

THE EDITOR & PUBLISHER

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

\$2.00 a Year

NEW YORK, SATURDAY, MAY 27, 1916

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Consider Mr. and Mrs. Ultimate Consumer

It is all right to cultivate dealer good-will, but, after all, your *sales* in the last analysis depend upon Mr. and Mrs. Ultimate Consumer.

If Mr. and Mrs. Ultimate Consumer demand your goods the dealer will *have to* stock them, and if they don't want your goods, no amount of dealer good-will will keep your goods moving.

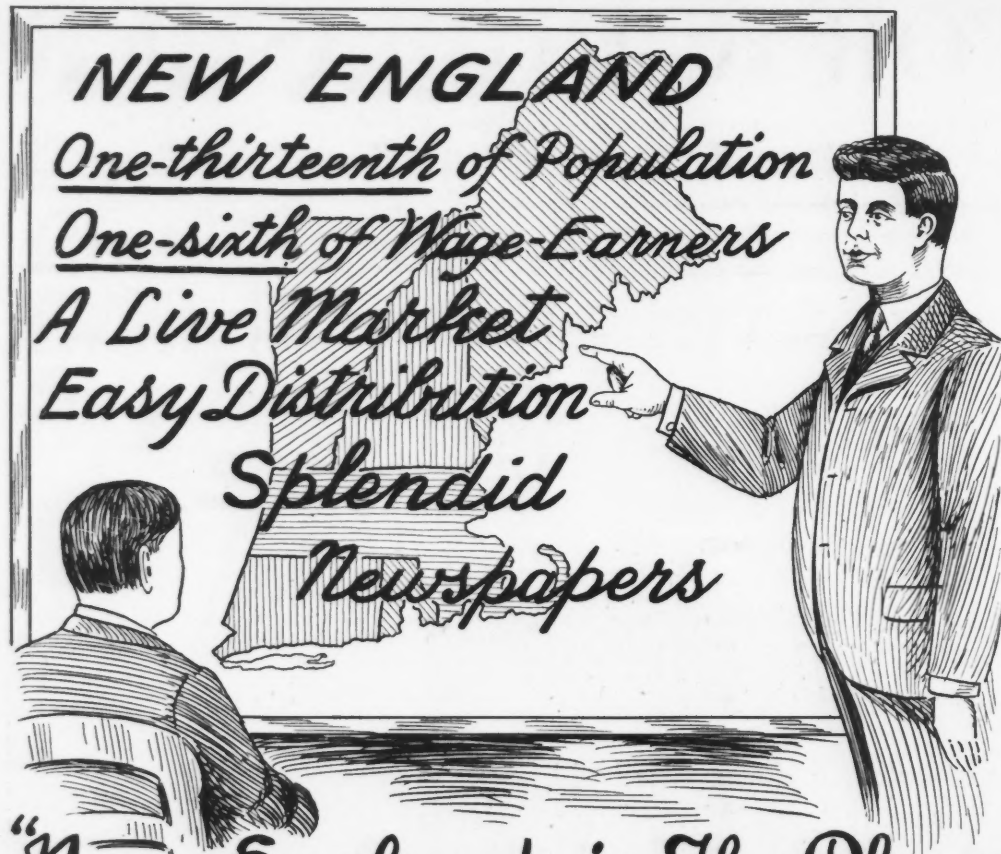
So every manufacturer's chief sales problem is to create and sustain demand on the part of the ultimate consumer. And there is no better way to do this than by advertising in the mediums read and believed in by Mr. and Mrs. Ultimate Consumer.

In Chicago such a paper is The Chicago Daily News—the purchasing guide for over 400,000 Mr. and Mrs. Ultimate Consumers every day.

Most advertisers know this. Therefore, The Daily News prints more advertising of local merchants, more dry goods and department store advertising, more musical instrument advertising, more advertising of the three largest men's clothing stores in Chicago and more advertising of food products—*six days a week* than any other Chicago newspaper prints *in seven days*.

If you want to reach the ultimate consumer—if you want to move your goods off the dealers' shelves, advertise in The Chicago Daily News—over 400,000 daily.

High Efficiency List of New England Newspapers



NEW ENGLAND
One-thirteenth of Population
One-sixth of Wage-Earners
A Live Market
Easy Distribution
**Splendid
 Newspapers**

**"New England is The Place
 for Our Try-out Campaign"**

You know there are certain states known as barometer states, which vote several weeks in advance of the National election. Politicians watch them carefully to note the drift of public sentiment toward one party or another.

New England is the national barometer section for trade-marked advertised goods. It is the most segregated market, the most compact market, the easiest in which to obtain good distribution.

Therefore it is the logical district in which to try out a new product or the new advertising of an old one.

Many of the most notable newspaper advertising campaigns in the country have been tried out in New England. This territory was selected by the Standard Oil Company for its first advertising of SOCONY Kerosene. The Corn Products Company launched

Mazola here. New England was one of two communities—the other was Colorado—in which Prince Albert Tobacco newspaper advertising first appeared. The big copy of Fleischman's Yeast began publication in New England newspapers. These are only a few of scores which have used New England to test the responsiveness of the national market.

For your tryout campaign, New England cities offer splendid daily newspapers with an intelligent reading public and real influence among wholesale and retail distributors. Study the list on this page. It is a "high efficiency" selection of New England dailies. With a campaign that includes vigorous advertising in these newspapers, you can obtain quick distribution at moderate cost and make a real test of the consumer market.

The Editor and Publisher and Journalist will be glad to supply further facts regarding advertising and sales in New England to any interested person who will inquire of this publication at 1117 World Building, New York City.

MASSACHUSETTS

	Net Paid 2,500	10,000
	Circulation lines	lines
Boston American (E)	389,944	.35 .35
Boston Globe (ME)	227,523	.30 .30
Boston Herald-Traveler (ME)	***179,468	.28 .25
Boston Journal (M)	63,080	.16 .125
Boston Post (M)	463,578	.40 .40
Boston Transcript (E)	***30,143	.15 .15
Fall River News (E)	7,153	.02 .02
Fitchburg Sentinel (E)	**5,066	.0172 .0129
Haverhill Record (S)	**15,000	.0285 .0285
Lawrence Telegram (E)	**8,450	.0286 .0285
Lawrence Tribune-Eagle (M & E comb.)	11,426	.03 .02
Lowell Courier-Citizen	**16,780	.03 .03
Lynn Item (E)	**13,286	.0536 .0357
Lynn News (E)	**8,033	.0357 .0207
New Bedford Standard and Mercury (ME)	**17,029	.03 .03

MASSACHUSETTS

Springfield Republican (M)	14,831	30,126	.09	.06
Springfield News (E)	15,295			
Springfield Republican (S)	15,973	.065	.04	
Springfield Union (MES)	***28,515	.07	.06	
Taunton Gazette (E)	**5,714	.0215	.015	
Worcester Gazette (E)	24,562	.05	.045	
Worcester Telegram (MS)	**26,791	.05	.05	

Massachusetts totals 1,587,640 2.2601 2.0588
 Population, 3,605,522.

RHODE ISLAND

Providence Bulletin (E)	***50,048	.09	.09
Providence Journal (*MS)	***22,767	.07*08	.07*08
Providence Tribune (E)	***20,045	.05	.05

Rhode Island totals 92,860 .21 .21
 Population, 591,215.

MAINE

Portland Argus (M)	6,790	.0178	.0178
Portland Express (E)	***20,686	.0535	.0375
Waterville Sentinel (M)	5,183	.02357	.01215

Maine totals 32,659 .09487 .06745
 Population, 762,787.

NEW HAMPSHIRE

Manchester Union and Leader (M & E)	***23,457	.08	.05
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Population, 438,662.

VERMONT

Burlington Free Press (M)	***9,184	.0228	.0157
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Population, 361,205.

CONNECTICUT

Bridgeport Post & Telegram (E & M)	25,375	.065	.045
Bridgeport Standard (E)	5,343	.035	.015
Danbury News (E)	5,969	.0118	.0118

CONNECTICUT

Hartford Courant (MS)	17,624	.06	.035
Hartford Post (E)	10,597	.025	.02
Hartford Times (E)	***25,014	.06	.04
Meriden Journal (E)	4,910	.025	.0143
Meriden Record (M)	5,768	.0357	.015
New Haven Journal-Courier (M)	11,752	.03	.025
New Haven Union (E)	15,719	.05	.03
New London Day (E)	**8,447	.0285	.0171
New London Telegraph (M)	3,780	.00857	.00714
Norwich Bulletin (N)	**9,213	.04	.018

Connecticut totals 149,511 .47457 .29334
 Population, 1,114,756.
 New England totals 1,895,633 3.14 2.69

*Government statements, April, 1915.

**Publisher's statement.

***Government statements, April, 1916.

Other ratings Government statements, October, 1915.

Population for New England, 6,874,147.

**No. 8 of a Series of
 Advertisements Prepared
 By Paul L. Lewis**

THE EDITOR & PUBLISHER

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

Vol. 48

NEW YORK, SATURDAY, MAY 27, 1916

No. 51

BETHLEHEM STEEL'S SEVEN MILLIONS AT STAKE

Company Inaugurates World's Biggest Publicity Campaign in 1,000 Dailies and 2,500 Weeklies To Defeat Bill to appropriate \$11,000,000 for Government Armor Plant—Declares Former Policy of Secrecy a Mistake and Will Now Lay Its Cards on the Table Face-Up—Strong Arguments to Be Presented.

A REAL publicity campaign, by means of paid advertising in the newspapers—and what is incidentally, in the extent of territory covered and the number of newspapers used, the biggest publicity campaign ever undertaken anywhere in the world—has just been started by the Bethlehem Steel Company.

The purpose of this campaign, openly avowed at the start, is to defeat the measure now pending in the Congress to appropriate \$11,000,000 to build a Government armor plant. That measure has already been passed by the United States Senate, and is now pending in the House of Representatives. Its enactment is favored by the Administration, or at least by the Administration's Secretary of the Navy. It is strictly a party measure, conceived, introduced, and pushed by the party now in control of the Government; and to all appearances the bill was "as good as" passed and signed before any real opposition had a chance to develop, but—

WOULD MAKE PRESENT PLANTS VALUELESS.

The construction and operation of a Government armor plant would destroy the value of the three privately-owned armor-plate manufacturing plants now in existence in the United States. In one of these plants the Bethlehem Steel Company has invested more than \$7,000,000. To conserve that investment, if possible, and to arouse the American public to a realization of the real meaning and effect of such legislation, not alone with special regard for the Bethlehem Steel Company, or any other private interest, but from the point of view of adequate national defence and sound public policy, the Bethlehem Steel Company determined to place its case squarely before the people of the whole country. And it determined to do this in the most open and unquestionably in the most effective way possible—by means of paid display advertising in the newspapers, daily and weekly, in every part of the country where newspapers are circulated and read.

The Bethlehem Steel Company has manufactured armor for the United States Government for twenty-nine years. Charles M. Schwab, chairman of its board of directors, repeatedly in public addresses has made the statement that his company recognizes its obligation, in a matter affecting both national defence and national economy, to place its advice and experience at the disposal of the nation of which it is a citizen.

MR. LEE RETAINED AS COUNSEL.

A short time ago the company retained Ivy L. Lee, formerly head of the publicity department of the Pennsylvania Railroad and now employed in a similar service by the Rockefeller and other large interests, in an advisory capacity in matters of public relations, and it was at the suggestion of Mr. Lee that the company decided to buy space in the



IVY L. LEE,

WHO IS DIRECTING THE BETHLEHEM STEEL COMPANY'S CAMPAIGN.

newspapers and therein to take its case directly to the people in a series of advertisements over the signatures of Charles M. Schwab, the chairman, and Eugene G. Grace, the president of the company. A few weeks ago, when the armor-plant bill was introduced in the Congress, the Bethlehem Steel Company began a series of statements to the members of Congress, a different one each day, and also sent copies of those statements to the newspapers—not asking their publication, but in order to inform the editors as to what the company was saying to members of Congress. And these statements were also printed as display advertisements in the Washington papers.

The company's position, as set forth in those statements, was, in brief:

That the Bethlehem Steel Company has charged the Government a low price for armor in the past, and has derived

little profit from that branch of its business.

That it is so certain of this, and so certain that it has done and can do better for the Government than it can do for itself, that it offers for the future to accept any price which the Federal Trade Commission shall decide to be fair alike to the Government and to the company.

And that, therefore, to build the proposed Government armor plant would be to waste \$11,000,000 of the public's money.

The broader, nation-wide publicity campaign was held up temporarily by the crisis in the relations between the United States and Germany caused by the torpedoing of the Sussex. But now that that crisis happily has been passed, the company's advertising campaign has been launched in earnest. Approximately 3,500 newspapers are being used,

about 1,000 dailies, in practically all the cities which have dailies, and about 2,500 weeklies in the smaller centres where no daily is published. The advertisements are placed by the Frank Presbrey Company, of New York.

A. N. P. A. BULLETINS ANNOUNCED.

Announcement of the campaign was made in last week's bulletin of the American Newspaper Publishers' Association Bureau of Advertising in the shape of the following letter from Mr. Lee to William A. Thomson, director of the Bureau of Advertising, dated May 19:

Dear Mr. Thomson:

I am authorized by the Bethlehem Steel Company to confirm my verbal information to you that that Company has determined upon an advertising campaign to place before the people its position with reference to the construction by the nation of a Government armor plant.

The Bethlehem Steel Company some weeks ago presented a series of statements to the members of Congress, and at the same time forwarded copies of those statements to the newspapers. The purpose of sending them to the newspapers was that editors might be informed as to what the company was saying to members of Congress. The company at that time advertised those statements in the Washington papers.

A much broader plan is now to be followed. A series of advertisements will be placed in between three and four thousand newspapers—dailies and weeklies.

The officers of the Bethlehem Steel Company clearly realize that the most effective way of placing their case before the largest number of people is to buy space in the newspapers of the country, and frankly tell their own story, with their own headlines, through their own copy, and over their own names.

The Bethlehem Steel Company appreciates that questions like a Government armor-plate plant ought to be considered without special reference to any private interest, but with supreme regard for adequate national defence and sound public policy. The company is desirous, therefore, that no matter what action Congress may take on this subject, the people throughout the country should be fully informed concerning the situation.

Very truly yours,
Ivy L. Lee.

WILL USE COUNTRY WEEKLIES TOO.

A similar letter sent at the same time to Cortland Smith, president and general manager of the American Press Association, contained this statement:

"In planning this campaign the Bethlehem Steel Company is well aware of the importance of the country weekly as an essential agency in obtaining national publicity, and therefore a large number of the country papers are to be included in this campaign."

The first advertisement, headed "Bulletin No. 1," which appeared in the New York papers early in the current week, acknowledged without any mincing of words that the Bethlehem Steel Company had made a mistake in policy. "The mistake of the Bethlehem Steel

(Continued on page 1634)

THE NIGHT THE "TRIB" DIED—A NEWSPAPER STORY

By H. I. Silliman, Editor of the Pottsville (Pa.) Journal

"BILL" JOSELYN came into the dingy editorial room of the Tribune on the night the paper was going to die, in the same manner in which he had come into the self-same room almost every night for nigh on to twenty-five years. He was a little late, and as he passed the copy-readers' desk, several of them looked up rather apprehensively and then turned to their work relieved, for "Bill" was sober, which was quite as it should be on the last night of the old sheet.

Joselyn went to his cluttered desk, turned on a green-shaded light, took off his coat, filled his old briar pipe, and



H. I. SILLIMAN.

got down to work on a pile of telegraphic that had accumulated on a hook. He puffed steadily on his pipe and his pencil went just as steadily as he pruned down, dressed up, or rejected altogether the news that the gossamer wires had carried to the death-bed of the old "Trib." But his work was the work of an automaton, for his mind was not on it. The sixth sense that comes from long application was doing the work for him, while his thoughts travelled back through the vista of the years.

THE OLD, OLD STORY.

"Bill" came to the Tribune when he was a youngster, just out of school. He had touched all the high spots on the paper; and he had touched the low spots, too. He had been promoted repeatedly in those early days; later he had been discharged repeatedly, only to be taken back when, in sackcloth and ashes, he got on the penitential stool and begged for "just one more chance." During the penitential periods no man turned out better copy or more of it than "Bill." Then the slipping away would take place, and he would sit at his desk, a crumpled figure, trying to make a soggy brain work. Even in this condition "Bill" was a factor to be reckoned with. It needed only the breaking of a big story to fire him, clear his vision, and set flowing from his pen neatly turned sentences that delighted the copy readers and increased their respect for the ability of the man, if not for the man himself.

None there was on the big staff who took the death of the Tribune harder than "Bill," yet none there was who said less about it. To him it was like death itself; in fact, he literally felt that it was his own going out, and in his poor old way he was going to sound his "30" gallantly. He remembered that in an old French regiment when the roll was called and a name read out the grenadiers saluted and said "dead on the bat-

tlefield." He would like to have it said that "Bill" Joselyn went out with the paper.

ONE OF LIFE'S IRONIES.

He had not missed an issue for months. In fact, it seemed like the irony of fate that, just when he felt that he was mastering his ancient enemy, the news should have come that the big man, who ten years ago had purchased the paper to further his political ends, had decided it had served its purpose and that it should go to the scrap-heap. For a long time "Bill" had been studying a plan to out-wit John Barleycorn, and he had conceived a systematic form of attack. A year ago he had begun it. By degrees he had cut down the amount of alcohol he consumed. It was a slow, hard fight, and at times he felt that he must give it up. But little by little he gained ground, and as he did so he took a stronger grip on himself. During the first six months he had only fallen from grace three times. The last five months he had kept sober. Lately he had cut his portions down to two drinks a day—one in the morning and one at eleven o'clock at night. On this day liquor had not touched his lips. He must be sober when the old "Trib" breathed her last, he told himself. He had always tried to be square to the paper; he always was square with it when he held his enemy in check. It was when it got a strangle-hold on him that he turned faithless. To-night of all nights, he told himself, he had to have his sentinels strung out with care. The enemy must not get to him, and that was all there was to it.

A VISION OF OTHER DAYS.

As he worked, the old room seemed to be peopled by the forms of those who had gone before him; the old gang that had made the paper truly great; the boys who had worked cheek by jowl with him when the Tribune was the niftiest sheet in the West. Those were great days. He was a big man then, and he gave orders; for a long time now he had been taking them. He remembered how the game gripped him in the long ago. He still felt the grip at times; but then he felt it all the time. And dreams; he spun them upon a golden loom; they reached to Heaven, and, as he had since learned, tipped to Hell. Oh, well, no good could come from replanning. He had made his bed in the bramble bushes; he must perforce lie in it.

He had planned to write a great book, the great American novel. Every newspaper man does that at some time in his career. "Bill" had done it when he was about thirty, and the West was hailing him as the greatest descriptive writer in the country.

He had had his romance, of course. It touched the stage, and a little girl who had come from a home in the Far West to seek fame and fortune on the boards—and found neither. He had fallen desperately, madly in love with her and married her on his thirty per. They walked the flowered paths for a while, and then his enemy had come from behind the arras—and then—and then. Oh, well, it was a long and a very sad story. She had borne up under his neglect as long as she could. Never even in his most dissolute periods, had he been unkind to her.

A SORROWFUL MESS OF IT.

They separated in the fifth year, not in anger, but in sorrow, because "Bill" could not earn money enough to pay his rum bills and support her. She went back to the stage and he went on a debauch that everybody thought would be the end of him. But somehow he came out of it, looking ten years older and with only a few of the shreds of his self-respect left. The strange thing about it all was that he always kept alive his

love for the woman he had given his name, and that she, likewise, kept the lights burning on the shrine in her heart at which she worshipped "Bill" with all his faults and all his shortcomings. Always they kept up a correspondence. Sometimes he sent her money; twice they tried again to sell their craft on the domestic seas, but each time the wreck was more pitiful and more pronounced than before. The last time they agreed to separate for good and always.

Grace Joselyn was just as loyal to the "Trib" as "Bill." It followed her wherever she went, and she noted its improvement or retrogression with an eye that measured accurately. She always said "Bill" was "one of the editors of the Tribune," but she never told of how he had really been the editor and served for one delirious, glorious month, only to be reduced in the ranks after a wild carouse, during which the paper suffered heavily in the subscription department. Now he was the assistant telegraph editor. He did the work and did it well, while his chief got the "big money" for keeping watch on him and seeing that he did it.

THE OLD FIGHT BEGINS AGAIN.

"Bill" reached for a fresh sheet of news, and read this message: "The A. P.'s greeting to the old gang on the 'Trib,' the best bunch of editors and writers in the West. May God take care and prosper every one of you. You're going down gloriously with the old ship. Make to-morrow's sheet the best ever. Signed, 'The A. P.'"

He bit hard on his pipe. Little likelihood that God would take care of him, no matter what He did for the rest. He passed the sheet over to the copy readers, and silently they handed it around. One of the "eubs," who wore heavy tortoise-rimmed spectacles, read it and laughed delightedly. "Isn't that fine," he ejaculated. A gray-haired copy reader glared at him and gruffly told him to "shut up," and the "eub" slunk away, much perplexed.

