boys in the trenches.

U. P. service from Petrograd in Russian Crisis, consistently right and conspicuously ahead.

News that your paper cannot afford to miss.

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GENERAL OFFICES

NEW YORK CITY

IMPORTANT MERGER IN ROCHESTER FIELD

Evening Times Consolidated with Union and Advertiser, with Recent Purchasers of Latter Paper in Control—Capitalized at \$1,700,000.

(Special to THE EDITOR AND PUBLISHER.) ROCHESTER, February 28.—The Elmira, Messrs. Frank E. Gannett, W. J. Copeland, and E. R. Davenport, owners of the Elmira (N. Y.) Star-Gazette,



JOHN E. MOREY.

who last week acquired all of the outstanding stock of the Rochester Evening Union and Advertiser, taking immediate possession of the property, this week purchased from John E. Morey and associates the Rochester Evening Times.

These two evening six-day-a-week newspapers will be consolidated the first of the week and issued as the Rochester Evening Times-Union.

The Rochester Times-Union Company has been incorporated under the laws of New York State with a capital of \$1,700,000; common stock, \$1,500,000; preferred stock, \$200,000. The officers of the new corporation, owner of the Times-Union, are: Frank E. Gannett, president; E. R. Davenport, vice-president, and W. J. Copeland, secretary and treasurer.

This deal, negotiated by the New York Newspaper Brokerage firm of Harwell & Cannon, reduces the number of daily newspapers in the field from five to four. The morning and Sunday papers are the Democrat and Chronicle and the Herald. The evening newspapers are the Times-Union and Post-Express. John E. Morey, who, for the past fifteen years has had the general management of the Times, will remain with the new company in an advisory capacity.

Roy C. Kates, for many years editor of the Times, will remain with the Times-Union as news editor.

The Times was established in 1887. It was the original one-cent newspaper of Rochester. In 1907 the other four newspapers reduced their subscription prices, thus giving Rochester five one-cent daily newspapers. On February 18 the price of the evening newspapers was advanced to two cents, but the morning newspapers remain at one cent.

Frank E. Gannett will have charge of the editorial end of the Times-Union. Edwin R. Davenport will be the general manager.

The Union and Advertiser was founded in 1826, and claims the distinction of being the oldest daily newspaper in the United States west of the Hudson River. W. J. Curtis, for many years the head

STORY OF NEWSPAPER SALE AGAIN INCLUDES NAME OF FIRM OF HARWELL & CANNON



AUBREY HARWELL.

HENRY CANNON.

of that enterprise, has retired from the newspaper field.

NEW OWNERS ARE YOUNG MEN.

The new owners, whose pictures appeared in THE EDITOR AND PUBLISHER for February 23, Messrs. Davenport, Gannett, and Copeland, are all practically the same age, having just turned forty.

Dr. Woodford John Copeland was born in Elmira, December 7, 1875, and is a product of Elmira's schools. When eighteen years old he matriculated in the medical department of the University of the City of New York, graduating in the spring of 1896.

Dr. Copeland practiced medicine and surgery for four years, and then abandoned the medical profession to enter the newspaper field in 1900.

The Elmira Evening Star was the creation of his father, Isaac Seymour Cope-

land, practical printer, now president of the Elmira Star-Gazette Company.

Dr. Copeland succeeds Mr. Davenport as treasurer, editor, and manager of the Star-Gazette, the latter going to Rochester.

Frank Ernest Gannett was born in Naples, N. Y., on September 15, 1876. He graduated from Bolivar (N. Y.) High School and entered Cornell University College of Arts and Sciences in 1884 as winner of the State's scholarship. During his college course he was on the editorial staff of the Cornell Sun, manager of the Cornell Magazine, and on the editorial staff of the Ithaca Daily Journal.

He was graduated in 1898. Shortly after graduation he went to the Philippines as private secretary to President Schurman, of Cornell, who headed the first Commission to the Philippines. Return-

ing to America in 1900, Mr. Gannett became editor of the Ithaca Daily News. In 1906 he became a half-owner and editor of the Elmira Gazette, which, one year later, was consolidated with the Elmira Evening Star.

In 1912 he bought the Ithaca Journal, on which he worked in college for \$3 a week, and has developed it into a good property, with a circulation of 7,000 in a city of 16,000 population.

In 1915, Mr. Gannett was elected president of the New York State As-



ROY C. KATES.

sociation. A year later he was made president of the New York Associated Dailies. He is also a member of the

(Concluded on page 27)

REGIMENTAL NEWS IN DETAIL—ACTIVITIES OF WELFARE ORGANIZATIONS—NEIGHBORHOOD EFFORTS FOR SOLDIERS



Camp Dix Edition of Trench and Camp. Published Weekly Under the Auspices of the Y. M. C. A. War Work Council, by the Trenton Times, Trenton, N. J.

VOL. I.

Wrightstown, N. J., December 6, 1917.

No. 10.

JEWISH WELFARE WORK IS GROWING

Great Success A Leadership of C News

An elaborate chair being arranged for in this camp. It was evening, December 1 Announcements will every company built camp. Bones for distribi dire have been re J. Janover, the rep Jewish Board for t the U S Army an will conduct the cer ment laym in will be.

Mr Janover can M C A. No 2 ere mess. He is deere touch up all of th in the camp to org ties which the me i In co-operation t Townsend, the Y i tional camp direct work among the A of Jewish faith w Among the hundre in this camp Mr found one who is i many have only re European lands

Advanced course foregnere are being Janover non Bible e to be organized throughout the cam

Yiddish papers for fer to read them r the Y M C A and inga or la Mr Jano

Registration card tical data are to every Jewish man

Mr Janover is being swamped by invitations from Philadelphia, Camden Newark New York, Burlington and Trenton for men to be entertained in Jewish homes and at Jewish clubs. For the coming festival



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FRATERNAL NIGHT IN FACING SUCCESS

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okes Speaks. Invented to Iphia ht was Fraternal at the Auditorio of the evening f M. C. A. Secre the fraternal of-camp Dix was scheduled to be at camp business, and his as read from the Governor Stokes d address on the 'ar,' which gave ace much to think d sized crowd in fore the musical sith preceded the b Infantry Band platform and were the short concert the evening were the Mary Garden a splendid harp-etch, violinst e above the fra- mea held two seetings in Y M Friday evening. discussed plana a best serve the membra who are ia with the en- k loads of frater- e visits to lodge i Trenton during day morning Sir, invitation for fifty ests of the Geoge re in Philadelphia evening, Decem-

ADDITIONAL COPY SENT TO THE FOOD LINE THAT THE WORD THANKS giving suggest was there except the turkey, and the soldiers had their complete fill of that at noon and night some both. But about a thousand of

POPULAR WITH THE SOLDIERS

A Book Every Ambitious Newspaper Man SHOULD HAVE

To know what others who have won greatest success have done under various circumstances is to be able to meet circumstances as they develop most effectively

*Praised by the high lights of modern journalism **

READ THIS REVIEW FROM THE NEW YORK TIMES, FEB. 24th, 1918

Efficiency in Newspaper Building

NEWSPAPER BUILDING: Application of Efficiency to Editing, to Mechanical Production, to Circulation and Advertising. With Cost Finding Methods, Office Forms, and Systems. By Jason Rogers. Harper & Brothers.

Books on newspaper making are generally written from the editorial standpoint. Here is one from the publisher's, by a writer who now sets about telling others how the thing is done. The author is the publisher of The New York Globe, and his own experience gives him a pulpit of authority. He is able to tell why newspapers fail as well as why they succeed, and the conclusion one draws is that in the one case the reason is sincerity and in the other the lack of it.

Failure, however, is the ultimate disaster; there is nothing beyond it. Before it there is a train of lesser evils: Waste, loss, hardship, unnecessary struggle, a long array of them, and many who never reach ultima Thule have had enough sailing past these reefs. Well, what is the way to dodge them? The same lesson, we take it—sincerity. For instance, there is the waste involved in imitation, and imitation may be the sincerest form of flattery but is sincere in nothing else. There are great and successful newspapers which are, each of them, like no other newspaper in the world. There are not so many of them; "for as a rule there is such a wonderful sameness about them that very slight differences distinguish even the sane from the yellow journals." What is the reason, accident or coincidence? No, imitation. "For example, if one publication starts a school page and makes headway with it, the other papers are almost certain to follow," and so with a sporting feature or anything else.

The newspaper business is like no other; the definition Mr. Rogers gives of success is proof enough of that. "Newspaper success is the result of selling our manufactured product at a loss until we reach a point in the traffic where the sale of a by-product overcomes all losses incurred and yields a profit." So it is "a business prolific of gymnastic feats," and consequently full of temptations to the short cut. The short cut, Mr. Rogers assures us, does not pay; you can't win with gift enterprise schemes. Years ago he was one of the founders of a newspaper which started with the idea of providing every reader with an accident insurance policy.

All a person had to do to win was to be found dead through some accident with a copy of that day's paper in his pocket. We later discovered that every gang of workmen had two or three copies of the paper, one of which they placed in the pocket of every fellow-workman who was injured.

The paper was a failure; and so with another, also a New York paper, which had millions of money behind it and was equipped with brains and experience. It relied on "wonderful gift enterprises" and catchpenny schemes. It "established a mushroom growth both regarding circulation and advertising, which, being founded on froth and scheming, without sincere purpose, crumbled like a house of cards when its promoters got tired of putting up money to see the wheels go around." The successful papers, on the other hand, are those that undertake real public service and perform their undertaking conscientiously. As for circulation, the really capable circulation manager knows that he can get it better by spending his money in making a good paper than by "trying to force a sale for an inferior product."

Mr. Rogers has scant patience with the idea that anything can be accomplished by spending money to "beat the other fellow," though he admits that newspaper men have that idea deeply ground into their systems. He instances the waste of the evening-paper delivery system in New York, by which each evening paper "tries to beat six or a dozen competitors to 5,500 news stands five times a day," a useless conflagration of money and effort. In smaller cities they have solved the problem; they limit themselves to one edition a day, delivered punctually at the time the readers have learned to expect it. Sincerity again, in another phase. As for "beats" in the news field, they are almost an impossibility to-day.

If a paper misses anything its neighbor has, it gets out a "lift" in a few moments and all is forgotten. Our newspapers are more largely bought for our way of treating things, our editorials, our features, or what we stand for. The sooner we find out that the transient sale of a few extra copies at the news stands is not worth what it is costing us, the sooner we shall put our business on a sound basis.

"My boy," said Col. W. R. Nelson to Mr. Rogers, "don't let the other fellow make your newspaper. Make your own newspaper, and as long as it is marching forward don't waste any time watching what the other fellows are doing." By way of proving the worth of this advice, Mr. Rogers invites us to witness the "futile efforts of the tail-end newspapers in a large city" who do not follow it. That, he leaves us to infer, is why they are tail-enders. Mr. Rogers's book has a chapter devoted

to THE NEW YORK TIMES and its publisher which is most generous and complimentary to both. In this chapter we are told:

THE TIMES stands as a monument to the highest grade of genuine newspaper ability. * * * The practice of its tenets by those desirous of similar success elsewhere would make for greatly improved newspapers, to the increased glory and credit of the business. * * *

If ever a newspaper was built brick upon brick, through the recommendation of one reader to a friend who was not yet reading it, THE NEW YORK TIMES was so built. A survey of its steady circulation growth over a period of years shows almost machine-like regularity.

As the snowball, represented by THE TIMES's success, grew larger and larger, and more readers were helping it grow by recommending it to those that still bought other newspapers, its progress grew faster by reason of the ever larger army of reader-boosters. There never has been anything sensational or flamboyant about THE TIMES. It has spent great sums of money to secure great news beats, such as the Peary North Pole story, but it has gone ahead, straight down the middle of the road, as the best, cleanest, and most complete newspaper that could be turned out on any day.

The book goes in detail into all the features of newspaper-making from the business side. There are chapters, rich in experience and in detail, about "Features and Of Your Field," "Finances and Capitalization," "Ratio of Reading to Advertising," a whole section on the plant, and another on advertising. It is a book of great value to those who are interested in learning the fundamentals of newspaper-making, and to those who have an ambition in the direction of the newspaper profession—to the latter he presents a section telling them how to do it. But through even the most practical of details there runs the motive.

There can be no lasting success for anything except the real goods in newspaper-making, for every copy of a newspaper is the obvious proof of the genuine or the make-believe.

A sincere, enthusiastic book, written in a raucy style and pungent with conviction; novel in its standpoint, and of high value not only to publishers but to every student of the history and development of the press.

300
Pages

"NEWSPAPER BUILDING"

By JASON ROGERS

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H. B. CLARK DIES IN SAN DIEGO

Was One of the Founders of the United Press Associations—For Years Connected Prominently with Pacific Coast Newspapers.

Hamilton Burdick Clark, one of the founders of the United Press Associations, died of heart failure on the morning of Saturday, February 23, at his country home at Chula Vista, San Diego County, California.

Mr. Clark, who for many years was directly connected with the newspaper publishing business on the Pacific Coast, as well as in the East, had disposed of his holdings and recently had given his time almost exclusively to his fruit ranch and other local affairs in San Diego County. He was forty-seven years old.

With E. F. Chase, he founded the Seattle Star, now one of the influential papers in the Northwest. Later Mr. Clark established and for several years managed the San Francisco Daily News. He was in charge of the Daily News at the time of the San Francisco fire, in 1906, and helped pilot it successfully through those troublous days.

He was also one of the organizers and directors of the old Scripps News Service, which operated on the Pacific Coast. Throughout his newspaper career, he was connected with the Scripps interests, having served that concern in numerous important capacities.

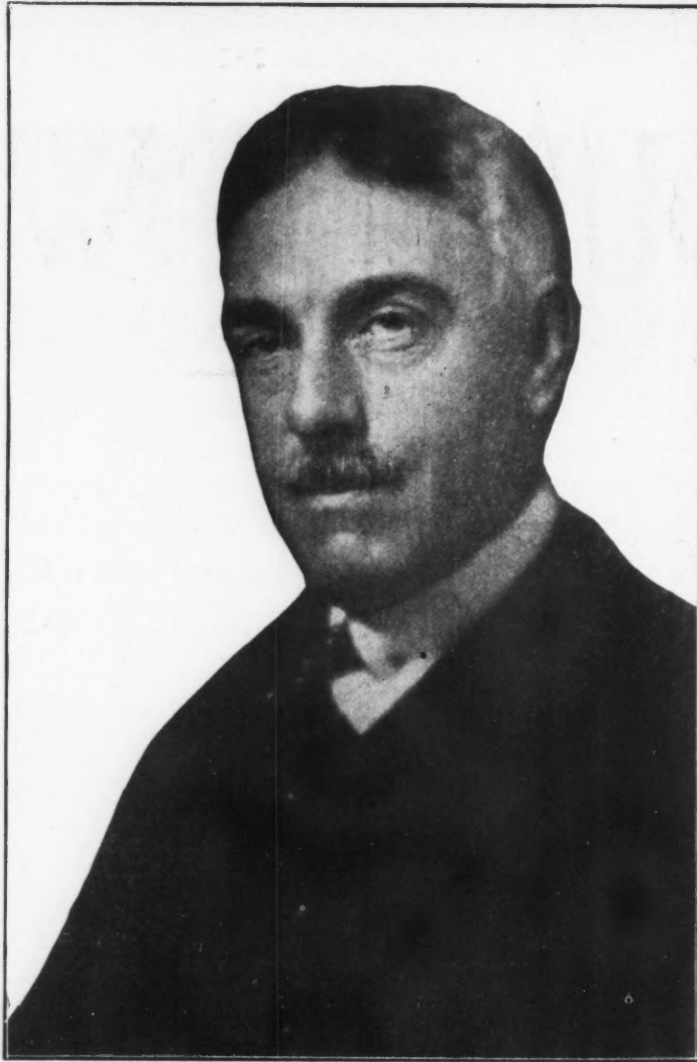
In 1907, with John Vandercook, Mr. Clark founded the United Press Associations, and for years was actively connected with the direction of the business of that organization. Mr. Vandercook, who was the first president of the U. P., was in direct charge of the news department, while Mr. Clark was the head of the business organization. At that time Roy W. Howard, now president of the United Press, was news manager of the New York office. Mr. Vandercook died in April of the following year, and Mr. Clark took general charge, Mr. Howard becoming general news manager. W. W. Hawkins, now vice-president and general manager of the United Press, had been manager of the Albany bureau, and at the time of Mr. Vandercook's death was sent to San Francisco as manager of the Pacific Coast division. C. D. Lee then became business manager. Mr. Lee retired about a year ago, to enter the Government service as business manager of the Committee on Public Information, and was succeeded by Karl A. Bickel.

Mr. Clark continued in general charge of the United Press until 1912, when Mr. Howard became president and Mr. Clark became chairman of the board. About two years later Mr. Clark retired from active connection with the U. P. He participated in many newspaper ventures, was widely known to publishers throughout the country, and, while he habitually avoided the limelight, he played an important part in the development of the business during the last two decades.

He is survived by his wife and three children, two girls and a boy. His mother and father also survive him, and make their home in San Diego.

Mr. Clark's holdings were extensive, but no definite estimate is made of the fortune which he left.

"Mr. Clark had the wonderful ability of inspiring confidence," said W. W. Hawkins, general manager of the U. P. to THE EDITOR AND PUBLISHER. "He was absolutely direct in his methods, had the keenest insight into the newspaper business, and won the loyalty and ad-



HAMILTON BURDICK CLARK.

miration of all the men who were associated with him. While he continually took an important part in the handling of big affairs, he always avoided publicity for himself.

"His associates always valued his advice at the highest estimate, and frequently felt that he was far too generous in giving credit to others for things accomplished. He had a clear, blue eye that looked straight into the heart of things, and was the kind of man that men love."

Cabling from Valparaiso, Chili, to THE EDITOR AND PUBLISHER, Mr. Howard, president of the United Press Associations, paid this tribute to Mr. Clark:

"In the death of Hamilton B. Clark, journalism lost one of its most brilliant, far-seeing figures of the generation. He was a creator and builder whose faith in everything that is best in American newspaperdom was only equalled by his personal modesty and his loyalty to his fellow-workers."

ANNOUNCING
The Appointment
of
MR. HARRY P. INMAN
as
Foreign Advertising Manager
of the
CHICAGO HERALD

M. A. BERGFELD
General Advertising Manager

Philadelphia

Is

a

Morning

Newspaper

City

OUR TOWN

*The Magazine Newspaper
of America's Ideal Suburb*



Greenwich, Connecticut, January 22, 1918

Mr. Oswald Garrison Villard,

My dear Mr. Villard:

I was greatly interested by some of your remarks concerning the Small Town Press in a recent article in The Atlantic Monthly.

It has occurred to me that you might care to glance over a little book that I printed a short time ago. Possibly the last editorial in it, "Being a Small Town Editor", might interest you.

Of one thing I feel sure, and that is if every small town editor could read daily The Evening Post, the improvement in our small town press would become apparent before many months. Certainly I find in it never-ceasing inspiration.

Yours truly,

Norman Talcott

*Published every week by Norman Talcott
in the town of Greenwich. Connecticut.*

Newspapermen continually tell us of the splendid inspiration they derive from The Evening Post.

Its ethics lend strength to their profession. Its ideals make their daily grind interesting and purposeful.

The Evening Post is a great school. It educates in the power of sane, responsible journalism; it demonstrates the effect of great influence wielded consistently on the side of justice and humanity; it is an inspiring example of vigorous editorial thought that contributes to enlightenment; it is an exponent of English that ranks journalism with literature; it shows how broadness of scope makes a newspaper a liberal education.

A distinguished English journalist who visited here

recently said: "The Evening Post is the nearest to a national newspaper you have in the United States."

For generations this Evening Post standard has exerted a distinct and far-reaching influence on the men in American journalism. We believe it is true that The Evening Post has helped make more newspapermen and authors than any other American journal.

It will help make a bigger, better YOU.

Have it sent regularly to your desk. Newspaper fraternity subscriptions at 50% off.

SPECIAL OFFER

Five dollars is the regular rate on the margin of this page, tear for a 6 month subscription. off and send it and get it for Write your name and address \$2.50.

The New York Evening Post

More than a newspaper—a national institution

20 Vesey Street, - - - New York

NEWS PRINT HEARING RESUMED MONDAY

Manufacturers Intend to Defer Final Statement of Cost of Production Until Near Close—Appraisements Not Yet Ready.

The hearing on the cost of news print, to enable the Federal Trade Commission to fix the price of that commodity for the period of the war and three months thereafter, will be resumed Monday before that body in Washington.

It is probable that the matter of cost of production will be entered upon immediately by Henry A. Wise, attorney for the news print manufacturers, though at the time THE EDITOR AND PUBLISHER went to press the lawyer had not determined upon exactly what line he would pursue in the early days of March. Conferences between Mr. Wise and the manufacturers have been going on in his office all the week, and Claude A. Thompson, who is associated with Mr. Wise, has been busy compiling figures submitted by experts.

The Commission has demanded from the manufacturers an itemized list of costs covering the first six months of 1917. Mr. Wise has promised to produce this, but he declares that it cannot possibly have a direct and potent bearing upon the ultimate determination of the price at which news print shall be sold. He argues that conditions in the labor market, and in all markets whence manufacturers of news print draw their supplies, have altered materially since June of last year, and contends that the cost of production for the first three months of this year should be the basis of any conclusion the Commission shall reach.

Complete figures cannot be arrived at, Mr. Wise told THE EDITOR AND PUBLISHER, before at least March 11, and even then they would leave much to be desired. Appraisal of the principal properties, which will, of course, enter as investment figures in the manufacturers' fight for a high price, will not be ready before the end of March, though the Commission is obliged to fix the price by April 1.

If these conditions shall actually obtain when the hearing is resumed, it is probable that the matter of a standard contract form will be taken up in the early part of the month. The objections of the manufacturers to the form of contract submitted by the publishers have been outlined clearly in THE EDITOR AND PUBLISHER, and it is expected that all their contentions will be made along the lines indicated. Counsel for the publishers have prepared thoroughly for the arguments it seems clear the manufacturers will put forward, and it is believed that the hearing will continue without interruption now until the whole question has been settled.

MANUFACTURERS SEEK TO EVADE ORDER

Reported That Paper Makers in Canada Are Asking Publishers to Pay Full Amount to Them, Contrary to Government's Ruling.

(Special to THE EDITOR AND PUBLISHER.)

TORONTO, February 26.—Manufacturers of news print paper in Canada are reported to be acting in a high-handed manner with respect to the recent Order-in-Council fixing \$2.85 per hundred pounds as the price to be paid by the publishers from February 1 to May

1 for news print. The order requires the publishers to pay \$2.50 to the manufacturers and 35 cents to the Paper Controller, but several manufacturers, in stating the terms on which they will supply paper, give the inference that they must be paid the full \$2.85, or else the paper supply will be cut off.