Something in "Bill" told him it was eleven o'clock. His body was telling his mind it wanted something, and his mind was telling his body it could not have it. He got up and pulled down the blind of a window. Over there on the corner, where the lights glared, was his enemy, and he had found he was able to fight better when he shut it from his sight.

The make-up editor came to him. "Bill," he said, "your heads never worked out finer. You've never been better on this desk than you have during the past month." Then, forgetting that they were working on a mortuary issue, he added, "Keep it up, old man."

THE END FOR OLD "BILL."

"Bill" sighed as he filled his pipe and turned once more to his work. Keep it up? When? Where? No other paper would have him. It was all right for the make-up man, a steady-going fellow, for he already had a place; but as for "Bill" Joselyn—well, with the coming up of the sun he would be as dead as the paper. He fell to wondering where Grace was to-night and how she would take the demise of the old sheet. Her loyalty should have entitled her to sit in at the finish.

Things were going lively now. The telephone bells were ringing, the sounders were clicking, and the copy tubes were chugging. Every man on the old staff was putting forth the best that was in him, for they had all privately elected that the last issue should be the best issue. The foreman of the composing-room said the boys on the linotypes were "simply burning the matter up," and that he was going to have a first page that "would be a dream."

"Bill" polished off a four-ply head and sent it up with a little note to the make-up editor, "I want to be the man to send up the '30.' Can I?"

Back came a scrawl on a piece of proof paper: "Sure you can, Bill. There's nobody on this sheet that has anything on you when you're right, and there's no one that ever had."

"Bill" read this several times, then carefully folded the bit of paper and placed it in his vest pocket.

The web of the news was almost spun. Joselyn was priming a nice Washington story and some of the reporters were putting on their coats when the telephone bell at his desk rang. "That you, Bill?" said Jimmy, the boy. "There's a skirt wants you in a hurry. You old ——" "Can it," said "Bill," shortly though not unkindly. "Put the party on; I'm busy."

A LIGHT IN THE DARKNESS.

There was a confusion of "hellos," and then, clear as a bell, came the voice that "Bill" loved best of all. Something gripped hard at his heart. "Billy Billy boy," said the voice. "That you?" Before he knew it he answered her in his own way. "Yes, Gracie, what is it?"

"Oh, Billy." She started almost hysterically. "There's a wreck, a terrible wreck. Yes, I'm all right, Billy, but it's horrible, so many dead. And, Oh, Billy, the story, I must tell it to you, and it's late and it's way out here where nobody lives and, and—"

"Bill's" newspaper instinct became gloriously alive. His tense voice caught every ear in the room. "Yes, Gracie," he said with a wonderful calmness, "tell it to me just as you saw it, good description, girlie, you know, the kind I used to tell you about. Now go on right from the start. I'll get you, and hurry. It's only a half hour until we go down with the last forms."

His calmness was infectious. The woman got it, and in terse sentences she began to tell the story, how the limited had struck a bowlder way out in a wild stretch of country, how the cars had been overturned and caught fire; she even had the names of some of the dead, names of big men and prominent women. She told of the pitiful cries of the injured, told of the heroism of the crew, told it all as she had seen it, and that is the way a newspaper man likes to get a story. When she had finished "Bill" shot a few questions to her. Then he said: "Make for home, girl; wire me when you get to Duluth and I'll meet you. Good night."

THE GREATEST BEAT OF HIS LIFE.

The men were all gathered around him now. "Close the doors," he said. "Don't let a man out. This is exclusive if the wire didn't leak, for that's a barren stretch of country and there's not a correspondent within miles."

Then he sat down to write the story of his life. First he turned to a type-writer; then he took his pencil. He could write better the old way. Sheet after sheet he turned out, and a man grabbed each one and sent it up while the editor himself, reading over "Bill's" shoulder, built a head for the first page that was a masterpiece.

"Bill" told his story in short sentences; told it as his wife had told it to him.

Up in the composing-room the word spread that old Bill Joselyn was writing the greatest beat of his life for the last issue of the "Trib." Every man was on his toes. The old system never worked better. Men gave orders in gentle voices because there was no need for harshness to spur the gang on.

They were going down gloriously, and every man knew it and plugged for all that was in him.

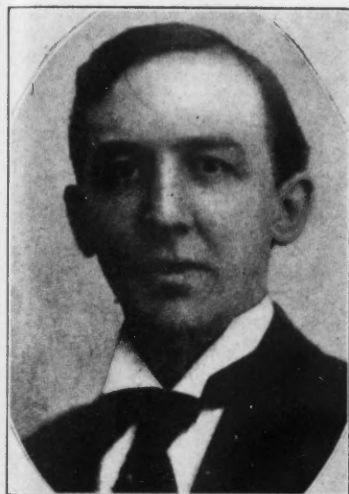
(Continued on page 1621)

MICHIGAN STATE PRESS AND PRINTERS' FEDERATION HOLDS ANNUAL CONVENTION

Nearly 500 Attend the Several Sessions at Battle Creek—New Constitution Adopted—Organized Under Four Sections, Job Printers, Weeklies, Dailies and Woman's Press Associations—James B. Haskins Elected President.

BY PAUL A. MARTIN.

BATTLE CREEK, Mich., May 23.—The adoption of a new constitution, and provision for putting the long price list into operation in the State, featured the closing meeting of the Second Annual Convention of the Michigan Press and Printers' Federation, held here last week. The Convention opened Thursday and closed Saturday morning. Nearly 500 were present for the meetings,



J. B. HASKINS,
The New President.

which were the most enthusiastic and valuable of any yet held by the organization.

The Michigan Federation is made up of several other organizations; is the outgrowth of the old Michigan Printers' Cost Commission, and was formed in 1914 in Saginaw. Eight State press and printers' organizations went into the Federation two years ago. This Federation is now divided into four distinct sections—the job printers, weekly newspapers, daily newspapers, and Woman's Press Association. Each of these held meetings in Battle Creek along with the Federation, and elected their own officers.

The new constitution adopted by the Federation provided for a closer cooperation of the separate sections, for a more definite organization, and prescribes in more detail the duties of the various officers. A committee of five was named to notify the paper dealers of the State that the long price list would be insisted on. This means a special price to printers lower than that given to others outside the craft.

RESULTS OF THE ELECTION.

At the annual election held in the closing meeting Saturday morning, James B. Haskins, of Howard City, was chosen president to succeed Fred W. Gage, of Battle Creek. The other officers elected were: First vice-president, F. S. Ethridge, Grand Rapids; second vice-president, Milo Whitaker, Jackson; third vice-president, Mrs. Jennie Apsey, Caledonia; secretary, Edwin C. Peters, Saginaw; treasurer, E. J. McCall, Mt. Pleasant.

Fred W. Gage, the retiring president, was made head of the finance committee, a new office created under the new constitution.

The Federation programme opened Thursday afternoon in the Elks Temple with over 300 present and President Fred W. Gage presiding. The address of welcome was given by Mayor James

Marsh. A. L. Miller, of the Battle Creek Inquirer and News, responded for the Battle Creek publishers; Ford F. Rowe, of Kalamazoo, for the daily newspaper section; A. B. Glasple, of Oxford, for the weekly newspaper section; A. K. Tyson, of Grand Rapids, for the job-printers' section, and Mrs. Irene Pomeroy Shields, of Bay City, for the Woman's Press Association.

SOME OF THE SPEAKERS.

Following the opening talks, the reports of officers and the naming of committees, addresses were given by the Hon. H. R. Pattingill, of Lansing; Stuart H. Perry, of Adrian; J. B. Haskins, of Howard City; Will Raiston, of Detroit; Mrs. E. C. Apsey, of Caledonia, and Edward N. Hines, of Detroit. None of the sections held sessions the opening day except the women, who met in the Sanitarium Annex for a short social session. In the evening the Federation members, their wives, and the members of the Battle Creek Press, were guests of the Sanitarium management at a meatless banquet, at which Gov. W. N. Ferris, of Michigan, was the main speaker. Over 350 sat down to



FRED W. GAGE,
The Retiring President.

this banquet, and twice that number were there to hear the Governor.

Mr. Ferris's talk was chiefly to country newspaper men, on whom he impressed the importance of their growing strength and power, and the necessity of using it in the right direction, and for the right things. He emphasized the value of a clean paper in contents and in typography, and urged a deeper study of human nature on the part of editors. President Gage was chairman of the event, and Mrs. Gage presided as toastmistress, introducing Gov. Ferris as "the best Governor of the best State of the best nation in the world." The other speakers were Dr. J. H. Kellogg of Battle Creek, and Mrs. D. D. Ashbaugh.

FRIDAY'S SESSIONS.

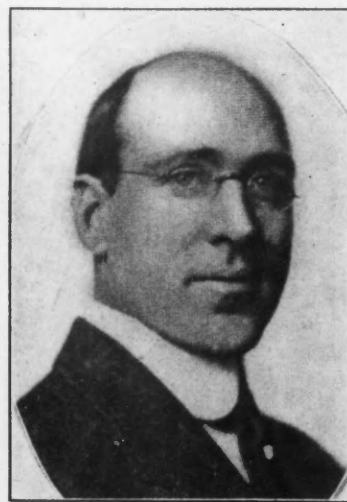
Friday the sectional meeting started in earnest. All were held in the morning, three of them being featured with the election of officers.

H. E. Cowdin, of Carson City, was elected president of the weekly newspaper section, and Simon R. Wilson, of Salina, secretary. W. W. Ward, of Charlotte, was made committee chairman to look after the selection and awarding of a cup to the Michigan

newspaper which maintains the best make-up during the year.

At this meeting Mrs. Marie B. Ferry, secretary of the State Historical Commission at Lansing, urged that the newspapers cooperate more fully with the historical societies in keeping up the historical files. Local and State history, she said, is lost every day because some editors fail to give the proper aid. It is the schools, the churches, and the newspapers, she said, that can do the most in collecting and preserving this history, and acquainting the people of the State, especially the younger generation, with it.

"When people come to know the history of Michigan, and what it has cost and meant," she said, "they will be better patriots and citizens. We are laying away great quantities of our history in the cemeteries every year, but it would be far better to spend more time on taffy than on epitaphy."



EDWIN C. PETERS,
Who Was Elected Secretary.

R. A. Moote, of Jackson, emphasized the value of efficiency in the printing office, and stated his belief that the country printer was a better all-round man in the business than the city printer. They are more efficient, practical, and steady than city printers, he said, and in many of the lines he had found the women more serviceable than men.

H. J. Adams, head of the printing department in the Grand Rapids schools, urged that other cities adopt similar departments in the school system. A number of others spoke, including A. E. McKennon, of the Hamilton Newspaper Corporation, of New York, and formerly with the New York World; A. J. Dann, of Lake Odessa; T. J. Torney, of Berrien County, and others.

Mrs. J. E. St. John, of Lansing, was chosen president of the Woman's Press Association at its Friday morning session. The other officers elected were first vice-president, Mrs. Irene Pomeroy Shields, Bay City; second vice-president, Mrs. Alice M. Charles, Bellevue; recording secretary, Miss Edith M. Lennon, Hillsdale; corresponding secretary, Miss Mable L. Grisson, Grand Ledge; treasurer, Mrs. Fred W. Gage, Battle Creek; historian, Miss Lucy A. Leggett, Detroit.

WOMEN LISTEN TO ADDRESSES.

Mrs. Burrill Hamilton, of Battle Creek, gave the address of welcome, while Mrs. Grace Greenwood Browne, of Harbor Beach, made a pleasing response. Miss Marie Dille, of Grand Rapids, declared the day of the editorial page is passed, and that newspapers must now editorialize through their news columns. Dr. Emma Bower conducted a symposium, with papers from several members, dealing with the newspaper and its relation to history, children, business, and rural life. In the paper of Miss Edith Lennon it was urged that advertising should now take on the form of news and should appeal

to the popular hunger for news. Mrs. Dora E. Stockman, of Lansing, declared that the farmer "hayseed" of the cartoon was passing, and that the farmer of to-day is pictured as a plutocrat. Cities could be destroyed, and the farmers would build them up again, she said, but, should agriculture be destroyed, the nation would revert to barbarism. After the morning session the ladies were guests of the Postum Cereal Company at luncheon and an inspection.

The job printers, besides discussing prices and costs, made plans for the enlargement of the order. A fund of \$1,000 was announced by the Detroit paper houses for a missionary fund to be used for converting the small job printers of the State and bringing them into the organization. A secretary will be hired by the organization, whose sole duty will be to work among the job printers.

TURNED DOWN SEPARATION PLAN.

The question of separation from the Federation was broached by President A. K. Tyson, of Grand Rapids, but the job printers failed to take up with it, and the matter never came to a vote. R. A. Moote, of Jackson, brought up the problem of organizing the small print-shops about the State, citing examples of unfair competition from printers who did not use the cost system—the plan of making a price on a job by figuring in all the elements of expense on a scientific and exact basis. He said paper companies all over the country were encouraging printers to adopt this system because a printer who uses it is always able to pay his bills. Fred W. Gage put the blame for un-



E. J. MCCALL,
Treasurer of the Federation.

settled business conditions on the printer himself, for not adopting this system.

The job printers on Saturday elected officers as follows: President, William B. Gregory, of Detroit; first vice-president, Charles H. Barnes, Kalamazoo; second vice-president, Henry Schull, Grand Rapids; secretary, Alvin S. Dunbar, Detroit; treasurer, Rollo A. Moote, Jackson; committee chairmen: First district, W. C. Hollands, Ann Arbor; second, Ralph W. Hays, Hillsdale; third, Loring Lane, Battle Creek; fourth, George J. Puit, Kalamazoo; R. F. Lass; fifth, Thomas W. Brewer, jr., Grand Ledge; sixth, Frank Ainger, Detroit; William S. Raiston, Detroit; seventh, A. D. Gallery, Cairo; eighth, William J. Cone, Saginaw; Frank E. Bastian, Saginaw; ninth, Charles L. Dakamel, Grand Rapids; tenth, John P. Lambert, Bay City; eleventh, Perry F. Powers, Cadillac; twelfth, C. D. Riley, Ontonagon.

Harry Musselwhite, of Manistee, was chosen president of the daily newspapers section; Wells Harvey, of Big Rap-

(Concluded on page 1620)

SIXTY-THREE YEARS ON THE OREGONIAN

H. L. Pittock, Present Owner, Has Had a Notable Career—Still Directs Its Fortunes—E. B. Piper, the Editor, Tells the Story of His Career to Journalism Students at University of Oregon.

UNIVERSITY OF OREGON, Eugene, Ore., May 21.—The present owner of the Portland Oregonian, H. L. Pittock, has not always been the dean of Pacific Coast publishers. Sixty-three years ago he came to the village of Portland a penniless, barefoot printer's apprentice who at first was glad to sleep on a bench and work for his board. The drama of his rise and that of the Portland Oregonian was recently recited by Edgar B. Piper, editor of the Oregonian, to the students of the school of journalism.

Mr. Piper said, by way of introduction, that Mr. Pittock had always left statements about himself and the paper to his enemies.

The weekly Oregonian, he said, was established by Thomas J. Dryer about 1850. Portland was then a struggling village, competing with Oregon City, Milwaukee, Columbia City, and St. Helens—each expecting to be the future metropolis of the State. Though Portland had a population of only 600, and the whole of the Oregon country comprising parts of four States only 1,300, the need of a paper was felt.

A PENNILESS PRINTER'S APPRENTICE.

True to the then newspaper custom, the Oregonian was largely a party organ—strictly Whig. Its purpose was to promote Portland and Oregon politics by means of its Washington hand-press. To this paper came in 1853 H. L. Pittock, a penniless printer's apprentice, willing to work for his board and to sleep on a bench in the old office on First and Morrison Streets.

But the young English apprentice had brought skill and determination across the plains with him. He was soon foreman and, in four years, because Dryer was in arrears to him, became a partner. But this proving unsatisfactory, he returned to his job as foreman. In 1860 Dryer went into national politics and was sent to the Sandwich Islands, and Mr. Pittock took over the Oregonian in payment for past services. The paper was indebted and burdened with a tradition of selecting the wrong issues.

Better equipment, strict business methods, prompt and complete news service: this was the new owner's policy. A new press was the first thing, and to get it he went to San Francisco. On the way back the ship was delayed a month by storms, and Mr. Pittock's family gave him up as dead.

On February 4, 1861, the first daily Oregonian came out. It was Pittock's Oregonian, the fruit of his own vision and determination. And as the founder of it he became the father of all reputable journalism in the Northwest. The daily Oregonian is the oldest continuously published paper on the Pacific Coast.

ESTABLISHED A PONY RELAY.

Eastern news a month old was frequently the best a Western paper could then obtain. But a wire had been laid from San Francisco north to Yreka; and to connect with this point Mr. Pittock established a pony relay. He was able to get news quicker than contemporary papers and so crowded them out one by one.

The Oregonian's strongest rival at that time, and probably, according to Mr. Piper, the most formidable competitor it has ever had, was Ben Holladay's Bulletin, which flourished in the seventies. Money kept the Bulletin going; persistence and nerve kept the Oregonian out of bankruptcy. But at length the Bulletin went under.

In 1865 Harvey Scott came to the Oregonian. And the relationship between Mr. Scott and Mr. Pittock brought the Oregonian to its present place of power,



HENRY L. PITTOCK,

OWNER AND PUBLISHER OF THE PORTLAND OREGONIAN.

Mr. Piper said. "It was a perfect combination: Mr. Scott was the scholar and writer, Mr. Pittock the business man of large ideas. Under them the Oregonian never failed to maintain itself as an honest spokesman. It never discussed any question except on its absolute merits. Its truth was complete, untainted, ungarbled."

Even after sixty-three years at the helm, Mr. Pittock is still the first man to consult every morning, the speaker said. No move is undertaken without advising with him. "His hand is as firm," Mr. Piper said, "as when he used to count the nickels and add up the printer's string himself."

To account for the success of the Oregonian, Mr. Piper summed up its policy: "From first to last the Oregonian has been an honest paper, striving to serve the public, to present the news, and to tell what it thinks. It has been run for its own and the public's sake."

Mr. Piper himself has been with the Oregonian nearly thirty years. He has seen its daily circulation rise to 55,000, its Sunday to about 75,000. The paper now employs about 25 regular reporters, 8 men on the copy desk, 5 writers for the editorial page, 40 to 50 printers and supervisors, 15 to 20 men in the circulation department, and 200 carriers. From four to five hundred people are on its pay-roll—not including its 200 correspondents, who draw down nearly \$2,500 a month.

Mr. Piper and Mr. Pittock, during their stay at the University, were the guests of the School of Journalism, and a banquet was given in their honor at the Hotel Osburn.

The Beaumont (Tex.) Journal has begun the issue of the Junior Journal, for the benefit of its carrier boys. It is a tiny, little sheet filled with helpful suggestions and news for the boys.

HINDU JOURNALISTS HANGED

One Studied Aviation in New York and Later Worked in San Francisco.

SAN FRANCISCO, May 20.—Ram Chandra, editor of the Hindustan Gadar, the Hindu revolutionary paper published here, says that 400 Hindu revolutionists hanged, 800 given life imprisonment, and 10,000 interned and deported, all without trial, is the toll demanded by the British Government of the native leaders in India, who have taken advantage of the European war to revolt.

The list of victims includes two men who have lived in San Francisco and made friends among the American population. One is Kartar Singh, who studied aviation in New York, and later worked on the Hindustan Gadar in this city. He is reported hanged for his revolutionary activities. Professor Marmanand, of Punjab University, who was educated in the Universities of London and California, and who recently went to India, was sentenced to be hanged, but later this was changed to life imprisonment. Kan-shi Ram, who had made a fortune in Oregon in the contracting business was hanged and his estate was confiscated.

Will Handle Republican Ads

Representative Simeon D. Fess, of Ohio, an author of note, and at one time editor of World's Events, has been appointed chairman of the sub-committee on publicity of the Republican Congressional Campaign Committee at Washington. He will have charge of awarding contracts for paid advertisements.

The Massengale Advertising Agency of Atlanta, Ga., is celebrating the twentieth anniversary of its establishment by St. Elmo Messengale, who was then a boy nineteen years of age.

NEW YORK WORLD WILL LIGHT LIBERTY'S TORCH

Heads Fund to Provide for Nightly Illumination of Famous Landmark in Harbor and Secures Congressional Recognition of Scheme—Speedy Action is Expected at Washington.

The New York World aroused nationwide interest on Wednesday by announcing that the Statue of Liberty, America's most famous landmark, gift of the people of France to the people of the United States, is to be no longer shrouded nightly in a mantle of darkness, holding aloft a torch so faint that it is as a candle to the glaring lights of New York city.

The great Bartholdi statue is to be illuminated at night; it will be made to stand out in darkness as it does in daytime, emblematic of the spirit of "Liberty Enlightening the World."

The World, through whose agency 120,000 Americans, in 1885, contributed \$100,000 to build the pedestal of the statue, is authorized by legislation introduced last Tuesday in both houses of Congress to raise another fund to provide for the nightly illumination.

The legislation will be, without question, enacted promptly. It provides that the Government shall maintain the lighting plant, the people of America to contribute the \$30,000 required to install it.

The World heads the subscription list with \$1,000. It hopes that the remaining \$29,000 may come from as many patriotic Americans as there are dollars to be collected; that it will be a fund of pennies and nickels and dimes and dollars, as was the \$100,000 that made it possible for the statue to be erected, after 400,000 poor people of France had contributed their mites to the giving of it.

Senator Clarke, of Arkansas, apprised of the World's plan to raise a fund as described, introduced on Tuesday in the Senate the following amendment to the Rivers and Harbor bill:

"That the Secretary of War be, and he is hereby, authorized to accept for and on behalf of the United States, with thanks to the donors, funds raised or to be raised by the New York World by popular subscription for the construction of an electrical lighting plant, adequate for the illumination of the Statue of Liberty on Bedloe's Island, New York harbor, with the understanding that the funds will be applied to the purpose for which donated, and that the lighting plant, after construction, will be maintained at the expense of the United States."

In the House, Representative Farley, of New York, offered a joint resolution following the phraseology of Senator Clarke's amendment. It was referred to the Committee on Military Affairs, of which Mr. Farley is a member.

Senator Clarke will have the support of the Senators from New York as well as of others whom the World consulted before seeking Governmental permission to raise the fund by popular subscription.

New Weekly at New Orleans

New Orleans's latest newspaper venture, the New Orleans Telegraph, with the slogan "The City Life Paper," made its first formal bow there on Saturday, May 20. Eight pages of clean, live matter,—sport, amusement, free verse, rhyme, drama—make up a sheet that appeals to that part of New Orleans's population which cannot be reached adequately by the daily newspaper. The Telegraph will be published every Saturday; George Clarke, formerly with the Chicago Herald, and more recently with the New Orleans American, is editor of the new publication. Charles Pate, well-known in the newspaper fields of several cities, and also recently with the New Orleans American, is business manager. Among the contributing writers and editors are Albert Dreier, formerly of Chicago; Ralph Royal, Harry Quinn, and others.

Linotype Supremacy

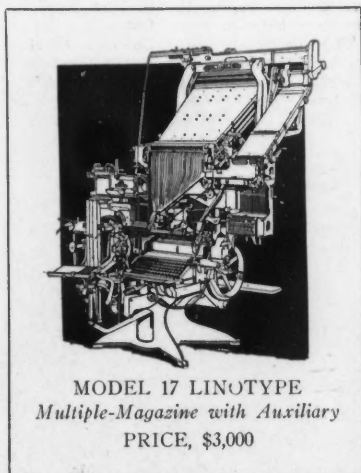
☐ Unquestionably superior in design, unapproached in capacity, unequaled in durability—

☐ Their every quality universally-known and proven through the 33,000 in use the world over—

☐ Built and backed by a responsible company in the largest composing machine factory in the world—

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PUBLISHERS OPPOSE THE OGLESBY BILL

Measure, If Passed, Would Menace Titles of All Newspapers and Periodicals, Says George Haven Putnam—Acrimonious Debate Between George W. Ogilvie and Clinton T. Brainard.

(Special to THE EDITOR AND PUBLISHER.)

WASHINGTON, May 24.—Publishing interest, the legal standing of books such as are given as premiums with newspapers, and the rights of newspapers and periodicals to the exclusive use of their respective names—these are a few of the live topics that have been the subject of lively debate on the part of publishers who have carried their troubles to Congress during the past few weeks.

The occasion of this tug-of-war has been the hearings before the Patent Committee of the House of Representatives of the Oglesby bill proposing to settle the mooted question of the "secondary rights" of the holder of a copyright by vacating the superior rights that a copyright proprietor might be supposed to have following the expiration of the copyright.

WANT THE AIR CLEARED.

In reality, the whole proposition represents an effort to induce Congress to settle, once for all, the sort of clashes of interest that are represented by the historic controversy over the right to use the name "Webster" on dictionaries—a dispute that has within the past few weeks been the subject of another significant decision by the Supreme Court of the United States.

The matter comes close to newspaper publishing interests because, not only are publishers of Webster dictionaries extensive advertisers, but bound up in this issue is the whole question of the publication rights on dictionaries and other classes of books that have long ranked as standard premiums for aiding in the building of circulation.

Representations from publishers of premium books constitute a large share of the evidence just submitted to Congress in support of the new bill. George W. Ogilvie, publisher, of New York, appeared in his own behalf and as the representative of the firms of M. A. Donohue & Co., of Chicago; Thompson & Thomas, of Chicago; the W. B. Conkey Company, of Hammond, Ind.; the Cupples & Leon Company, of New York, and the Syndicate Publishing Company, of New York.

PERSONALITIES EXCHANGED.

Sharp personalities were injected into the discussion between Mr. Ogilvie and Clinton T. Brainard, who appeared as the representative of Harper & Brothers. Mr. Brainard opened his remarks by reading an editorial from the Washington Herald, and Mr. Ogilvie remarked that "as he owns that sheet" the animus was obvious.

Mr. Brainard then called attention to a two-column article which he said had been published in a recent number of the New York Tribune, charging piracy against the Syndicate Publishing Company, and alleged that Mr. Ogilvie is trying "to trade on the cumulative value of advertising." Mr. Ogilvie came back with certain reflections upon the ability of Harper & Brothers to pay "100 cents on the dollar."

That the pending bill will, if passed, menace all newspapers and periodicals by placing in jeopardy their names, to the use of which they are supposed to have exclusive rights, was insisted by George Haven Putnam, president of the publishing firm of G. P. Putnam & Sons. "A class of publications affected by this bill is periodicals," said he. "There is, for instance, no copyright protection in the title to a weekly like the Saturday Evening Post, which has been issued under this title for more than a century. What is true of this journal is true of other journals. The value of the property is proportioned to the circulation, but the

courts would always uphold, and have always upheld, the right to control that title against any appropriators who might endeavor to utilize it for the sale of any other periodical material."

He cited the historic "Chatterbox" case, which has been the subject of numerous court decisions, and contended for the rights of "good will" property, no matter whether it be an advertised fountain pen or chocolate, or a book or periodical. Mr. Putnam objected to the pending bill because if passed the enactment would appear to be an effort to sweep away the common-law principle of unfair competition upon which publishers now rely for protection for their book, newspaper, and periodical titles.

One of the most pointed attacks made by Mr. Ogilvie while on the stand was against the Standard Dictionary, the widely advertised publication of the Funk & Wagnalls Company. He declared that the Standard was, in effect, a reprint and elaboration of Webster's Dictionary, and offered to prove his charge by means of advertisements from back numbers of the Literary Digest. This was vigorously denied by E. J. Wheeler and others.

TURNING WASTE INTO MONEY

Chattanooga Firm Aids Old Ladies' Home in Collecting and Selling Paper.

The Chattanooga (Tenn.) News has been giving support to a novel movement inaugurated in that city for the collection of waste paper.

Through an arrangement of the management of the Old Ladies' Home of Chattanooga with the MacGowan-Cooke Printing Company, donations of waste paper for the benefit of the home are now collected, stored, and shipped free by the company, the regular trips of the concern's wagons and auto trucks being utilized to gather the small bundles. It is estimated that 50,000 pounds of paper, valued at \$200, goes to waste every business day in Chattanooga.

It is the hope of the management of the Old Ladies' Home that they will secure enough papers from citizens of Chattanooga who will agree to save their paper and turn the orders over to the treasurer that will amount to from \$50 to \$75 per day, which amount will go a long way towards supporting the institution. The detail incident to saving waste paper is a very small one, and it will enable hundreds of people to contribute to the Old Ladies' Home in a way that after all actually represents the equivalent of cash.

Boston Post Files Brief

The Boston Post Publishing Company has filed a brief with the Supreme Court of the United States in answer to the one filed by the Government in the so-called "Headless Photo Case." The Boston Post petition states that none of the elements of a lottery, gift enterprise, or similar scheme are set forth in the present case, which involves only a gratuitous distribution of money, and which is not forbidden even when made by lot or chance. Edmund A. Whitman is the counsel for the Boston Post Company. The Supreme Court will pass on the writ for certiorari on June 5.

Washington Men at Conventions

Many of the Washington correspondents are planning to go to Chicago. James D. Preston, superintendent of the Senate Press Gallery, has arranged for private cars for the exclusive use of the correspondents, which will be attached to the regular trains leaving Washington on the B. & O. and Pennsylvania roads on the mornings of June 2 and 3. As Congress will be tentatively in recess during the Republican and Democratic Conventions, a majority of the newspaper correspondents will attend them. Mr. Preston is already in Chicago. N. O. Messenger, of the Washington Star, was one of the first newspaper men to leave for Chicago.

COLUMNIST CASEY OF CHICAGO

Helps His Paper and Himself by Doing Double Stunt Daily.

CHICAGO, May 24.—Robert J. Casey, of the Chicago Journal, is setting something of a record in the matter of special column writing. The average columnist is ready to call it a day's work when he succeeds in filling his allotted space with the wit and humor of the moment, and takes consolation in the thought that there is nothing to do until to-morrow. But with "Bob"



ROBERT J. CASEY.

Casey, not so. He is writing two daily columns on the Journal, and an increasing circulation along motor row and among the sport-page fans attests the popularity of his work.

A few months ago the Journal gave its motorist readers a column of their own—a swapping place for anecdotes (Ford stories barred), rhymes, and quips of motordom. The matter appearing in the "Motor Gossip" column is brighter than the caption hints at, and the feature was an instantaneous hit.

When the baseball season started "Bob" branched out and started the "This Sporting Life" department on the green sheet, being, so far as can be learned, the only columnist in captivity working 100 per cent. overtime.

Casey was a good reporter before he took to feature work. He blew in from Texas four years ago, and went to work on the Inter-Ocean, becoming telegraph editor there before the paper suspended. He also is one of the stand-by short-story contributors to Blue Book magazine.

Staff Invited to Train

The Providence (R. I.) Journal has notified its employees that a reasonable number of them will be allowed to attend the summer camps for the National Guard, Naval Militia, Naval Training cruise, or any other United States military training camp for the full period for which they enlist, without prejudice to promotion or without loss of salary. Several men in the various departments have taken advantage of the offer.

Desk Watch for Chief Crier

PROVIDENCE, R. I., May 26.—At the round-table luncheon of the Town Criers, held Monday, the Criers endorsed the Rhode Island preparedness parade on June 3. Spencer B. Greene, who recently returned from his seventh trip to South America, told the Club of the great advantages for business men in South America. Joseph S. Getler, who retired as Chief Crier at the last meeting was presented with a handsome desk watch. Irving Bromily and Edward J. Cooney, who went last week to Philadelphia to arrange for the Criers' float in the parade of the national advertising convention, made their report.

MICHIGAN PRESS IN ANNUAL CONVENTION

(Concluded from page 1617)

ids, secretary, and F. F. Rowe, of Kalamazoo, treasurer. Good-nature is a prime essential to the successful gathering of news, according to Mr. Mus-selwhite, who addressed the meeting. He declared this trait to be one of the essentials for a successful reporter. Harry Irish, circulation manager of the Kalamazoo Gazette, discussed circulation topics in an informal manner.

The historical aspect of the Federation was presented at the Friday afternoon meeting by Will P. Nisbett, of Big Rapids, editor of the Bulletin.

Friday evening the Federation was the guest of the Kellogg Toasted Corn Flake Company at a buffet luncheon. Nearly 400 persons were served, after which the guests were entertained with a general programme in the assembly hall of the factory. Fred W. Gage was in charge, and talks were given by John Clyde Oswald, of the American Printer, and the Rev. T. A. Mills.

WHY PRINTERS FAIL.

Why so many printers fail was told at the afternoon session by W. S. Shoemaker, of Chicago. Of \$8,699,933, the total amount of the failures in one year, the cause he said, was lack of capital or the lack of knowledge to manage the capital one has. He advised a closer relationship with the banks, and the taking advantage of bank loans.

Prof. J. P. Davis, of Grand Rapids, urged the extension of vocational work in the public schools. He declared that 85 per cent. of the public school children leave school before they are sixteen. They are not prepared for any trade, and are fit only to drift from one trade to another. At the feet of the public-school system he laid the blame for much of the failure and much of the crime of to-day.

The Federation meetings came to a close on Saturday. The job-printers' section elected officers, and adopted a resolution unanimously endorsing the long price list. The section also decided to publish a monthly bulletin, and instructed the governing board of the organization to meet the president and secretary at least four times a year to discuss its affairs.

Anoka Editor Ends 50th Year

Fifty years an editor and never missed a paper! That is the record of Granville S. Pease, of Anoka, Minn. Back in 1866 Granville Pease went to Anoka, then a little village of about 700 inhabitants, and started the Anoka Union. He has been publishing it ever since that time, and in the half century that has elapsed since then, no issue of the Union has appeared that did not have some contribution from his pen. He saw Anoka grow from 700 to 7,000, then slip back to 4,000 when the mills left, and grow again to 5,000.

The U. P. in Indiana

INDIANAPOLIS, May 20.—The United Press leased wire went into service today in the Indiana Daily Times. The wire is directly in charge of Dan L. Beebe, the Indianapolis branch manager. This change gives the United Press access to the Times proof sheets. Ross Bartley, who was formerly with the United Press local office, has returned after spending six months in New York city with the U. P. Mr. Bartley is assistant manager of the Indianapolis branch, which is serving the Indiana clients of the service.

Agricultural Publishers Elect

The following officers have been elected by the Illinois Agricultural Publishers' Association: President, Frank E. Long, publisher of the Farmers' Review, Chicago; secretary, J. Lewis Draper, Orange Judd Farmer, Chicago; treasurer, C. C. Rosewater, Twentieth Century, Omaha; managing director, Frank B. White, Chicago. The 1917 meeting will be held in Chicago.

NEWSPAPERS DISCUSSED AT MAINE UNIVERSITY

Second Annual Institute Under Auspices of Department of Journalism Was Notable Gathering—Addresses by President Aley, Don C. Seitz, Arthur G. Staples and Other Capable Men.

ORONO, Me., May 23.—The second annual newspaper institute under the auspices of the department of journalism of the University of Maine, was held here last Friday and Saturday, with prominent newspaper publishers and editors from all over the State in attendance. Edward M. Blanding, of Bangor, presided, and President Robert J. Aley, of the University, gave an address of welcome.

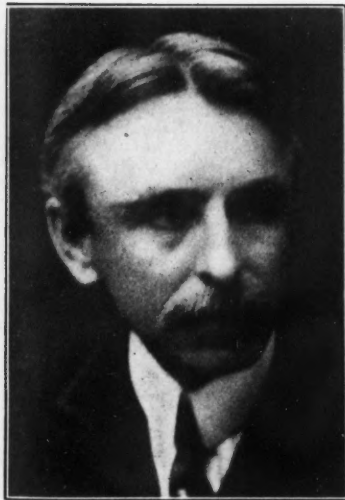
In the course of his address he said: "The newspapers are to be congratulated upon the standard of English that they insist upon and maintain. The best manuals of English that I have ever seen are those issued by the newspapers for their own people. It is to be regretted that others do not see them, for they could profit by their questions. I have always believed that the English written under pressure was the best and that the newspaper was the best authority of good English."

SOME OF THE SPEAKERS.

Leiston P. Evans, of the Piscataquis Observer, spoke on "The Small Press." Oliver L. Hall, city editor of the Bangor Commercial, gave a paper on "The Study of English and Newspaper Writing." Don Carlos Seitz, business manager of the New York World, spoke on the general subject of newspaper making, and J. H. Ogier, editor of the Camden Herald, gave a paper, "Knowing the Costs in a Small Printing Shop." General discussion followed.

On Friday night, Don C. Seitz was the principal speaker at a banquet given in the gymnasium, with covers for about 100 persons. Mr. Seitz spoke of reminiscences of newspaper work, saying, in part:

"The newspaper to the average person is a thing of mystery. Few realize what a large enterprise it is and what



ARTHUR G. STAPLES.

a large amount of money is expended before the paper puts an edition on the street for the small sum of one or two cents a copy." Mr. Seitz then told of the money expended by his paper, and how it takes the entire production of a paper mill in the Adirondacks.

"In the smaller communities," the speaker continued, "the paper should faithfully chronicle all of merit, and should stop all abuses by simply printing them. Some editors think the pen a bludgeon, and that they must get personal, but calling names means nothing but calling people's attention, and accomplishes nothing. The small editor can clean up anything by simply printing the facts over and over again."

"The advertising side is important, in that you must have money to run the editorial side, but yet advertising didn't start newspapers. Most newspapers were started because of an ideal and no publisher should belittle his paper by cutting rates.

EDITORS' TRIALS AND TRIUMPHS.

"The newspaper has one unfortunate feature, in that its makers are apart from the community. If you oblige the people they break your back; if you take a middle pound they are not satisfied. The editor who does his duty to himself does his duty to his paper, and



DON C. SEITZ, HON. J. S. BASS, ROBERT HARRIGAN.

doing this does inestimable good to the community."

Mr. Seitz then told of the educational value of the newspaper and how it gathers its news from all over the world. "The people of the United States can rejoice because they have a democratic press. The newspapers of the country have done more than anything else to keep the country democratic." He then told of an interview with a World reporter who has lately returned from Germany. This reporter saw regiments called to the colors always after dark, saw them dispatched to France or Russia, they knew not whither, and saw them come to the hospitals, still ignorant of whom they had fought. "These people had no chance to think, and had no opportunity of hearing the war discussed other than Government officials wished. Such a condition of affairs is not possible in America, with its democratic press."

Other speakers were: Arthur G. Staples, managing editor of the Lewiston Journal, whose subject was "Forgotten Anniversaries"; Arthur H. Brown, editor of the Oldtown Enterprises, on "Some Phases of the Weekly Newspaper," and Prof. B. O. McAnney, of the University department of journalism, on "The Journalism Student."

Brief speeches were also made by the Hon. J. P. Bass, publisher of the Bangor Commercial; Prof. J. H. Huddleston, of the University faculty, and Chester W. Robbins, of Oldtown.

The meeting passed resolutions favoring the passage of a bill against the printing of Government envelopes in competition with job printers, also supporting the bill for the making of a national park of Mount Katahdin. The wives of the visiting members were entertained by the wives of the local members on Friday afternoon at the Kenduskeag Canoe and Country Club.

On Friday morning the student body at the University of Maine was addressed by Arthur G. Staples, of the Lewiston Journal, who reviewed newspaper history.

Philip Kantrovitch, formerly assistant circulation manager of the New Haven Times-Leader, was held for trial in that city last week on a charge of embezzlement preferred by the Times-Leader.

WORLDS BY AIR TO WASHINGTON

New York Paper Sends Special Issue to President, Congress, and Cabinet.

The New York World on Thursday added to its long record of achievements another pioneer accomplishment. It was the sending of the World from New York to Washington, by aeroplane, in three hours and seven minutes.

The principal facts and the purpose of the flight were told in a box story on the first page of the issue, which went to Washington. It said:

"This limited special edition of the

World is delivered by Aeroplane Express to the President of the United States, members of the Cabinet, Senate, and House of Representatives. It is the first metropolitan newspaper to be delivered by air route to the national capital.

"The World believes that this event is only the forerunner of regular aerial mail and express service in the not far distant future.

"By courtesy of the Aero Club of America.

"Honorary courier—Alan R. Hawley, president of the Aero Club.

"Pilot—Victor Carlstrom, winner of Newport News-New York air race of May 20, 1916.

"Machine—Curtiss twin-motored military tractor."

Naturally, the arrival of the World's aeroplane set all Washington talking, and the enterprise of the paper was generally commended.

The speed and success of the flight also tended to emphasize the wisdom of the battle the World is now waging for the organization of a reserve of 2,000 aviators for national defence as well as for peaceful uses between army, navy, and other Government stations.

State Conference at Madison

Indications point to a large attendance of editors of weekly papers at the second State Conference on Printing and Newspaper Publishing to be held at Madison, June 1, 2, and 3. The programme arranged for the event is unusually interesting. Arthur Brisbane, editor of the New York Journal, will speak on "The Opportunity of the Country Publishers." Jason Rogers, publisher of the New York Globe, will deliver an address on "Merchandising Surveys as the Basis for Securing Advertising." R. G. Lee, field man of the service for printers and publishers in the Extension Division of the University of Wisconsin, will demonstrate the Wisconsin cost accounting system daily throughout the session.

The Fort Worth (Tex.) Ad Club has endorsed St. Louis for the 1917 convention of the Associated Advertising Clubs of the World.

NIGHT THE "TRIB" DIED, A NEWSPAPER STORY

(Concluded from page 1616)

Finally the last sheet came. On the bottom was scawled these words:

"30 for the old 'Trib.' God is good after all. BILL JOSELYN."

In the gray dawn of the morning a man walked the streets of the great city. It was "Bill" Joselyn, and he was fighting a fight to the death with his old enemy. Head hunched low in his shoulders he moved along, looking neither to right nor to left, his jaws locked, his eyes grim with a great determination. He had scored beats before and had seen his enemy pie them. This time he must get his enemy; it was his last chance. No one knew of the terrible battle he fought: no one knew what it meant when the sun brought him victory.

THE END OF THE FIGHT.

It was a new "Bill" Joselyn that bought the papers from the first boy he met, and it was a youth of fifty who gave a whoop when he saw that the opposition papers carried not a line on the wreck.