The attitude of the publishers towards the order, while not hostile, is at least resentful, for they feel that after their case had been presented so strongly to the Government a more favorable decision might justly have been reached. The one redeeming feature about the order in their eyes is the provision for a widening of the scope of the inquiry, with a stipulation that it should be completed by April 20. It will be recalled that the publishers withdrew from the inquiry last fall, when Commissioner Pringle ruled against the inclusion of evidence affecting the operations of the Canadian Export Association, as he claimed that he was not concerned with proving the existence of a combine. Now it is plainly intimated in the new order that all this evidence is relevant to the subject. If Commissioner Pringle accepts this specific extension of his powers,

the publishers have hopes they will be able to show some exceedingly interesting developments that have taken place of recent years in the industry.

Since the new order was issued, very little comment has appeared in the press on its significance. As one Toronto publisher puts it, the order has been received in resentful silence. Here and there some paper bursts out with an indignant protest, but the general policy of the publishers and of the Canadian Press Association seems to be to maintain a discreet silence.

It has been estimated that the amount of money accruing by the increased price will aggregate about \$150,000, a sum based on a consumption of 17,000 tons of news print per annum by Canadian publishers. The amount that is likely to be deposited in trust, together with the amount of the differential, aggregates \$500,000.

Stimulate Sale of Thrift Stamps

To stimulate the sale of Thrift Stamps, The Cincinnati Post is offering \$1 daily to its readers for the best limerick on why the public should buy Thrift Stamps.

Washington Feels Paper Shortage

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 25.—Shortage of paper stock and traffic congestion has seriously handicapped the Government in printing its public documents. The Congressional Record has been discontinued for general use since February 1. Copies of the Record are now only available for official purposes in Washington. The mailing list has been suspended, which means an elimination of 30,000 copies.

Protest Higher Freight Rates

Although a hearing was had recently in Atlanta on the proposed increase in freight rates on news print to Southern points, the Interstate Commerce Commission has advised the Southern Newspaper Publishers' Association that briefs may be filed by receivers and their presentation of the case will be heard before any action is taken.

Newspaper Plant for Sale

The entire mechanical plant of the late New Orleans American is to be sold before April 1. The equipment is described as "practically new."

The New York Evening Post

announces

the appointment of

VERREE & CONKLIN, INC.

as

Western Representatives

EMIL M. SCHOLZ, *Publisher.*

Messrs. Ryan & Inman, the retiring Western Representatives, are devoting themselves exclusively to the magazine field.

Chicago Office, Steger Bldg.
Detroit Office, Free Press Bldg.

New Orleans American

Entire Mechanical Plant For Sale

An exceptional opportunity to buy practically new equipment for instant delivery the entire mechanical plant of the New Orleans American must be sold before April first. Make your offer by wire, either for the entire lot or for any part. All offers accepted upon the guarantee that the machinery is in first class operating condition.

IN PRESS ROOM:

One 8-column four-deck two-plate wide Goss Perfecting Press No. 2911 with color attachment.

One 40 H. P. Motor
30 Roller Stocks
68 Composition Rollers
One Universal Scale

IN COMPOSING ROOM:

The following Linotype Machines:

Model 4 No. 16881
Model K. No. 731
Model K. No. 730
Model No. 6026 (name and number removed)
Model 8 No. 19371

Also

The following Intertype Machines:

Model A No. 224
Model A No. 389
Model B No. 727

IN STEREO TYPE ROOM

The following Goss Machines:

One single pump metal pot No. 2082
One circular router
One finishing block
One tail cutter No. 2-823
One saw and trimmer
One eight column flat casting box

Also

The following R. Hoe & Co. Machines:

One double steam table
One matrix rolling machine
One 7 column flat casting box
One 3 H. P. Westinghouse Motor No. 1608949
One 1 H. P. Westinghouse Motor No. 1758215.
One 1 H. P. Westinghouse Motor No. 1744995
One generator
One shaver

and

18 Turtles 4 Banks 17 Chases
7 Type Cases 1 Washington Hand Press 1 15 H. P. Medium duty motor.

Address all communications to **WILLIAM FREDERICK**, 210 Camp Street, New Orleans, La.
Representing Hibernia Bank and Trust Company

W. E. HASKELL REPLIES TO A. G. McINTYRE

Takes Issue with Special Representative of Paper Committee on Methods of Estimating Fair Capitalization for News Print Mills.

Col. W. E. Haskell, formerly publisher of the Boston Herald, the Minneapolis Times and the Chicago Herald, and later connected with the publications of William Randolph Hearst, has devoted a great deal of time to investigating news print manufacturing costs. Col. Haskell takes issue with A. G. McIntyre on the latter's contentions as to a proper capitalization basis for news print mills. His own ideas on this matter are embodied in the following communication:

THE EDITOR AND PUBLISHER:

I have carefully read the testimony of William Scott, manager of the Northcliffe paper mill in Newfoundland, before the Federal Trade Commission, and have also read the interpretations of vital facts in that testimony, and the conclusions reached and expressed by Mr. McIntyre in an interview published in the last issue of your valued journal.

I am so astonished by these statements and conclusions, in the light of Mr. Scott's own recorded testimony and figures, that I beg permission to make some pertinent comments on them for the enlightenment of a large proportion of the members of the A. N. P. A., whose principal information on this very serious paper question is derived from the bulletins issued by the paper committee of their association, and from the utterances and published statements of the salaried representative of that committee.

The real facts in the case are too vital to the publishers to be glossed over with any verbal camouflage, and the publishers, who are paying the bills and the salary of their representatives, are entitled to sound and logical conclusions that will intelligently and honestly guide them in the adjustment of their business for the future as well as for the present.

Mr. Scott testified that the full production record of his mill was "about 200 tons a day"; that the capitalization of his company was \$8,288,444, and that the present capital is roughly \$9,500,000.

The company was therefore capitalized originally on the basis of \$41,444.22 per ton per day of its capacity, and the total capital now involved represents \$47,500 per ton per day of the capacity of its plant.

This sworn testimony is thus interpreted by Mr. McIntyre in his interview in your issue of February 23:

"Mr. Scott showed that his paper mill, fully complete with waterpower development, timber lands for a mill double the size, sufficient to supply a mill for ninety-nine years, had been built at a price of \$16,515.16 per daily ton of output."

Mr. McIntyre then invidiously contrasts this per ton investment cost of eleven years ago with the \$50,000 per ton capitalization of the International Paper Company, ignoring Mr. Scott's own testimony that the present capitalization of his company is on the basis of \$47,500 per ton of daily capacity.

This may be ingenious, but it is hardly ingenious.

FACTORS IN CAPITALIZATION.

In this connection I was forcibly impressed by Mr. McIntyre's failure to ex-

plain to your readers and his employers that the capitalization of any American paper company must needs cover huge investments in timber lands, owned in fee, in precious water-powers and reservoir systems, and in the townsite developments, railroads, and other adjuncts which are necessarily part and parcel of any large paper enterprise wherever located, while the more important of these valuable assets, the timber lands and water power, were virtual gifts from the Government of Newfoundland to the Northcliffe undertaking. These assets on a fair and comparable valuation would represent far more than the \$2,500 a ton difference in the per ton capacity basis of the capitalization of the International and the Northcliffe Companies.

Mr. McIntyre next makes a positive statement of fact on his own responsibility as follows:

"A comparable mill could be built in the United States or Canada at a very much lower investment cost."

This "comparable mill" must refer to the one mentioned first in his interview, which was "complete, with water-power development, timber lands for a mill double the size," etc.

It can be understood in no other way, and must be taken either as a joke or as an insult to the intelligence of your readers, who have at least some conception of the prices asked for woodlands (where any exist) and water-powers in this country, and the cost of construction and machinery.

To illustrate the worthlessness of the statement quoted above, and its general unreliability, I will pick one item from the list of investment costs furnished by Mr. Scott, which "could be built in the United States or Canada at a very much lower investment cost," the sulphite plant.

This, Mr. Scott testifies, is an eighty-ton plant and cost his company \$285,-642.

Mr. McIntyre had something to do with the construction of a fifty-ton sulphite plant in Bathurst, N. B., a couple of years ago, and when I visited the plant last year, Angus McLean, the manager, allowed me to see his cost sheets, which showed that the plant then had cost over \$2,000,000, and was not then completed. And this plant was built before prices of labor, materials, and machinery had scored their largest advances.

Mr. McIntyre shows his best form, however, when he comments on manufacturing costs at the Newfoundland mill, and draws the comforting and reassuring conclusion that Mr. Scott's testimony justified the Federal Trade Commission's price of \$50 a ton for 1917, and offered to the publishers the hope of a "ruling from the Commission this year of very little in excess of that price."

Unless Mr. McIntyre is less intelligent than he is credited with being, this conclusion is a deliberate attempt to arouse hopes that can never be gratified, and of misleading the men who pay him his liberal salary.

COMPARISONS OF COST ITEMS.

Mr. Scott testified that his estimated costs in January were \$45 a ton, excluding charges for water-power, stumpage, and selling expense. One dollar of this cost he ascribes to reduced production, so that the normal cost was \$44 a ton. Granting Mr. McIntyre's own claim that import duties, excessive overhead, etc., made this cost \$3.50 a ton higher than it would have been in the United States, a net "comparable" cost is shown of \$40.50 a ton.

Mr. Scott uses about 1% cords of



"I Must Break in Here Before That Comes Down"

LOUIS RAEMAEKERS

Cartoonist of International Fame

will go at once to the American Front in France to furnish his characteristic cartoons to the American Public.

Service starts March 11th and consists of three cartoons each week, in three column width.

Several territories are already sold; yours may be open.

Wire at once for reasonable terms.

The Bell Syndicate, Inc.
World Building New York City

wood to a ton of paper. At \$5.87 at the mill his wood cost to the ton of paper is \$10.28. A very low average of the cost of wood in the United States would be \$12.50 at the mill. At the same rate of wood consumption, the wood cost in a ton of paper would be \$21.89, or \$11.61 more than that of Mr. Scott.

This, added to Mr. Scott's net cost of \$40.50, makes a comparable estimated cost for American mills of \$52.11. Add to this the difference in the scale of wages, the legitimate charges for water-power, stumpage, and interest, and then allow the manufacturer a "fair return" on his investment, and the publisher of average intelligence can figure where he is liable to get off.

I apologize for using so much of your valuable space. My only excuse is my desire that the publishers shall confront facts and not fantasie. If he can visualize actual or probable conditions, he can adjust his business to meet them.

He deserves the truth, the whole truth, and a truthful interpretation of all the evidence and all of the signs which indicate the future of the paper market.

WILLIAM E. HASKELL.

PAPER PRODUCTION DECREASES

Monday "Shut-Downs" Interfere with Manufacture of News Print.

R. S. Kellogg, secretary of the News-Print Service Bureau, New York, in his report of production, shipment, and stocks of news print paper for the month of January, 1918, says:

"The companies in the United States reporting for the month of January operated at only 83.3 per cent. of maximum—a restricted output, due largely to Monday shut-downs. Shipments during the month amounted to 84.4 per cent. of maximum production, as compared with 93.8 per cent. in December, transportation conditions in January being the most chaotic ever known. These factors caused an increase of approximately 1,000 tons of paper on hand at the end of January, compared with the end of December, for the nineteen United States companies reporting.

"The Canadian companies reporting operated at 97.8 per cent. of maximum—approximately the same percentage as in December. Canadian shipments in January for the same eleven reporting companies amounted to 1,654 tons more than in December, while stocks on hand were 2,453 tons greater on January 31 than on December 31, due chiefly to car shortages.

"The combined figures for thirty companies in Canada and the United States show that during the month of January production amounted to 89 per cent. of

maximum capacity, shipments to 87.3 per cent., and stocks on hand at the end of the month to 37 per cent. of the actual production during the month.

"One mill in the United States was taken over by the Government for war work and ceased producing news print."

Improve Paper Mill

Improvements costing \$200,000, under way for several months, have been completed by the Itasca Paper Co. at Grand Rapids, Minn., owned by the St. Paul Dispatch and Pioneer Press. The improvements will make possible additional economies in operation. No increase in output is contemplated.

S. N. P. A. After New Members

The Southern Newspaper Publishers' Association is making its second annual spring drive for new members. During the past year the list of members has been increased from 70 to 110. The latest member of the association is the Athens (Ga.) Daily Herald.

A. P. Operators Do Big Bit

Nearly 100 Associated Press operators have gone into military and naval service during the past year, and 200 others are voluntarily teaching National Army recruits.

N. E. A. Secretary Buys Paper

Geo. Schlosser, secretary of the National Editorial Association, has purchased the Wessington Springs (S. D.) Republican.

Has your Florida Business shown the same degree of increase as the circulation of THE FLORIDA TIMES-UNION?

Circulation one year ago.	
23,700 Daily	29,600 Sunday
more than	Now
33,000 Daily	41,000 Sunday

See Page 18, Editor and Publisher February 9th

THE FLORIDA TIMES-UNION
Jacksonville, Florida

BENJAMIN & KENTNOR COMPANY
225 Fifth Ave. Peoples Gas Bldg.
New York City Chicago, Ill.

FIRST

THE NEW YORK TIMES published a greater volume of display advertising in 1917 than any other newspaper in the leading cities. The record follows:

	<i>Agate lines</i>
THE NEW YORK TIMES.....	10,258,983
Chicago Tribune	9,814,812
Philadelphia Inquirer	8,267,020
Boston Post	7,228,639

Los Angeles

QUALITY FIRST

EXPRESS TRIBUNE

Largest Home-Delivered Carrier Circulation

THESE newspapers are read by people of character, influence and purchasing power—having such a strong hold on their readers as to make them invaluable to advertisers. Clean news, clean advertising and the well defined policy of best serving the interests of reader and advertiser makes Express and Tribune circulation more productive than ordinary circulation.

Swim with the Rising Tide

The circulation of the Express and Tribune show marked growth—will keep on growing month by month—and it is the wise advertiser who takes advantage of the present advertising rate and swims with the rising tide.

Sworn Net Paid Circulation For Month of January, 1918

State of California, ss:
County of Los Angeles,

C. A. Hiles, assistant manager of the Los Angeles Evening Express and Morning Tribune, being duly sworn, declares upon his oath that the following is a true and correct statement of the daily circulation of said newspapers for the month of January, 1918:

EVENING	MORNING
EXPRESS	TRIBUNE

Average Daily Net Paid Circulation

Average Daily Net Paid Circulation

60,978

54,754

All returns, samples, service and unsold copies deducted.

C. A. HILES,
Assistant Manager Evening Express and Morning Tribune.
O. E. COPELAND,
Notary Public in and for the County of Los Angeles,
State of California.

Largest Home Delivered Carrier Circulation in Los Angeles.
All Books and Records Open for Inspection.

About Advertising

The surest result producing newspapers always carry the largest volume of Dry Goods and Department Store advertising. Here is the Los Angeles record for the year of 1917:

Evening Express	3,024,364 lines
Morning Times	2,534,098 lines
Morning Tribune	2,370,816 lines
Evening Herald	1,536,416 lines
Morning Examiner	960,120 lines
Evening Record	834,974 lines

The Evening Express carried 490,266 lines more than The Times, published seven days a week. The Evening Express carried 1,487,948 lines more than The Evening Herald. The Morning Tribune carried more than The Morning Examiner and Evening Record combined. The reason: "Home delivered circulation."

NEW YORK
Wm. J. Morton Company
200 Fifth Avenue
DETROIT
Verree & Conklin
11 Lafayette Boulevard

CHICAGO
Wm. J. Morton Company
Tribune Building
SAN FRANCISCO
Baranger-Weaver Co.
Merchants Exch. Bldg.

IRWIN SEES ALFONSO REPUBLIC'S HEAD

War Correspondent Predicts Revolution in Spain—Next German Smash May Be Made Through Switzerland.

Will Irwin, magazine writer and war correspondent, who has just returned from the battle front, believes the next German drive may be made through Switzerland. He also believes that the next sensation of the war will be a revolution in Spain and that King Alfonso will be elected the first president of the republic that the revolutionists will establish.

"Von Hindenburg, in my opinion, will strike to put France out of the war," said Mr. Irwin, "although his aim may be the French ports, smashing his way through Switzerland. The German need Switzerland's water power as much as they need Belgium's resources, and Switzerland will not be able to put up such a splendid resistance as did Belgium. The French, however, are prepared for every emergency, supported by the tenacity of their British ally. The Germans will give up their attempt after they have sacrificed a host as they did at Verdun.

"The Germans are making a studied campaign against Britain in every Allied country in a determined effort to drive a wedge between the British and the French. They expected to make Italy break away, just as they have brought about the disaffection of Russia. But the Italian is sixty per cent. pride and the soldiers are now united as never before, resolved to continue the war until Germany has been conquered.

"Austria is sick and tired of the war, but is in the position of the man who has a wild cat by the tail. No one can prophesy what Austria will do. Her soldiers are the most discontented in the world."

EDITORS TO HEAR WILL IRWIN

Famous War Correspondent to Address Liberty Loan Rally Monday Night.

Will Irwin, war correspondent, just back from France, will be the principal speaker at a Liberty Loan rally of the New York Business Publishers' Association Inc., Monday evening at the Automobile Club.

The other speakers will be Roy Soule, editor, Hardware Age; Arthur J. Baldwin, president, Associated Business Papers, Inc.; Chas. H. Hirschberg, advertising manager, Ingersoll-Rand Co.

Dinner will be served at 6:30.

Congratulated on Special Edition

Publishers of the Tulsa (Okla.) World are receiving congratulations on an especially creditable special edition of 228 pages, recently issued. The edition was edited and supervised by Omar K. Benedict, Washington correspondent of the Tulsa World.

Seeing the 228-page issue of the Tulsa World for February 17, one might wonder where they got all that paper in railroad-congestion days, but for the greater marvel of an establishment capable of such a feat where but a few years ago there was no white inhabitant. The issue is creditable to the young State, the city, and its publishers.—New York World.

POST-DISPATCH WINS THIRD AD FIGHT

Four Largest Department Stores of St. Louis Withdrew Patronage from Pulitzer Newspapers Because of Increased Advertising Rates.

(Special to THE EDITOR AND PUBLISHER.)

ST. LOUIS, February 25.—After remaining out of its columns for seven days, four of the big department stores of St. Louis again have resumed their advertising in the St. Louis Post-Dispatch, and upon terms stipulated by the Post-Dispatch. Thus for the third time in its history the Post-Dispatch has refused to be dictated to by its advertisers and, despite the withdrawal of advertising, has won each time its right to control its columns.

The advertising contracts of these four department stores, which used 2,500,000 lines of advertising last year—one-seventh of the total business of the Post-Dispatch—expired some time in January. The Post-Dispatch paid \$700,000 more for the same amount of news print paper in 1917 than in 1916 and, with other increases in newspaper costs, was compelled to increase its revenue and so made a reasonable increase in its advertising terms. After a parley, the advertisers agreed to the terms. But they asked that the Post-Dispatch assure them that they would not raise the rates during the year of the other members of the Associated Retailers of St. Louis, of which the four big stores are members.

The Associated Retailers have a membership of sixty-five of the leading stores of St. Louis and wield a powerful influence. The Post-Dispatch refused to make any such agreement, declaring that whenever conditions, in their opinion, justified it, they reserved the right to increase their advertising rates.

The negotiations lasted over a period of twenty-five days, the Post-Dispatch declining to recede from its position. On February 13 the four stores withdrew their advertising from the Post-Dispatch. The negotiations, however, between the department store representatives and W. C. Steggers, business manager of the Post-Dispatch, continued. Finally the advertisers agreed to sign up upon the terms of the Post-Dispatch. The merchants were all represented in the columns of the newspaper the next day.

Twice before have the advertisers withdrawn their patronage from the Post-Dispatch, and each time have returned and met the new terms. The last time the advertisers were out of the paper for two months.

A. P. Passes 1,000 Mark

The increase in membership of the Associated Press in 1917 represents more than the combined increase in the preceding nine years. At present there are 636 evening newspapers, 391 morning newspapers, and 61 Sunday morning newspapers, or a total of 1,088, receiving the service. These newspapers, the smallest of which receives a 500-word daily telegraph service, to the largest, which receives upwards of 50,000 words daily, show a net increase in membership in the year 1917 of 140, of which 96 are evening, 34 morning, and 9 Sunday newspapers.

In every newspaper office in the country the Roll of Honor grows—the Service Flags call for more, and still more stars.

SUNDAY PAPERS CUT DOWN IN SIZE

Statistics Compiled by Federal Trade Commission Show That Newspapers Are Practicing New Economies—Real Improvement Noted.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 25.—The Federal Trade Commission has just issued a table showing the circulation and advertising statistics of publishers using news print paper, for the month of January, 1918, which reveals some improvement over the preceding month in the matter of returns, free copies, arrears, etc., especially among the daily newspapers. The figures also indicate a reduction in the average number of pages printed per copy, especially for the Sunday newspapers.

The largest percentage of returns noted among the daily newspapers was 9.7 per cent., and the largest percentage of free copies was 6.6 per cent.

The Commission reports that "it is evident that there is still an opportunity for considerable economy in the use and cost of print paper, and because of the necessity of relieving the railroad of all unnecessary traffic and also of conserving coal, publishers are urged to eliminate waste and curtail consumption in every way possible."

Six hundred and thirty daily publications, with a total circulation of 21,785,630 circulation, reported. Of this number the percentage of total copies returned was 1.4; percentage of unpaid and service copies, 1.8; total "overs," 8; total copies to subscribers in arrears three months or more, 1.1. The table shows that the 630 daily publications gave 56.6 per cent. space to news and 43.4 to advertising.

Two hundred and sixty-five Sunday newspapers, with a total circulation of 13,780,483, reported. Of this number the percentage of copies returned was 1.6; total unpaid and service copies, 1.8 per cent.; total "overs," 1.0; total copies to subscribers in arrears three months or more, .5. The table shows that the Sunday newspapers gave 62.7 per cent. space to news and 37.3 to advertising.

The table shows that 630 newspapers which reported had a percentage of 1.4 returned copies, while the twenty-two monthly magazines had a percentage of but .7.

HEARST ADDRESSES TEACHERS

"Education should be the main business of mankind," said William Randolph Hearst in an address Washington's birthday before the Convention of Education of Florida at West Palm Beach.

"Important as education is to all peoples, it is especially important to the citizens of a democracy where the power of government reposes in the hands of the people, and where the excellence of the Government depends upon the intelligence and information of the people—in other words, upon the education of the people," he said.

"All admit that experience is the greatest teacher, but my friends education is experience.

"You educators are the torch bearers of democracy—lifting aloft the lamp of learning to light the path of progress and to make the advancing steps of democracy safe and sure.