An hour later he was in the presence of the managing editor of the paper that had battered the Tribune to death. He had known him in the old days; in fact he had been his preceptor. "Bill," said the editor, "You put it over us all in the last issue of the 'Trib,' and there's no man in the world I would rather have had do it, if it had to be done. There's a place for you here, Bill, and I'm going to stand by you in the big fight they tell me you've been making single-handed to help yourself."

"Bill" turned eyes upon him in which the boyhood light had been rekindled. "That's all mighty good of you, Steve," he said. "The job's a God-send; but as to the fight, I won that last night at the bier of the old 'Trib.'"

CHICAGO THIRTY CLUB DINNER

Former Newspaper Women Relate Experiences with Meanest Newspaper Men.

CHICAGO, May 24.—The Thirty Club, a group of former newspaper women recently organized, held its first dinner Saturday night at the Hotel La Salle. The women got out the first edition of their reminiscences. Miss Helen M. Bennett "sat-in at the desk" as the toastmistress, and each member of the Club reported on their assignments, which was the story of an interview with the meanest man of their newspaper experience.

Among the prominent women who attended the dinner were Mrs. H. Effa Webster, known as the dean of newspaper women in Chicago; Mrs. Benjamin Hubbard, Mrs. James Keeley, wife of the publisher of the Herald; Miss Harriet Monroe, editor of poetry; Mrs. Henry Barrett Chamberlin, Mrs. Leland Summers, Miss Ann Forsyth, Miss Katherine Leckie, Mrs. Matthew White, Miss Lucy Huffaker, and Miss Theodora Bean, of New York; Mrs. William Kirkwood, of St. Paul; Miss Maude I. G. Oliver, Miss Marian Bowlan, Mrs. Addie Andre Inman, Mrs. Katherine Prindville, Mrs. Martha Chesborough, Mrs. Lucian Cary, Miss Mary Murphy, Miss Mary Synon, Mrs. Marian Heath Freeman, Miss Katherine Synon, Miss Florence Heath, and Miss Esteline Bennett.

Membership in the club is limited to women who have served at least four years as writer on the editorial staff of some Chicago daily.

Hats from Publisher Berri

Members of the editorial and business staffs of the Brooklyn (N. Y.) Standard-Union, of which William Berri is the owner, were presented last week with orders for straw headgear. It was an annual event for Mr. Berri to make the gift to his aides. For some years he has made it the rule to present them orders for the summer hats, and Mr. Berri did it with his usual grace and generosity this year.

NEW YORK CIRCULATION MEN ENJOY AN OUTING

Annual Trip to the Catskill Mountains Was a Helpful Get-Together Affair—Nothing to Do But to Have a Good Time as Honored Guests on Steamers and in the Hills.

The annual Catskill Mountain outing of the Circulation Managers' Association of Greater New York and vicinity began last Monday night and was concluded Wednesday evening. The party went to Catskill village by the steamer Clermont, thence to Haines Falls by railroad, and thence by auto through Tannersville and Onteoro Park to the Elka Park Club House. The return route was the same, the river trip being made on the steamer Hendrick Hudson.

At a banquet served on the Clermont, James McKernan, of the New York World, acted as toastmaster and five-minute speeches were made by General Manager Alfred V. S. Olcott and General Traffic Manager Paul A. Rochester, of the Catskill Evening Line; ex-Mayor Appleby, of Asbury Park, N. J.; Frank L. Frugone, of the Bollettino Del Sera; Congressman Coppaman, of

Hartford, Conn.; Howard Connolly, superintendent of the newspapers and periodicals department of the New York Post Office; Commissioner G. D. Morrow, of Allenhurst, N. J.; Frank McCabe, manager of the classified advertising department of the New York World; Chauncey Stout, of the Plainfield (N. J.) News; William Hoffman, of the Staats-Zeitung; Capt. E. S. Longstreet, of the Asbury Park (N. J.) Press; Theodore Pollenz, of the Deutsche-American; H. B. Bonart, of the German Herald; Fred Craigie, of the Catskill Examiner; Joseph H. Savadel, of the Fourth Estate; Fenton Dowling, of the New York American; R. B. McClean, of the Evening Post; Fred H. Mains, of THE EDITOR AND PUBLISHER; Frank J. Schlosser, superintendent of the Evening World press-room; Charles Monaghan, superintendent of the mail and delivery department of the New York World; David Wilson, of the Nassau News Company; William J. Rogue, of Richmond, S. I.; John F. Kelly, of the New York Herald; J. A. Fenton, of the New York American; E. C. Pratt, superintendent of the Pulitzer Building; Victor Ryberg, of the Morning Telegraph; William Brown, of the American News Company; Edward A. Lang, of Plainfield, N. J., and Richard S. Barrett, travelling representative of the New York World.

Congressman Coppaman said: "It is the circulation of the newspaper that gives the press its standing in the community. No newspaper can accomplish the aims and ambitions of the editors and publishers without circulation. Hence, the best men in the newspaper field are drafted for places in the circulation department."

Dinner was served at the Elka Park Clubhouse, where the party were the guests of the Elka Park Association, after which sightseeing trips were taken to Bridal Veil Falls and other points of interest.

In Catskill, Tuesday evening, the party were entertained at a banquet in

the Grant House. Mr. McKernan was toastmaster, and seated with him at the guests' table were Capt. George A. White, assistant general manager of the Hudson River Day Line; Mr. Olcott, A. C. McKinnon, vice-president of the Hamilton Corporation, and former president of the International Circulation Managers' Association; Mr. Rochester, Daniel N. Finger, president of the Saugerties (N. Y.) Chamber of Commerce, and Morris M. Schoenfeld, chairman of the advertising committee of the Saugerties Chamber of Commerce.

Other prominent guests were a score of members of the Catskill Chamber of Commerce.

Among the guests were also the Big Four of the circulation branch of the New York World Quarter-Century Club—Charles Monaghan, Frank McCabe, James McKernan, and Henry Heuss.

the party when it left the World Building in a big touring car, and contributed much to the pleasure of the occasion. The guests say they were royally entertained, not only at dinner but in the studios as well. All admired the excellent arrangements for the production of motion film pictures.

FIGHTING THE QUOIN CLUB

Levitt Corning's Reasons for Accusing Combination of Being a Trust.

ST. PAUL, Minn., May 23.—Apropos of the complaint made by the Corning Advertising Agency, of this city, against the Quoin Club, it may be stated that the Agency has for seven years past been contending that the Club named is a combination in restraint of trade, and formed with the purpose of keep-

ly because of the decreased production in those parts. Unless there is a decided change in the very near future, it is certain country editors will have to do something regarding the price of their product, and it is believed certain cheap publications will have to be discontinued entirely. Print is not only going sky high, but some mills are going out of the market.

GREELEY IN CITY HALL PARK

Municipal Art Commission Decides That Is the Place for His Statue.

At a special meeting of the Municipal Art Commission May 22 favorable action was taken on a request for a reconsideration of the former decision of this body placing the statue of Horace Greeley in Battery Park, upon its forced re-



NEW YORK CIRCULATION MANAGERS AT HAINES FALLS, IN THE CATSKILLS.

Numerous speeches were made.

At the opening of the after-dinner exercises, Mr. McKernan presented Mr. Barrett, under whose supervision the outing was held, with a gold watch, as a token of the appreciation of the party for the splendid manner in which he had provided for their comfort and pleasure on the trip. Mr. Barrett responded in a happy manner and was warmly applauded.

On the return trip, dinner was served after the boat left Newburgh. Votes of thanks were extended to Capt. White and the Hudson River Day Line; General Manager Olcott and the Catskill Evening Line, and General Manager Nelson and the Elka Park Association.

During the luncheon and banquet songs and zither solos were given by Walter Dempsey, of the New York World, and Charles Elbert. Before leaving Haines Falls for the return trip to Catskill on Tuesday, an evening luncheon was served by Mr. Renner, proprietor of Renner's Mountain Inn, after which a group photograph of the party was taken.

N. C. Dailies Want Paper Mill

At Greensboro, N. C., a few days ago, members of the North Carolina Association of Afternoon Newspapers, representing fourteen papers, met to consider the cost of news print paper. The organization will consider the formulation of a plan to obtain collectively its paper from one mill consuming the mill's entire output. It is said there is an abundance of wood pulp in North Carolina suitable for the manufacture of print paper, and they will seek to stimulate interest in a proposition to have a paper mill established in the State.

Newspaper Men at Bay Shore

A number of newspaper men were guests of Ralph W. Ince, at the Vita-graph-Ince Studios at Bay Shore, L. I., on Thursday. Louts J. Beck, personal representative of Mr. Ince, had charge of

ing the magazine advertising business of the country in as few hands as possible.

One February 11, 1911, Levitt Corning, who is the owner of the Corning Advertising Agency, and a member of the Minnesota Legislature, wrote to Senator Moses E. Clapp and Representative F. C. Stevens, of this State, regarding an article which he had published in his own magazine, the Razoo, entitled "The Least Known Trust in America." In the letter Mr. Corning said that he went into business for himself in 1904, and that he was almost immediately recognized by the American Newspaper Publishers' Association, an organization whose purpose is to determine the financial responsibility and other qualifications that a legitimate agency should have.

He stated that the magazine association at that time assured him in writing that if he would create three new accounts he would be recognized, and that the Curtis publications, the owners of the Saturday Evening Post and the Ladies' Home Journal, also assured him, on behalf of their publications, specifically, that he would be recognized if he created three new accounts for their publications, regardless of the action of the Quoin Club.

Mr. Corning declared that he had created for the Quoin magazines during the thirteen months preceding the date of his letter no fewer than nine accounts and that he had also created for the Curtis publications six new accounts, and that recognition was still withheld.

He has renewed his efforts from time to time since, and finally placed the matter in the hands of the Federal Department of Justice, which has promised to look into it.

News Print Scarce in Wisconsin

A late dispatch from Appleton, Wis., says that all grades of paper are fairly stable there, excepting print. The latter line is still an uncertain quantity, large-

moval in the near future from the Tribune Building. The commission then gave a hearing to Charles J. Dumas, ex-president Typographical No. 6; Leon Rouse, president, and John McCabe, William Mounce, Daniel Angel, William Wetzel, committee, which has been at work on the matter for four months.

Oscar S. Straus, chairman Public Service Commission, and Mrs. Gabrielle Greeley Clendenin (daughter of Horace Greeley) also appealed to the Art Commission personally. At the conclusion of the hearing Park Commissioner Cabot Ward submitted a new site in City Hall Park, which the Commission approved, and to which the statue will be transferred in a few weeks, thus keeping the statue near its proper place historically, sentimentally, and wisely, the printers think.

TRADE EXTENSION TOUR

Pittsburgh Chamber of Commerce Visits 18 Pennsylvania and Ohio Cities.

The Pittsburgh (Pa.) Chamber of Commerce held its sixteenth trade extension tour this week. This year's trip covered eighteen cities in Pennsylvania and Ohio. The first night was spent in Canton; the second in Akron, and the third in Youngstown. The stops at the other cities along the route ranged from one hour and forty-five minutes to two hours and thirty minutes.

The object of the tour was to better acquaint the people of the vicinity of Pittsburgh with the business interests of that city. This was accomplished by holding meetings in the various places visited and by personal calls upon the people of the towns in their homes and places of business. The aggregate population of the cities visited was 386,297.

In the past twelve years, the members of this Chamber have visited the principal cities and towns within a radius of two hundred miles of Pittsburgh, including the States of New York, West Virginia, Ohio, and Maryland.

AMONG THE NEW BOOKS

IMPRESSIONS OF A BUSINESS MAN.
By G. E. Whitehouse. Published by the author at Edinburgh, Scotland.

The writer of this book is a cheerful philosopher with discerning eyes and the ability to put his conclusions upon paper in a very pleasing manner. As he walks through life he obviously studies his fellow men, and in this volume we find some of the results of his quiet mental research. He frankly admits that he has borrowed some things that some other man can say better than the author. He also denies any intention to preach, despite the fact that many brief lay sermons help to fill the book. Most of the things printed have before appeared in Mr. Whitehouse's little magazine, Impressions, but that does not impair their value.

As an expert advertising and publicity man, Mr. Whitehouse treats entertainingly many advertising and merchandizing problems, and also deals very frankly with the morals and ethics of business. When a little story is needed to elucidate he tells a good one. At times he even drops into verse which while it may not win for him a laureate's wreath, is nevertheless well worth reading.

Among the wide variety of subjects treated at greater or less length by Mr. Whitehouse are service, efficiency, personality, hypocrisy, letter-writing, faith, team-work, initiative, drinking, shirking, fear, success—all these and more as they influence a man's career.

Epigrams such as the following, for instance, are plentifully sprinkled through the volume:

"It is not sufficient to be awake, you must also be alive."

"One man writes to tell me that the hardest work he ever did was to get the job he is doing at present, and the next hardest is to keep it from being taken away from him."

"Initiative is the name for doing things without being told."

"When in doubt—play Courage."
"Andrew Carnegie says that Lazarus was a heggar because he did not advertise."

"To-day is the best day."
"You may as well make the most of yourself for it is all there is of you."
"Clocks keep on working when they strike."

"If somebody complains about your blowing your own horn, tell them you are sorry you woke them up."

The book is one that can be intelligently read by opening it at random from time to time as a few minutes may be spared, or that will supply an evening's enjoyment under the reading lamp, besides giving food for thought for many days.

GETTING THE MOST OUT OF BUSINESS.—Observations of the application of the scientific method to business practice. By E. St. Elmo Lewis. Published by the Ronald Press, New York.

The word "efficiency" seems to have a fuller, deeper, broader meaning after one has read this book. The volume awakens a new interest in an overworked, much abused term.

Proceeding from the presumption that "this is a new day and a new philosophy is necessary to read its riddle," the author analyzes organization and tells why he draws his conclusions concerning success and failure in business. He agrees with Harrison Emerson, whom he quotes, that "the right man in the right place is no easy job; it is the biggest problem there is, and requires all of everything that is great for even an approximate success."

The book, which comprises more than 400 pages, is divided into twelve parts and thirty-eight chapters. The major divisions treat of, among other subjects, making the right start, the rules of the business game, efficiency problems and

their application, the new gospel of commercial efficiency, loyalty to the vision of things well done, thinking and doing, individuality, discipline, the basis of wages, the wage problem, the law of service, democracy and the debt of society.

Justifying the publication of the book, though surely no excuses are necessary, Mr. Lewis says: "My business life has been cast in a twentieth-century mould. As an editor, advertising man, a sales manager, and a business executive, I have always been most interested in

the relation of business to the masses. As a manager of men, whether through direct daily contact, or on the platform, or through the printed word, or involuntary associations, I have found certain fundamental principles which, when skilfully applied, invariably brought the desired result."

That the book has been welcomed by thoughtful business men is proved by the fact that it is now in its second edition, and has been widely commended by thoughtful critics.



I am in position to handle Syndicate Features advantageously, and am looking for material both Comic and Literary that will have nation-wide appeal to newspaper readers. To be acceptable features, must have exclusive merit. Box 200, Care of Editor & Publisher, 1117 World Building, New York City.



THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

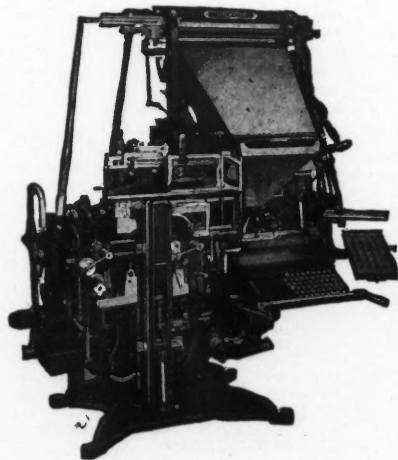
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of your operator or machinist is not what we seek.

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NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

THE EDITOR & PUBLISHER

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

Saturday, May 27, 1916.

IT is an error to suppose that man belongs to himself. No man does. He belongs to his wife, or his children, or his relations, or his creditors, or to society in some form or other. It is for their especial good and behalf that he lives and works, and they kindly allow him to retain a certain percentage of his gains to administer to his own pleasures or wants. Society is the master, and man is the servant.—Sala.

"THE DANGER OF SILENCE"

THE Bethlehem Steel Company has entered upon a campaign of newspaper advertising which is epoch-making.

Display advertising space is being utilized in a list of 3,500 newspapers, as detailed in our news columns. The purpose of the campaign is to present to the whole American people the case of the Bethlehem company in regard to the proposed establishment of a Government armor plant.

The bill, now in the House, is conceded to be "as good as already passed." But its passage would mean that the three privately-owned armor plants of the country would have to shut down. In its advertising campaign the Bethlehem company shows why this would follow the creation of a rival plant by Uncle Sam.

Mr. Schwab proposes that, for the future, the Federal Trade Commission shall fix the price to be paid by the Government for armor plate, and pledges his company to furnish all that its capacity permits at this price. This offer would seem to render useless the proposed eleven million dollar Government plant, which its advocates believe to be necessary merely as a stabilizer of armor plate prices.

Having what appears to be an answerable case, the Bethlehem Steel Company is taking that case direct to the people of the country. It is "laying its cards on the table," submitting the facts without evasion or indirection; and unless it should prove that this action has been taken too late, it should win.

The most IMPORTANT phase of this matter is in the belated decision by a great corporation that a policy of secrecy is disastrous. Silence on the part of a corporation, when its interests are at stake, and when a business principle of fundamental importance is at stake, denotes a fear to meet the issue in the open.

Corporations generally will recognize, in this sensational action of the Bethlehem company, the opportunity open to them for trying their cases before a jury of the whole people—and as this method gains adherents the necessity for lobbyists at Washington and at State capitals, of corruption funds and of intrigue, will vanish. Thus the policy of publicity now adopted by Mr. Schwab will have a revolutionary effect. Win or lose, so far as this present issue is concerned, he will have established a precedent which must rule with "big business" in the future—that of working with, not against, public opinion. "The day of the clear light" seems less of a vision because of this significant event.

THE BANNER OF EXPEDIENCY

GEORGE B. CALDWELL, head of the largest of the trading-stamp and coupon companies, appeals to the newspapers and the public not to be guided by "expediency" in their attitude toward these devices. He continues: "To the unbiased, these energetic antagonists of premium advertising are obviously following the banner of expediency blindly. They have never had time to consider the principle involved or consult the public at large, which for years has directly benefited through the reciprocity practiced by wide-awake merchandisers."

It had seemed to us that "the principle involved" had been pretty closely studied and considered, not alone in the editorials we have printed in these columns, but by other men, outside this office, who have expressed opinions on the matter. One of these, in a memorable discussion of the whole subject, remarked that, "Through an appeal to cupidity, they may be said to lure to improvidence." This man does not blindly follow the banner of expediency. He does not express an opinion on a subject which he has "never had time to consider." We refer to Justice McKenna, of the Supreme Court of the United States.

No "energetic antagonist" of the trading-stamp and coupon devices need go further for his material than to make a careful study of the opinion handed down, but recently, by this high tribunal, and written by one of the greatest American jurists. To intimate that a decision of our Supreme Court had followed, blindly, the dictates of expediency, was probably not the purpose nor in the mind of Mr. Caldwell; but it remains true that the system which he defends and serves has never been so scathingly criticised by any of its "energetic antagonists" as in this same Supreme Court decision.

Mr. Caldwell ends his appeal with a bit of "sob-copy" of a compelling sort: "Those of us whose principles are right may suffer reverses, will certainly make enemies, but in the long run will achieve a decisive victory and permanent good."

Truly, some of the reverses have been suffered already—and Mr. Caldwell evidently anticipates others. And, heartless as it may seem in us, we are not able to comfort or to reassure him.

"HELP WANTED—MALE!"

THE new Army bill provides that during the next fiscal year Uncle Sam must enlist twelve thousand men for his regular army, and find and train about four thousand men for officers. The enlistments for the National Guard must be on a very much larger scale.

To find men who are fit for military service, and who are anxious to enter upon such service, is a task of such difficulty that it will require, in this present instance, a campaign of education, to be pursued systematically and persistently. The Government must make plain to prospective recruits just what service in the army means, in responsibility and in opportunity.

ADVERTISING OFFERS THE ONLY SOLUTION. Through a well-planned campaign the men may be found. Uncle Sam has come face to face with the problem so common to all manufacturers and merchants—that of creating a demand. He must create a demand for these jobs which he has to offer. He must dispel the prevalent idea that when a man enlists in the army he has put life behind him. He must throw real light on the conditions of army service. If army service offers real attractions to men of red blood, as contended by a majority of enlisted men, he must make these attractions clear

to his prospective recruits. He may do this through advertising.

If existing provisions do not cover this case, and special appropriations must be made for an advertising campaign, no time should be lost in urging the necessary measures.

"THE STANDARD SCALE OF PRICES"

IT was promulgated April 3; it was abrogated May 16, 1916. It was known as "The Standard Scale of Prices," and was created by the Photo-Engravers' Board of Trade, of New York.

It was an effort of the photo-engravers to fix a scale of prices for their product which should protect them from all possible losses through fluctuating markets in metals and acids, assessing these possible losses, in advance, upon users of photo-engravings. Prices of cuts have been advanced materially because of the great advances in the cost of metals and acids—and this "Standard Scale of Prices" boosted them further skyward.

It appeared to the members of the New York Trade Press Association, large users of cuts, that this agreement was a plain violation of the Donnelly Anti-Trust law of this State. District Attorney Swann agreed with this view. To avoid possible indictment under this statute the officials of the engravers' organization agreed to abolish the offending "Standard Scale," and to do nothing in future to restrict competition.

Competition usually acts as a solvent for these problems. Price-fixing combinations, participated in by men who practically control a commodity, are aimed to strangle competition, and to pass on to the consumer all prospective or possible losses. The aim is always to eliminate risk from one man's business, and to pass it on to the next man, who may be forced to use the product in question. Legalized, this process would form a chain whose end would be found to be fastened securely around the neck of the ULTIMATE CONSUMER.

Thanks to the energetic action of the Trade Press Association, and the cooperation of a wide-awake District Attorney, users of cuts may shortly find some degree of relief from what now constitutes prohibitive prices. Nobody yearns for the indictment and prosecution of business men who make the mistake of running counter to anti-Trust laws. The District Attorney has accomplished quite as much through coming to an understanding with these men as he could have done through carrying the matter through the courts. It is safe to predict that there will be no further effort in this quarter to ascertain whether or not the Donnelly Anti-Trust statute is loaded.

TOO BIG TO FIGHT?

THE interview with S. S. McClure, which THE EDITOR AND PUBLISHER was so fortunate as to be able to present to its readers last week, contains matter of peculiar interest to newspapermen. Mr. McClure has a habit of ascertaining facts before voicing them—of finding a secure basis for an opinion before expressing it. He is our great American investigator. Thus his visit to the central Empires, during the critical months of the war, awakened lively expectations here at home; for it seemed certain that, upon his return, we should have much new light, that we should better understand the conditions under which the Teutonic allies were fighting, and that some of the mists should be cleared away.

In this interview Mr. McClure justifies these expectations. His visit has not made him "pro-German." It has merely enabled him to ascertain facts at first hand. He tells us, among other interesting things, that

a treaty of alliance had been signed between Germany and England, to become effective in August, 1914; that the Russian mobilization forced Germany into war before this treaty became of force. Here is real news, showing that a mere accident of time operated to align England with her present allies.

Mr. McClure predicts that within ten years the leading nations of the world will have grown too big to fight. There is much matter for thought in this suggestion. The present struggle seems to indicate that it is impossible for one contender to gain complete mastery over another powerful nation; that no conquest may be so complete and decisive that the victor may dictate terms of peace. If, then, between great nations, war cannot DECIDE ISSUES OR QUARRELS—if the end of such wars must always be a compromise—it does seem to follow that war has outlived its usefulness, and that the great nations must resort to other means of adjusting differences.

In the newspaper field this condition obtains. The really great newspapers do not fight each other in the old ways—they are too big. In any field where there are two great newspapers it would be utterly impossible for one of them to destroy the other; or, indeed, to gain any real advantage through attacking the other. The same principle should apply to competitive nations. May not Mr. McClure prove a real prophet?

THERE is a hopeful feeling generally prevailing among publishers that the crisis in the news print situation may have passed. This is due, not to any indication of efforts toward increased production at the mills, but to the gratifying results of office economies in the use of white paper. Until recently few newspapers had properly conserved their supplies of news print. Few publishers had realized the extent of the waste in this direction. Just as Germany has learned how to conserve her food supplies in war times, publishers are learning how to minimize waste in face of a menacing shortage of news print. The lessons thus learned will be of permanent value. And their immediate effect, it is believed, will be to side-track the threatened famine and its inevitable inflation of prices. Of course, the situation is not yet satisfactory, for the "sellers' market" still prevails. But a little time may so alter conditions that paper salesmen will renew their one-time activities, going "after business," and not running away from it.

THE British censor, Sir Edward T. Cook, formerly editor of the London Daily News, says that when dispatches to American newspapers come before the Press Bureau there is no disposition to emasculate them; but that the controlling thought is: "Let us see if this cannot be passed as it stands." Sir Edward evidently feels that the German censorship is much more strict, for he expresses wonder that so little of real information from Berlin ever finds its way to London. The British censor calls attention to the fact that the passing of a cablegram is "an act of grace," and not, in any respect, an international obligation. Perhaps, because of that circumstance, American editors should feel thankful that a newspaperman controls the censorship—for, otherwise, we should have a news famine, so far as the great war is concerned; or be compelled to feed upon the fiction which masqueraded as news in the early days of the war.

THE idea of reaching non-church-goers through newspaper advertising campaigns is gaining ground all the time.

PERSONALS

WILLIAM M. STEELE, managing editor of the Times-Picayune, of New Orleans, is taking a vacation of three weeks in the Middle West, visiting Louisville, Cincinnati, Kansas City, and Denver, and returning through San Antonio and other Texas towns. Daniel D. Moore, general manager of the paper, is taking Mr. Steele's place.

Charles B. Spatz, editor of the Boyertown (Pa.) Democrat, is a candidate for the Democratic nomination for Congress from his district.

S. T. Clover, editor of the Los Angeles Graphic, was a New York visitor last week.

James I. Finney, editor of the Columbia (Tenn.) Daily Herald, has been appointed a United States Commissioner.

King H. Pullen, for five years telegraph editor of the Jackson (Miss.) Daily News, has resigned to become telegraph editor of the New Orleans Daily States.

Frank H. Jamison, suburban editor of the Newark (N. J.) News, was last week tendered a testimonial dinner by the business and professional men of the Oranges.

George F. Weeks, formerly owner and editor of the Bakersfield Californian, is now chief publicity agent for Carranza in Mexico City.

William T. Doty, who recently resigned as deputy internal revenue collector, has returned to the field of journalism by joining the staff of the Goshen (N. Y.) Democrat as assistant editor.

James F. Branson has succeeded Robert A. Butler as city editor of the Indianapolis News. Mr. Butler has entered the advertising field with Robert L. Jenne in the Jenne & Butler Company, specializing in corporation and convention advertising and publicity.

Thomas Elrod, formerly city editor of the Columbus (Ind.) Republican, has been made managing editor to succeed O. R. Sibley, who died recently.

Joseph Shandeling, formerly of the Portland (Ore.) Evening Telegram, is now with the San Francisco Chronicle.

A. C. Bertolini, editor of the Italian Courier, of Spokane, Wash., has been called as a reservist by the Italian Government to join the colors of Italy.

G. W. Oden, editor of the Othello (Wash.) Times, has announced his candidacy for the position of auditor of Adams County, Wash.

Irving R. Branner, formerly advertising manager of the Harris-Emory Company, Des Moines, Ia., is now the head of the copy department of the New Orleans Item. Mr. Branner created the remarkable series of advertising used in connection with the opening of the new Harris-Emory store.

NEW YORK.—Oswald Garrison Villard, of the New York Evening Post, discussed "The Real Significance of Preparedness" before delegates to the American Unitarian Association, at Cambridge, Mass., on Monday.

John A. Slicher, president of Leslie-Judge Company, and Grant E. Hamilton, head of the Art Department, will personally cover the Republican and Democratic conventions for Leslie's.

Edward Ziegler, who has been identified with the music and dramatic department of the New York Herald during the last nine years, has been appointed administrative secretary of the Metropolitan Opera Company. He will take up his new duties early in June. Mr. Ziegler was musical critic of the World for five years, and before that was assistant to James Hunecker when the latter was musical critic of the Sun.

William S. Gill, W. A. Davenport, and Lewis Wood, reporters, and Mike Clifton, copy-reader, all of the New York American, and members of the Newspapermen's Officers Training Corps, have enrolled for the Fourth Military

"Be always displeased with what thou art, if thou desirest to obtain to what thou art not; for where thou has pleased thyself, there thou abidest. Always add, always walk, always proceed. Neither stand still, nor go back, nor deviate."—Augustine.

Camp at Plattsburgh. They have been granted four weeks' leave of absence with full pay by William R. Hearst.

BOSTON.—Walton A. Green, publisher of the Journal, is an enthusiastic automobilist. Every day he appears at the Journal office in a new car, it seems, the motors ranging in size from runabouts to full-grown touring cars. Mr. Green is also much interested in the subject of preparedness. He was one of the Plattsburgh men last year, and is one of the leaders in organizing the New England delegation this year.

Wilder Quint, chief editorial writer of the Post, recently spent a few days visiting his alma mater, Dartmouth College, at Hanover, N. H.

Bert Ford, of the American, and Roy Atkinson, of the Post, have been doing all the advance stories on the preparedness parade of May 27 for their papers.

A. W. Cullis, of the Post, who has been Cambridge district man, has gone to the Philadelphia North American, where he will be either on the copy or rewrite desk.

John Kendrick Bangs, author and lecturer, was a recent caller at the Press Club. His son, Howard Russell Bangs, is editor of the Press Club Reporter, and literary editor of the Post.

PHILADELPHIA.—Col. James Elverson, owner of the Inquirer, has polled the greatest number of votes, so far as returns at present show, in the election for delegates-at-large to the Republican Convention. John Wanamaker is fifth on the list.

Cyrus H. K. Curtis has gone on his yacht to Old Point Comfort.

John C. Martin, general business manager of the Public Ledger, will go down to Lakewood, N. J., on Saturday to play in the Metropolitan Advertising Golf Association. During the week of June 19, at Hot Springs, Va., he will participate in the annual tournament of the American Golf Association of Advertising Interests. He is the only local newspaper or advertising man who attends the yearly meet. Last season he won the second sixteen.

"Tom" Price, war correspondent, who enlisted in England and went through the September drive in the Champagne district, is on the copy desk of the Bulletin.

Gertrude M. O'Reilly, editor of the woman's page of the Public Ledger, is giving a series of four lectures at the Philadelphia Today and Tomorrow Civic Exposition, on "The Home."

PITTSBURGH.—A. P. Moore, of the Leader, and George T. Oliver, of the Gazette-Times and Chronicle-Telegraph, scored high as winners to represent the Republicans at Chicago, and T. Hart Given, of the Pittsburgh Post and Sun, leads as delegate to the Democratic Committee at St. Louis.

J. C. Trower, of the Pittsburgh Post, is enlisting quite a lively party for the National Advertisers' Convention, in Philadelphia.

F. W. Kellogg, editor and publisher of the San Francisco Call, was a Pittsburgh visitor last Saturday, inspecting the local publishing plants and other of the city's industries.

George Seibel, managing editor of the Volksblatt and Freundheits Freund, addressed the Y. M. C. A. on "The Drama and Life," at noon, on April 17, and in the evening spoke on "True Preparedness," at the banquet of the North American Gymnastic Union.

The Trade Boosting tour of the Pittsburgh Chamber of Commerce had representatives from the newspapers of Pittsburgh as follows: Tri-State News

Bureau, Thomas H. Miller; Dispatch, H. Brownfield Scott; Gazette-Times, Howard Rigby; Post, F. K. Boal; Stockman-Farmer Publishing Company, T. D. Harmon, jr. The "boys" report a jolly good time all along the route.

CLEVELAND.—G. Arthur Gray, who has been acting day city editor of the Plain Dealer, has been appointed editor of the moving-picture department of that paper.

Miss Heien Baldwin, Youngstown newspaper woman, is now drawing picture cut-outs for fairy stories for the Sunday Plain Dealer.

Annesley Weir, of the advertising staff of the Press, has resigned to join the advertising staff of the Detroit Journal. His territory in Cleveland will be covered by James E. May.

Willard E. Stevens, former vice-president and advertising manager of Harper's Weekly, has been elected vice-president of the Lawrence Oswald Company, Cleveland. Mr. Stevens is a former Cleveland advertising man.

William Ganson Rose, president of the Cleveland Advertising Club, will be one of the speakers at the annual boosters' meeting of the Adercraft Club, of Canton, on June 6.

Chester E. Bryan, newspaperman of New London, O., has announced his candidacy for State Treasurer, being the first candidate for this office on the Democratic ticket.

Harlow Randall Hoyt, until recently Sunday editor of the Milwaukee Free Press, has joined the Sunday staff of the Leader. He will do feature stuff.

George H. Bender, said to be Cleveland's youngest editor, and who has been editing the East Cleveland News, has started a new paper called the Cleveland Standard.

ST. LOUIS.—Bart Howard, lately special writer on the St. Louis Republic, has become chief editorial writer on the Oklahoma City Times-Journal staff.

Edgar Rice Beach, for twenty years editor of the St. Louis Weekly Globe-Democrat and previously connected with that paper for some time, severed his connection with the staff last week on his seventy-fifth birthday.

Will G. Hutton, until recently assistant Sunday editor of the St. Louis Republic, has been made secretary and manager of the St. Charles (Mo.) Commercial Club, recently organized.

M. H. Dubbs, the new circulation manager of the St. Louis Star, was for several years circulation manager of Lord Northcliffe's papers in London—the Daily Mail, Mirror and Evening News.

Percy Andreas, of Chicago, vice-president of the American Association of Foreign Language Newspapers, addressed the members of the City Club at luncheon this week on "The Business Men's Place in Politics."

The St. Louis Post-Dispatch has announced that William J. Bryan will report the sessions of the Democratic National Convention for that paper.

ST. PAUL.—Luther Weaver, who for the last year and a half has been rewrite man for the Dispatch, is doing assignment work for that paper, Walter A. Williams, of the Pioneer Press local staff, taking Mr. Weaver's place on the rewrite desk.

John Newman, who has been doing the City Hall work for both the Dispatch and Pioneer Press, is now handling the railroad run for both papers, W. H. Powell, who has been handling city politics, returning to the City Hall.

W. F. Dixon, for the last six years

on the display advertising staff of the Dispatch, has joined the display advertising staff of the Daily News. Previous to coming to St. Paul, Mr. Dixon was connected with the Kansas City Star.

Le Roy G. Mills, for the past three years a member of the display advertising staff of the Daily News, in charge of automobile advertising, and previously connected with the Tribune, Winnipeg, Man., has resigned to enter the automobile business. He will feature used and rebuilt cars only.

George L. Reuber, cashier of the Daily News for the last two years, has joined the advertising service and promotion department of that paper. Mr. Reuber has been succeeded as cashier by John Gobeil, formerly with the Rural Weekly of St. Paul.

PROVIDENCE.—James C. Garrison, of the Journal, was toastmaster at the banquet of the Providence Amateur Bowling League last Saturday night.

James G. Fernald, '17, of Upper Montclair, N. J., has been elected editor-in-chief of the Brown Daily Herald. Barney D. Feinberg, '17, of Lake Placid, N. Y., and Norman L. Fisher, '17, of Roxbury, Mass., have been selected as members of the senior managing board of the paper.

Maj. G. Edward Buxton, Jr., of the Journal, has been appointed chief marshal of the Rhode Island preparedness parade, on June 3.

J. P. Barry, formerly with the Audit Bureau of Circulation, has accepted a position as circulation manager of the Journal. C. M. Staniels has been made assistant.

Ralph Chase, of the Journal, and Samuel Lincoln, of the Tribune, are chairmen of committees arranging a modern sane Fourth for East Providence.

John Myers, of the Tribune, drew the resolutions which were adopted at the big Irish protestation mass meeting held in the Providence Opera House, Sunday night. John Dubois, editor of the Gaelic-American, New York, was the principal speaker.

John R. Rathom, editor and general manager of the Journal, and Sam Hudson, editor of the Woonsocket Evening Call, are members of the committee of 100 arranging for the big preparedness parade on June 3.

DALLAS, TEX.—Harlan Bennett, formerly with the Houston (Tex.) Post and the San Antonio (Tex.) Express, is now telegraph editor of the Galveston News, succeeding J. C. Oslin, who was moved to the semi-weekly desk.

"Sam" Wilkerson, formerly with the classified ad department of the Dallas Dispatch, has gone to Houston, where he will take charge of the classified ad department of the Press.

W. J. Minton, editor and publisher of the Sherman (Tex.) Courier, is a candidate for Representative from the district composed of Grayson and Collin Counties.

Guthrie Smith, of Alamogordo, N. M., has been employed by the El Paso Herald to cover the political situation in New Mexico for that paper.

A. A. Acree, telegraph editor of the Shreveport (La.) Times, has gone to San Antonio to join the Texas National Guard.

Dan Ruggles, former sporting editor of the Houston (Tex.) Post, has become sporting editor of the Galveston News, succeeding William Grady Kinsolving, who has joined the Texas cavalry.

L. J. Truitt, of the staff of the United Press, at Dallas, has been transferred to the Denver office of the United Press.

L. J. Stanberry, editor of the Midlothian (Tex.) Argus, has been recommended for appointment as postmaster at Midlothian.

Clarence Dubose, staff correspondent for the Dallas-Galveston News, is in San Antonio writing feature stories on the Texas National Guard.



THE NATION

Saturday → 1 P. M.



The New York

More Than a Newspaper—A National

ON'S

TICKER



8 A. M.  Monday

Between Saturday noon and Monday morning (8 o'clock) the Saturday financial section of The New York Evening Post is received and read within the radius shown.

The financial section of The Evening Post of Saturday, edited by Alexander Dana Noyes, is a complete review of the happenings of the week, including Saturday's business.

The text which attracts readers is the text of your business, the financial. Interested readers within the radius have a full review of the past week with time for action before the opening of the Stock Exchange on Monday morning.

Make your announcement in the Saturday New York Evening Post. It will profit by its association with so authentic and complete a review. It will act as a suggestion to those already interested by the text. It opens up a territory within the radius, and widens the possibility of clientele.

A representative of The New York Evening Post will be glad to call any time at your convenience.

See Mr.

Of.

Address.

New York City

Evening Post

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

WHAT LIVE ADVERTISING CLUBS ARE DOING

Varied Activities of Journalistic Organizations in the United States and Canada That Are Worth Knowing.

The Big Four Editorial Association of Nebraska was organized recently at Edgar, with the following officers: A. D. Scott, Sun, Edgar, president; F. O. Edgecomb, Signal, Geneva, vice-president; A. S. Pettit, Booster, Bruning, secretary and treasurer, Executive board, F. A. Robinson, News, Dexter; John T. Pfeiffer, Herald, Nelson; B. Frank, Journal, Davenport; Russ Carter, Globe, Glenville. A temporary constitution was drafted and adopted. The Association embraces the counties of Nuckolls, Clay, Thayer, and Fillmore. The next meeting will be held May 29 at Geneva.

President E. E. Brodie and Secretary Phil S. Bates, of the Oregon Editorial Association, recently visited many of the newspaper offices of the State for the purpose of spreading among them the gospel of organization.

The main purpose of these trips was to secure the cooperation of the publishers in the securing of a legal rate at the next session of the Legislature. This rate is to be 65 cents a folio of 250 ems, which is equal to five cents for an eight-point line, and is the first intelligent effort on the part of the State Editorial Association to accomplish something that will place the organization in the same standing as that occupied by Eastern organizations, which have long since appreciated the benefits that accrue through conducting their offices on a clean, business basis.

The Boston Press Club has taken a strong stand in favor of preparedness. Last week the Press Club Reporter appeared as a special preparedness issue, with a leading article urging the members to take part in the big parade next Saturday. This week's issue will have colored covers—red, white, and blue—and will contain, among other things, the words of the "Star-Spangled Banner." Editor Bangs explains that he prints the poem for the reason that so few people really remember the words. He suggests that every member of the Club commit them to memory, so that they can sing them readily if called upon to do so.

The membership of the Press Club is increasing by leaps and bounds.

Austin A. Torrance, of the Lebo (Kan.) Star, president of the Fourth District Editorial Association of Kansas, announces that the Association will meet at Emporia (Kan.) on June 23. Among others who will help to furnish an interesting programme are "Uncle Walt" Mason and Mr. Perry, of the Central Advertising Bureau of New York.

The Portland (Ore.) Press Club held its biennial breakfast for candidates at the Hotel Oregon Sunday, May 14, on the eve of the primary election. Over 100 candidates for national, State, and county offices were guests, chief among them being Sen. Albert B. Cummins, of Iowa, who was in Oregon campaigning in his own behalf for the preferential Presidential vote. Popularly called the "Candidates' Inferno" the breakfast gave Portland newswriters an opportunity of having a great deal of good-natured fun with the aspirants from Senator Cummins down to the candidates for constable. President O. C. Leiter presided.

Horace H. Atherton, jr., president of the Essex County (Mass.) Press Club, announces that the mid-summer outing of that organization will be held at the Vesper Country Club, Merrimac, June 17.

Roof Garden for Chicago Press Club

The Chicago Press Club has elected Arthur E. Ormes, of Evanston, secretary, and Harry Hargis, librarian, to fill vacancies. Perley H. Boone, David B. Clarkson, Peter B. Olson, and Edward W. Pickard were elected directors. The

Club authorized the directors to expend \$1,000 or as much money as might be necessary for the equipment of a roof garden on the top of the City Hall Square Building, immediately above the Club's headquarters.

CANADIAN PRESS ASSOCIATION

Fifty-eighth Annual Meeting's Program for Toronto Gathering Next Week.

The programme of the fifty-eighth annual meeting of the Canadian Press Association, Inc., to be held June 1 and 2 in Toronto, in the splendid Technical School Building in that city, indicates an interesting and instructive gathering.