"And gentlemen, the flame that you kindle in your schools and colleges we of the press will endeavor to keep alive through accurate and honest independent and informative journalism."

COLONEL GRAVES MAY SUCCEED HARRIS

Hearst Editor May Be Appointed to Federal Trade Commission—Davies to Resign—Means Second Vacancy on Board to Be Filled.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 5.—Col. John Temple Graves, distinguished editor and writer with the Hearst organization, is prominently mentioned as successor to William J. Harris, who recently resigned from the Federal Trade Commission to enter the Senatorial race in Georgia.

A second vacancy on the Commission will have to be filled soon, as the result of the announcement of Joseph E. Davies, of Wisconsin, that he will resign to enter the Senatorial campaign in Wisconsin. He will be a candidate for election April 2.

Mr. Davies, like Commissioner Harris, is a Democrat, and in all probability a Democrat will be appointed to succeed him, as is contemplated in filling Commissioner Harris's position.

SOUTHERN PUBLISHERS MAKE PROGRESS

Despite Abnormal Conditions, Many Newspapers Succeed in Keeping Increases in Net Earnings Ahead of Increases in Operating Costs.

Members of the Southern Newspaper Publishers' Association were recently requested by W. C. Johnson, secretary, to compile statistics showing total volume of advertising—local, foreign, and classified—and average circulation for the year 1917 as compared with the year 1916. Twenty-four members reported. Of this number twenty-one showed an increase in expenses ranging from 2 to 33 per cent., or an average increase of 1917 over 1916 expenses of 15.15 per cent. Nineteen papers reported an increase in earnings ranging from 4½ to 50 per cent., or an average increase of 15.93 per cent., while two papers reported decrease in earnings of approximately 29 per cent.

The report as to the volume of advertising shows an increase of nearly 270,000 inches, which is divided as follows:

	Local.	Foreign.	Classified.
1917	5,050,235	1,526,972	1,010,902
1916	4,920,735	1,454,369	943,223
Increase	129,500	71,603	67,679

A tabulation of the circulation figures shows that these same papers have had a splendid increase in circulation for the year 1917 as compared with the previous year. The figures are as follows:

	Average Daily.	Average Sunday.
1917	561,949	538,134
1916	503,816	493,507
Net Increase	58,132	34,624

"The above figures on advertising and circulation can hardly be taken as an average in figuring the approximate increase, as in all probability it represents papers that have made an exceedingly good showing, while some papers whose showing has not been so favorable have probably not felt like giving their figures," says Mr. Johnson. "Anyhow, it goes to show that Southern daily papers are making some progress in spite of conditions under which they have been laboring during the past few years."

The people who make mistakes lead the world. The perfect people work for them, running errands and counting columns of figures.

POSTAL DISCUSSION RESULTS IN CLASH

Charles Johnson Post, of Publishers' Advisory Board, Makes Little Progress at Annual Meeting of Inland Daily Press Association.

The annual meeting of the Inland Daily Press Association was held in Chicago Thursday, February 21.

One of the most important subjects discussed was the increased postage on second-class mail matter. Charles Johnson Post, of New York, director of the Publishers' Advisory Board, made a plea for the cooperation of newspaper publishers in opposing increased postage. Speaking for the newspapers, Major E. B. Stahlman, president of the Nashville Banner, and chairman of the legislative committee of the Southern Newspaper Publishers' Association; Urey Woodson, editor and president of the Owensboro (Ky.) Messenger, and others, said that the periodicals' lobby had beaten the McKellar amendment, which the House Committee would have accepted. The speakers said Congress would turn a deaf ear to such proposals as has been made by Mr. Post.

The Association went on record as approving the proposed Newspaper Postage bill, prepared by the legislation committee of the S. N. P. A., and appointed E. P. Adler, Davenport (Ia.) Times; Thomas Rees, Springfield (Ill.) State Register; Henry M. Pindell, Peoria (Ill.) Daily Journal, a committee to join the S. N. P. A. committee at Washington on call of Chairman Stahlman.

It is understood that the Joint Com-

mittee will attempt to obtain an audience with President Wilson. Mr. Post asked whether the periodical publishers could be represented on the Committee. He was told that the Committee would be confined to newspaper publishers. It was agreed, however, that the periodical publishers would be given an opportunity to meet in conference in Washington with the newspaper publishers.

A. W. Peterson, Waterloo (Ia.) Courier, was elected president.

Approve Zone System

Indorsement of the zone postal rates, as enacted in the War Revenue act, with recommendation that the law be amended so as to eliminate the fixing of postal rates on the volume of advertising, was given by the executive committee of the Texas Press Association, at a meeting at Dallas. The meeting was called by W. S. Spotts, editor of the Bonham Favorite, president of the Texas Press Association, to consider changing the dates of the annual meeting of the Association because of a conflict with the meeting of the National Editorial Association. New dates for the convention of the Texas editors were fixed for May 9, 10, and 11. The meeting will be held in Fort Worth.

Ontario Dailies Merge

The Niagara Falls (Ont.) Review and Record consolidated Tuesday. The Record, of which T. F. Battle is president, is the older of the two but has been absorbed by the Review, which after running as a weekly since 1870 became a daily in 1914. The editor and publisher of the Review is F. H. Leslie.

WANT TWO-CENT COIN

Wisconsin Daily League Hold Quarterly Meeting in Milwaukee.

The Wisconsin Daily League, composed of representatives of twenty-nine newspapers in that State outside of Milwaukee, at its recent quarterly meeting in Milwaukee, adopted a resolution recommending that the Treasury resume minting two-cent coins.

The League will make an attempt to have the Legislature pass a bill permitting boys under fourteen years, who attend school, to sell and deliver papers. The bill will be pushed by the legislative committee, which consists of J. L. Sturtevant, of the Wausau Record-Herald; H. H. Bliss, of the Janesville Gazette and O. D. Brandenburg, of the Madison Democrat.

The League adopted a resolution supporting the zone system of postal rates on newspapers as proposed by the Southern Newspaper Publishers' Association, which provides that the present rate of one cent per pound should be charged for the first, second, and third zones (under 300 miles), and for an increasing rate with each zone until the rate reaches five cents per pound for the eighth zone (over 1,500 miles). The bill repeals the sections of the War Revenue act providing for a greater charge for the advertising portion of a newspaper than for the news portion, and does not interfere with the free-county rate now existing as to country weeklies.

Those who attended the meeting were: Mr. Sturtevant, who is president of the league; Mr. Bliss, who is secretary; O. J. Hardy, of the Oshkosh Northwestern, who is vice-president;

W. A. Ohde, Manitowoc Herald; A. L. Waffle, Fond du Lac Commonwealth; Frank R. Starbuck and Joseph Bongarts, of the Racine Journal-News; Frank Burgess, La Crosse Tribune; R. S. Kingsley, Kenosha News; J. M. Hibbard, Stoughton Courier-Hub; Samuel Ryan, Appleton Crescent; F. E. Noyes, Marinette Eagle-Star; E. C. Jones, Portage Democrat; H. A. Lewis, Rhinelander News.

Two-Cent Coin Proposed

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 25.—Representative Denton, of Indiana, has introduced a bill (H. R. 10024) which provides "that as soon as practicable after the passage of this act there shall be coined at the mints of the United States a 2-cent piece."

New Home for Tulsa World

Eugene Lorton, editor and part owner of the Tulsa (Okla.) World, for six years, has purchased the entire interests of the World Publishing Company and is making new improvements in the editorial and mechanical departments. The new five-story home of the World is about completed and will be occupied some time this month.

Nebraska Farm Papers to Merge

S. E. Leith, manager of the New York office of the Associated Farm Papers, announces that "effective with April 1, S. R. McKelvie, publisher of the Nebraska Farmer, Lincoln, purchases all business interests of the Twentieth Century Farmer, published at Omaha. The two papers will be merged."

THE ROCHESTER CONSOLIDATION

The sale of THE ROCHESTER UNION and ADVERTISER and THE ROCHESTER EVENING TIMES, the two big afternoon newspapers of one of the most important of Eastern cities, to THE ROCHESTER TIMES-UNION COMPANY, has just been consummated by this firm.

This consolidation creates a vitally strong, dominant, evening newspaper, with approximately 75,000 circulation on a two-cent basis, in a city offering rich opportunities to such a medium.

The following letters indicate the measure of value attached to our services as brokers in the transaction, by the sellers of both properties as well as the buyers:

THE EVENING TIMES COMPANY,
Rochester, N. Y.,
February 27th, 1918.

Aubrey Harwell,
Care of Harwell & Cannon,
Times Building,
New York, N. Y.

Dear Mr. Harwell:—
I am sorry that my absence from town yesterday made it impossible for me to see you personally, as I wanted to tell you face to face how much pleased we all were with the courteous and businesslike manner in which you have negotiated the merger of The Evening Times and The Union and Advertiser. Sincerely, I have never known a more pleasant transaction, conducted with so little loss of time as this one. Your comprehensive knowledge of newspapers proved invaluable to us in the negotiations, and personally I want to thank you cordially.

Come in and see us when in this locality.
With kindest regards I am,
Sincerely yours,
(Signed) JOHN E. MORBY,
Pres. and Treas.

THE UNION AND ADVERTISER.
Rochester, N. Y.,
February 26th, 1918.

Harwell & Cannon,
New York City.

Dear Sirs:
I want to express my appreciation for the manner in which you conducted the sale of the Union and Advertiser.

The transaction was consummated without friction of any kind and satisfactory to all parties interested.

With best wishes for your future success, believe me,
Very truly yours,
(Signed) W. J. CURTIS.

ROCHESTER TIMES-UNION,
Rochester, N. Y.,
February 26th, 1918.

Harwell & Cannon,
Times Building,
New York, N. Y.

Gentlemen:
Please accept my congratulations on the high plane on which you conducted the negotiations which culminated in the purchase by us of The Union and Advertiser, and The Rochester Times. It has been a pleasure to do business with you and the men owning the two properties, and now that the two transactions are closed I count all concerned among my warmest personal friends. I consider that the best possible indication of the high standard adopted by your firm.

Very truly yours,
(Signed) E. R. DAVENPORT.

Consolidation is the only route to immediate and big results in every overcrowded field. It is a subject requiring long study and subtle negotiation. When properly accomplished it cannot possibly fail in the matter of satisfactory results. This is a day of retrenchment and concentration of efficiency. Consolidation is the constructive method.

HARWELL & CANNON

NEWSPAPER AND MAGAZINE PROPERTIES

**TIMES BUILDING,
NEW YORK, N. Y.**

EDITORIAL

MR. RATHOM'S DISCLOSURES

THE announcement made this week that the editors of *The World's Work* and John R. Rathom, editor of the *Providence Journal*, had mutually agreed to discontinue the latter's series of articles on the German spy system in America, recently started in that magazine, has aroused the widest discussion as to the possible reasons controlling them in this action.

It has been announced that the suggestion did not come from Washington, and that the author and his publishers decided upon the discontinuance of the series without official pressure.

It is easy to understand that Mr. Rathom's disclosures at this time might afford some small measure of grim satisfaction to the pro-Germans of this country, as indicating the contempt in which the Kaiser's paid agents held our people and even our officials in the days when they were treacherously plotting murder and arson in a neutral state, whose guests they were. It may suit the pro-German mind to take comfort in the thought that the unforgettable Bernstorff served his ridiculous Kaiser by attempting to hoodwink the American Secretary of State with gravely rehearsed assurances of the good faith of his Government.

Perhaps it is best that these things shall not now be written into the history of the great war. But it is not fair to John R. Rathom that an impression should go abroad that his disclosures have been largely matters of fiction. Mr. Rathom is a man of high repute in his profession, a man of great ability and of deep loyalty to the nation and its cause. From the first he has discerned the nature and processes of German propaganda, of German methods and policies—and he has fought the Germans from the day the Germans commenced to fight us. He has served the nation in this fight, and the disclosures he has made has helped us all to understand more clearly the mental processes of the foe against whom every loyal American is now fighting.

NEWS PRINT MANUFACTURING COSTS

ATTORNEY HENRY A. WISE, acting for the news print manufacturers in the hearings before the Federal Trade Commission, has given the repeated assurance that his clients have no other desire than that a fair and reasonable price shall be fixed for their product. As nothing else is desired by the buyers of news print, it would seem that a decision should be reached, without great delay, which would bring equal satisfaction to all parties in interest.

In asking for extensions of time in which to present the cost of schedules of the manufacturers, Mr. Wise has stressed the tremendous difficulties facing the expert accountants and others engaged in this task. It would seem that the truth about costs in the news print industry is peculiarly elusive. The uninformed lay mind gains the impression, in reading the records of the Washington hearings, that the whole subject of costs of manufacture is hedged about with economic mysticism as to well nigh defy the efforts of the accountants to clarify it.

The wonder grows, not that the manufacturers now know, but that they have ever known, what prices they should charge for news print. Let us hope that these proceedings at Washington may establish a basis on which future price making may rest, without subjecting the manufacturers to the necessity of making a guess high enough to protect them under any and every possible contingency.

REPRESENTATIVE BASCOM SLEMP, of Virginia, has introduced a bill in Congress denying the second-class postal privileges to any newspaper which shall fail to maintain, for a period of thirty days, a "consistent editorial policy." Through this flash of statemanship Mr. Slemp has succeeded in getting his name mentioned in the newspapers—and he has done even more than that: He has forced the editorial writers of the country to recognize that there are some things about which it is impossible to write editorials.

*They are slaves who dare not be
In the right with two or three.*
—Lowell.

HOLD ON TO YOUR LIBERTY BONDS.

JAMES C. MOFFET, a successful merchant of Louisville, suggests that THE EDITOR AND PUBLISHER may perform a distinctive national service by urging the editors of the country to discourage barter in the Liberty Bonds. He believes that the newspapers should try to influence local merchants to abandon the policy of accepting the bonds in payment for merchandise.

Mr. Moffet's contentions are sound, and accord fully with the earnest admonitions of the Secretary of the Treasury. Mr. McAdoo has shown, in public statements, that the sale or barter of a Liberty Bond by its owner serves to defeat the primary purpose of the Government in issuing the bond.

The average purchaser of a Liberty Bond has acted upon an impulse to aid the Government in the prosecution of the war task through LENDING to the Treasury as much as his money as may be saved from his earnings or spared from his savings. To dispose of the bond is to withdraw the loan. It serves to cancel the support that has been thus tendered to the nation's cause. For, when the bond is put upon the market, it absorbs that amount of capital which might otherwise be available for further loans to the Government.

The ownership of a Liberty Bond is a testimonial of loyalty to the nation at war—the most effective evidence of patriotism which it is possible for some to give. Only the most extreme need should induce any owner of a Liberty Bond to part with it. To exchange it for merchandise is little less than a disloyal act, and it would, indeed, be a national service if the editors of the country should try to bring this fact home to their readers and to merchants.

WHEN an Arctic winter gripped New York a few weeks ago, and the average New Yorker hardly dared to think of what it might mean to the needy poor—contenting himself with some vague hope that the winds might be somehow tempered to the "shorn lambs"—one New Yorker made it his personal business to help temper the icy winds. William Randolph Hearst sent coal, blankets, and provisions to the homes of about four hundred of the city's poorest and neediest. There are many excellent people who criticize Mr. Hearst for this or that policy or act, as it is their privilege to do. But, even his habitual critics do not question his bigness of heart or the ways in which he expresses his sympathies with human suffering and need. Given much, he gives much.

RUDYARD KIPLING has turned democrat. In his speech at Folkstone he paraphrases President Wilson and Lloyd George. In former times he was the spokesman for Imperialism and the idea of world dominion. Now he excoiates "the Hun ideal, the Hun's root-notions of life, under whose dispensation man would again become the natural prey, body and soul, of his better-armed neighbor." Incidentally, somebody may suggest to the German "High Command" the timely interest that one of Kipling's greatest poems should hold for them just now—"The Truce of the Bear."

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10 cents a copy; \$3 a year; foreign postage \$1.00; Canadian, 50c.

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

WHEN SILENCE IS NOT GOLDEN

IRVIN S. COBB is the writer of an allegory in a recent issue of the *Saturday Evening Post* entitled: "The Thunders of Silence." He pictures a member of Congress—Jason Mallard, he calls him—who has become the hope and solace of the disloyal elements in our citizenship through his preaching of non-resistance, and the blessings of that sort of "peace" which is now in evidence in the portions of Belgium and of France which are in the hands of the Germans.

Mr. Cobb, in the course of his figurative story, shows how the editors and publishers of America formed a pact, pledging themselves to see to it that the name of this man should never appear again in their columns. This policy, for the purposes of Mr. Cobb's allegory, served to disarm the disloyal Congressman, to deprive him of a following and to bring him such a sense of utter isolation that he finally killed himself.

Mr. Cobb's story is written with power and conviction—and almost persuades the reader that he has found the remedy for pro-Germanism. Perhaps, in the solitary instance of the member of Congress whose identity he has but thinly veiled under the name of Mallard, this might be true. It is conceivable that, in such instances, "pitiless silence" might be even more useful than "pitiless publicity."

But Mr. Cobb's psychological nostrum would not serve as a panacea for the great majority of nuisances and evils. Corrupt or inefficient public officials, for example, would welcome a conspiracy of silence as to their offences on the part of the newspapers.

To cite an instance of larger import: Mr. Cobb himself, having been marooned in Belgium when that unhappy country was overwhelmed by the German invasion, did not adopt a policy of silence as to the atrocities committed there under the guise of war. He did not decide that the way to regenerate the Potsdam Madman was to refuse to mention his name in the papers, or to picture any of the barbarous acts of his military commanders. That method would hardly have served to arouse the fury of the free people of the world, and to have sealed—as publicity has sealed—the doom of military autocracy. "The Thunders," not of "SILENCE," but of REVELATION have worked for the regeneration of the world in this decisive struggle.

As it was in the beginning, when "God SAID" "Let there be light," the uttered thought, the expressed idea, still are potent, still create, regenerate and rule.

THE San Francisco Daily News, in the course of an editorial on the comparative value of morning and afternoon newspapers, says: "A careful comparison, over a period of two years, made in New York recently, showed that 87 per cent. of the news of the world is printed first in the afternoon newspapers." It is safe to say that the readers of New York newspapers have not been aware of any such monopoly of news on the part of the afternoon papers, for the morning papers continue to increase their hold upon the popular favor and interest. It is, of course, equally true that the progressive afternoon papers, having overcome the former difficulties encountered in the hurried publication of the news, are as steadily growing in favor and prestige. Each class of newspaper, morning and evening, is measuring up to a standard of usefulness and public service formerly unattainable. The afternoon paper has established itself so strongly that it does not need, any longer, to fight for recognition of its value, for everybody concedes it.

IN a period of space-conservation it is pathetic to witness the efforts of many newspapers to keep alive the interest in baseball. At a time when no baseball is being played, columns and even pages are devoted to piffle and twaddle on the subject. If a player is inclined to sulk about his next year's contract, the momentous news commands more space than is accorded to the War Communiques of the Allies. This eagerness to waste precious space is a serious indictment of the intelligence of American editors.

PERSONALS

RODMAN WANAMAKER, owner of the Philadelphia Press, has been appointed a special Deputy Police Commissioner, to take charge of the police reserves of New York, the name by which the Home Defence League is to be known.

Oswald Garrison Villard, president, New York Evening Post, leaves to-day for a trip to California. On Wednesday, March 20, he will make an address at the semi-centennial celebration of the University of California, Berkeley, on "Journalism and International Relations." He will spend a week at New Orleans en route to California, and will spend a day or two at Houston and El Paso, being absent from New York about a month.

Sam E. Anson, former publisher of the Columbus (O.) Daily Monitor, is now head of the New York American's Washington bureau.

Major Frederick Palmer, attached to the intelligence section of Gen. Pershing's staff, has returned to France.

Russel Kent, recently with the New York Sun, has been named managing editor of the Knoxville Journal and Tribune. For three years Mr. Kent was managing editor of the New Orleans Times-Picayune and for three years managing editor and vice-president of the Memphis News-Scimitar. He did his first newspaper work on the Chattanooga Times fifteen years ago.

W. B. Dimon has resigned from the Philadelphia Evening Telegram to become manager of the Huntington (West Va.) Herald-Dispatch. He succeeds W. L. Mansfield.

Sidney D. Long, business manager of the Wichita (Kan.) Eagle, is boosting the "father and son" movement in Kansas. He recently delivered the principal address at a recent "father and son" meeting at Cheney, Kan.

V. G. Scrivner, editor of the Clay Center (Kan.) Daily Republican, is now in Washington serving as assistant manager of the Nation's Business, the official publication of the United States Chamber of Commerce.

Hubert M. Harrison, formerly a reporter for the Dallas (Tex.) Evening Journal, has joined the War Savings Committee for Texas, as director of publicity.

Henry C. Ford has resigned as a reporter for the Dallas (Tex.) Morning News to become editor of the Lorena (Tex.) Register.

L. Boyce, Los Angeles newspaper man, is now reading copy on the San Francisco Call-Post.

C. M. Jackson, veteran San Francisco newspaper man and humorist, has left the Bulletin and joined the staff of the Call, editing a daily column captioned, "Listening a Minute to C. M. Jackson."

Stuart Neale has been made night city editor of the San Francisco bureau of the Associated Press.

Charles Coleman, city editor of the San Francisco Examiner, has been transferred temporarily to the city desk of the Los Angeles Examiner. In his absence, William Levings is city editor of the San Francisco Examiner.

S. R. Standard has been made news editor of the St. Louis Star. George W. Huber, former head of the copy desk, has been promoted to telegraph editor.

S. G. Dameron, of the copy desk of the St. Louis Star, has joined the aviation corps of the army.

John C. Roberts, jr., son of the publisher of the St. Louis Star, has enrolled in the naval aviation service.

GOVERNMENT is a trust, and the officers of the government are trustees; and both the trust and the trustees are created for the benefit of the people.—Henry Clay.

Roberts spent five months in France with the American Field Service as a driver of a munitions truck. He returned to St. Louis last November after the service had been discontinued as a voluntary organization and its work taken over by the French Government.

P. B. Stone has sold his interest in the McAlester (Okla.) Daily News-Capital to George W. Held, of Wichita, Kan. Mr. Stone has been business manager of the News-Capital for ten years.

C. E. Adams, editor and publisher of the Montrose (Colo.) Daily Press, is contemplating the purchase of the Grand Junction (Colo.) Daily News which is to be sold about March 18.

Charles Clogston, desk man on the Cincinnati Post, has been appointed editor of the Denver Express.

Ford M. Pettit has been transferred from the Denver Associated Press office to Camp Lewis, Wash. He has been succeeded in Denver by Reed Hayes, formerly with the Associated Press in San Francisco.

William Robson, former assistant sporting editor of the Cincinnati Commercial Tribune before entering military service, has been honorably discharged and has returned to his former position.

Charles Brill, former sporting editor of the Tulsa (Okla.) World, is now city editor. He has been succeeded by Larry Dalley, former sporting editor of the Enid (Okla.) News.

William Shafer, for two years city hall reporter for the Cincinnati Commercial Tribune, has been appointed chief assistant to Dr. R. B. Blume, city and county food administrator.

Charles T. Malone, formerly of the County Press Service of White Plains, N. Y., now a member of the French Flying Corps, is on a visit at his home in Yonkers, N. Y., after twenty months' service in France. He was so seriously injured recently when he fell from his aeroplane, that when found he was thought dead and taken to a morgue. Later it was discovered he was alive and had one chance in a hundred to live. He took that one chance and lived. He is now home on a four months' furlough, after which he will return to active service in France.

E. W. Whittier has left the Omaha World-Herald to serve on the copy desk of the St. Paul Dispatch-Pioneer Press.

Ralph Neinhauer, until recently reporter on the St. Paul Dispatch-Pioneer Press, has gone to Berkeley, Cal., for instruction in aviation.

Visitors to New York

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

J. W. McClure, Cleveland News and Sunday Leader.

Frederick I. Thompson, Mobile Register and News-Item.

Paul T. Harher, Commerce (Ga.) Observer.

Augusta Herald Joins Eddy List

The Augusta (Ga.) Herald announces the appointment of the Chas. H. Eddy Co., New York, Chicago and Boston, as foreign advertising representatives, effective March 1.

TELLS WHY HE OPPOSES PAID GOVERNMENT ADS

(Continued from page 8)

would have to go into all if it went into any—which is an impossible proposition.

"There has been much discussion of the advertising of the Liberty Loan Committee, and many criticisms have been levelled at what has been called 'free advertising' in connection with it. It is a misnomer to call this free advertising. In almost all instances we pay for the display space we use. Many publishers have offered us pages of advertising without recompense, but in nearly every instance we have declined their tenders.

APPEAL TO PATRIOTISM.

"What we do is to appeal to the community to put up money as their service to the country in her need. In the metropolitan district we have 150 to 200 trained men who have been lent to us by their concerns for the purpose of soliciting money to pay for advertising. The 2,000 other Liberty Loan Committee up-State and in the twelve northern counties of New Jersey and the one county of Connecticut that constitute this entire district, are doing the same. As yet, of course, we cannot tell what the volume of their success will be. In thirty days of the last Liberty Loan we used space which, at the commercial rates, would amount to \$900,000. In New York city we used 500 full pages, and 1,500 were used outside the city.

"I claim that the work we are doing is of direct benefit to publishers and advertising men. We are educating hundreds of firms, corporations, and individuals in the value of advertising who have never advertised before. The result ought to be, and I believe it will be, of great importance, not only to advertising men and publishers, but to the industries of the country as well.

"Besides this, we are educating the people to buy bonds and so save their resources. It is true that we are selling Government bonds, and war bonds at that, but the people are buying them more freely than ever before. It took

several generations for the bankers of this country to develop 350,000 bond buyers. For the first loan our method of advertising, together with the impulse of the patriotic spirit, developed four million bond buyers, and the second loan brought out ten millions. I doubt if a paid advertising campaign by the Government would bring any better results, no matter how magnificent the appropriation.

DEFENDS TIMES CAMPAIGN.

"A great deal has been said about the five pages we used in the New York Times in one day at the close of the last campaign. It has been called scatterbrained advertising. But when you remember that the New York Times is the leading paper of its kind in the United States, and the results we got from it, the five pages were not too much to use in the single day. Hundreds of thousands of people read the Times, and we went to them with force in five pages. Among them are visitors to the metropolis, foreigners, and the men who control the machinery of the country, and we reached them all with a vigor that was effective. Of course, we aim to distribute our advertising equably. We shall be able to do so in the next campaign.

"This leads to a thought that ought to appeal to every patriotic man in the country. The Liberty Loan campaigns have brought results. Why disturb a plan that is getting across, for a theory? We have not violated the principle of paid advertising, as I have shown you. Not a step has been taken without consultation with advertising men of wide experience. If those who are agitating for paid advertising by the Government would only enter the matter as deeply as these men have they would arrive at the same conclusion that they reached."

Attacks Creel Bureau

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 27.—Senator Gallinger, the Republican leader, has sent a resolution to the Committee on Appropriations calling for the names of the employees of the Committee on Public Information and the salaries which they receive. Senator Gallinger has charged the "Creel bureau" with putting on the payroll newspaper correspondents to exploit the bureau's activities.



The Salt Lake (Utah) Tribune Has Signed a Contract for the Haskin Service for One Year



FINNEY CHAMPIONS PAID AD POLICY FOR NATION

(Continued from page 9)

food, and other Government necessities are bought.

"The Government will have to come to this sooner or later, and the sooner the better for the United States. Not because the publishers will weary of giving, or their patriotism fail, nor because advertisers will fail to give part of the space they buy to the Government, nor even because patriotic citizens will cease to contribute funds to be laid out in advertising. None of these contingencies will ever occur, no matter how long the war drags out. The reason lies deeper.

"We are at war with the most efficient nation in the world. If we fight efficiency with inefficiency we shall lose. Such a proposition needs no argument. I would be the last man to criticize the Government's conduct of the war, or to voice concerning any field of endeavor a comment that I did not consider constructive, but the fact is glaringly apparent that nothing but a centralized, well organized, paid advertising campaign by the Government will be effective.

WORK NEEDS CENTRALIZATION.

"Take any or all the publicity campaigns that have been made—Liberty Loan, War Savings Stamps, or anything else. In each the efforts have been widely scattered and without centralization or cohesion. There have been, and there still are, campaigns in this city, and that, all over the country, each working individually, and each, in most instances, creating a duplication of effort. The mails, as I have pointed out, have been burdened with free publicity matters, only a small part of which is read by the people to whom it is directed. The waste basket catches most of it direct from the envelope, if the envelope, indeed, is opened at all. With centralization of organization and paid display advertising this could not happen.

"What is needed now is a campaign of this character to educate the American people to save. If the Government would make an appropriation and organize an advertising department this could be done. America has never been a thrifty nation, but it must become one to win this war. If the people could only realize that during the war the Government needs vast sums of money, and that the only place to get it is from the purses of the people, they would save. Then we could sell Liberty bonds, Stamps, or anything else the Government wanted to sell, because the people would have the money. Just now the Government cannot save. The soldiers in the field eat twice as much as they did when at home, their wear out twice the clothing they did in civil pursuits, they send thousands of dollars flying through the air with every barrage they lay down before the enemy, they wear out flying machines in comparatively few hours. To fill these and other needs the Government must actually have money to waste if we hope to win this war. The public must deduce its consumption of both dollars and commodities so that the Government shall have funds in lavish measure.

"There is only one way, to my mind, to accomplish this result. Let this great Government go into a great paid, centralized advertising campaign, using the people's money in that as it does in everything else for war purposes, and teach the people to save a spoonful of wheat or a shovelful of coal so that

there will be ample funds to maintain our democracy against the terrific onslaught of German autocracy."

SUPPRESS RATHOM'S SPY STORY IN WORLD'S WORK

(Continued from page 12)

the arch-plotters of Germany against this country. Boy-Ed he describes as easily the superior of the others in mentality. Von Bernstorff, he says, absolutely controlled Dr. Dumba, the Austrian Ambassador. The German Count, he asserts, while posing as a martyr before the American people, was all the time spreading German propaganda surreptitiously and directing works of violence against plants and vessels, though keeping very carefully away from any activity in direct connection with the blowing up of factories or of ships.

One of the most striking features of the article is the narration of an interview Mr. Rathom had with Boy-Ed in the German Club, 112 Central Park South, New York, at the latter's invitation. There the captain asked Mr. Rathom to take charge of a German news bureau, promising \$10,000 a month for maintenance and \$2,000 a month to Mr. Rathom as personal salary.

At this interview, also, Capt. Boy-Ed asked him to suggest to the President that either Mr. Wilson or Mr. Bryan, then Secretary of State, should beg manufacturers not to make arms for neutral countries, assuring them that they would thereby hasten the coming of peace. Mr. Rathom says he laid the whole matter of his interview with Boy-Ed before the President a few days thereafter. Immediately a German propaganda for an embargo on arms was begun all over the United States.

Mr. Rathom, in this article, also tells of a German plot aimed to control the placing of the Government wireless station in the Philippines, the object being to have them where they would be of the greatest service to the German Government if it should take the islands.

HENRY L. EINSTEIN DIES

Was Owner of the New York Press
From 1895 to 1912.

Henry L. Einstein, owner of the New York Press from 1895 to 1912, died Thursday at his home, 44 West 53d Street, after an illness of several months. He was sixty-nine years old, and was a native of New York city.

In memory of his only son, Lewis, Mr. Einstein gave a children's pavilion to Mount Sinai Hospital in 1904, this being only one of his many charities. His only other child, Mrs. Myron S. Falk, is dead. He leaves a widow. A brother, Edwin Einstein, was Doek Commissioner under Mayor Strong after having been Republican candidate for Mayor in 1892. David L. Emanuel and Charles Einstein were other brothers.

Funeral services will be held Sunday at Mr. Einstein's late home.

For fullest information on
NEW JERSEY NEWSPAPERS
Daily and Weekly write or phone to
The Specialist in the Field

R. W. Cooke, Special
Representative
Daily and Weekly Newspapers,
New Jersey—New York and
Connecticut

154 Nassau St. (Phone Beekman 2376 N. Y.)

NEW JERSEY —A State With a Past, Present and Future

New Jersey looms brilliant on the pages of history—from revolutionary days to 1918.

New Jersey at this moment is probably first of all states in the Union in its importance as to the work of war—its shipbuilding, its munition making, its steel products, its giant railroad terminals, its unapproached shipping facilities, its great encampments—all mark it a state of marvellous resources, of wealth-making possibilities almost unlimited.

New Jersey's FUTURE! It would exhaust the vocabulary of the most versatile writer to begin to depict the future of the state. Its industrial development, its commercial expansion, its agricultural enrichment, are almost beyond the ordinary comprehension.

* * *

And it is to this booming, growing, populous field that the live newspapers of New Jersey invite advertisers to sow seed. Here where there is "money to burn." Here where people have, the widest variety of wants—to meet the requirements of a climate that runs the gamut from arctic to tropical, and to satisfy the desires of those of great wealth to those who earn good steady wages.

Let These Newspapers Carry Your Message:

Paper	Circulation.	Rate 5,000 lines
Asbury Park Press (E).....	7,336	.0207
Atlantic City Press (M) Union (E).....	14,343	.0350
Camden Courier (E).....	11,434	.025
Elizabeth Journal (E) (A.B.C.).....	15,752	.0318
Hackensack Record	5,426	.0178
Newark Sunday Call (S).....	46,000	.11
Newark Star Eagle (E).....	51,213	.10
Morristown Record (E).....	3,875	.0107
Passaic Herald (E).....	5,680	.015
Passaic News (E).....	7,256	.0215
Paterson Call (M).....	13,827	.0321
Paterson Press Guardian (E).....	13,953	.03
Paterson Sunday Chronicle (S).....	8,534	.03
Perth Amboy Evening News (E).....	7,000	.018
Plainfield Courier News (E).....	7,280	.0215
Union Hill (Weehawken) Hudson-Dispatch	14,000	.02

(K) Ad Plan by Theodore S. Fetting Advertising Agency, Newark, N. J.

**ROCHESTER NEWSPAPERS
MERGE FOLLOWING SALE**

(Continued from page 14)

legislative and executive committees of the National Editorial Association.

Edwin Roland Davenport was born in Ithaca, November 30, 1875. He attended the University of Nebraska at Lincoln in 1894-1898 and refers to the fact that the drill master of the Cadet Corps of the University was Lieut. Pershing, who is now in charge of the American Expeditionary forces.

When he left college, Mr. Davenport organized a Commercial News Bureau in Omaha. He became half owner of the Elmira Gazette in 1905, the property at that time of David B. Hill, who was Governor and afterwards United States Senator.

In discussing the Rochester deal with a representative of THE EDITOR AND PUBLISHER in New York on Friday, Aubrey Harwell, of the firm of Harwell and Cannon, said:

"One of the most interesting features of the Rochester transaction and a feature of far reaching importance to publishers of the United States, was the fact that only 12 per cent. of the circulation of the Union and Advertiser and the Rochester Evening Times was lost when the three evening papers of Rochester went from the penny basis to two cents on February 18th of this year. Susequent days showed a gradual increase back to normal and on Saturday, February 23rd, the loss had been reduced to about 9 per cent.

"It is the belief of the retiring owners and also the buyers of these two properties that the Rochester Times-Union will begin next week with a circulation approximately 75,000 copies per day on the two cent basis. Incidentally, from this item of circulation alone will come in net revenue to the new corporation approximately four times the net earnings that have been shown in recent years when the two properties operated independently. This makes no claim for increased advertising business which will naturally follow in the wake of this consolidation.

"Our experiences have convinced us beyond question that the only royal road to creating big newspaper values through multiplied net earnings, lies along the consolidation route. Some of the examples in which we have been factors are: Bridgeport, Conn.; Scranton, Pa.; Paterson, N. J.; Charlotte, N. C., and numerous smaller fields. In every single instance the net result has been more important than was anticipated by the interested parties in advance of these merges."

Persons who say they never believe what they see in the newspapers are apt to be the ones who lie to reporters, vance of these mergers."

The Best Known Slogan
in St. Louis



Trade Mark Registered

Foreign Advertising Representatives
STORY, BROOKS & FINLEY
Chicago Philadelphia New York

PROTECT GOVERNMENT ADS

Bill Introduced to Prevent Defacement of War-Time Advertising.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 23.—A bill to prevent the defacement or obliteration of Government war advertising, which may lead to a similar measure to prevent defacement of all advertising in peace time, has been introduced in the House by Representative Denton, of Indiana. The bill defines "Government war advertising" as "any printed or lithographed matter having to do with the successful conduct of the so-called transatlantic war, such as printed or lithographed matter being issued by the Government Printing Office by authority of any Government department, bureau, or agency, and having the usual inscription, 'Washington, Government Printing Office,' with the year of publication designated thereon."

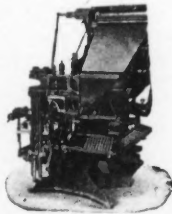
The bill provides that agencies other than the Federal Government issuing patriotic advertising may be protected by arrangement with the Committee on Public Information.

Penalties of a fine of not more than \$500 and imprisonment for not more than six months are provided.

The bill known as H. R. 10193 has been referred to the Committee on Judiciary.

Want Government Advertising Seen

Robert Grier Cook, representing Mayor Gaynor's Billboard Commission, the Fifth Avenue Association, the City Club, and other civic organizations, has sent a letter to President Wilson and to the members of the Judiciary Committees of the Senate and House of Representatives urging the Federal Government to pass a law making it a penal offence to cover Government advertising.



THE superintendent of a newspaper plant which had been using a number of other-than-Intertype machines of various models some months ago asked the proprietor to buy an Intertype

He did.

A few months later he ordered another Intertype.

Shortly after that an efficiency man representing the other-than-Intertype machines blew in.

"Say," he said to the superintendent, "everywhere around here I hear you are rooting for the Intertype."

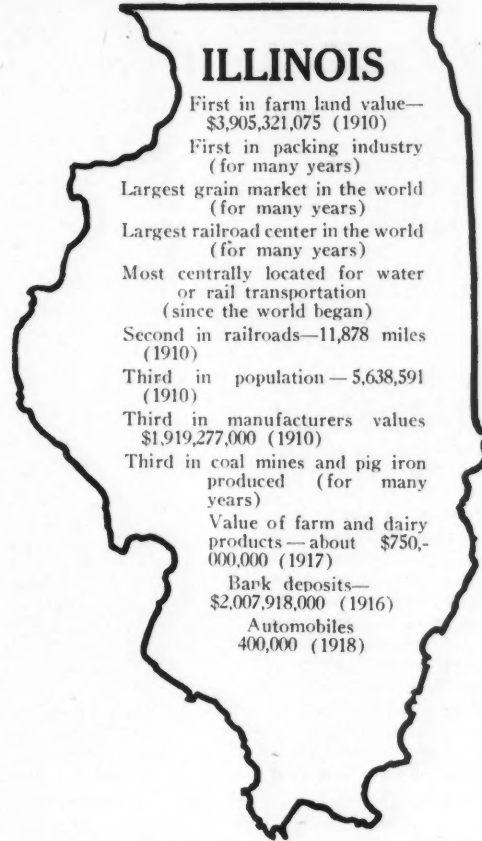
"Why not," said the superintendent, "it is

"The Better Machine"

**INTERTYPE
CORPORATION**

50 Court St. Brooklyn

**HOW THE MONEY
ROLLS IN IN
ILLINOIS**



ILLINOIS

First in farm land value—
\$3,905,321,075 (1910)

First in packing industry
(for many years)

Largest grain market in the world
(for many years)

Largest railroad center in the world
(for many years)

Most centrally located for water
or rail transportation
(since the world began)

Second in railroads—11,878 miles
(1910)

Third in population—5,638,591
(1910)

Third in manufacturers values
\$1,919,277,000 (1910)

Third in coal mines and pig iron
produced (for many
years)

Value of farm and dairy
products—about \$750,-
000,000 (1917)

Bank deposits—
\$2,007,918,000 (1916)

Automobiles
400,000 (1918)

You can't dodge these figures—they are facts. You can't dodge getting your share of the money they represent, if you will only go after it where it is—in ILLINOIS.

Portland, Maine, and Portland, Oregon, are good, live cities. But, unless you've got millions to spend, why try to cover all the space between them, when the real money crop is centered in ILLINOIS?

To get your money back many times over, put it in ILLINOIS—where the money is.

These modern, enterprising papers will bring it to you. They cover the state like the moon in January. Use them.

	Paid	2 500	10,000
	Cir.	Lines	Lines
Aurora Beacon News (E)	15,664	.04	.04
Bloomington Pantagraph (M)	16,677	.03	.03
Chicago American (E)	326,998	.42	.38
Chicago Examiner (M)	193,000	.30	.25
Chicago Examiner (S)	513,000	.53	.46
Chicago Herald (M)	207,151	.36	.25
Chicago Herald (S)	231,428	.40	.28
Chicago Journal (E)	108,220	.24	.21
Chicago Daily News (E)	392,001	.43	.43
Chicago Post (E)	55,477	.25	.12
Chicago Tribune (M)	381,675	.50	.35
Chicago Tribune (S)	614,418	.60	.45
Elgin Courier (E)	7,517	.0143	.0143
Rate after April 1st, 1918—3c per line flat.			
Freeport Journal-Standard (E)	6,154	.015	.015
Galesburg Evening Mail (E)	9,147	.015	.015
Rate after July 1st, 1915, will be .0178 per line flat.			
Moline Dispatch (E)	9,061	.025	.025
Peoria Star (E)	21,201	.045	.035
Quincy Journal (E)	7,929	.02	.02
Rock Island Argus (E)	6,400	.015	.015
Springfield State Register (M)	20,492	.035	.035
Sterling Daily Gazette (E)	5,228	.017	.017
Government Circulation Statement, Oct. 1, 1917.			
*A B C Statement—(Last Audit)			

G. G. BOOTH DESCRIBES SPIRIT OF JOURNALISM

(Continued from page 6)

our city, and the perfection of the service a newspaper could render to the people.

The present building site was chosen and the building soon took form. It was to be fine and true in quality and design as my vision pictured the "newspaper of the future."

A newspaper, destined to occupy an important place, would need and is entitled to have, must have, in fact, every proper facility for a full expression of its ideals.

This result was to be obtained by the forming of an intimate association with an architect, qualified and disposed to enter into the matter as seen from the publishers' standpoint.

PROBLEMS OF THE ARCHITECT.

Even that ideal man pictured to you before was to be kept in mind, expressing the building perfect, as well as the newspaper perfect. Thus did Mr. Albert Kahn join in a determination to meet perfectly, if within our power, every test under which we intended to place the project and to which time might put it.

With the many and varied problems in the pursuit of reasonable perfection, there was need of a motto to hold us firmly to the determination not to compromise with the best. Our motto was "there is a way," and no matter how impossible at times it seemed to bring every main or minor department into its right and effective relation with others, there was to be no compromise. The plans must be efficiently usable to-day and equally as effective and economical when the need of the paper should have grown to greater proportion. Every quality of convenience, light, air, sanitation, and service to the last minor degree must be met and solved. In this way only was the work undertaken and prosecuted to completion and satisfaction.

The building itself typifies our ideal man. It stands four-square in the light of day, true and strong, fair to look upon, founded on honor and high ideals, teeming with light and life within, representing in the dignity of its appearance the public character of its purpose. A dedication of its declared functions and its high purposes is chiseled in stone upon its lofty walls, not hidden in the foundation to be forgotten, but where it is ever before the eye of all, a reminder of service rendered and those ideals we are all pledged to attain.

There stood the great building of our dream, and within in orderly arrangement were ingenious machinery and devices of every known kind brought into orderly and working relations, one with the other: Tied together with tubes and wires of communication, bands of leather, belts of steel; and pipes to carry the blood of its moving force, with hundreds of living "fuses," as it were, in the forces of men, making possible and effective the instant response to the will of the directing hand.

THE BODY AND THE SPIRIT.

Here is the building, the plant in perfect order, all well proportioned orderly and efficient as we find the physical man of our ideal, every sensitive nerve leading to the head, as complete as the famous Frankenstein's creature of our story books. And into this great inanimate being at last by a simple word was breathed the vital breath; the current of life rushed through its veins, it

breathed, its pulses throbbed as it entered upon its life of usefulness. Thus, this newspaper and the newspaper building; one the spirit, the other the body, each inseparable from the other, one useless without its counterpart.

For fifty years, the world has been passing through what in history will be known as the "Commercial Era," or the great "Materialistic Age." We have come to measure progress and even honor in dollars. We have recognized success only in our material accumulations. We have just witnessed nearly the full swing of the pendulum of time. We have tasted of the fruits of a material existence, we have hugged to our breasts the myth of property, of power, and of wealth with which we thought to be satisfied. We have reached without limit this one desire beyond our needs.

Too little have we realized that our business, our property, our State, our very nation are in trust for the good of all. Too much have we filled our thought with a fictitious sacredness of national boundary lines, as if by some divine right we had obtained title for our own selfish purposes.

Too much have we thought that all change is improvement that the complex and mysterious doings in the field of science always spell usefulness and progress.

Too much have we accepted the idea that masterful and ingenious inventions were always discoveries worthy of our highest praise, accepting the submarine, for example, as an achievement of wonder which proved the greatness of man, almost evidencing the divine work of the Creator, instead of casting it into the depths of the sea and recognizing it at once as a work of the "Devil," the folly of man, the unworthy product of man's presumption and conceit, a device of Hell of no real use to us, as great a folly as the Tower of Babel that threatens again to destroy the chance of a real brotherhood of man.