One radical departure from arrangements for previous years is that there will be no set addresses. Instead, a list of topics for general discussion will comprise the programme of each section. All members will thus have an equal responsibility in making the meeting a success, and all have been invited to bring to the meeting facts and figures from their own office records regarding the topics in which they are interested.

The convention will open at 10 A. M. on June 1 with the general association meeting, lasting an hour. During the day, in designated rooms, will be held the section meetings of the daily, weekly, trade, and class sections, the last named including trade and technical papers, farm papers, magazines, and religious papers. There will be joint lunch of all the members between 1 and 2 P. M., and at night there will be an observance of "Editorial Night" by a meeting of the General Association in the auditorium.

At the "Editorial Night" session on Thursday will be heard the report of the special educational committee appointed at the last annual meeting to consider the advisability of establishing a course in journalism in connection with one or more Canadian universities. Addresses will be made at this meeting by C. A. Jennings, of the Toronto Mail and Empire; Stewart Lyon, Toronto Globe; Edward Beck, Winnipeg Telegram, and C. H. Hale, Orilla Packet. There will also be a discussion of the topic, "What Are the Legitimate Limits of a Political Truce, and What Liberty Does It Leave for Newspaper Comment?"

Friday morning will be devoted to section meetings, as on the day previous, followed by lunch. At 2 P. M., on Friday, a general association meeting will be addressed by Dr. A. C. McKay, principal of the Central Technical School of Toronto, on "Technical Education."

Following Dr. McKay's address, the convention will hold its final business session, receiving reports, making necessary appointments, and electing officers and committees for the ensuing year.

The wide scope of the sessions of the various sections are indicated by a list of seventy topics for discussion in the daily section, twelve in the weekly section, twenty-three in the advertising section, three in the editorial section, thirteen in the trade and class section, and four each in the sub-sections of trade and technical papers, farm papers, magazines, and religious papers.

New Course in Journalism

The problem, How May a Country Newspaper Get Advertising and Make Money? will be discussed in the new course in journalism to be conducted next year in the University of Southern California.

The St. Louis Globe-Democrat, one of the most enterprising newspapers of the Middle West, had the largest circulation in April of any month in its history. A gain of 2,049 columns during the first four months of 1916, as compared with the same period in 1915.

Brief Accounts of Their Important Activities Specially Reported by Correspondents in Many Cities.

The Norfolk (Va.) Ad Club has elected the following officers for the ensuing year: Allen Ayers, president; Z. A. Jones, first vice-president; M. Nussbaum, second vice-president; Robert W. Coates, treasurer; J. G. Thornbury, secretary; T. Gray Coburn, R. G. Smith, Ed Hutchins, George B. Todd, and C. C. Cheshire, directors. After the meeting supper was served. The new officers will begin their terms on July 1.

The Joplin (Mo.) Ad Club held its first annual banquet and business meeting on May 11. Officers for the ensuing year were elected as follows: C. L. Proctor, sales manager for the Empire District Electric Company, president; Amos Gipson, president of the First National Bank, vice-president, and R. F. Brecheisen, manager of the Walk-Over boot shop, secretary-treasurer. Burt W. Lyon, the retiring president, acted as toastmaster. How Neosho has made a success of her advertising club was explained by A. C. McGinty. Protective features of the Joplin Club were discussed by J. F. Potts, chairman of the educational committee.

At the recent annual meeting of the Dayton (O.) Advertising Club, B. B. Geyer was elected president for the coming year. Other officers chosen were: Vice-president, I. G. Kumlter; secretary, H. G. Hopkins; treasurer, W. M. Brock; librarian, Bert Daily. H. J. Kenner, of Indianapolis, Ind., made an address on "Fraudulent Advertising." About 100 members of the Club are planning to attend the Philadelphia convention next month.

The newly appointed directors of the New Orleans Ad Club met in their temporary headquarters and elected Levering Moore, who is connected with the Mortgage Securities Company, president; G. A. True, of the Robert H. True & Co., vice-president, and Paul Renshaw, of the D. H. Holmes Company, secretary and treasurer. It has been practically agreed that most of the activities of the Club the coming year will be devoted to educational work.

Walter H. Beck, of the Beck Auto Company, has been elected president of the Fort Worth (Tex.) Advertising Men's Club. Other officers are: Paul Junkin, first vice-president; William Monnig, jr., second vice-president; Ted Robinson, secretary; A. C. Williams, corresponding secretary; H. C. Burke, jr., R. E. Kerr, Lionel Bevan, Harry Walton, and L. A. Green, directors. The Club went on record as endorsing a proposition presented by S. B. Ricaby, former secretary of the Chamber of Commerce, to ask the City Commission to exempt from city taxes for twenty-five years the bottom land north of the Paddock Viaduct on the same basis as a franchise is granted.

The Junior Advertising Club of St. Louis has been organized with Griffin McCarthy, advertising manager of the St. Louis Union Bank, as president. C. W. Collier, assistant secretary-treasurer of the Advertising Club of St. Louis, was elected secretary-treasurer of the junior organization. M. P. Linn, advertising manager of the Republic and president of the Advertising Club of St. Louis, welcomed the organization of the Junior Club. George M. Burbach, of the Post-Dispatch, spoke of the need for the junior organization. Charles R. Ketchum, of the Republic, also spoke.

The Jacksonville (Fla.) Advertising Club has been organized with the following officers: Jefferson Thomas, president of the Thomas Advertising Agency, president; D. R. Kessler, advertising manager, Kohn-Furchgott & Company, secretary, and A. P. Anthony, president of the People's Bank,

treasurer. The directors are: A. Morris, of Levy's; R. T. Arnold, of the Arnold Printing Company; C. A. Tutewiler, of the Tutewiler Press; Charles H. Woodruff, advertising manager of the Heard National Bank; W. D. Shepard, of the Brentwood Realty Company. This club will be affiliated with the Associated Advertising Clubs of the World and the Jacksonville Chamber of Commerce.

The baseball teams from the Advertising Men's League from Chicago and the St. Louis Advertising Men's Club will play at Sportsman Park on Saturday, July 22, for the benefit of the St. Louis Tuberculosis Society.

The newly elected officers of the Seattle (Wash.) Ad Club are: President, T. D. Daken; first vice-president, Robert Akin, second vice-president; Kenneth Kerr, secretary; Hugh Agnew, treasurer, J. Fred Braid; trustees, A. J. Izzard, F. Mack Radford, H. E. Marshall, and R. E. Maxfield. Twenty-five members signed their intention of attending the Pacific Ad Club Association Convention in June in Spokane, where an attempt will be made to get the 1918 session for Seattle. A fund of \$500 was pledged to launch a ten weeks' campaign to advertise Seattle in ten Eastern cities.

The Milwaukee (Wis.) Advertisers' Club has organized a better business bureau with P. W. Steltz as permanent secretary. The bureau will act as an aid to the merchant who advertises and to the public in general. By methods of careful investigation, misstatements in advertising will be corrected, and this will tend to eliminate unfair competition. The bureau will also assist the honest dealer to correct errors in his advertising and store service, and to work constantly to keep advertising dependable, thereby increasing public confidence.

A new Advertising Club has been organized at Martinsville, Ind., with the following officers: President, O. C. Toner; vice-president, Allen Moore; secretary, J. E. Northway; treasurer, Fred Finney.

The following officers have been elected by the Peoria (Ill.) Advertising Club: President, O. A. Brock, of the Keystone; vice-president, M. A. Matusak, of the Mace Advertising Company; secretary, J. M. Smithson, of the Peoria Engraving Company; treasurer, Harry Clatfeiter; directors, Lionel Boniface, D. W. Lloyd, J. S. Randall, J. P. Goebel, Roy Newton, and Dan Franks.

Arthur Woods, Police Commissioner of New York city, visited the new home of the Advertising Club of New York a few days ago and made an interesting address to the members present. He received a rousing welcome.

The Commissioner drew a line of contrast between the type of advertising usually done and that which is achieved by the police force. He said:

"You men in your advertising copy always put the best foot foremost. You tell how good your product is and how useful.

"The police force gets some advertising, and it doesn't have to pay for it. "If a policeman is derelict in duty or the Police Department occasionally falls down, that is news, and gets the front page, first position."

He considered such advertising a compliment to the police force. The more efficient the every-day work of the police is, the less free rides on the front page are enjoyed; and the Commissioner gave testimony that there had been less of such free advertising during the last two years and a half than ever before in the history of the New York Police Department.

WOULD DRIVE COUPONS OUT OF MASSACHUSETTS

Retailers and Labor Union Men Appear at Hearing in State House and Argue for Bill to Eliminate Trading Stamps—Opposition Also Well Represented by Premium Advocates—House Passes Bill.

BOSTON, May 24.—Senator James F. Cavanagh's bill to prohibit the use of trading stamps in this State is very likely to become a law. To-day the House on a third reading of the bill, voted 158 to 61 in its favor. The bill was fought by Democratic leaders but the sentiment of the House is overwhelmingly in its favor. There was a lengthy debate, the opposition declaring that the bill was unconstitutional but those in favor said that the verdict of the United States Supreme Court sustained Senator Cavanagh's contention. That trading stamps, tobacco coupons, and similar devices used by merchants to attract patronage are fraudulent schemes to deceive the public and result in improvident purchases, by people who should be protected against themselves, was the contention of many representatives of retail grocers, druggists, and labor union men, who appeared at the State House before the Committee on Judiciary.

The matter has progressed to a report by this Committee of a bill prohibiting the sale and distribution of trading stamps, coupons, and similar devices by all merchants in Massachusetts. Five of the members dissented.

THOSE WHO FAVORED THE BILL.

Those who appeared in favor of the bill were Senator Cavanagh, the petitioner, whose reasons for the bill were set forth at length in a recent issue of THE EDITOR AND PUBLISHER; Everett W. Burdett, representing various retail grocers; Henry Sterling, of the American Federation of Labor; Lewis R. Hovey, of the Haverhill Board of Trade; James F. Finneran, of the Boston Association of Retail Druggists; William C. Francke, of the Boston Central Union; W. C. McBrayne, of the Lowell Board of Trade; W. A. Clark, of the Northampton Board of Trade; A. A. Fales, of the Boston Retail Grocers' Association; Henry W. Mansfield, of the Legislative Committee of the National Association of Retail Grocers, and Representative Joseph O. Knox, of Somerville.

THOSE WHO OPPOSE MEASURE.

Those who appeared in opposition to the bill included John Hall Jones, of New York, attorney for the New England Profit-Sharing Stamps Company; S. W. Eckman, of New York, representing the National Premium Advertising Association; Anson M. Lyman, attorney for the Merchants' Legal Stamp Company of Boston; Edward Carr, of Hopkington, attorney for the Janus Vacuum Goods Company; Charles F. Adams, of Boston, president of the John T. Connor Company; Augustus Bacon, president of W. & A. Bacon Co., of Boston, and Attorney James M. Gray, of Chicago.

Senator Cavanagh said that the use of coupons in packages of cigarettes induces smoking, and said that such a condition of affairs should be opposed on moral grounds, as they lead a young man into bad habits and much expense.

PREMIUM SYSTEM A FRAUD.

"The premium system is a fraud upon the consuming public," declared Attorney Everett W. Burdett, "in that it deceives the public. The merchant who resorts to this system says, in effect, 'If you will buy your goods in this store, paying us our regular fair price for them, we will give you something over and above the value of the goods purchased.' This is not true, and in the very nature of business it cannot be true."

Mr. Burdett said that the giving of credit is a legitimate business, and while it may be improvident for the purchaser to accept it, it is not wrong for the

merchant to offer it, as there is no misrepresentation.

Mr. Burdett read from statistics compiled by THE EDITOR AND PUBLISHER tending to show that the prices paid for goods through trading stamps are higher than the same goods could be purchased for in two New York stores. At one of these stores the goods could be bought for 37 per cent. lower than the trading-stamp concerns charge for them, and in the other case the New York store was 52 per cent. lower than the trading-stamp price.

Henry Sterling said that the State branch of the American Federation of Labor was heartily in favor of the bill, and that much of the goods given by the premium firms is the product of underpaid men and women, and, in many instances, children.

BOSTON MERCHANTS OPPOSED.

The Boston Journal printed one day last week a column of interviews with various Boston merchants who do not favor the use of trading stamps. L. E. Kirstein, vice-president of the William Filene's Company, has this to say:

"We don't believe in trading stamps, but have no violent quarrel with those who want to use them. We can use our money to better advantage, and have no use for them in our business. They are a subterfuge, without a question."

Victor A. Heath, general manager of Frank Ferdinand, Inc., said that if there is a discount coming to the customer, it should be given in the form of cash, and not as a premium article or in trading stamps.

S. S. Conrad, of Conrad & Co., said that, in his opinion, the giving of trading stamps is not a business-like proposition.

"We understand the modern retail business to be a one-price business," he said, "that the customer should pay the price marked on the goods. Merchandise should be sold as cheaply as possible."

"A good many stamp companies are owned by private individuals or companies who make a large profit on the sale of the stamps, and it is not the part of the retail merchant to make such concerns rich at the expense of the merchant's customers. Any possible advantage in price should be given the customer, who supports the merchant."

WEDDING BELLS

J. W. McCammon, jr., a member of the editorial staff of the Wichita Falls (Tex.) Daily Times, and Miss Anna Collins, daughter of a wealthy oil-well owner at Electra, married Sunday, May 14. Mr. McCammon is the son of J. W. McCammon, a veteran newspaper man, who is well known in Cleveland, Pittsburgh, and Milwaukee circles.

Theodore J. Varhely, advertising manager of the Kuryer Bostonski, the Polish daily published at Salem, Mass., and Miss Emelia Kotarski, daughter of the manager of that paper, were united in marriage last Sunday. They will reside at Cambridge (Mass.).

Miss Helen V. McRae, daughter of Mr. Milton A. McRae, newspaper publisher of Detroit and San Diego, was married in the latter city May 22 to Howard M. Henderson, of New York. Mr. Henderson is a member of the firm of Peter Henderson & Co., of New York.

Chester A. Brown, advertising manager of L. S. Plaut & Co., of Newark, and Miss Beatrice Aaron, daughter of Mr. and Mrs. Frederick Aaron, of 516 West 156th Street, New York city, were married on Thursday in Newark.

Myers L. Feiser, late trick city editor of the Cleveland (O.) News, and Miss Ruth A. Hanna, of Philadelphia, were married in that city on Tuesday. The bride is the daughter of the Rev. Dr. and Mrs. Dwight Hanna. Dr. Hanna performed the ceremony. Mr. and Mrs. Feiser will spend their honeymoon in the East.

Editors Who Know



The BAIN News service have the happiest of all facilities of value to any editor — that of anticipating the news with pictures, and furnishing material most suitable for the building up of a practical morgue. It is strictly a newspaper man's service in every sense of the expression.

ARTHUR C. JOHNSON, Editor of the Columbus Dispatch.

Bain Service Motto is "Illustrate To-day's News To-day." Try It.

BAIN NEWS SERVICE
32 Union Square, E. N. Y. City

The BASEBALL season has rolled around again and you need

LUKE M'GLOOK

His seven column strip of breezy baseball banter will give the necessary punch to the sport or any other page in your paper.

Give him a turn at the bat and he will knock a "homer" for you.

Furnished — six 7-column mats per week, at a price we guarantee to please.

Write us to send proofs today.

WORLD COLOR PRINTING CO.,
R. S. Grable, Mgr.
ESTABLISHED 1900 ST. LOUIS, MO.

We Announce a Series of Five Articles

By Theodore Roosevelt

On The Issues of 1916

Titles and Release dates as follows:

May 28: Nationalizing the United States, Part I.

May 30: Nationalizing the United States, Part II.

June 1: Industrial Preparedness.

June 3: My Experiences with Our Army and Navy.

June 7: The Crisis in American Politics.

Some of the papers already sold: New York World, Boston Globe, Chicago Tribune, Philadelphia North American, St. Louis Post-Dispatch, Kansas City Star, Cleveland Leader, Washington Times, Baltimore News, Detroit Journal, Indianapolis Star, Rocky Mountain News, Des Moines Capital, Grand Rapids Herald.

Wire Us for Option

THE EVENING MAIL SYNDICATE, INC.

S. S. McClure,
Editor

V. V. McNitt,
Manager

203 Broadway, New York

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the
Editor and Publisher

742 Market Street
SAN FRANCISCO

MANHATTAN PHOTO-ENGRAVING CO.



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

TIPS FOR THE AD MANAGER

Miss Ida Clarke, advertising manager of Scott & Bowne, Scott's Emulsion, Bloomfield, N. J., informs us that J. A. Robinson, of 185 Madison Avenue, New York, is not handling the advertising contracts of the firm which are placed direct and not through any agent. The correction follows the publication of a paragraph on this column stating that contracts were being renewed through Robinson.

Williams & Carroll Corporation, Metropolitan Tower, New York city, has been appointed advertising agent for the American Hosiery Company, New Britain, Conn. The company is about to inaugurate an aggressive campaign to broaden the market for high-grade underwear and to establish a new trademark brand.

Extensive advertising campaign in newspapers for the Elmendorf Travel Talks will be placed by Guenther-Bradford & Co., Chicago.

Massengale Advertising Agency, Atlanta, is placing 2-inch 30-time orders for the Wigwam Hotel, Indian Springs.

Dauchy Co., New York city, is sending out 1-inch 30-time orders for A. S. Olmsted.

Proctor & Collier Co., Cincinnati, is making contracts for 5,000 lines with a few Texas papers for the Philip Carey Co., Lockland.

Touzalin, Kessner Building, Chicago, is placing 20 lines 4 times with a few papers for the Northern Michigan Transportation Co.

Miss D'Arcy is handling 1,400 lines one year for the Sanatol Chemical Co.

Power, Alexander & Jenkins Company, Journal Building, Detroit, Mich., is sending out orders to a few large

Advertising Agents

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

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

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

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

Publishers' Representatives

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

DE CLERQUE, HENRY,
Chicago Office, 5 S. Wabash Ave.
New York Office, 1 W. 34th St.

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

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

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

city newspapers in selected sections, for the Domestic Engineering Co., "Delco-Light," Dayton, O.

Jean Dean Barnes, 354 Fourth Avenue, New York city, will shortly place orders with a list of newspapers in selected sections for B. Priestly & Co., 354 Fourth Avenue, New York city.

Federal Advertising Agency, 243 West 89th Street, New York city, is making up a new newspaper list for Garrett & Co., "Virginia Dare Wine," Norfolk, Va.

Van Cleve Co., 1790 Broadway, New York city, is again sending out copy to large city newspapers for the Maxwell Motor Car Co., "Maxwell Auto," Detroit, Mich.

Tomer Advertising Agency, Old South Building, Boston, Mass., is making 3,500-line contracts with some New England newspapers for the Berry, Dodge Co., "Woods Boston Coffee," 33 Commercial Wharf, Boston, Mass.

Frank Kiernan & Co., 189 Broadway, New York city, are placing orders with some Ohio newspapers for the Eko Talking Machine Co., 1 Maiden Lane, New York city.

Dauchy Co., 9 Murray Street, New York city, is handling the advertising of the Chichester Chemical Co., "Chichester Pills," 2317 Madison Square, Philadelphia, and is sending out orders to newspapers generally for this company.

Hicks Advertising Agency, 217 Broadway, New York city, is placing one-inch 30-time orders with some Western newspapers for the Aspinwall Hotel, Lenox, Mass.

Borough Advertising Agency, 367 Fulton Street, Brooklyn, N. Y., is ending out 65-line 2-time orders to some New York State newspapers for the Hyman Oppenheim, Stay Fast Hair Net, 15 East 16th Street, New York city.

Campbell Advertising Agency, 45 East 42d Street, New York city, is placing orders with a selected list of Western newspapers for the Ri-Chard Auto Co., Cleveland, O.

Dooley-Brennan Co., Harris Trust Building, Chicago, Ill., is sending out orders to a few newspapers, in selected sections, for the Cornell Wood Products Co., "Cornell-Wood Board," Chicago, Ill.

Ott J. Koch Advertising Agency, University Building, Milwaukee, Wis., is again placing 224-line 4-time orders with some Western newspapers for the F. Mayer Boot & Shoe Co., "Mayer Shoes," Milwaukee, Wis.

Ferry, Hanly & Schott, Commerce Building, Kansas City, Mo., are placing 4 inches 11 times with some Middle West papers for the Radium Dye Co.

Bloesser & Boyce are making 2,000-line contracts for one year with some Middle West newspapers for the Moshon Manufacturing Co.

M. W. Staples & Staples are sending out 1-inch 9-time orders to some Middle West newspapers for the Warm Sulphur Springs, Warm Springs, Va.

Frank Fidelity Features Borst

Albert Frank & Co., of New York city, have just issued the third number of their house organ, The Frank Fidelity. This is one of the snappiest publications of its kind, containing much helpful information, an energetic editorial, and some well-ordered jokes on members of the office staff. The feature article in the current issue is a write-up of George Borst, manager of the steamship department. Then follows a Lift-Up page, with a story about "Tractions," in which success is quoted as the result of pluck; some humorous sketches, entitled, "Helps from the Outside," several

personals, and an amusing account of the baseball game between the Brooklyn Ginks and the New York Guys of the Frank agency.

CIGARETTE MEN AT DINNER

Goulston Agency, of Boston, Entertained Clients in Unusual Manner.

BOSTON, May 24.—The second annual dinner of the New England Cigarette Salesmen of the American Tobacco Company was a unique and lively affair. The salesmen and prominent officials of the company were the guests of Ernest H. Goulston, of the Goulston Advertising Agency.

G. O. Wiswell, of the Goulston Agency, assisted by Carroll Swan, put on many clever stunts.

The Green Room of the Georgian was transformed into an old-fashioned barnyard, where there was a cow that gave a certain kind of "milk," and where ducks, hens, and roosters held sway. The dinner was held beneath a bower of cigarette decorations. Long imitation cigarettes formed the supports of a pergola of three-foot cigarettes and cigarette boxes. The guests were ranged outside a "zone" in which cabaret singers and stunt artists performed.

Following a toast drunk to the health of Percival S. Hill, president of the American Tobacco Company, Miss Margaret Namara and J. H. Goldsworthy, of the Brazilian Honeymoon Company, sang popular songs. Old Dutch (Cleanser, impersonated by M. A. Griffin, and The Gold Dust Twins, impersonated by two colored boys, announced that they had found no work in the Egyptian Straights factory, and with much wailing they departed. There was a debate between two men dressed to represent cigarettes, and waiters distributed coffins with the competitors of the American Tobacco Company's cigarettes therein. Polly Mason popped from a mammoth cigarette box and did an eccentric dance.

How Daily Gets Suburban Business

The Springfield (Ill.) News-Record has enjoyed a boom in country circulation since Scott Laird took charge of the circulation end. Once a week he runs a write-up of some suburban town. These towns are circularized and a canvass made the next day, and the routes the first of the week following. In this manner the country circulation is being gradually built up. The News-Record is also endeavoring to curtail on waste paper by cutting off all returns, which plan is meeting with no opposition from agents or newsmen. All free copies to correspondents have been suspended, and the exchange list is now being revised. Service copies and those to advertisers have also been greatly reduced.

Co-operating Ad Plan Adopted

CLEBURNE, Tex., May 22.—Following an address here by Frank Stockdale, national lecturer for the Associated Ad Clubs of the World, who has been engaged by the Cleburne Ad Club to deliver six lectures here, the merchants of Cleburne voted to adopt the Neosho (Mo.) plan of co-operative advertising in special sales. The following committee was appointed to work with Mr. Stockdale in putting this plan into effect: C. R. West, Otto Foster, H. T. Lichte, Kent Newton, and C. W. Smith.

May Issue Real Yellow Journal

CLEVELAND, O., May 24.—Contending that the daily newspapers will not print the facts about insanitary conditions in factories and other establishments where food products are made and handled, Dr. R. H. Bishop, Health Commissioner of Cleveland, is contemplating printing his own paper, and telling the truth. He says his newspaper will be yellow both in color and text, and will not hesitate to name owners of factories that are not up to standard. Dr. Bishop also says he may name the brands of food products put out by them.

PLAIN DEALER IS SEVENTY-FIVE

Famous Cleveland Paper Has Rounded Out Three-Quarters of a Century.

CLEVELAND, O., May 23.—The seventy-fifth anniversary of the Cleveland Plain Dealer was celebrated to-day when that paper issued a sixty-six page special edition in addition to the regular daily issue. It is said to be the largest week-day newspaper ever published here.

The first page of the jubilee section was devoted to an allegorical drawing in colors by Ralph Horton, art director, and Shirley G. Barrick, of the art staff, symbolic of the industrial and social development of Cleveland.

A copy de luxe of the paper was given to each advertiser and to the libraries of Cleveland and surrounding territory.

The five sections comprising the jubilee number are devoted to local history, finance, real estate, banking, brokerage, construction, iron and steel, food products and hotels.

The number is the result of several months' effort on the part of the staff. Edward N. Moore, assistant city editor, directed the development of all the editorial and illustrative matter.

The Plain Dealer was founded by J. W. and A. N. Gray, in 1841, when they bought the old Cleveland Advertiser. From that time until 1865 it remained under their direction. In 1865 William W. Armstrong became the owner, and he remained at the head of the paper until 1885, when Liberty E. Holden purchased the property. Mr. Holden founded the morning and Sunday Plain Dealer. In 1898 the property was leased to Elbert H. Baker and Charles E. Kennedy. In 1907 Mr. Kennedy withdrew, and Mr. Baker assumed control, a relation which he still continues as president and general manager of the Plain Dealer Publishing Company.

Among the editors and publishers who sent congratulatory telegrams to the Plain Dealer were:

Charles H. Taylor, Boston Globe; Rollo Ogden, New York Evening Post; W. C. Reick, New York Sun; Frank B. Noyes, Washington Star, and president Associated Press; Bruce Haldeman, Louisville Courier-Journal; E. Lansing Ray, St. Louis Globe-Democrat; Samuel W. Meek, Philadelphia Press; Robert T. Lincoln O'Brien, Boston Herald; F. R. Kent, Baltimore Sun; James M. Thompson, New Orleans Item; Clark Howell, Atlanta Constitution; Richard Hooker, Springfield Republican; J. F. McKay, Toronto Globe; George Thompson, St. Paul Dispatch; D. D. Moore, New Orleans Picayune; Victor F. Lawson, Chicago Daily News; V. S. McClatchey, Sacramento Bee; E. B. Lilley, St. Louis Republic; Joseph Pulitzer, jr., St. Louis Post-Dispatch.

The Best Real Estate Advertising

Loton H. Slawson, real-estate broker, recently delivered an address to the members of the advertising staff of the New York Times, in the Times's restaurant. He pointed out that the most effective advertisement for the real-estate broker was to avoid as far as possible the cramped, crowded, old-style advertisement, and use in its stead attractively displayed and illustrated advertisements.

Poor Richards Drilled

PHILADELPHIA, May 25.—The postponed drill and dance of the Poor Richard Club took place last night in the First Regiment Armory. The great drill-room was beautifully decorated and an orchestra, surrounded by palms, was in the centre. The spacious galleries were filled with ladies and other friends of the Richards, who watched the military evolutions until nine o'clock, when the floor was given over for dancing. The marchers wore dark coats, white trousers and straw hats and their splendid appearance indicated what they will look like in the big convention parade next month.

AD FIELD PERSONALS

W. H. Kentnor, of Benjamin & Kentnor, advertising representatives, Chicago, who has been spending a few weeks in Florida and other Southern States, has returned to Chicago.

Thomas L. Young, formerly with the Overland advertising department, is now with the Allen Motor Company, Fostoria, O., as assistant advertising manager.

R. H. Spear has been appointed general sales and advertising director of the Gramm-Bernstein Company.

William A. Hart, who has been in charge of the national advertising department of the Burroughs Adding Machine Company, of Detroit, has been appointed Western advertising manager of the company, with headquarters in the Bankers' Investment Building, San Francisco.

C. S. Clark, president of the Advertising Club of Cincinnati, recently addressed the Ben Franklin and Advertising Clubs, of Louisville, Ky.

Lewellyn E. Pratt, chairman of the educational committee of the Associated Advertising Clubs of the World, recently addressed the advertising men of Scranton, Pa., on the benefits to be derived from organizations of advertising men. As a result, an ad club will be formed.

Ernest N. Smith, of Lancaster, Pa., for several years general manager of the Hale Advertising Company of San Francisco, has been appointed general secretary of the Indianapolis (Ind.) Chamber of Commerce.

Frank J. McGrann, who for some time past has been connected with the advertising department of the Guaranty Trust Company of New York, has been made purchasing agent of that institution.

E. E. Edwards, sales manager of the New Orleans office of the Thomas Cusack Company, has been promoted to manager of the Indianapolis branch office of that company.

F. S. Young, of Toledo, O., formerly connected with the Allen Motor Company, of Fostoria, O., has been engaged by the Cameron Car Company, of South Norwalk, Conn., to take charge of the sales and advertising departments of that firm.

Miss Nell Vinick, of Kansas City, Mo., has joined the staff of the Macavoy Advertising Company, of Chicago and Milwaukee.

L. C. Lau has been placed at the head of the advertising department of the Nashville Tennessean and American, after a connection with that paper for nearly five years. He was formerly advertising salesman in the same departments of the Columbus Dispatch and Dayton Journal. Mr. Lau was educated in Columbus, O., and has grown up in the newspaper business.

John C. Hindle has succeeded H. L. Miller as space buyer for the H. E. Lesan Advertising Agency, New York.

Opens Five Branch Offices

The Philadelphia Evening Telegraph has established branch offices in various cities with special representatives as follows: New York, Charles H. Eddy; Chicago, Robert J. Virtue; Boston, A. C. MacCarey; Paris, France, Edith W. Cox; London, William E. Wood. Files of the Telegraph will be accessible in each office.

New Orleans States
 Member Audit Bureau of Circulations.
 Sworn Net Paid Circulation for 6 Months Ending Mar. 31, 1916.
34,686 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

BOSTON ADVERTISING EXHIBIT

One Hundred and Sixty Specimens Shown Under Auspices of P. P. A.

A Poster and Decorative Advertising Exhibit of "Boston Made" goods was held at the Boston Young Men's Christian Union, 48 Boylston Street, Boston, early in the month, under the auspices of the Pilgrim Publicity Association advertising class.

Over 160 specimens of posters, cards, and miscellaneous forms of decorative advertising were displayed. There was a special display of Newark posters, including the \$1,000 prize poster for the 250th anniversary celebration.

The judges selected the following as in their opinion the best shown at the exhibit:

Posters—First, Walter Baker Company (trade-mark); second, Fox Bakery (Mrs. Walker's prize bread); third, Boston Safety Fountain Pen Company (Preparedness).

Car cards—First, Drake Brothers (Plain Cake); second, Penn, the Florist (violets); third, C. F. Hovey Company (cold storage).

Decorative advertising—First, Walter M. Lowney Company (window trim); second, George Frost Company ("Everyman" cut-out); third, W. H. Scrannt & Sons (Girl cut-out).

The judges were Patrick F. O'Keefe, of the P. F. O'Keefe Advertising Agency; Charles E. Bellatty, of the Boston University School of Business Administration, and Harold A. Tnurlow, of the H. B. Humphrey Advertising Agency.

Special for New York Ad Men

The New York delegation to the Philadelphia Convention of the Associated Advertising Clubs of the World, will travel on a special train made up entirely of parlor cars. The party will leave the Pennsylvania Station, New York, Sunday, June 25, at ten o'clock in the morning, and arrive in Philadelphia at noon. The fare for the round trip will be \$3.60, and tickets will be good for returning until July 4. The parlor-car fee is 50 cents one way. Each purchaser of a ticket will receive an identification card which may also be used for checking baggage, and in exchange for which the conductor of the train will give a ticket for the return trip on any of the regular trains. There will be no special trains returning.

"Ad" Faker Convicted.

Scott Foster, who claimed to be an employment agent from Philadelphia, was convicted on Wednesday in the Court of Special Sessions of placing false and misleading advertisements for bellboys and waiters in the New York World and New York Tribune of recent dates. To those who answered his advertisements he claimed that he would later have positions to fill at hotels in Atlantic City. He induced several to give up \$1 each as a guarantee that they would accompany him to Atlantic City when sent for. Complaints were received at the offices of the World and Tribune, and they co-operated in bringing about the conviction of Foster. He was remanded for sentence while his case is being investigated by a probation officer.

League of Advertising Women

The League of Advertising Women of New York city on May 23 reflected, for the coming year, the officers who have served them the past year. They are: President, Miss J. J. Martin, advertising manager of the Sperry & Hutchinson Company; vice-president, Mrs. Caroline L. Overman, of Churchill-Hall; secretary and treasurer, Miss Mabel Graswinckel, who recently became advertising manager of the American Steel Export Company, Woolworth Building. The Board of Directors consists of the officers and Miss Ella S. Leonard, Miss Effie Archer, Mrs. W. E. Mead, Miss Anna R. Rosenblatt, Miss M. Simmons, and Miss Ida Clarke.

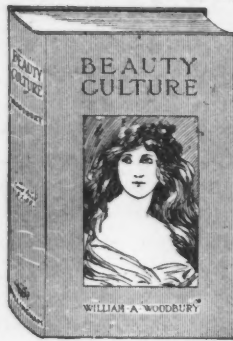
The Following Newspapers are Members of
THE AUDIT BUREAU OF CIRCULATIONS

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 March, Daily 39,025; Sunday, 41,939. Printed 1,905,330 lines more advertising than its nearest competitor in 1915.	NEW JERSEY. JOURNAL Elizabeth PRESS-CHRONICLE Paterson COURIER-NEWS Plainfield
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. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESSO ITALO-AMERICANO, New York DAY New York The National Jewish Daily that no general advertiser should overlook.
GEORGIA. JOURNAL (Cir. 57,531) Atlanta CHRONICLE Augusta	NEBRASKA. TRIBUNE Hastings Circulation A. B. C. report, 7,100. Full leased wire report United Press.
ILLINOIS. HERALD-NEWS (Circulation 15,190) Joliet STAR (Circulation 21,589) Peoria	OHIO. PLAIN DEALER Cleveland Circulation for April, 1916. Daily 137,395 Sunday 185,216 VINDICATOR Youngstown
IOWA. REGISTER & LEADER Des Moines EVENING TRIBUNE Des Moines Essential to covering Des Moines and vicinity. SUCCESSFUL FARMING Des Moines More than 700,000 circulation guaranteed and proven or no pay. Member Audit Bureau of Circulations.	PENNSYLVANIA. TIMES Erie DAILY DEMOCRAT Johnstown TIMES-LEADER Wilkes-Barre
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.	TENNESSEE. BANNER Nashville
LOUISIANA. TIMES-PICAYUNE New Orleans	TEXAS. CHRONICLE Houston The Chronicle guarantees a circulation of 35,000 daily and 45,000 Sunday.
MICHIGAN. PATRIOT (No Monday Issue) Jackson Last Gov. Statement—Daily, 11,403; Sunday, 12,568. Member A. B. C. and A. N. P. A. Flat rate 2 cents line; full position 2 1/2 cents line.	UTAH. HERALD-REPUBLICAN Salt Lake City
MINNESOTA. TRIBUNE, Morning and Evening Minneapolis	VIRGINIA. DAILY NEWS-RECORD Harrisonburg In the famous Valley of Va. only paper in the richest Agricultural County in United States.
MISSOURI. POST-DISPATCH St. Louis Is the only newspaper in its territory with the beautiful Rotogravure Picture Section. Circulation first four months, 1916: Sunday average 375,428 Daily average 217,228	WASHINGTON. POST-INTELLIGENCER Seattle
MONTANA. MINER Butte Average daily 11,965. Sunday, 20,189, for 3 months ending March 20, 1916.	CANADA. ONTARIO FREE PRESS London
NORTH CAROLINA. SENTINEL Winston-Salem October Gov't report 5,843, net gain October, 1915, over October, 1914, 1,028 copies.	ROLL OF HONOR
SCANDINAVEN. Chicago	NEBRASKA. FREE PRESSE (Cir. 128,384) Lincoln NEW YORK. BOULETTINO DELLA SERA New York

Circulation News, Views, and Observations

Wm. A. Woodbury's Book



Attracts Women and Girl Readers. The Subject and the Author Combine to make it a Happy Premium. **ELIOT LORD, 110 W. 34 New York.**

If you are intending to do some national advertising, the Promotion Department of the Shaffer Group of newspapers will gladly assist you with information regarding the trade territories in which these newspapers are located.

- Chicago Evening Post
- Indianapolis Star
- Muncie Star
- Terre Haute Star
- Rocky Mountain News
- Denver Times
- Louisville Herald

PROMOTION DEPT. SHAFER GROUP

12 S. Market Street, Chicago

Every reader of **DETROIT SATURDAY NIGHT** is a prospect. No waste circulation.

G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

Buffalo News

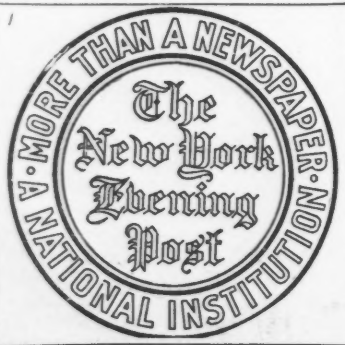
EDWARD H. BUTLER
Editor and Publisher

"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
200 Fifth Avenue Lytton Building
NEW YORK CHICAGO

Colorado Springs and THE TELEGRAPH

An A. B. C. Paper
J. P. MCKINNEY & SON
New York Detroit Chicago



INTERNATIONAL CIRCULATION MANAGERS TO MEET IN EIGHTEENTH ANNUAL CONVENTION

Three Days' Session Will Open at Grand Rapids (Mich.), on June 20 and Promises to Be the Most Important in the History of the Association—Excellent Programme of Wide Scope Has Been Prepared—Plenty of Fun Also Provided.

The eighteenth annual convention of the International Circulation Managers' Association will be held at Grand Rapids, Mich., on June 20, 21, and 22. The headquarters will be at the Hotel Pantlind, and the opening session of the convention will be held in the auditorium of the Grand Rapids Press Building.

The complete programme of the gathering has been officially announced, as follows:

Monday Evening, June 19, 8 O'Clock
SECRETARY'S HEADQUARTERS: HOTEL PANTLIND
Meeting of Board of Directors
Report of Entertainment Committee
Auditing Committee's Report
President's Announcements
Secretary's Announcements
Convention Committee's Report
General Business

Tuesday Morning, June 20, 9:15 O'Clock

REGISTRATION, GRAND RAPIDS PRESS BUILDING.
Convention called to order; roll call; address of welcome; response; reading of minutes of previous convention; report of board of directors; report of programme committee; report of entertainment committee; auditor's report; secretary's report; report of standing committee; report of special committee; president's address; motions; resolutions; report of committee on by-laws and constitution; general, unfinished, or new business.

Reading and Discussion of Papers

(1) "Looking into the future for just one year, what do you see on the general subject of circulation?" D. B. G. Rose, Evening Post, Louisville, Ky.; (2) "Abnormal times circulation and its relative value to newspapers," R. L. McLean, Bulletin, Philadelphia, Pa.; (3) "The best, practical plan whereby an increase in the price of newspapers can be established on account of the increased cost of producing the daily newspaper," W. L. Argue, Star, Toronto, Canada; (4) "Service and confidence, as factors in circulation building," John D. Simmons, the Journal, Atlanta, Ga.

"Round table talks" in six divisions. The president will appoint the chairman for each division.

Division 1, City circulation of morning papers in cities of 60,000 population, or less; Division 2, City circulation of morning papers in cities of population between 60,000 and 150,000; Division 3, City circulation of morning papers in cities of over 150,000 population; Division 4, City circulation of evening papers in cities of 60,000 population or less; Division 5, City circulation of evening papers in cities of population between 60,000 and 150,000; Division 6, City circulation of evening papers in cities of over 150,000 population.

ANNOUNCEMENTS BY THE PRESIDENT AND SECRETARY

MORNING'S ADJOURNMENT

Tuesday Afternoon, June 20, 1:30 O'Clock

Reading and Discussion of Papers

(5) "Benefit, purposes the success for State circulation organizations," Harold Hough, Star-Telegram, Fort Worth, Tex., president I. C. M. A.; (6) "How is a newspaper benefited by having its circulation manager join and attend the I. C. M. A.?" James McKeeman, the World, New York city; (7) "Factors in circulation upon a strictly paid basis," F. C. Walte, Chronicle, Houston, Tex.; (8) "Reducing the cost of general circulation promotion," E. J. Medley, Tribune, Minneapolis, Minn.

At about 2:30, the president will order a recess for one hour. During this recess an inspection of the Grand Rapids Press Building will be made. All arrangements will be fully announced by Joseph R. Taylor, of the Grand Rapids Press. At about 3:30, the convention will again be called to order.

DISCUSSION

(9) The best way to take an accurate newspaper census in a large city to ascertain relative strength of local newspapers, J. M. Amenberg, the Union, Schenectady, N. Y.; (10) The advisability to use the same force of carriers, or an extensive force, where two or more daily publications exist, J. L. Farley, North American, Philadelphia, Pa.

At about 2:30, the president will order a recess for one hour. During this recess an inspection of the Grand Rapids Press Building will be made. All arrangements will be fully announced by Joseph R. Taylor, of the Grand Rapids Press. At about 3:30, the convention will again be called to order.

OPEN MEETING

The balance of the session will be devoted to "Questions and Answers" by the members in session. The president will call on each member in rotation, and ask him if he has any question to bring before the convention on circulation matters, and answers will be given by members who are recognized by the chair and given the privilege to talk.

ANNOUNCEMENTS BY THE PRESIDENT AND SECRETARY.
THE DAY'S ADJOURNMENT.