Shall we, do you think, continue to cherish this monster of folly? Shall we continue forever to praise blindly the invention of all engines of destruction: to reward and applaud men who devote their great talents to the destruction and ruin of man and man's ideals and hopes?

We are to face great questions and endeavor to solve them. We are to adapt ourselves to the revolution upon which we have entered.

We must enforce the idea that men gather together in cities for mutual convenience, economy, and helpfulness, and not for opportunity and right to prey upon each other, to make it easier for the strong to enslave the weak.

THE MEASURE OF SUCCESS.

We must learn that money is a poor measure of real success, and that the things worth while must be measured with a different rule. We must learn that injury to another is really an injury to us; that his loss in the end our loss; that to strive to build ourselves up by tearing down another in the end is folly.

We have had plenty of fine sounding principles clothed in the most beautiful language to guide us, but we as a people have not "worked at the job" of living up to them. Instead of "going over the top" in pursuit of all that is constructive, and worthy and helpful to others, we have been keener to "put one over" on the other fellow.

We are entering an era when to hold our place we must be more thorough, more exact in our statements, and must

IN INDIANA

A Fable in Slang for Agencies (With Apologies to George Ade)

Once upon a time there was an old Gazaboo who thought he was Wise about Advertising. He'd made up lots of Lists in his day and no one could String him. He was too cute for dope sheets of trade conditions, A. B. C. reports and the like. He just closed his eyes and threw in the Gears—same as he had back in '72, and didn't care Where he circulated or in What, if he could get a Price.

But there came a day when his Boss, who wasn't dead yet, got Peevish, for his Clients had begun to Kick. They were getting no Returns. And the Boss was near Dippy when suddenly a Great Light filtered through his Bean. He would give the old Gazaboo a Leave of Absence.

And Just about that time a young Highbrow blew in looking for a Position. Finding he had no Friends, the Boss hire l him and told him to get Busy. He did. He dug down to the Sub-cellular of things, for all he had was Ambition and all he was looking for was Results. He cut out Fiction in business hours and got down to Facts. He soon nailed one Fact—that Success in Advertising was not all Copy. And another—you can't get Money from those who haven't got It.

Having learned that so well he could Sing it, he moralized further. He Considered first the possible Buyer—his Wealth, his Production, the handiness of his Location and the means of getting under his Skin. He figured he would find such a Buyer in the Center of Things and not on the Fringe. He found the Center was Indiana. He further found the Indiana Buyer's Wealth and Production were so big that his Roll was getting troublesome to carry around. And then he found that it was dead easy to get his Client's Goods distributed all over this state of Indiana where the buyer lived because the Merchants were Live Ones and Mr. McAdoo's highways were plentiful.

And then finally he cast about for a Real Means of getting under the Skin of that Buyer. Letters from Friends and Strangers didn't appeal to him. He must have a Personal Introduction by a Guy the Buyer knew and Trusted. Having no friends among 'em and no prejudices, he picked a list of such Regular Fellers on their Merits alone.

So he marked his State, Indiana, his Buyer, the 3,000,000 Prosperous People there, and with son-in-law Mac's aid he distributed his client's Goods dead easy and then he shot his Aids in this list of Regular Fellers among the Newspapers till his Client begun to get such Big Results he started talking in U. S. Treasury Department Figures.

And because he was not a Tight Wad, he has given out the Key to the Money "In the banks of the Wabash."

And Here's the Key

The best "Regular" Newspapers you ever Lamped

List 'em

	Circulation	5,000-line rate
Indianapolis News (E)	117,403	.14
Indianapolis Star (M)	88,475	.11
Indianapolis Star (S)	102,329	.14
Terre Haute Star (M)	26,003	.04
Terre Haute Star (S)	19,033	.04
Terre Haute Tribune (E)	23,533	.035
Terre Haute Tribune (S)	19,807	.035
Evansville Courier (M)	19,660	.035
Evansville Courier (S)	15,709	.035
Richmond Palladium (E)	9,949	.025
Richmond Item (M)	7,017	.0175
Muncie Star (M)	24,052	.05
Muncie Star (S)	14,160	.05
Muncie Press (E)	8,951	.01786
Anderson Herald (M)	5,427	.0125
Anderson Bulletin (E)	5,992	.01857
Marion Leader (M)	8,140	.0215
Vincennes Capital (E)	3,375	.01071
Lafayette Courier (E)	7,147	.015
Lafayette Journal (M)	10,041	.02143
South Bend Tribune (E)	16,935	.03
Fort Wayne Journal-Gazette (M)	28,304	.04
Fort Wayne Journal-Gazette (S)	23,000	.04

put our every word and act to the acid test of truth.

There is always hope in a new country, and ours is young yet. We are freed from the traditions and customs of a thousand years of error, such as Europe is under. We are now breaking the bands of selfishness and greed which have threatened to bind us to our false gods. We are learning that there are no "little things" in life; that every act and word is destined to do good or harm; that one little weak spot in a human as in a mechanical structure if not discovered in time may cause its destruction. It is up to us therefore to acquire the habit of thoroughness and vigilance and to follow a relentless pursuit of truth and right.

If the early colonists, with only a few books to read, could build their lives on true lines of usefulness, and with no greater external intellectual help could make of themselves citizens of whom we have reason to be proud, in this later day, how important a matter it is that the printed word in the daily paper which enters almost every home should carry a message, not only of intentional truth, but of dependable exactness. How essential that our conclusions be not hasty and ill conceived, but that after a careful delving for those dependable truths, there shall follow editorials that may be a safe guide, particularly for those whom time does not permit the examination of other sources of information and opinion.

NO DANGER OF A CORRUPTED PRESS.

For a time we are to see the day of fewer newspapers, even single newspapers, in many cities. Contrary to all common reasoning that this will lead to a corrupt journalism, it will bring a feeling of greater responsibility. It will be plain to all that a publisher trusted thus by the people of any community has not alone a great privilege and responsibility, but an assured business opportunity. Many of the faults of which we all now complain will disappear under such circumstances. For these reasons, I counsel you students of journalism to cultivate habits of close observation, exactness in stating your facts, a reasoning more devoted to truth than brilliance. Let the embellishment of your real work come after you have trained yourself in these vital qualities which will without doubt necessary to express the life and guiding principles which alone will have the approval of all true citizens.

We have passed through the larger part of the materialistic age, which is now uttering its dying gasp. Our real estimates of our accumulation of wealth and power are evidenced by the readiness with which all people have come forward to give up their all to the final sacrifice, surrendering almost with eagerness that we may the quicker obtain the blessing of a purified world wherein we are to erect new standards to guide all men into the road to true and effective helpfulness. Upon the coins of the true democracies of the world should be stamped the "Golden Rule of Life" and our hope should rest in truth, justice, and righteousness. In the new era just over the brink of time there are rising, like the golden sun of beautiful summertime, the glorious principles of right, of forgiveness, of kindness, of mutual helpfulness; and this new day, following closely upon the war's night of horror, will shine with the brightness of a sun in our dream of paradise.

The journalist will crystalize the thoughts of righteous men, of real pa-

triotis who serve and help the nations of the earth, and the architect will rear those enduring monuments in which even God delights, because they mark the upward progress of man in his pursuits of all that is true and imperishable.

INDIANA EDITORS MEET

G. H. Hazen, of Boonville, Named to Head Democratic, Hoosier Editors.

The Indiana Democratic Editorial Association, at its annual meeting in Indianapolis, February 22, elected the following officers: president, G. H. Hazen, Boonville; first vice-president, George Saunders, Bluffton; second vice-president, E. W. Pickharde, Huntingburg; secretary, W. L. Slinkard, Bloomfield; treasurer, John H. Heller. The following were elected members of the executive committee: Howard Rosa, Evansville; Lew M. O'Bannon, Corydon; A. N. Crecraft, Franklin; Charles J. Arnold, Greencastle; Walter S. Chambers, Newcastle; Fred Van Nuys, Indianapolis; Dale J. Crittenberger, Anderson; J. O. Behymer, Tipton; E. J. Steinbaugh, Kentland; E. E. Cox, Hartford City; L. G. Eilingham, Fort Wayne; J. B. Faulkner, Michigan City.

Evansville was chosen as the place for the summer meeting, which will be held this year in May, the date to be announced later.

At the request of Charles A. Greathouse, Democratic state chairman, the association directed the president to appoint a committee of five members to cooperate with the press bureau of the state committee in the preparation of campaign material this year.

PLAN SALESMANSHIP CONGRESS

Session Called Two Months in Advance Because of Pressing Problems.

The third annual session of the World's Salesmanship Congress will be held in Detroit, April 24-27.

This session has been called two months in advance of its regular dates to stimulate business, encourage advertising, prevent, if possible, the adoption of increased second class postal rates, and counteract the harmful propaganda about "non-essential" businesses.

England is sending Herbert N. Casson, of London, proprietor of Efficiency Magazine, to address the congress.

N. Y. Commercial Spreads Optimism

Believing that the state of mind of the American people and their mental attitude toward the war and existing business and economic conditions in this country is as important as any single aid to victory can possibly be, the New York Commercial is calling attention to its new feature known as "Optigrams" appearing daily on its first page. "Optigrams" are terse, living cheering messages from the men who are doing the directing to those who are equally necessary in the scheme of things, the helpers. "Optigrams" are making a big hit.

The Eagle's Big Concert

The Brooklyn Eagle staged a brilliant concert and ball at the Academy of Music last Friday evening, the proceeds of which were devoted to that paper's Sweater Fund, conducted under the direction of Miss Elsie Calder, daughter of the Senator from New York. Mrs. Don C. Seitz was in charge of the arrangements for the benefit, and The Eagle accords to her the major part of the credit for the success of the event.

"OLD ABE"
The Great War Eagle of '65, Came From



WISCONSIN

He led the Wisconsin boys to many a victory in that war.

His spirit still lives in the Wisconsin people, who in agriculture, manufacture, business or war are willed to an ardor of victory—a victory, which every day sees them accomplish.

That's the sort of people to advertise to, a people whose state has almost limitless natural resources in agriculture, mines, timber, quarries and dairy products; a people who are highly industrious, thrifty, wealthy and intelligent.

Wisconsin farmers own a larger percentage of their farms than those in any other large state.

Wisconsin dairy men make nearly one quarter of all the dairy products of the country.

Wisconsin manufacturers operate over 10,000 factories and produce annually nearly \$1,000,000,000 worth of manufactured products.

But why go on? There is not room to tell it all. And any advertiser can find out by actual results that the Wisconsin situation is far better than we can here describe, if he will but use good, strong copy in this list of excellent papers:

	Circulation	Rate for 5,000 lines
Beloit News (E).....	6,000	.02
Eau Claire Leader-Telegram (M&E&S) *†	8,282	.027
Fond du Lac Commonwealth (E).....	**7,540	.02
Green Bay Press Gazette (E).....	9,264	.02
Janesville Gazette (E).....	**7,791	.0214
La Crosse Tribune-Leader Press (E & S)*†	14,324	.025
Madison, Wisconsin, State Journal (E).....	13,385	.08
Madison, Wisconsin, State Journal (S).....	10,199	.08
Milwaukee Evening Wisconsin (E).....	**34,499	.06
Milwaukee Journal (E).....	**114,338	.14
Milwaukee Journal (S).....	102,716	.14
Milwaukee Leader (E).....	36,843	.07
Milwaukee Sentinel (M&E).....	75,718	.08
Milwaukee Sentinel (S).....	70,339	.11
Oshkosh Northwestern (E).....	**13,378	.03
Racine Journal News (E).....	**7,643	.02143
Racine Times-Call (E).....	**6,222	.0150
Sheboygan Press (E).....	**5,714	.0143
Superior Telegram (E).....	14,539	.03

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

CIRCULATION METHODS IN NEW ENGLAND FIELD

GETTING READERS TO PAY IN ADVANCE

How the Problem Was Met by Lewiston Sun—Method Adopted for Collecting Arrearages—Results of Campaign Highly Gratifying and Profitable.

By FRANK S. HOY.

Circulation Manager, Lewiston (Me.) Sun.

THE Lewiston Daily Sun is the only morning paper published in the "Twin Cities" of Lewiston and Auburn. An evening paper is the only local competitor.



FRANK S. HOY.

January 1, 1917, the mailing list of the Sun was changed from a credit to a "Paid in Advance" policy. The general opinion of the Maine publishers seemed to be that the people of the rural districts would look upon the request to pay for their paper in advance as a reflection upon their credit, and that

the stopping of their paper would be a slap in the face which they would never pardon. In spite of this adverse sentiment, the Sun decided to adopt the paid-in-advance policy, and announcement to this effect was published early in June, six months in advance of the date when the change would actually be made.

Renewal notices were sent at regular intervals to all subscribers in arrears, announcing the change in policy and urging the subscribers to pay their Sun subscriptions into 1917.

A few subscribers who were one or more years in arrears were taken from our mailing list January 1, and a final letter sent. About two hundred subscribers, less than one year in arrears, remained on our list. To these, letters were sent explaining that, although their papers ought to have been discontinued, we would continue sending the paper a few days longer to give them a final opportunity to renew. The number in arrears had been reduced by February 1 to eighty-nine, and these were then discontinued. Some of these renewed after their papers were actually stopped.

During this time a campaign had been directed towards the collecting of Blue Book subscription bills. Our efforts were directed towards getting these former subscribers back on our lists with paid in advance subscriptions. Blue Book bills had all been figured at the arrear rate, \$4 a year. The advance rate was \$3 a year. We offered to square their old account and give them a new paid in advance subscription for the amount due on their former subscriptions. What we did was to balance their old account at the \$3 rate, and credit the difference between the \$3 and \$4 rate to a new subscription. For instance, a man owing for a one-year subscription at the arrear rate, \$4, would be offered a receipt in full for the old account and a new four-month's subscription if he mailed the amount due within fifteen days.

This plan worked out so well that we not only collected a large number of old bills, and got old subscribers back on our list, but we won their good will. Many, upon sending in their

money, thanked us for our "very generous offer."

In the meantime we had greatly reduced unpaid circulation. Our average net paid circulation increase for the year 1917 over 1916 was 235 greater than the average net press run increase.

Subscription rates were increased January 1, 1918, from \$3 to \$4 by mail, and from \$5 to \$6 a year by carrier. This change was made with the cooperation of the local evening paper, and the Sun's circulation for January, 1918, has shown a good increase over December, 1917, and February has shown a proportionate increase over January.

LETTER TO NEWSBOYS BROUGHT RESULTS

Brockton Circulator Tells His Boys How to Get in Touch With Prospects, and Reminds Them of the Importance of War News to People Just Now.

By F. L. NUTTING.

Circulation Manager, Brockton (Mass.) Times.

I HAVE been getting great results in the way of increased cooperation from my newsboys from a letter which has recently been sent to all of them.

It has brought about much new business. This letter is as follows:

"Do you realize that the papers you are delivering just now contain the BIGGEST NEWS that has ever been printed, and that in the next few months developments over in Europe are going to make every family want to read about what the American soldier boys are doing over there in the war zone; about the battles that our boys will be fighting and about who gets killed and wounded? Between now and spring is going to be the best time you ever saw to add new customers on your routes.

"Now, if I were you, I'd just talk it over with the grocery man and the butcher, the clothing store man, the family doctor and the dentist, and every one else from whom Dad is buying things, and get them interested in the paper I was selling. In your case that's the Times. Then its a good plan to go 'round among the factories and shops at the noon hour, or Saturdays, if the boss will let you in, and make the men see how much easier it will make it for them if you leave the paper right at their houses, instead of their having to stop at the corner store and dig out a couple of coppers when they are in a hurry to get home to supper. The first thing you know, you have got a nice little business if you promise them prompt, regular delivery, and then make good by giving it to them.

"I am going to keep a record of the gains on all the routes just to see which boys are interested in the job of carrying the Times, to put a little effort and spare time into building up their routes and I believe that you're going to be one of them. Am I right, or am I a poor guesser when I say you are going to hustle out and put up a good increase in the next few weeks?"



F. L. NUTTING.

HOLDING CIRCULATION AT HIGHER RATES

Task Is Psychological, Requiring Tact and Patience—Experience of Lewiston Journal Is Typical, Showing that Reader-Allegiance Is Tangible Asset.

By S. J. MOORE.

Circulation Manager, Lewiston (Me.) Journal.

A NEWSPAPER retailing for two cents, and having a mail subscription rate of \$3 per year and a carrier rate of \$5, will doubtless seem odd to



S. J. MOORE.

most newspaper men, but that was the situation among several Maine dailies until recently. Gradually, however, Maine publishers began to realize that with the present prices prevailing for newsprint, ink, metal, etc., they could not print and mail a paper for \$3 per year. The cost of print paper alone furnished to one

subscriber for a year was well over \$2; adding to that from 70 cents to \$1 per year for second class postage, without even taking into consideration the cost of production, the loss was beginning to offset any advertising profit that might come from additional circulation due to the low rate.

On January 1, 1918, the Lewiston Evening Journal advanced its carrier rate of \$5 per year, 10 cents per week, to \$6 per year, 12 cents per week, and the mail rate from \$3 to \$4. The announcement was made on November 1, 1917, and all subscribers were given the opportunity to renew at the old rate up to January 1. Our carriers, who are paid a commission of one-half cent per paper, began to come to me about the middle of December complaining that their customers would all stop when the new rate took effect, and purchase the paper from the street boys when they wanted it. Their fears were not realized, however, for on January 1, 1918, our circulation by carrier was 4,039, and at the time of this writing it is 3,980. Our increase in street sales has more than made up this difference.

On January 1 our mail list contained about 4,000 paid subscribers, and it is now only slightly less, and the reason for this is that we have established new suburban carrier service in several towns and increased our carrier sales where routes were already established.

An increase from \$3 to \$4 looks like a small matter, but it must be borne in mind that the price a subscriber will pay for a newspaper depends upon what he has been educated to pay. In Connecticut, for instance, they obtain \$9 per year quite easily, as the people have become used to paying that rate. The publishers are now confronted with the task of convincing the average reader that it is no longer possible to furnish him with the same quality newspaper at the old price.

We have tried to keep away from the "take it or leave it" attitude, and whenever a subscriber complains of the advance, to give him a clear, logical

explanation of the circumstances which lead to it.

I believe that this is the attitude of all Maine dailies who have made this advance. We have had numerous cases where subscribers have sent us a check for \$3 since January 1, stating that if we would accept same in payment of a year's subscription they would renew, otherwise to return their check. The remittance in every case was returned by next mail, together with a letter stating as courteously as possible our reasons for not accepting same. In many cases we have since received the renewal at the new rate.

To date the Lewiston Evening Journal has lost no circulation due to increase in subscription rates, and our circulation statement for the current six months will show a substantial gain over the previous six months and over the same period for 1917.

HOW ONE SMALL DAILY MET HIGHER COSTS

Westerly Sun Cut Off Returns and Gained Circulation—Adopted Two-Cent Price February 20, With Loss for First Week of 6.7 Per Cent.

By EDGAR P. MAXSON.

Circulation Manager, Westerly (R. I.) Sun.

THE circulation department of the Westerly Daily Sun has made two sweeping changes in policy within the past twelve months, changes necessitated by the high cost of paper and every other material that goes into the cost of making a newspaper. The first change was that of adopting a non-return policy for all news carriers and agents. This was started in April, 1917. The second was advancing the price of the paper from one to two cents a copy, going into effect February 20, 1918. The Sun benefited by adopting the non-return policy, and from the first a distinct gain in circulation was noted. In regard to increasing the price of the paper it is perhaps too early as yet to make definite predictions, but the figures for the first six days have been gratifying. They show that the Sun had a loss of only 6.7 per cent. The circulation department is plotting every newsdealer, every newsboy, and all phases of the circulation, and it is believed that by the end of another week the line will begin to rise. The department anticipates regaining all the lost subscriptions before six months have lapsed.

When the Sun went upon the non-return basis in April, 1917, it had anticipated a drop in circulation, but instead there was an increase. In January, 1917, the net paid circulation was 4,793; in February, 4,991; in March, 4,863. April 1, the Sun went to the non-return basis. The circulation in April immediately jumped to 5,032; May, 5,068; in June, 5,051; in July, 5,171; and in no month since that time has the circulation been less than 5,050, net paid.

Print Resource Number

The Manchester (N. H.) Union issued last Saturday an eighty-eight-page paper in six sections known as the "New Hampshire and Its Resources" edition. The paper contained many illustrations covering the State's scenic beauties, its manufacturing plants, and hundreds of business establishments, while there were innumerable stories relating to the various industries and resources of the State.

ORGANIZE THRIFT STAMP CLUB

Newsboys and Carriers of Hartford Times Enlist in War Savings Campaign.

H. M. Wheeler, circulation manager of the Hartford Times and recently re-elected secretary-treasurer of the New England Association of Circulation Managers, on last Saturday enrolled 434 of the newsboys and carriers of his force as war savers. He organized



H. M. WHEELER.

the boys into a Thrift-Stamp Club, presenting to each of them, on behalf of the Times, a book containing a starter-stamp.

The newsboys and carriers of the Times in Hartford number about 550, and their total net earnings run to more than \$50,000 per year. Some of the boys make more than \$10 a week, while many earn only \$1 or \$2 per week. It is Mr. Wheeler's belief that membership in the Stamp Club will stimulate the boys to increase their earnings, and to develop a competitive spirit in saving and in investing in the war stamps.

The meeting at which the club was organized was held in the State Armory, and was addressed by Thomas P. Abbott, who explained to the boys the patriotic purpose of the plan.

1,200 Newsboys Eat

Twelve hundred newsboys attended the annual dinner given for them at the Brace Memorial Newsboys' House last Friday afternoon. There was no sign of a food shortage. The boys were fed in relays of 400 at 1, 2:30 and 4 o'clock. Speeches were made by Louis Wiley of the New York Times, Herbert F. Gunnison and Hans von Kattenborn of the Brooklyn Eagle and city officials. Mrs. Eliza Guggenheimer, widow of Randolph Guggenheimer, who has given the dinners every year since her husband's death, was present.

Abandons Penny Price

The Morristown (N. J.) Daily Record advanced its price for one to two cents last Saturday. The loss for the first day was nine per cent. Returns were allowed for news dealers for the day only. None were returned and the report from them all was, "All sold out." The loss last Saturday has just about been made up this week.

Kansas Dailies Merge

The Post and Herald at Kaufman, Kan., have been consolidated and hereafter will be known as the Kaufman Daily Herald.

OF INTEREST TO CIRCULATORS

Mayor Joe E. Lawther, of Dallas, Tex., has announced that he will present a proposition at the coming election to issue \$25,000 in bonds for the erection of a home for newsboys, similar to that now maintained by the city of Houston, known as the Emma R. Newsboys' Home.

D. T. Chamberlin, for two years a district manager on the Des Moines (Ia.) Capital, has recently been appointed circulation manager of the Richmond (Ind.) Item. James Kelly, of the promotion branch of the Capital, succeeds him as manager of the East and South Des Moines carriers.

The Capital "Carrier" is a junior paper devoted exclusively to promotion work among city carriers, and is published by the Des Moines (Ia.) Capital city circulation department. L. T. Ward, city circulator of the Capital, will be glad to exchange ideas with other managers, and copies of the "Carrier" will be furnished on application to him.

SOLDIERS WANT NEWSPAPERS

Boys in France Anxious to Be Able to Print Their Own Publications.

By MELVIN RYDER,

Sergeant, War Risk Insurance Detachment, American Expeditionary Forces in France.

PARIS, February 2.—You know what "kit bags" are for, if you've ever heard soldiers sing that one song that doesn't get tiresome to them—"Pack Up Your Troubles in Your Own Kit Bag, and Smile, Smile, Smile."

Troubles are packed out of sight somewhere, all right, but for some time the boys have been wondering where to print their news items, their songs, and stories. They don't want to forget them. They want to pass them on to their "mates."

So all through the land of "Somewhere in France" are springing up camp newspapers and magazines, edited and published by different units or groups of soldiers.

Other soldiers have their newspapers, but the Americans hope to have the most and the best—at least from the American standards of measuring newspaper merit. Naturally, the British trench and camp papers are English in style and character. The "Yanks" are just as naturally American in their journalistic endeavors.

British Embassy Open to Reporters

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 26.—Announcement has been made at the British Embassy that Lord Reading, the new Ambassador, will hold a conference with the Washington correspondents twice a month. Every day a representative of the Ambassador will be available to answer questions of correspondents. Throughout the incumbency of the late Sir Cecil Spring-Rice, the Embassy refrained from any but official contact with the public.

New A. B. C. Audits

The Audit Bureau of Circulations has just completed audits of circulation records of the following newspapers: Baltimore News, Brooklyn Standard Union, Grawfordsville (Ind.) Journal, Dixon (Ill.) Evening Telegraph, Lynn (Mass.) Evening Item and Telegram, Schenectady (N. Y.) Gazette, Sterling and Rock Falls (Ill.) Daily Gazette and the Troy (N. Y.) Record.

ARMY NEWSPAPER APPROVED

American Soldiers in France Publish Paper Called Stars and Stripes.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 25.—Plans for the publication in France of a weekly newspaper for the American troops have been approved by the War Department. The paper, entirely devoted to American news, is known as Stars and Stripes, and will be published every Friday behind the American lines, under the direction of the intelligence section of the American expeditionary forces.

In addition to matter sent by its own correspondents in this country, the newspaper will have access to a daily radio report of about 1,400 words now supplied by the Committee on Public Information to the French Government. A feature service also will be furnished by the Committee on Public Information, and arrangements have been made with a syndicate for a weekly cable service.

Advertising contracts are now being made in this country.

Illinois Editors to Meet

The Southern Illinois Editorial Association will meet Friday and Saturday, March 8 and 9, at St. Louis.

HOOSIER DAILY LEAGUE MEETS

Indiana Newspaper Editors Hold Profitable Conference in Kokomo.

Eighteen representatives of newspapers included in the Hoosier Daily League, an organization of thirty-one daily newspapers of Indiana, attended a meeting of the league of Kokomo last week. The newspapermen held a general discussion of the problems of publishers and matters tending to a closer relationship between Indiana newspapers, as well as better service for the public.

George D. Lindsay, editor of the Marion Chronicle and president of the League, presided. The newspaper men attending were: Walter H. Ball, Huntington Herald; Fred I. King, Wabash Plain Dealer; Walter S. Steele, Muncie Press; Charles J. Weer, Anderson Herald; W. O. Millinger, Chicago; W. R. Emslie, Logansport Pharos-Reporter; Morton Stufts, Wabash Plain Dealer; W. W. Aikens, Franklin Star; R. H. Coate, Wabash Plain Dealer; E. B. Knight, Indianapolis; W. E. Garber, Madison Courier; Dean L. Barnhart, Rochester Sentinel; S. E. Boys, Plymouth Republican; John Dehaven, South Bend Tribune; Harry Sibbit, Elkhart Truth; H. M. Lynch and J. A. Kautz, Kokomo Tribune.

**Seven Trade Papers
During 1917
Carried 1,128,432
Agate Lines of
Newspaper Display
Advertising,
Of This Total
THE EDITOR & PUBLISHER
Carried 492,676 Lines**

The record was as follows:

THE EDITOR & PUBLISHER	492,676	lines
Fourth Estate	232,308	"
Printers' Ink	157,425	"
Advertising News	118,296	"
Newspaperdom	57,047	"
Advertising & Selling	36,839	"
Associated Advertising	23,841	"

Trade paper advertising, like all other advertising, is placed where it will do the most good. Buyers of this kind of space, through the nature of their business, are trained sellers of space, and know all the ins and outs of space value.

They buy space that produces best

THE EDITOR & PUBLISHER
Suits 1117 World Building New York City

TIPS FOR THE AD MANAGER

W. A. PATTERSON Co., 1 Madison Avenue, New York, handles the advertising of the Franklin Automobile Co., Syracuse, N. Y., makers of "Franklin" automobiles.

BLACKMAN-ROSS COMPANY, 95 Madison Avenue, New York, handles the advertising of the H-O Company, Buffalo, manufacturers of "Force" wheat flakes, "H-O Oatmeal," and "Presto" flour. Contemplate making up lists about May 1, using newspapers exclusively.

MARTIN V. KELLEY Co., Second National Bank Building, Toledo, O., handles the advertising of the McNaull Auto Tire Co., 210 North Erie Street, Toledo, manufacturers of "McNaull" tires.

CRAWFORD ADVERTISING AGENCY, 306 Van Antwerp Building, Mobile, Ala., handles the advertising of Gordon Smith, 308 Dauphin Street, Mobile, maker of "White Fruit Cake." Newspaper list to be made up within next two months.

CARL M. GREEN Co., Inc., Free Press Building, Detroit, handles the advertising of the Saxon Motor Car Co., Detroit, manufacturers of "Saxon" cars.

WOODWARD'S, INC., 900 Co. Michigan Avenue, Chicago, handles the advertising of the Toledo Cooker Co., Toledo, O., manufacturers of Fireless Cookers, etc.

MURRAY, HOWE & Co., Inc., New York, handles the advertising of Pres-O-Lite Co., Inc., of Indianapolis.

THE CHAMBERS AGENCY, Inc., New Orleans, are sending orders to Alabama, Tennessee, Georgia, and Mississippi dailies and weeklies for advertising of "Morning Joy Coffee" put out by the New Orleans Coffee Co.

VANDERHOOF & COMPANY, Marquette Building, Chicago, have secured the advertising account of the Refinite Company, Omaha, Nebraska, manufacturers of water softening systems.

ATLAS ADVERTISING AGENCY, 450 Fourth Avenue, New York, placing orders for Commercial Laboratories, "Mazo," Newark, N. J.

BARROWS & RICHARDSON handles the advertising of Otto Eisenlohr & Bros., "Cinco Cigar," 932 Market Street, Philadelphia.

BERRIEN-DURSTINE, 25 West 45th St., New York, handles the advertising of Earl & Wilson, "E. & W." collars and shirts, 33 East 17th Street, New York.

BLACKMAN-ROSS Co., 95 Madison Avenue, New York, placing copy with some Southern newspapers for N. K. Fairbanks & Co., "Cottolene," 9 So. Dearborn Street, Chicago.

ALBERT FRANK & Co., 26 Beaver Street, New York, placing order with newspapers in selected sections for British and Canadian recruiting depot.

H. S. HOWLAND ADVERTISING AGENCY, 20 Broad Street, New York, again placing 1 t. orders with newspapers generally for Industrial and Mining Age, 27 William Street, New York.

W. H. H. HULL & Co., Tribune Building, New York, placing orders with newspapers in New York and vicinity for Adolph Goebel, meats, Brooklyn.

IRELAND ADVERTISING AGENCY, 136 South Fourth Street, Philadelphia, again placing orders with some Pennsylvania newspapers for J. I. Gore, "Tanlac," Philadelphia.

H. W. KASTOR & SONS ADVERTISING Co., Metropolitan National Bank Building, St. Louis, placing orders with newspapers for Chicago Ferrotyping Co., "Man-

del Camera," 1453 West Congress Street, Chicago.

CONRAD RINGSTRAND, 316 Caswell Block, Milwaukee, reported to be planning to place an advertising campaign amounting to about three pages in a list of approximately sixty-five metropolitan newspapers. The campaign is to appeal to the public interested in travelling.

STAPLES & STAPLES, Mutual Building, Richmond, Va., placing orders with some Southern Sunday newspapers for Craddock-Terry Shoe Co., "Craddock Shoe," Lynchburg, Va.

STONETON ADVERTISING AGENCY, Hollowell, Me., again placing orders with some newspapers in selected sections for Dr. H. P. Clearwater, rheumatism remedy, Hallowell, Me.

VANDERHOOF & Co., Marquette Building, Chicago, Ill., handles the advertising of the Refinite Co., manufacturers, water softening systems, Omaha.

VAN PATTEN, 50 East 42d Street, New York, it is reported, will place advertising for the Knights of Columbus War Fund.

VIRGINIAN ADVERTISING SERVICE, Norfolk, Va., is placing readers with some Southern newspapers for Ferrodine Chemical Co., "A-I-M" soft drink, Roanoke, Va.

VANDERHOOF & Co., Marquette Building, Chicago, are placing contracts for Oliver & Company, 40 North Dearborn Street, Chicago, Canadian lands, with newspapers and magazines.

WITH THE AD AGENCIES

Robert R. Updegraff has joined the staff of A. W. Erickson Co., advertising agent, New York.

P. J. Sodergren, of the Mallory, Mitchell & Faust Agency, Chicago, visited Pittsburgh last week and talked to more than one hundred salesmen of Armour & Co., at the Fort Pitt Hotel, explaining the advertising to be done in behalf of Nutola. U. E. Dice, foreign advertising manager of the Pittsburgh Gazette Times, also spoke on how newspaper advertising would assist the salesmen in their work.

KENNETH WARDEN, formerly of Collier's, has resigned to join the staff of Berrien - Durstine, Inc., advertising agents, New York.

Robert T. Walsh, recently advertising manager of the Briscoe Motor Corporation, Jackson, Mich., has joined the sales promotion department of the Fred M. Randall Co., advertising agency, Detroit.

Harold Reid, who has been Eastern manager for Hardware and Metal, Toronto, for many years, has resigned to become manager of the Montreal office of Smith, Denne & Moore, Ltd., Toronto, advertising agency.

H. D. Taylor, for four years with Critchfield & Co., Chicago, as copy chief and special service representative, and for seven years with N. W. Ayer & Son, Philadelphia, as service representative, has been appointed service manager of the Atlas Advertising Agency, Inc., New York.

Carl J. Balliett, managing partner of the E. P. Remington Agency, Buffalo, is now on the French front as an executive secretary of the Y. M. C. A. in its war work for the United States army. Mr. Balliett is assistant treasurer and advertising manager of the Foster-Milburn Company.

T. B. Elker, New York, for many years a specialist in proprietary medicine advertising, has entered the gen-

eral agency field and is now with the Andrew Cone General Advertising Agency, Tribune Building, through which firm he will place his clients' future business. Mr. Elker has already in preparation a big campaign for a new washing powder which requires no fats in its manufacture, and is essentially a war-time product.

Owen B. Winters has left the Carl M. Green Advertising Agency, of Detroit, to join the Erwin & Wasey organization, Chicago.

The publicity campaign for the Third Liberty Loan campaign in the State of Washington will be in the hands of the Strang & Prosser Advertising Agency, of Seattle, according to an announcement just made by Joseph A. Swalwell, chairman of the State of Washington Liberty Loan organization.

NEWSPAPER AD FIELD

Samuel Dougald, with the advertising department of the Pittsburgh Gazette Times, has resigned to join the navy.

J. Dale Snively, for the last ten years on the advertising staff of Hearst's Chicago American, has entered the morning field and is with the Chicago Examiner. Before joining the Hearst organization Mr. Snively was with the Kansas City Journal and later with Scripps-McRae at Kansas City.

A. E. Ford, formerly with the Winnipeg Telegram; H. Saul, formerly with the Manitoba Free Press, and F. R. Munro, formerly with the MacLean Publishing Company, Winnipeg, have all joined the staff of the Regina Leader.

Charles Fee, lately with the Montreal La Presse, in promotion work, has been appointed advertising manager of the Quebec Le Soleil.

INMAN JOINS CHICAGO HERALD

Leaves Special Agency Field to Become Foreign Advertising Manager.

Harry P. Inman, one of the best known advertising men in the Middle West, has joined the staff of the Chicago Herald as manager of the foreign advertising department.

Mr. Inman gave up his business with Ryan & Inman, publishers' representatives in Chicago, to go to the Herald. Formerly he was with the Chicago Evening American and the Cleveland Leader. He also served with the Johnson Advertising Corporation, now C. F. W. Nichols Co., leaving there to go into the special agency business.

It is understood that Mr. Ryan will devote his attention in the future to his duties as Western representative of the Farm Journal.

The New York Evening Post, formerly represented in the western field by Ryan & Inman, will now be represented by Verree and Conklin, Inc.

Unfair Trade Practices Charged

(Special to THE EDITOR AND PUBLISHER.)
WASHINGTON, February 26.—Complaints charging unfair trade practices have been issued by the Federal Trade Commission against the Eagle Printing pany, and J. M. Huber, manufacturers of printing ink, of New York. Attempts to stifle competition by gratuities and payments of money to employees are charged. The Commission announces that the complaints follow a long and intensive investigation which has revealed "a very serious and unhealthy condition in certain lines of industry."

AD FIELD PERSONALS

ROBERT M. NELSON, advertising manager of Certain-tyed Products Corporation, St. Louis, has been elected secretary and treasurer. He will continue his advertising duties.

H. E. CRAGIN has been named to succeed F. M. Morris as assistant advertising manager and space buyer for Armour & Co., Chicago.

BENTON G. L. DODGE has been appointed sales and advertising manager of the McNaull Auto Tire Co., Toledo, O.

H. W. GOWEY has been appointed advertising manager of the Saxon Motor Co., Detroit.

W. D. BRADDOCK, formerly of the Southern Division of the Rock Island Railroad, has been transferred to Chicago and made advertising manager.

CHARLES R. JOHNSON, for the past six years with the merchandising service department of the Chicago Tribune, has joined the Dartnell Sales Service, same city.

T. T. MAXEY, heads the Advertising Association of Chicago committee for handling publicity matters and to cooperate with the Division of Advertising of the Committee on Public Information. The other members of the committee are W. Frank McClure, John H. Clayton, Roy Dickey, and Salem N. Baskin.

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

JOSEPH A. KLEIN
Publishers Representative
Specializing in Financial Advertising
Exclusively
Forty-two Broadway, New York

Publishers' Representative

CONE, LORENZEN & WOOD-
MAN,
Brunswick Bldg., N. Y.; Advtg.
Bldg., Chic.; Gumbel Bldg., Kan-
sas City.

O'FLAHERTY'S NEW YORK
SUBURBAN LIST
225 W. 39th St., New York
Tel. Bryant 6875

New Orleans States

Member Audit Bureau of Circulations.
Sworn Net Paid Circulation for 6
Months Ending Oct. 1, 1917

38,412 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

HAMMERS OUT FOR AD AGENTS JOHNS ELECTED HEAD OF BATTEN COMPANY

Six Point League Plans Dinner to Knock Men Who Give Them Business—Willing to Stand for Return.

The Six-Point League is planning a dinner, at which the hammer will be the chief instrument of what one of the members called "the entertainment." The League intends to use the advertising agents as its anvil, and professes a willingness to serve in a similar function if the agents wish to wield the sledge m turn.

At the League's luncheon in the Hotel Martinique Tuesday the president, Herman G. Halsted, told the members that the agents were unreasonable in their demands upon the special representatives, and ought to be got together in as large number as possible and told so. The applause that followed was not in brackets.

The president was authorized to appoint a committee of three to get from the members their "kicks" against the agents, formulate them, and pass the complete list on to some speaker or speakers who will present them forcefully at the dinner. The date of the fiesta has not yet been set.

BUYS VAN CLEVE AGENCY

E. B. Merritt, Nationally Known Ad Man, Enters New York Field.

E. B. Merritt has purchased the general agency business of the Van Cleve Company, New York. The agency will be known now as the Merritt-Van Cleve Company. Mr. Van Cleve will devote his time to interests outside the advertising business.

Mr. Merritt has been for three years general sales manager of the California Associated Raisin Company, of Fresno, Cal. For sixteen years he was advertising director of Armour & Co., Chicago.

Mr. Merritt will be the active head of the agency.

Ban on War Gossip

Coöperating with the Division of Advertising of the Committee on Public Information, the head office of the Associated Advertising Clubs has issued an appeal to each affiliated organization in the United States, asking for local aid in a campaign to stop war gossip in this country.

A. N. A. Joins National Chamber

The Association of National Advertisers has joined the United States Chamber of Commerce. John Sullivan, executive secretary, and Edward Hungerford, of Wells Fargo & Co., are the two delegates who have been appointed to represent the Association in the Chamber.

Has Been With Agency Since it Started in 1891—No Changes Made as Yet Among Other Officers.

William H. Johns has been elected president of the George Batten Company, 381 Fourth Avenue, in succession to George Batten, who died on February 16.

Mr. Johns, as told in THE EDITOR AND PUBLISHER for last week, was Mr. Batten's first solicitor after he started his agency in 1891. When the concern was incorporated, in 1892, he became its vice-president, and has occupied that office continuously until his election to the presidency.

That Mr. Johns would be made president if he survived Mr. Batten was settled some time ago, a formal and written agreement having been drawn up by Mr. Batten and his associates to that effect.

No changes have been made as yet among the other officers of the company.

Besides heading the Batten Company, Mr. Johns is chairman of the Division of Advertising and president of the A. A. A.

Monm Batten's Death

The Western Board of the American Association of Advertising Agents, Chicago, on Washington's birthday adopted a resolution of regard and sympathy concerning the late George Batten, president of the George Batten Co., Inc., New York. The resolution committee was composed of William H. Rankin, E. E. Critchfield and W. C. D'Arcy.

MUST REPORT PAYMENTS

Treasury Department Makes Ruling Concerning Advertising Accounts.

Herman E. Goldschmidt, a New York certified public accountant, has received a ruling from the Treasury Department that amounts paid to any newspaper in excess of \$800 during the last year for advertising space, must be reported by the person who has made such payments, to the Commissioner of Internal Revenue on Form 1,099 as determinable compensation, remuneration, or profits of payee.

The meaning of this ruling, according to Mr. Goldschmidt, is that all advertisers will have to analyze the bills of their advertising agencies to determine how much they paid for advertising space to each newspaper. It is not the duty of the advertising agencies to report these amounts.

THE NATIONAL DIRECTORY OF ADVERTISERS

furnishes complete data about every Active Advertiser who is operating throughout the U. S. (and there are thousands of them).

We give the name of the Advertising Manager and Agency placing the business.

Every week we send you a special letter, giving full information as to changes that occur and names of New Advertisers entering the field.

We will be glad to furnish full information or have a representative call

The National Directory of Advertisers
149 Broadway, New York

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 Nov., 1917, Daily 42,346; Sunday, 47,138. Printed 2,865,881 lines more advertising than its nearest competitor in 1917.

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. Da., 55,687; Sun., 67,870. Atlanta

ILLINOIS

HERALD-NEWS (Circulation 15,190)..... Joliet

IOWA

SUCCESSFUL FARMING Des Moines
More than 800,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.

LOUISIANA

TIMES-PICAYUNE New Orleans

MICHIGAN

PATRIOT (No Monday Issue) Jackson
Last Gov. Statement—Daily, 11,403; Sunday, 12,569. 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 and suburbs every day in the year, than there are homes in the city.

Circulation for entire year, 1917:
Sunday average..... 361,263
Daily and Sunday..... 191,593

MONTANA

MINER Butte
Average daily 13,781, Sunday 22,343, for 6 months ending April 1, 1917.

NEW JERSEY

JOURNAL Elizabeth
PRESS-CHRONICLE Paterson
COURIER-NEWS Plainfield

NEW YORK

COURIER & ENQUIRER Buffalo
IL PROGRESSO ITALO-AMERICANO—New York.
DAY New York
The National Jewish Daily that no general advertiser should overlook.

OHIO

VINDICATOR Youngstown

PENNSYLVANIA

TIMES Erie
TIMES-LEADER Wilkes-Barre

TENNESSEE

BANNER Nashville

TEXAS

CHRONICLE Houston
The Chronicle guarantees a circulation of 42,000 daily and 51,000 Sunday.

UTAH

HERALD-REPUBLICAN Salt Lake City

VIRGINIA

DAILY NEWS-RECORD Harrisonburg
Largest circulation of any daily paper in the famous valley of Virginia.

WASHINGTON

POST-INTELLIGENCER Seattle

ROLL OF HONOR

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

ILLINOIS

SKANDINAVEN Chicago

GEORGIA

BANNER Athens
A gilt edge subscription—not a mere circulation claim.

KENTUCKY

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

NEBRASKA

FREIE PRESSE (Cir. 128,884)..... Lincoln

NEW YORK

BORELLETTINO DELLA SERA..... New York

PENNSYLVANIA

DAILY DEMOCRAT Johnstown

You can materially increase your advertising receipts by the publication of a series of

Anti-Mail Order Articles

written in an easy conversational, human interest style, compelling the readers' attention from start to finish.

The Mail Order house methods are made to appear ridiculous, their mysterious lure and varied misleading ramifications laid bare without antagonism or offense.

These articles will cause favorable comment and attention in the community and bring increased advertising. They are different.

PHIL DEAN

Astor Court Building New York City

Selling Juice in Bulbul

Fable of a Manufacturer Who Was Inquisitive But Who Lacked the Proper Perspective

A CERTAIN man who owned a Gooseberry Ranch conceived the notion of bottling and selling Gooseberry Juice as a Beverage.

One day, as he sat at his desk gazing at a bottle of his New Invention, he communed with himself as follows:

"There ought to be Enough People in this country who like Drinks of this kind to enable me to build a Profitable Business. I think I'll look over the Land, find the most Likely Spots, and do some advertising, after I have slipped the Glad News to the Jobbing and the Retail Trade. It looks like a Pipe."

At this Juncture a man entered who introduced himself as an Advertising Expert, heading the Secret Service Department of the Division of Divination of the *Weekly Jazz*. Examining his card, the Manufacturer bade him Welcome and lifted the following off his Chest:

"You came in the Nick of Time. I have here a Soft and Seductive Beverage that I wish to pour down the Eager Esophagus of Thirsty America, using the Advertising route. I have Money, and I am a Willing Spender. It seems like a Simple Thing, but suppose you spill me an Earful of Advice."

The Expert waved an Impatient Hand.

"You are All Wrong from the Start," said he. "In Advertising, nothing is Successful that is Simple. Your Problem must be Intricate if you want the Increment—in other words, the Dough. In the First Place, I must ask you what Name you have given to this Juice."

"None as yet. It's just Gooseberry Juice to me. Try some."

"You will note," said the Expert, as he wiped his Mouth after taking a Swig, "that it draws my Lips so that I seem to be Whistling. We will therefore name it Pucker-o."

"That's not so Bad," remarked the Manufacturer. "Pucker up with Pucker-o is a great line." But the Expert silenced him Quickly.

"You must not interrupt my Mental Processes. I have waiting outside our Assyrian Astrologer with his Trained Camel, bearing our Charts, Maps, Batting Averages, Almanacs, and Deep-Sea Soundings. Shall I bid him enter?"

"Sure," said the Manufacturer, "and try some Gooseberry Juice on the Camel. I'm glad you brought the Camel. It has given me an idea for a Slogan. Listen:

"A Camel travels days and days without a drop of water.
But if——"

"I must again ask you to Keep Silent," said the Expert. "The Astrologer is an Abstract Soul who loathes Concrete Suggestions."

The Astrologer entered, Breathing Heavily. He decorated the walls with multi-colored Charts, distributed his Almanacs in Various Corners, and finally placed on a Table in the centre of the room a Globular Object covered with a Velvet Cloth. Making a few Swift Passes above the Object, he suddenly whisked off the Velvet and disclosed a beautiful Glass Sphere.

"Lovely," exclaimed the Manufacturer, "but, Professor, you have forgotten the Gold Fish."

"Peace, Infidel!" hissed the Astrologer—"and don't call me Professor. I am the Great Kaz-Zam. Harken to me, and I will make you Wise!"

"I'm Wise already," murmured the Manufacturer. "In fact, I'm Almost Hep."

But the Astrologer ignored the Vulgar Crack. With his Lamps glued on the Crystal Ball, he began to Slip into the Great Beyond of Merchandising. Then he Eased Himself of the Following Vision, to wit:

"I see," quoth he, "a Double-Page Spread, printed in Purple and Pink. Fourteen Readers to the Copy; all happy, well-to-do, or easy-to-do People, some with Side Whiskers, indicating Respectability. Then I see a Bottle—they fight for the Bottle—"

"Must be a Dry State," suggested the Manufacturer.

"See!" exclaimed the astrologer, "there are Millions of Bottles labelled Pucker-o—one for every Reader. That is Demand. And then—look Quickly—it is a Grocery Store. The man with the White Apron is reading a copy of the *Weekly Jazz*. He Swears Loudly, but finally he Throws up his Hands. He can't Resist it. A Drayman is pouring a Ton of Pucker-o into the Grocer's cellar, just as the Camouflage Brigade enters his Front Door. That is Distribution. Oh, see——"

"Stop!" cried the Manufacturer. "What in Time is the Camouflage Brigade?"

"The Astrologer Scowled, but replied as follows:

"Camouflage is a Device used to make Things that are Something Else seem like Things that are Something. The Camouflage Brigade, therefore, is well named. Its Members will visit Grocermen and flash before their Eyes the proofs of your Purple and Pink Double Spread

in the *Weekly Jazz*. They will Sing a Song which runs something like this:

"One Swallow really doesn't make the Spring,
But swallow our Dope and believe everything."

"The Grocers will Surrender and will order Pucker-o until the Cows come home."

The Manufacturer mused for a Moment. Then he said:

"I was born in the town of Bulbul, Calasippi. I want the Folks back there to Know and to buy Pucker-o. How much Circulation has the *Weekly Jazz* in my Home Town of Bulbul?"

The Astrologer consulted his Almanacs and then turned once more to Gaze into the crystal Orb.

"I see a Single Copy going to Bulbul," he said—"a Beautiful Copy. It goes to the local Tonsorial Parlor, or Barber Shop. Ninety-three per cent. of the Adult Male residents are Shaved there, while the other seven per cent. Drop Around of an evening to hear the Base Ball news. All of them read That Copy of the *Jazz*, Taking Turns. Is it not Marvellous?"

"Good," replied the Manufacturer. "My Uncle Peleg runs that Barber Shop. But what I am interested in is this: How can I induce the Leading Grocer, Mr. Ham Ancabbage, to Stock Up with Pucker-O by Displaying to him the Dazzling Spread in the Omnipotent, though Locally Difficult-to-Find *Weekly Jazz*. He is Color Blind and cannot distinguish between Purple and Pink, although he knows Lemon when he sees it."

"Nothing could be Easier," cut in the Advertising Expert, who for some time had maintained a Discreet Silence. "Your Salesman calls on Mr. Ham Ancabbage. Just before he Enters, he takes a drink of Pucker-o, which, as you have seen, puckers his Lips. Now, according to Our Charts and Deep-Sea Soundings, 93 per cent. of the Grocers in Calasippi have Irritable Dispositions, due to the Prevalence of Mosquitoes. Therefore, when your Salesman enters the Store with lips pursed, the Grocer will doubtless exclaim, 'Stop Whistling in my Store!' Whereupon the Salesman will reply, 'I am not Whistling; I am Merely Puckering for Pucker-o, so the Drinks are on you.' This form of Humorous Approach has a 74 per cent. Chance of winning the Prospect, according to our Table of Batting Averages."

The Manufacturer Sneezed and Sighed Heavily.

"What would it cost me," he asked, "to take an Inch Space every tenth issue for a Brief Period?"

The Expert and the Astrologer Swept up their Equipment and Withdrew Hastily. As they Passed Out, the Expert Exclaimed in a Superior though Disappointed Tone:

"My dear sir, you are not yet Ready to Advertise. This is the Big Splash, and we deal only with the Whole Chunk. You need Ambition and Perspective and Boundless Faith in Dream Signs. Also some more Coin."

So they went away to keep a Date with a Maker of Iron Castings to whom they planned to sell a Series of Spreads, entitled "The Poetry of Motion."

Readers, Decide

—The HABIT of appreciation shows in circulation gains. Get the features that have WON the biggest audience.

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

Newspaper Feature Service
M. KOENIGSBERG, Manager
37 WEST 39TH ST., NEW YORK

Wilder and Buell

Newspaper Features and Advertising copy

225 Fifth Avenue
New York

We can increase your business—you want it increased.

You have thought of press clippings yourself. But let us tell you how press clipping can be made a business-builder for you.

BURRELLE

60-62 Warren St., New York City
Established a Quarter of a Century

U. S. P. O. and A. B. C. Report

The New Orleans Item

period ending October 1, 1917
Daily 60,756
Sunday 77,438
Average 63,217

HIGH LIGHTS ON THE FOREIGN SITUATION

The kind of reading that appeals to all classes with the United States now in the world war. Feature articles from leading soldiers,

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

THE INTERNATIONAL NEWS BUREAU, INC.

J. J. BOSDAN, Editor 15 School Street, Boston, Mass.

NEWSPAPER WORK IN FAR OFF AUSTRALIA

(Continued from page 10)

thing for journalism? That depends altogether on the point of view. It is the natural outgrowth of conditions in Australia, which has gone far on the road toward a socialistic democracy. On the whole, I think it has been a good thing for Australian journalism. Before the A. J. A. was organized, the lot of the average workers was doubtless hard. There was much discontent. Through the efforts of the A. J. A. working conditions have been vastly improved and wages have been made adequate. Journalists have gained in content, and the whole profession in dignity. There are not many in Australia who would willingly revert to the old conditions.

The criticism was made, when agitation was first begun for the minimum wage in Australian journalism, that the system would destroy competition among reporters, break down the loyalty of a man to his office, and, in general, by putting journalism on the plane of a trade, take away all the fine flavor of the profession. These things have not come to pass.

Would the minimum-wage system be practicable in American journalism? I think not. In the first place, America is more individualistic. I believe that most newspaper men would rather adventure forth in quest of the mountain peak than to rest in the security of a half-way house. For the sake of getting high up, we are willing to take the chance of a long fall. Also, there is wide variance in methods among the different offices of America, whereas in Australia conditions are practically standardized. I do not think it would be possible to formulate an award that would apply throughout the United States, and it would be very difficult to deal with any one of the majority of States.

Finally, there is not the same need here for improvement of conditions that the Australians faced when they formed the A. J. A. Australia, though as large in area as the United States, has only one-twentieth as many people, and the newspapers are comparatively few and widely scattered. The field for the journalist is limited. With fewer great dailies in the commonwealth than in the city of New York, men do not pass easily from one office to another, as they do in America. It became necessary, then, to improve the whole field from the worker's point of view, so that he could be assured of a decent living in whatever part of the country he was placed. So arose the minimum wage. I do not mean to say that conditions in America are ideal, but the field is so big and the competition so keen that a capable journalist can always market his services at a fair price. He does not need to be protected by a minimum wage.

BUSY MAKING PLANS FOR A. A. C. W. 1918 MEETING



FRANK H. ABBOTT, JR.

Mr. Abbott is chairman of the convention board of the Advertising Club of San Francisco, and as such is the chief in charge of arrangements for the coming meeting of the Associated Advertising Clubs of the World to be held in that city July 7 to 11.

New Texas Daily

Nichols, Brown & Co., of Vernon Tex. has filed its charter in office of the Secretary of State at Austin. This company will publish a daily newspaper at Vernon. The company has capital stock of \$20,000 and the incorporators are R. H. Nichols, B. O. Brown and Fred A. Newth.

Peoria TRANSCRIPT
Only morning newspaper in Peoria.
Peoria JOURNAL
Only evening paper in Peoria with Associated Press franchise. Leads in circulation and advertising. Member A.B.C.
SUNDAY JOURNAL-TRANSCRIPT
Combination Advertising Rate
HENRY M. PINDELL, Proprietor.
CHAS. H. EDDY CO., Representative
NEW YORK BOSTON CHICAGO

In the Northwest
The Daily News
St. Paul, Minneapolis
with a combined circulation of **155,000**
with not a single copy duplicated is the best and simplest way to cover the Twin Cities and adjacent territory. **19c per line**
C. D. BERTOLET
General Advertising Manager
Boyce Building Chicago

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

\$4,000,000 IN WAR ADS

Houston Chronicle Gives \$50,000 in Advertising to Help Win War.

A total of 248 newspapers have responded with the reports as to the amount of reading and display advertising carried in the interest of the Government from April 6, 1917, to January 31, 1918, as asked for by the Southern Newspaper Publishers' Association. A tabulation of the returns given by the 248, which represents 108 Western and forty Eastern publishers, shows the total valuation of the readers and display at minimum rates to be \$3,997,579.

W. C. Johnson, secretary of the S. N. P. A., informs THE EDITOR AND PUBLISHER that one Southern newspaper—the Houston Chronicle—has donated \$50,000 worth of display space to various war causes, and not all of the members was incorrectly stated in last week's issue.

The figures compiled by the S. N. P. A. show that sixty-six Southern newspapers have carried nearly \$1,000,000 worth of reading and display space in the interest of the war.

Information for Advertisers

The Cincinnati Post has just published its "annual edition of information for advertisers." This year's edition, as usual, is very creditable and is filled with just that kind of information that the advertiser wants to know.

**To Reach the Rich Trade of Kansas
Topeka Daily Capital**

Net Circulation
(latest Government report)

33,924

Its sales promotion department is at the service of advertisers. And it really promotes.

Arthur Capper
Publisher

Member A. B. C.

The Home Newspaper

In the classifications of advertising which have the greatest appeal to the home—department stores, women's specialty shops, boots and shoes and foodstuffs—The New York Evening Mail showed a decided gain for the past month of December over the same month for 1916.

THE GAIN
Department Stores 19,017 lines
Women's Specialty Shops 4,536 lines
Foodstuffs 3,941 lines
Boots and Shoes 1,899 lines
This substantiates our claim that the advertisers more and more are convincing themselves The Evening Mail has a greater purchasing power per unit, than any other New York evening paper and that it is a home newspaper.

The New York Evening Mail

DES MOINES REGISTER AND TRIBUNE
Over **100,000**
Paid Daily Circulation

FAKE STOCK SALES PROHIBITED

Fine and Jail Sentence for Advertisers Who Make False Statements.

Denver has passed an ordinance forbidding the sale of any "Fictitious, fraudulent, fake, or spurious stocks" or to "Falsely represent or to make misleading statements concerning the character, title, or value of the property of any corporation or association when selling or offering for sale stock of such corporation or association."

It provides for the issuance of license fees of \$300 for all stock exchanges and \$10 for all stock brokers, the licenses to be issued by the manager of Safety and Excise when satisfactory statements are made as to the character of the persons comprising the exchanges or brokerage firms. The Manager of Safety and Excise has the power to revoke licenses, and it is required that the city, in addition to stopping the sale of fake securities must advertise the facts in such cases. If a newspaper or other advertising medium accepts advertisements of fraudulent securities after such a condemnation the advertising medium will be guilty under the law.

The penalties provided are a fine of from \$10 to \$300 to which may be added from 5 to 90 days' imprisonment.

109,260
Net Daily
114,362
Net Sunday

is the average circulation of The Baltimore NEWS for the first two weeks in February, 1918, (1st to 14th inc.). This is

A Gain of 19,363 Daily and 29,209 Sunday

over the same period last year. For more Baltimore business concentrate in The

Baltimore News

Member Audit Bureau of Circulations

DAN A. CARROLL Eastern Representative Tribune Bldg. New York
J. E. LUTZ Western Representative First Nat. Bk. Bldg., Chicago

DETROIT

The fourth largest market in the United States and the first in importance of prosperity IN THIS FIELD.

The Detroit Free Press
"Michigan's Greatest Newspaper"

Only morning newspaper in this lucrative field IS THE MEDIUM

VERREE & CONKLIN Foreign Representatives { New York Chicago Detroit

PIERRE C. STARR

STARR SERVICE CORPS,
548 Transportation Bldg.,
Chicago, Ill.

Specialists in cost systems for Daily Newspapers having over 10,000 circulation only. Send for publishers opinions.

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

EDUARDO BREKER DIES

Was With the Washington Office of the International News Service.

Eduardo Breker, one of the best known newspaper men in the United States, died on Tuesday in Washington, where he was with the editorial staff of the International News Service. Mr. Breker was buried Friday in Holy Cross Cemetery, the funeral services in St. Andrew's Roman Catholic Church being attended by a large number of his former associates in the New York newspaper field. Solemn high mass was celebrated by the Rev. Father Cashin, of Sing Sing Prison, who was a close personal friend of Mr. Breker. Mr. Breker was thirty-four years old, and is survived by a wife and a daughter, Gloria, aged seven. He was born in Brooklyn, and at the age of eighteen started a paper there called the Reflector. His first New York connection was with the Tribune, and later he joined the editorial staff of the World. One of his most important assignments on the World was a search through Europe for the missing Dorothy Arnold. He also reported the escape of Harry Thaw, and went to Canada on that case. He assisted the police in rounding up the German conspirators, Fay and Scholz. Prior to joining the Washington staff of the International News Service, he was with the Philadelphia Public Ledger.

W. J. WEISSINGER KILLED

Former I. N. S. Man in Washington Loses Life in Aeroplane Collision.

William J. Weissinger, who joined the colors soon after war was declared with Germany, was killed Tuesday at Park Field, Memphis, Tenn., when a military airplane in which he was making his final test flight collided with one carrying W. C. Storey, former Harvard football star. Storey died from his injuries.

Weissinger resigned his position as White House correspondent of the In-

ternational News Service to attend the first officers' training camp at Fort Myer. He was commissioned a second lieutenant, but later gave up his commission to enlist as a private in the Aviation Corps. He was graduated from the ground school at Princeton, N. J., and sent to Memphis for final training before leaving for France. Both he and Storey would have received their commissions in the Aviation Corps within a few days had they lived.

Before joining the Washington staff of the International News Service, Weissinger had worked on newspapers in Chicago, Atlanta, New Orleans, and Memphis. His home was in Buena Vista, Miss. He was a member of the National Press Club at Washington.

OBITUARY NOTES

MRS. FRANK N. DOUBLEDAY, wife of the publisher, died Thursday, February 21, in Canton, China, of apoplexy. Mrs. Doubleday and her husband left Oyster Bay, L. I., December 9 to visit Eastern countries, including the Philippines, Japan, and China, in the interest of the American Red Cross.

JOHN N. DRAKE, former publisher of Drake's Magazine, the first of the popular-priced periodicals, and of the Sunday Dispatch, one of the last of the New York papers published exclusively on Sunday, died last Friday in Washington. He leaves a wife, two daughters, and two sons—one of the latter, Frank C. Drake, art director of the New York World.

MYLES J. GALLAGHER, a widely-known newspaper man, died last Thursday at his home in New York. Mr. Gallagher was born in this city fifty years ago

and was educated here. He began his newspaper career in New England, and was once an editorial writer on the Boston American. Coming to New York he served in an editorial capacity on the New York Times. For the past several years he was with the Literary Digest.

A. D. JENKINSON, assistant circulation manager of the Chicago Daily news, died Monday in Chicago.

ALICE HANSON WITHERBEE, for ten years society and club editor of the Brooklyn Daily Eagle, died Monday in New York.

GEORGE E. LINCOLN, for sixteen years manager of the Chicago office of the Mergenthaler Linotype Company, died suddenly in Chicago February 18. He has been in ill-health for several months and just a day before his death had returned from a ten weeks' trip to California. He was born in Lancaster County, Pa., September 2, 1848.

HENRY A. NAETER, 37 years old, who with his brothers, Fred and George, established the Cape Girardeau (Mo.) Republican in 1904, died in that city on February 21, as the result of an infection following a minor operation. He was born in Carrollton, Mo.

WILLIAM STRYKER, former publisher of the Tulsa (Okla.) Democrat, died suddenly at his home in Tulsa, on the morning of February 25, of heart fail-

ure. He was still engaged in the publishing business, although he had sold the Democrat in 1916 to Charles Page. Mr. Stryker was a newspaper man of the old school. Fourteen years ago he bought the Democrat and at once changed it from a weekly to a daily.

Philadelphia Cartoonist Dies

Robert Carter, cartoonist for the Philadelphia Press, died in Philadelphia Thursday at the age of forty-four. He was one of the foremost cartoonists of America.

An impatient man secretly admires his own self-restraint—but he cannot tolerate impatience in others.

Taking the Judgment of Its Own People—

In Terre Haute it is THE STAR

The Terre Haute Star has a larger daily carrier circulation than any other Terre Haute newspaper.

The Terre Haute Sunday Star has a larger circulation in Terre Haute than any other Terre Haute newspaper.

The total net paid circulation of The Terre Haute Star, last A. B. C. statement, was 25,992, or greater than that of any other Terre Haute paper.

Advertising Rate 4 Cts. a Line

Member of The Star League of Indiana — The Indianapolis Star, The Muncie Star, The Terre Haute Star.

Concession of 1 cent a line on The Terre Haute Star rate is allowed if equal number of lines is used in all three papers within one year.

The Times-Dispatch

Richmond, Virginia

A five-inch single column advertisement appearing every day in the year in the Times-Dispatch will cost \$4.20 an insertion daily and \$5.60 an insertion Sunday—a total cost of \$1,601.60 for the year, which means that it costs to reach 75% of the families in Richmond only about 7 cents per family per year.

Story, Brooks & Finley

Special Representatives

200 Fifth Ave. New York
People's Gas Building Chicago
Mutual Life Building Phila.

1/3 is Some lead!!
The **Morning Record Meriden, Conn.**

Has nearly a third more circulation **PROVED** than the local evening paper **CLAIMS**.
The Record is the only A. B. C. paper in the city.

The Pittsburg Dispatch

is the daily buying guide in thousands of thrifty households.

WALLACE G. BROOKE
Brunswick Building, New York

THE FORD-PARSONS CO.,
Peoples Gas Building, Chicago

H. C. ROOK,
Real Estate Trust Building, Philadelphia

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

The Boston Evening Record

gained in every advertising classification last year. Only two other Boston papers showed gains over 1916.

Circulation, 50,000 net paid.

Member Audit Bureau of Circulations

Eastern Representative

I. A. Klein
New York

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

250 Fifth Avenue NEW YORK
Lytton Building CHICAGO

The Evening Star with one edition daily, has a greater circulation in Washington, D. C., than that of all the other Washington papers combined.



DOMINATES

its field in purchasing ability per family and yet at lowest advertising cost per thousand.

"TO-DAY'S HOUSEWIFE"

GEORGE A. McCLELLAN
General Manager
New York

The Pittsburg Post

ONLY Democratic Paper In Pittsburg.



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

KEEP ON ADVERTISING ADVISES AD MAN

Wise Manufacturers To-day Applying Doctrine of Preparedness to Their Advertising, Declares Advertising Manager for du Ponts.

This is no time to stop advertising. The wise manufacturer is advertising to-day in preparation for the period after the war. So declared George Frank Lord, director of advertising of the E. I. du Pont de Nemours & Co., Wilmington, at a joint meeting Wednesday night of the Advertising and Sales Managers' Clubs, of New York, at the Advertising Club, 47 East 25th Street. Mr. Lord's topic was "The Effect of the War on Advertising."

Mr. Lord said history serves as a good guide to-day. This war, he said, like previous wars, has injected the element of uncertainty into business.

"No one can advisedly question the wisdom of hesitation and just cause for uncertainty on the part of the advertiser seeking chiefly temporary results," said Mr. Lord. "But the business man who realizes that the chief value of advertising is its institutional rather than its merchandising effect, does not halt his constant effort to build for his concern and its products that enduring structure of which each selling appeal may be likened to one of the myriads of bricks that compose a towering building."

"This type of advertiser—he who is always building a commercial structure, rather than making temporary sales, is one of the great steadying factors that sustain the business morale of a nation during periods of stress."

"An important effect of war on advertising is to disclose who are the structural and who are the tentative advertisers. This classification is of importance not only to those chiefly interested in advertising, but also to all devoted to the progress of America."

"In the commercial war that will follow the cessation of military activity, the big guns that America will have for her peace armament are the institutional advertisers who have the foresight, resolution, and courage to 'carry on,' whether the way be plain and easy or dark and difficult."

"The thoughtful advertiser must see the moral of preparedness as applied to advertising. He will dig deeper and build bigger. He will forsake tentative policies for long plans, catch-penny schemes, for constructive effort. He will wisely plan ten years ahead, and stick to that plan, and all the experience thus far recorded in advertising tell us he will succeed."

"Finally, the effect of the war on advertising in America has been to nationalize it, in the sense that it is no longer conducted solely along the narrow line of individual advantage to the advertiser."

John G. Jones, vice-president and sales manager of the Alexander Hamilton Institute, spoke on "Changes in Advertising and Distribution Caused by the War." He predicted a period of stiff competition after the war. He said, too, that while the competition would be keener, it would also be cleaner.

Will Ingersoll, of the Robert H. Ingersoll & Bro. Co., presided.

An open discussion followed the two talks.

Seventeen in Service

The Portland (Me.) Telegram is flying a service flag with seventeen stars.

HELP WANTED

Advertisements under this classification, twenty cents per line. Count six words to the line.

Foreign Representative

Daily newspaper in territory with half a million population, wants exclusive direct representation in foreign advertising field. Representative will operate from New York. Must know business thoroughly, and be convincing talker. Address, with references, including last connection, H. W. Hurlburt, 25 W. 42nd St., New York City.

Circulation Manager

Evening daily, Southern city, 40,000 population, wants circulation manager capable of keeping A. B. C. records. Give past experience, references and salary expected in first letter. Address C. 203, care of Editor and Publisher.

Advertising Manager

Man to take charge of advertising department of a weekly newspaper. Good opening for a live wire. State experience, references, and terms. Address C. 206, care of Editor and Publisher.

LIVE TOPICS DISCUSSED BY OUR READERS

[Under this caption we shall print, each week, letters from our readers on subjects of interest connected with newspaper publishing and advertising. 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 cooperation of our readers.—Ed.]

"Sales" in a Period of High Prices

THE EDITOR AND PUBLISHER:

Newspaper publishers everywhere might do well to look into the source of some of the evidently erroneous information they publish, from day to day, regarding shortage of merchandise of various kinds throughout the country just now.

It does not seem consistent for a mere newspaper man, practically out of touch with things commercial, to spread such propaganda when it is so obvious that all this is incorrect.

This supposition of inaccuracy on the part of the news columns is substantiated daily. In practically all the newspapers of the country, by retail merchants who, according to their own statements, are able to procure vast quantities of the most desirable and dependable merchandise imaginable at a mere fraction of its "value."

Surely the merchant, whose business is to buy and sell merchandise, knows conditions as no newspaper man can know them—and it is obvious to all—with the possible exception of newspaper publishers themselves—that there is plenty of the very choicest products of the leading manufacturers to be had at astonishingly low prices at all stores.

Where do newspaper publishers get this short production, high-price stuff? Don't they read their own columns?

Would any one suppose, for one moment, that these tremendous "sales," these marvellous low prices, this plentiful supply of high-class merchandise constantly being "slaughtered" is tainted with misrepresentation? Perish the thought! H. R. D.

Penny Fund for French Orphans

A unique plan to raise funds for the care of French orphans has been originated by the Cincinnati Post through the establishment of a "penny fund." Readers are requested to contribute pennies to the fund. It is explained that it costs \$37.50 a year to take care of one French orphan, and a like sum is given by the French Government. Although the fund was started but a little more than a month ago, more than 45,000 pennies have already been contributed.

Mexico City Paper Suspend

El Democra, a daily newspaper published in Mexico City and which has been charged with being an organ for the spread of pro-German propaganda, has been forced to suspend publication because of lack of print paper, according to newspapers recently received at Juarez, Mex.

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.

War Photographer

Trained newspaper and feature photographer, eighteen years' experience, reliable and willing to go abroad. Can write captions and has first-class outfit for work on battlefield. Write for particulars, Box B. 162, care Editor and Publisher.

Newspaper Executive

Successful, age 30, married, well educated, seeks change. Now holds responsible position as circulation director and assistant to publisher of group of leading Eastern newspapers. Can systematize any publication and keep paper loss below 4 per cent. Have you an opening for such a man as business manager or publishers' right-hand man? Address J. O., Room 1201, 220 W. 42d Street, New York city.

Advertising Manager

Solicitor, now employed. Over ten years' experience with two papers. A-1 references. Age 33, married. Address C. 205, care of Editor and Publisher.

Librarian

Experienced newspaper librarian, woman, desires either permanent position or to install new libraries. Years of service in all departments, viz.: clippings, index, biographical, general, and handling of cuts. Address C. 201, care of Editor and Publisher.

Business Manager

Position as business manager, or assistant on daily in city of not less than 75,000 population. Now business manager of a big, successful publication, but desire to make a change. Experienced on morning, evening and Sunday papers and thoroughly in touch with all branches of the work. Fully appreciate necessity for economy, and know how to act accordingly. Over ten years on present paper; 48 years old. First-class references. Address C. 202, care of Editor and Publisher.

Circulation Manager

Do you need a circulation manager? I will be in a position to accept a position in three weeks. Seven years on one paper, three years on another, doubled circulation, best results from carriers. Married, 28, one child. Prefer work in Western States. Address B. 158, care of Editor and Publisher.

Sporting Editor

wants change in South-Southwest. Intimate knowledge all sports and ability to create following. Deferred draft classification. Address B. 159, care of Editor and Publisher.

Editorial Assistant

New York woman experienced in editing, advertising promotion, and publicity seeks metropolitan job. Highest credentials. Address B. 160, care of Editor and Publisher.

Feature Writer

Experienced writer desires to arrange with publisher for stories of travel in America and stories on other subjects. Address B. 157, care of Editor and Publisher.

Newspaperman

30, with seven years' experience, looking for opening. College man. Held positions of city, telegraph, sporting, and State editors in city of 100,000 and copy desk, assignment reporter, and police reporter in city of 800,000. Resigned last position to enter draft army but failed to pass examination. Address B. 161, care of Editor and Publisher.

Woman Magazine Editor

A young woman with seven years' practical experience on a leading national weekly desires a broader opportunity. Has wide acquaintance with authors and writers on all subjects of interest to women. Understands editorial planning, pictorial page display, general magazine make-up, and special handling of household subjects. College graduate. Address B. 142 Care of Editor and Publisher.

One-fourth or one-half of leading daily newspaper property of city of 12,000. 1917 gross business \$40,000. Distinct and permanent field. Excellent climate. Purchaser to act as business manager or editor. Proposition Q. L.

Charles M. Palmer

Newspaper Properties

225 Fifth Avenue, New York

AUBREY HARWELL

HENRY F. CANNON

HARWELL & CANNON

Sales
Purchases
Consolidations
Appraisals

Newspaper and Magazine Properties

TIMES BUILDING

NEW YORK

\$21,443.69 Cash Dividends

And \$5,000 salary to owner represents the net returns in 1917 of Central West small city daily. High class, solid property in every respect. Controlling interest available to right party. Send financial references with inquiry. Proposition 623x.

If you have \$20,000 available, write for Proposition 829x, a prosperous Kentucky property with a great field.

H. F. HENRICHS

Newspaper Properties
LITCHFIELD, ILL.

Paper That Needs Pep

Can secure manager who has just completed up-building and sale of middle-western daily of over 8,000 circulation. Age 31, University graduate, public speaker, editorial writer, managing editor and general manager, able to buy substantial interest. If you have \$3,000 opening, ask about No. 128 H-P.

Competent help available for all departments of Advertising, Printing and Publishing field.

FERNALD'S EXCHANGE, Inc.

Third National Bank Bldg.,
Springfield, Mass.

GOSS OCTUPLE STRAIGHTLINE PRESSES

with Two or Four
Folders

For sale by

WALTER SCOTT & COMPANY

Plainfield, New Jersey

The True News

—FIRST—

Always—Accurately

International News Service

World Bldg. New York

ROGERS IN FAVOR OF FIXED STANDARD

Publisher of The Globe Says Modern Basis Is 50, 60, or 70 Columns of Reading Matter, Which Includes Editorials, Features and News.

By JASON ROGERS,
Publisher of the New York Globe.

I would like to have as an income for the rest of my life 10 per cent. of the waste I could save on six or seven of the big newspapers. I could live in luxury, operate several automobiles, and probably run a yacht without seriously encroaching upon the fund that would accrue from such an arrangement.

The trouble would be to convince the publishers that I had accomplished results for them, for the changes I would make would seem so simple and obvious that they would think they had done the work themselves. Our newspaper makers are slow to take up new steps, as it were, and hate to part with real money like other manufacturers.

A study of many newspapers that come to me from many parts of the country clearly demonstrate that those making them are not yet awake to many possibilities for saving print paper and giving the reader greater values.

Any one familiar with modern newspaper theory recognizes that the body type of the successful newspaper should not be less than 7-point, except for perhaps groups of paragraphs, certain market reports, and such. At best, our newspapers printed on lightning presses are poorly printed, and it is up to us to help reduce the eye-strain of our readers by using legible type.

After accepting the 7-point standard, the next consideration is the quantity of reading matter we should give the subscriber for his two cents. The old-fashioned basis of a fixed percentage for reading and advertising is inefficient. The modern basis of giving 50, 60, or 70 columns of reading as a standard is better business.

When we say reading matter, we mean everything in the newspaper except paid advertising. Editorials, features, comics, and departments all count as reading matter. Advertising can then make the paper as large as it will. If our newspapers cannot be made up on such a basis without radical protest from advertisers, it is obvious that either our rates are too low or that we permit too much latitude regarding position requests.

Once having established our standard, it is then up to us to try to use every available line of the space assigned for reading matter to make our newspaper as efficient, as attractive and as interesting as we can. For this purpose it is not a bad idea to count the number of lines of reading matter printed from day to day for a month.

With such a record before us, we are in a position to commence the study of how to utilize the same space to greater advantage. My first point of attack would be the headings throughout the newspaper. Sane treatment of the average daily newspaper would produce all the way from three columns to a page for additional reading matter by cutting out space wasted in heads and boxes.

I would next closely examine the first-

page heading to see if a line or two of space across seven or eight columns could not be saved, by perhaps using a shallower cut, the elimination of leads and slugs, and the use of a single two-point rule across the page in place of six, eight, or ten-point double rule as at present.

I would then consider the running head and rules across the tops of all the other pages. In the case of the New York Globe we found that by reducing the running head and using a thin rule a 296-line column grew to 300 lines without embarrassing any one. This saving of 32 lines per page if sold at one-time rates would produce nearly \$50,000 a year.

By the same process I would next see what could be done in the way of reducing waste space at top and bottom of all advertisements cutting out all possible cut-off rules, using two-point single-line rules instead of spread-eagle black and light ten and twelve-point ones with a lead and slug both sides as run by certain newspapers seeking line-age records.

But these and other methods all the way from six or eight columns of additional space could be reclaimed from the scrap-heap in many newspaper offices, and yet this would only represent a starting point, as it were, in a campaign for efficient production.

Before considering how to employ the reclaimed waste space or to save the print paper it covered, I want to suggest another possibility for cutting out waste. I here have specifically in mind the needless waste of space by editors in letting stories run beyond the shortest possible length to put the story over for what it is really worth.

Most of us know that our newspapers find room to print only a small part of what we would like to, yet through sheer laziness or ignorance too many of our so-called editors let a story run on rather than to take the time or trouble to rewrite it or cut it down before it goes to the compositors.

If any newspaper man would take the trouble to carefully read almost any newspaper and check up the number of lines needlessly wasted he would be surprised at the result. For example:

"The Unexcelled Uniform Company, of ———, held its annual meeting to-day at the company's office in the Sagamore Building, corner State and Mission Streets, for the election of officers and declaring dividends. Re-

CARTOONIST BUSHNELL

is now working for us again. His unsurpassed draughtsmanship is known to all. Write for proofs of his new cartoons. The best yet.

Central Press Ass'n

World Bldg. Frederick Bldg.
New York Cleveland

Take It To

POWERS

Open 24 Hours out of 24

The Fastest Engravers
on Earth

Powers Photo Engraving Co.
154 Nassau St., Tribune Bldg.
New York City

ports from Harry Talbot, the president, and Frederick I. Cook, the treasurer, showed the company to be in sounder position than at any previous time. The usual one and a half (1½) per cent. dividend was declared. The board of directors was reflected as follows: Harry Talbot, Frederick I. Cook, John D. Snook, Peter Murphy, Robert Morris, John Smith, Harry Dumphy, Louis F. Whaten. The board reflected the officers as follows: Harry Talbot, president; Peter Murphy, first vice-president; Frederick I. Cook, treasurer; Robert Morris, secretary."

Fifteen lines to tell a story worth two lines, as follows:

"Unexcelled Uniform Company reflected officers and declared usual 1½ per cent. dividend."

Of course this may be considered as playing the thing too fine, but when we are seeking space for matter we want to print, why throw away space on routine matters, for which, if more space is desired, our advertising columns are open at so much per inch.

Fully seven out of every ten half-column stories could be cut to one-quarter column each without any lost interest. Our newspapers could be made to fairly bristle with short, newsy human interest stories, instead of long drawn out, profusely padded column and two-column stories.

We could find room for two columns of more of "letters from the people," a good cartoon, a careful selection of miscellany and informative matter that are now crowded out.

After cutting out the waste and utilizing it for additional matter, we would find, by a new count of the number of lines of reading matter, that we had added from 25 to 30 per cent. to the value of our sheet as a newspaper.

Robin Damon, of the Salem (Mass.) News, started me working along these lines, and to his suggestions and painstaking study of the wastes we were making on the Globe up to October, 1916, we owe most of credit for the radical reforms we have made.

The "proof of the pudding" is in the eating thereof, runs the old saying. During the year 1917 we used 1,800 tons less print paper than in 1916, and sold 12,000 more papers per day, with increased advertising earnings.

Contribute to the Red Cross fund.


ADVERTISERS

If you have any product or service to offer to the shipping trade, you can advertise it most advantageously in

THE NAUTICAL GAZETTE

the recognized weekly journal of ships, shippers and ship building. The great present stimulus to the shipping industry means increased business for advertisers in this high class medium.

Subscription \$3.00 a year
20 Vesey Street, New York



Hemstreet's

PRESS CLIPPINGS

Tenth Avenue at 45th Street
New York

RAILROAD CORRUPTS NEWSPAPER

Record of Southern Road Shows That Money Was Used to Influence Press. (Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, February 27.—An official record of how the Louisville & Nashville Railway spent many thousands of dollars in political activity and supporting newspapers in Southern States, between 1907 and 1914, has been made public by the Interstate Commerce Commission. The disclosures were based on an affidavit recently filed by Milton H. Smith, president of the road. On May 5, 1907, a voucher for \$15,000 was issued in favor of the National Bank of Commerce, and Mr. Smith declared in his statement that this was for the aid of a newspaper "which was advocating certain views upon public questions in which the Louisville & Nashville Railroad Company concurred."

Texas Newspapers Consolidated

Monroe Drew, editor and publisher of the Kaufman (Texas) Daily Herald, has purchased the plant of the Kaufman Daily Post, and in the future will publish the Daily Post and the Weekly Herald. The two plants will be consolidated.

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.

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE

of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO-ENGRAVING CO.

ENGRAVERS AND DESIGNERS



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

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

An American Opinion of Canada

The following is from an editorial in the Wall Street Journal, New York, in its issue of January 5th:

“Canadian foreign trade for ten months of 1917 approaches \$2,000,000,000—a per capita of \$2,500. Of but recent development, the volume of commerce for the whole year will doubtless nearly equal in dollar value our own foreign trade for 1900, when we had 97,000,000 people. With but one-thirteenth our man-power, Canadian exports and imports will exceed one-fifth of our own.

At least \$500,000,000 of war bonds have been purchased by Canadians. The Ministers of the Crown were justified in the implicit confidence which they placed in the Canadian instinct of thrift. There are racial and political differences in Canada, but thrift is common, homely household terms, is a Dominion-wide virtue, characteristic of the passive and the inaggressive, as well as of the industrious and ambitious. There is in Canadian thrift a saving grace, an indistinguishable attribute of the Scotch Presbyterian Ontarian and French Canadian Habitant.”

The foreign trade of a people is an indication of its purchasing power. Per capita Canada buys from the United States many times as much as any other Country. Even in volume, Canada is third in the list of Uncle Sam’s Customers.

Trade relations between the two countries are close now. That they will be much closer after the war is inevitable.

Many American Trade Marks and Brands are as well known in Canada as they are in the United States. They were made familiar to Canadians through advertising in Canada’s leading dailies. The same opportunities and the same methods are open to others who have not yet developed this profitable Canadian market.

PROVINCE OF ONTARIO			
Population 2,523,274			
	Circulation	Lines	
	Net Paid	2,500	= 10,000
Brantford Courier (E).....	5,093	.015	.01
Galt Reporter	4,000	.0128	.01
Guelph Mercury	3,471	.0128	.0085
Hamilton Spectator (E)	29,157	.0550	.05
Hamilton Herald (E)	18,479	.04	.0350
Kingston British Whig (E)....	5,633	.0150	.01
London Advertiser (M N & E) ..	45,056	.06	.05
Net paid circulation for week ending Feb. 16, 1918.			
London Free Press (M N & E) ..	38,071	.05	.04
A. B. C. statement, 6 months period, ending Sept. 30, 1917.			
Peterborough Examiner (E)	4,900	.0131	.01
Sarnia Observer	2,600	.0125	.01
Stratford Herald	3,303	.01	.0071
St. Thomas Times (E).....	6,559	.0125	.01
St. Catherines Standard (E)....	8,412	.025	.015
Toronto Globe (M)	90,145	.12	.09
Toronto News (E)	49,000	.06	.05
Toronto Star (E)	91,270	.1050	.0850
Toronto Star (S)	56,746	.0650	.0550
Toronto World (M)	43,136	.095	.06
Toronto World (S)	90,767	.11	.08
Windsor Record (E)	10,368	.0275	.0225
PROVINCE OF QUEBEC			
Population 2,002,731—English 397,392			
French 1,605,339			
Montreal Gazette (M) (2c-\$6 yr.)	34,907	.0725	.06
Montreal La Patrie (E).....	35,827	.06	.045
Montreal La Press (E)	140,000	.11	.09
Montreal Le Devoir (E) (2c-\$5 yr.)	20,337	.05	.04
Montreal Star (E)	113,878	.11	.095
Quebec Le Soleil (E)	35,000	.05	.05
Sherbrooke Record (E)	10,579	.03	.0250

The World's Greatest Market Place

10,000,000 People who *must buy*

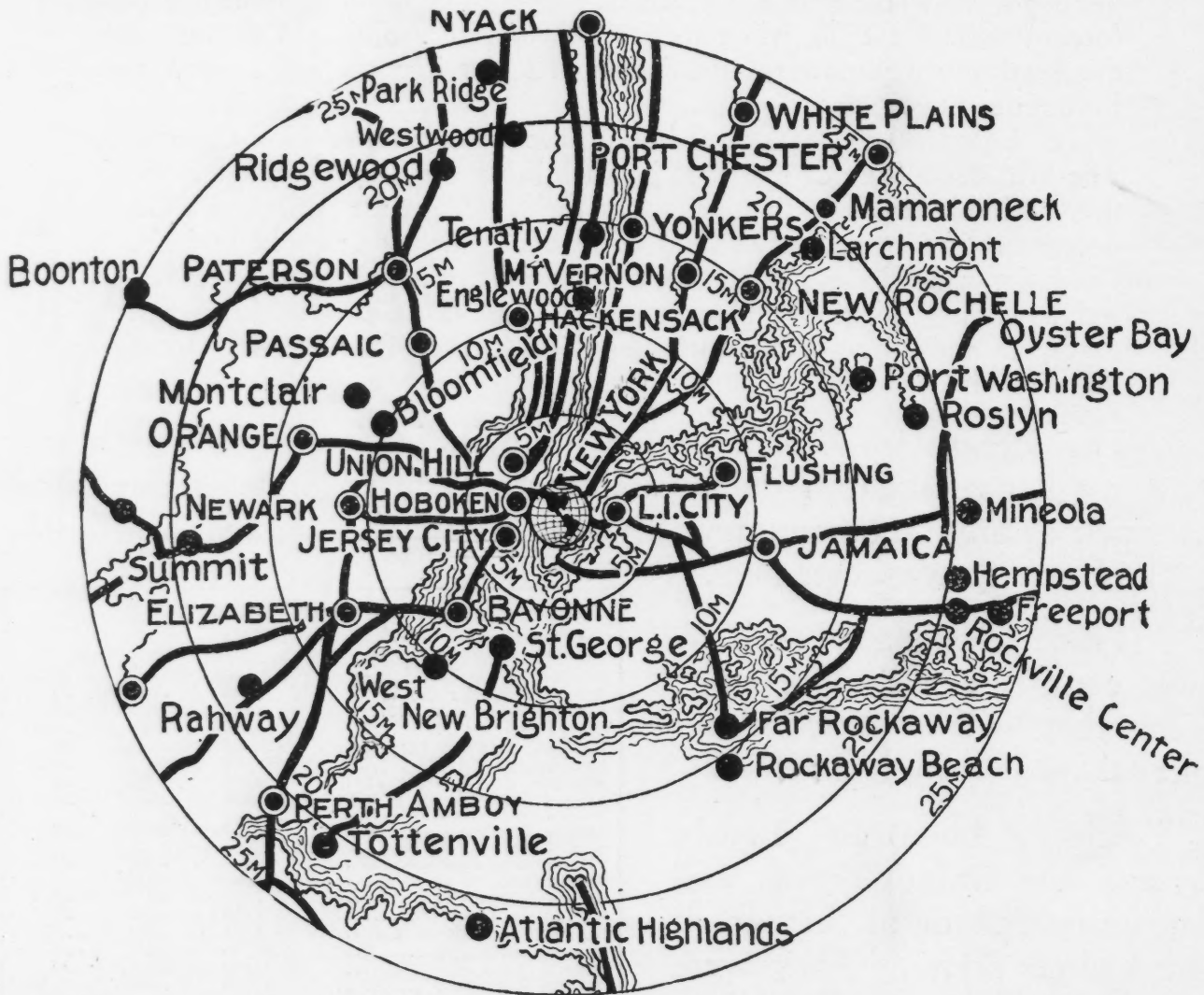
FOOD, CLOTHES, FURNITURE; ALL LIFE'S NECESSITIES, AND WHO

HAVE THE MONEY TO BUY WHAT THEY WANT

Here Lies the
Greatest Opportunity
for the Advertiser

To meet WAR conditions the GLOBE has organized an effective Sales Promotion Service—Big men of wide experience will take charge of your campaign—and Deliver YOUR Goods.

Now is the Time
Here is the Place
for Increased Sales



The Globe's unique Service Plan includes advertising in Other newspapers to thoroughly cover the 10,000,000 field—It includes the preparation of result producing copy, furnishes cuts, illustrations, hooks up your advertising with the dealers.

IF YOU NEED MORE BUSINESS—write freely for further information without incurring any obligation at all. Address

JASON ROGERS

Publisher New York Globe

73 Dey Street, New York City