Wednesday Morning, June 21, 9:15 O'Clock

Reading and Discussion of Papers

(11) "The Stuffing Machine," L. B. Nelson, Times, Seattle, Wash.; (12) "The best plan for encouraging independent carriers to secure new business," T. J. Kavanaugh, Daily News,

Dayton O.; (13) "The Newsboy and the Newspaper—Welfare Work," Sidney D. Long, Eagle, Wichita, Kan.; (14) "The A-B-C and the Circulation Manager," Russell R. Whitman, Managing Director, Audit Bureau of Circulations, Chicago, Ill.; (15) "The qualifications that a circulation manager of a small-town daily must have to secure the same position on a large metropolitan daily," W. T. Adair, World's Syndicate, New York city; (16) "The value of newspaper art to newspaper circulation," Charles J. Payne, the Star, Indianapolis, Ind.; (17) "How to reach and solicit workmen, where employers exclude canvassers from their places of business," Roy Hatton, Free Press, Detroit, Mich.

NO RETURNS VS. RETURNS.

The return privilege—unlimited—restricted—no returns with discount—no returns full regular rate—no returns against returns in competition.

(This subject to be a general discussion among all members. The president will try to arrange this discussion between teams of members who have eliminated returns, against a team of members who allow a return privilege.)

ANNOUNCEMENTS BY PRESIDENT AND SECRETARY.

MORNING'S ADJOURNMENT.

Wednesday Afternoon, June 21, 1:30 O'Clock

Reading and Discussion of Papers

(18) "The most economical methods of dispatching Sunday newspapers to both cities and outside points," Harry First, Enquirer, Cincinnati, O.; (19) "Cooperation between competing newspapers, the establishment of fixed selling conditions, the elimination of returns, etc.," Thomas Downey, Globe, Boston, Mass.; (20) "Which is the best circulation building—the daily short story—novel a week—or the serial?" Leslie E. Neafee, the Blade, Toledo, O.; (21) "Cooperation between competing newspapers, the establishment of fixed selling conditions, the elimination of returns, etc.," W. H. Harrington, Globe-Democrat, St. Louis, Mo.; (22) "How the Washington newspapers regulate exchanges," J. R. Colburn, the Post, Washington, D. C.; (23) "Unaccounted for copies—the difference between the net press run and gross distribution—what per cent. per thousand a reasonable loss," Lester Dewese, Repository, Canton, O.

NOTE—Members are requested to bring the record of a recent week to the convention. The secretary will take a poll and an average will be found.

(24) "Is the circulation department entitled to a credit with increased advertising receipts that are the result of increased circulation, or should the advertising department be partly charged with the expense of circulation promotion?" George R. Mundy, Enquirer, Philadelphia, Pa.; (25) "What value are magazine club offers to a daily newspaper for building circulation?" Frank T. Wilson, News, Baltimore, Md.

"Round Table Talks" in six divisions, the president will appoint the chairman for each division.

Division 1—Rural route subscription work.

Division 2—Baseball and extra editions.

Division 3—Circulation costs of all kinds.

Division 4—The best premiums.

Division 5—Expense and economic problems.

Division 6—Best use of left-overs.

ANNOUNCEMENTS BY PRESIDENT AND SECRETARY.

THE DAY'S ADJOURNMENT.

Thursday Morning, June 22, 1915 9:15 O'Clock

Reading and Discussion of Papers

(26) "Some simple methods of reducing expense," J. M. Schmidt, Indianapolis News, Indianapolis, Ind.; (27) "An economical method of taking care of a mailing list during a period when circulation is increasing," W. J. Darby, Mail and Empire, Toronto, Canada; (28) "The most successful and economical method of securing subscribers for a daily newspaper on a rural route," L. L. Ricketts, the Capitol, Des Moines, Ia.; (29) "What plans I would prepare if the boss said: 'We must add 5,000 new subscribers within thirty days,'" H. H. Fris, the Herald, El Paso, Tex.; (30) "What step I would take if the boss said: 'We must cut our unpaid circulation from 3,000 to 1,000 and maintain the present total of gross circulation,'" B. E. Baker, Telegram and News-Times, Reading, Pa.; (31) "The advantage to circulation of three hours' earlier time to Western newspapers printing big news from the Atlantic Coast," H. V. McClatchy, the Bee, Sacramento, Cal.; (32) "Disappearance of the circulation 'rough-neck,'" M. Levy, the Post, Cincinnati, O.

INTERCHANGE OF IDEAS.

Records, systems, charges, credits, and the best way to handle this in circulation work. (Some one start it with his best question.)

ANNOUNCEMENTS BY PRESIDENT AND SECRETARY.

ADJOURNMENT.

Thursday Afternoon, June 22, 1:30 O'Clock

Reading and Discussion of Papers

(33) "How to handle travelling agents on a commission basis," A. C. Jenkins, the Ledger, Birmingham, Ala.; (34) "Success of street sales by exclusive newsboys, or privilege to sell all newspapers," J. J. Lynch, the Press, Cleveland, O.; (35) "The best plan for handling corner newsstands in cities of about 200,000 population," H. A. Akin, Citizen, Columbus, O.;

(36) "Best way to give a thorough 'Bulletin Service,' and its value to circulation," W. J. Little, Star, Montreal, Canada; (37) "What is the average time the forms close for news upon the home carrier edition of an afternoon paper?" (After a few remarks by the president, the secretary will check to get an average); (38) "What is the average of papers from the mail-room to city newsmen, substations, post office, and railroads?" J. H. Miller, Chronicle Telegraph, Pittsburgh, Pa.; (39) "Several successful circulation methods of economy," J. A. Matthews, Daily Oklahoman, Oklahoma City, Okla.

RELATIVE VALUES.

A general discussion as to the relative value, from a circulation standpoint, of "First Page," "Departments," "Headlines," "Make-Up," "Order" and the numerous features now used by various newspapers.

OFFICIAL BULLETIN FOR NEXT YEAR.

This subject will be for the purpose of taking up the Official Bulletin of the organization, and the meeting will be in charge of the editor of the Bulletin, Sidney D. Long, manager of circulation and business, Wichita Eagle, Wichita, Kan.

FINAL DISCUSSION.

Has any member something more to offer? Election of Officers. Selection of Next Meeting Place. Unfinished Business. Adjournment of Convention. Meeting of Newly Elected Officers and Board of Directors.

FINAL ADJOURNMENT.

MANY ENTERTAINMENT FEATURES.

All the entertainment features will be announced at the close of the first morning's session of the convention. The entertainment committee announce in advance the following tentative programme:

Tuesday, June 20—From 9 A. M. to 12 A. M., Ladies to visit Grand Rapids department stores; 2 P. M., ladies get-together party; 7:30 P. M., a newsboys' happy hour.

Wednesday, June 21—From 9 A. M. to 12 A. M., ladies' informal reception, Hotel Pantlind; 2 P. M., automobile ride for ladies, visit to furniture factories; 7:30 P. M., banquet in Press Hall for members and their ladies.

BENEFIT FOR NEWSIES' CAMP

Vaudeville Stars Give Fine Programme—Over \$6,000 Realized.

More than \$6,000 was realized at the benefit performance at the New York Hippodrome, last Sunday night, in aid of the Newsboys' summer camp at New Dorp, Staten Island. The big auditorium was filled and the crowd bought out the supply of souvenir programmes, which helped greatly to swell the fund.

The entertainers included many of the best-known stage stars in New York. Music was furnished by the Hippodrome Orchestra, the band from the interned steamship Vaterland, and the Kalaui Hawaiian Orchestra from the Hotel Biltmore.

New Orleans Newsies Plan Clubhouse

To get funds to build a clubhouse on the lake front, the New Orleans (La.) Item newsboys have organized the Item Newsboys' Social Club. The following officers were elected: J. Marqusky, president; J. Schenermann, vice-president; A. A. Arnold, secretary and treasurer; and F. Stagno, grand marshal. The Club decided to make its first money-raising venture a picnic and outing at Ravenna Park, Spanish Fort, July 9.

Prizes for Manly Newsboys

Newsboys who attend the camp at Woodland Beach, S. I., this summer, will find that it pays to be manly. The boys who act best during their stay at the camp are each to receive a five-dollar gold piece, offered by Mme. Christine Langhan, who sang at the benefit performance given recently at the New York Hippodrome for the newsboys.

Contracts for the erection of the new building of the Albany (N. Y.) Journal have been awarded to C. P. Boland & Co.

MORE STORES COME OUT FOR STEPHENS MEASURE

Wanamaker and McCreery Join in Petition to Congress for Passage of Uniform Price Bill—Opposition Admits Probable Defeat, but Keeps up Fight to the Last Ditch—Bulletins Contents.

In answer to claims of opponents that dry-goods merchants are generally antagonistic to the standard price system the American Fair Trade League, through its secretary, Edmond A. Whittier, has issued a statement indicating that many of the large department stores of the country are now openly supporting the Stephens-Ashurst bill legalizing uniform price contracts as sound public policy. A copy of a petition containing many signatures was also given out, and a list of other merchants supporting the principle of resale price maintenance was furnished. It was said by Mr. Whittier that this list is only the first instalment of big stores that are with the American Fair Trade League in its fight for legalized price maintenance, and that other lists will follow at frequent intervals.

SECRETARY WHITTIER'S PREDICTION.

"More than six months ago," said Secretary Whittier in discussing the present situation, "I gave out for publication a statement in which I made the prediction: 'It will be shown before this campaign is over that only a small majority of the department stores of the country—only the more sensational and irregular merchandising class—is opposed to the Stephens bill. The better element, almost unanimously, appears to be in entire sympathy with the American Fair Trade League's campaign for honest advertising methods.'

"This prediction is now being verified. Within the past month a large number of big department stores throughout the country have come out in favor of the legalizing of contracts between producers and merchants for the resale of trade-marked articles at standard uniform prices. First B. Altman & Co. announced their support in a letter declaring that the Stephens bill should be satisfactory to all retail merchants. Then John Wanamaker personally signed a petition in favor of the measure; James McCreery & Co. and Bloomingdale Bros., of New York; Lamson Bros. Co., of Toledo; the Strouss-Hirshberg Co., of Youngstown, and others of America's greatest merchants aligned themselves with John Shepard, jr., the head of Shepard Norwell, of Boston, and the Shepard Co., of Providence, in support of honest advertising methods."

SECRETARY HOWE'S WARNING.

Secretary E. L. Howe, of the National Retail Dry Goods Association, has mailed out to members a bulletin of warning on the likelihood of the enactment of a price maintenance law.

The bulletin is a four-page folder, the first page printed in large, red type, bearing the caption, "Price Fixing Law May Be Passed—Authoritative Dispatch from the Secretary of the National Retail Dry Goods Association."

Three other pages of solid matter describe, from the viewpoint of the Association, the activities of manufacturers in favor of the bill and set forth other features from the viewpoint of the Stephens bill's opponents.

The bulletin is as follows:

TEXT OF THE BULLETIN.

"WASHINGTON, April 24.—I have received definite information from an entirely trustworthy source to the effect that the price maintenance bills now before Congress are likely to receive early consideration, and that, unless the opponents of price maintenance take a stronger stand than they have yet done, one of these bills will probably become law.

"In other words, the retail merchants of this country must take immediate and definite action if they are not to find themselves saddled with a law that would prove irksome and em-

barrassing. E. L. Howe." **FIGHTING TO THE END.**

The Bulletin of the National Retail Dry Goods Association:

"Immediate consideration of and action upon this question is a matter of urgent importance. The passage of any of the price maintenance bills now before Congress would gravely affect the interests of every dry-goods merchant in the country. The influences that are working for its passage are alive and active, and will in all probability attain their object if the opposite side of the question is not presented more strongly to Washington. We, therefore, advise and urge that you send without any delay a letter, or better still a telegram, to your Congressional representatives at Washington, stating as emphatically as you can your opposition to the proposed price maintenance legislation, and requesting them to prevent its passage. Please advise us immediately of your action."

Portions of the bulletin are underscored in red, including the last paragraph.

CARRIER BOYS DINNER SPEAKERS

Fifteen of Them Talked at Banquet in Their Honor at Spokane.

Spokane, Wash., May 22. — The Spokesman-Review promised all its carrier boys a banquet if they showed an aggregate increase in orders for three weeks in April exceeding the previous record for a similar period piled up just before Christmas. The boys made their end of the bargain good, and took their reward in the shape of a man-sized feed served in the banquet hall of the Y. M. C. A. After a contest in athletic events, an elaborate menu was served by office girls and stenographers in the circulation department.

C. H. Breed, circulation manager of the Spokesman-Review acted as toastmaster. Among others present were L. E. Dyer, country circulator, and H. M. Grosse, city circulation manager, who has been unusually successful in building circulation for his paper because he understands the carrier boys' point of view. Mr. Breed mentioned various prominent citizens of the town who carried papers for him twenty years ago.

The Y. M. C. A. secretary, Mr. Brewer, declared it was no easy task for a boy to get out every day at 3:30 A. M., and affirmed that those who did it showed that real red blood was circulating in their veins.

Talks were given by fifteen of the carrier boys, who discussed some of the fine points of their work and the best way to carry it on.

"One of the things I have noted while employed by the Spokesman-Review as carrier," said Carlton Tannatt, "is the more than fair treatment the carrier boys receive. The Spokesman-Review is always ready with a helping hand. I know one thing, and that is that I have got more good training as a carrier than in any other way."

"The chief thing we fellows have to see to is satisfactory service to the subscribers to the paper," said another carrier, Bryan Leiser. "If we find the paper mysteriously disappears from the subscriber's porch it is up to us to find some safer place to leave it. If we serve the subscriber well we best serve the paper."

Newsies Clash Over Mexico

Austin, Tex., May 22.—The Mexican problem so stirred the newsboys here that they conceived the idea that they should not sell papers on the streets along with Mexican boys, and threatened to boycott all newspapers and newspaper circulators who sold papers to Mexican boys for sale on the streets. The better class of lads urged against such action, and their counsel finally prevailed, after several heated arguments and physical clashes. The threatened boycott was averted and the lads continue to sell papers on the streets as before.

TRADE COMMISSION PUSHES PAPER INQUIRY

Federal Body Completes Questionnaire to Makers of News Print Paper Concerning Price for Several Years Back—Not Yet Ready to Advise Publishers Whether to Contract at Present Prices.

WASHINGTON, May 24.—The Federal Trade Commission has completed a questionnaire which will be sent to manufacturers of news print paper, with the purpose of obtaining full information in regard to the production and price of news print during the last few years. This set of questions has been prepared in connection with the investigation which the Commission is conducting into the price of news print under the Owen resolution.

The representative of THE EDITOR AND PUBLISHER has been informed by a member of the Commission that the Commission has received letters from publishers bearing on the price of news print. Several letters have been received from publishers, in which the advice of the Commission is asked as to purchase of paper at present prices for future needs, and as to entering into contracts now instead of next December.

This indicates, according to officials of the Commission, that there is a feeling among the users of news print that even present high prices will be boosted. The Commission has replied to the letters seeking advice that its investigation into the subject has only begun, and that therefore it is not yet in position to furnish any information. The replies state, however, that the investigation which the Commission is making is going to be so comprehensive as to develop all facts in regard to the supply of paper and paper materials, and that these facts will undoubtedly furnish information that will enable publishers to decide whether they should put in a supply at the present prices or within the next few months.

The News Print Manufacturers Association is actively cooperating with the Commission in the investigation, which its representatives seem anxious to expedite. It is intimated that the manufacturers fear no disclosures that will reflect on them or that will indicate that there has been a combination to fix prices or any unfair business methods, and that the information to be collected will show that the high price of paper is caused by the high price of paper-making materials and the European war, and that if there has been any boosting in prices the boosting was done by jobbers and wholesalers.

A representative of the paper industry stated to the correspondent of THE EDITOR AND PUBLISHER that undoubtedly there will be an increase in the price of news print next December when contracts are to be made, and that even at that the manufacturers would not be able to meet the demand, domestic and foreign, for paper.

New Newsie Law in Maryland

Newsboys in Maryland are affected by laws enacted by the Legislature recently adjourned. The child-labor laws were amended in a direction of more rigorous restriction, especially as relating to newsboys. In substance, the amendments are as follows: First—Boys of twelve years and over may sell papers on the street or in a public place. Second—Boys of ten and eleven years of age may serve papers on a regular route between the hours of 3:30 and 5 P. M. only. Third—No boy under ten years of age may sell or serve papers at any time or in any place or engage in the trade in any capacity whatever. Fourth—All boys wishing to sell or to serve papers must be regularly licensed and must wear a badge in a conspicuous place. Fifth—All boys ten and eleven years of age now holding badges to sell papers may continue to have this privilege.

Mother Goose DOT PUZZLES

Service begins June 5th

The INTERNATIONAL SYNDICATE

Features for Newspapers

Established 1899 BALTIMORE, MD.

NEWSPAPER

prosperity is based on circulation.

FEATURE

elements of the right kind make and hold circulation.

SERVICE

by experts means material and methods that have been PROVED.

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

Newspaper Feature Service

M. KOENIGSBERG, Manager
41 PARK ROW NEW YORK

Most For The Dollar

That's what our illustrated news matrix and feature service represents. Let us prove it.

The Central Press Ass'n

World Building New York Frederick Building Cleveland

CIRCULATION SERVICE

Secure our dependable organization when you desire to increase the circulation of your newspaper. For years we have pleased the leading newspapers. Just concluded our second "SUCCESSFUL" contest on the Los Angeles Times adding over 1,000 more new subscribers on the second campaign than on the first one.

Write us to-day for complete details.

North-Eastern Circulation Co.
C. B. HOLLISTER, General Manager
Davenport, Iowa, Box 160

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate

203 Broadway, New York

Ten Million a Week Says Government Report

A special service syndicated gratuitously to papers who desire live movie topics.

The Vitagraph Company of America

East 15th St. & Locust Ave., Bklyn., N. Y.
NEW YORK LONDON
CHICAGO PARIS

ILLUSTRATED ADVERTISEMENTS

In the four months of 1916, 146,521 lines of advertisements were published in the Rotogravure-Picture Section of the Sunday Edition of The New York Times—a gain of 27,035 lines, compared with the corresponding period of 1915.

The Rotogravure and Half-tone Picture Sections of The Sunday Times give the most graphic and artistic presentation of current events, notable persons, and the masterpieces of great artists, ancient and modern, and are regarded as the highest achievements in newspaper art.

CLASS

CIRCULATION, with its appeal and known responsiveness coupled with good-will, makes of

The New York Call

Daily and Sunday

An efficient medium for popularizing most any brand of merchandise that we can accept in our columns.

Is yours in the acceptable class?

The Pittsburg Dispatch

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

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

The Evening Star

Covers Washington, D.C., more thoroughly with one edition than any other paper in the United States covers the city in which it is published.

Member of the A. B. C.

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

Would Re-establish Blue Tag System

The enactment of a paragraph in the Post Office Appropriation bill permitting the Postmaster-General to re-establish the blue-tag system of handling second-class mail matter by freight is being protested by publishing houses all over the country. Members of Congress are being besieged with petitions requesting that this authority be denied the Postmaster-General.

The Austin (Tex.) American, of which H. H. Seyler is editor and publisher, will, on or before January 1, 1917, begin the erection of a new sixteen-story building.

SEEKS AID OF BUSINESS PAPERS

Federal Trade Commission Asks Their Co-operation to Expand Trade Rights.

WASHINGTON, May 23.—The Federal Trade Commission, after spending nearly a year investigating competitive conditions affecting Americans in international trade, has reported to the Senate a unanimous recommendation that the Sherman Anti-Trust act be so amended as to permit business men to use the same methods which foreign manufacturers have long successfully employed. The Commission is fully convinced that it is not fair to subject American manufacturers to the competition of European syndicates and then deny them the right of self-defence.

The report enumerates many of the advantages enjoyed by foreign exporters including transportation, banking and credit facilities, and the far-reaching influence of the investment of foreign capital in those countries presenting the most inviting neutral markets. The heaviest handicap encountered by American manufacturers seeking business abroad is the aggressive competition of powerful foreign combinations often international in character.

In Germany, England, France, Italy, Austria-Hungary, Switzerland, Holland, Sweden, Belgium, Japan, and other countries business men are much freer to cooperate and combine than in the United States. In Germany prior to the war there were 600 important cartels, i. e., combinations to control the market, embracing practically every industry in the Empire. Many dominated the export trade of their industries and carried on vigorous campaigns to extend their foreign business, to prevent competition among German producers in foreign markets and to secure profitable prices.

NEW INCORPORATIONS

CEDAR RAPIDS, Mich.—Photo Advertising Company; capital stock, \$10,000; officers, Orville M. Hepner, president; C. G. Baird, secretary.

CHICAGO, Ill.—Morning Telegraph; capital stock, \$15,000; incorporators, O. J. Gunnell, C. E. Winslow, and J. M. Gunnell.

NEW YORK CITY.—Worden Efficiency Sales Company; capital stock, \$40,000; advertising, efficiency systems, special sales supervisions; incorporators, C. T. Dorion, F. T. Wolcott, and W. J. Worden.

BROOKLYN.—Coney Island Industrial Bureau, Inc.; capital stock, \$1,000; general advertising business; directors, William J. Ward, of Brooklyn; S. W. Gumpertz, of Brighton Beach, and Fred W. Kister, of Coney Island.

NEW YORK CITY.—Apartment Business Advertising Co., Inc.; capital stock, \$1,000; general apartment advertising business; directors, John F. O'Neil, of Boonton, N. J.; Katharine A. Woods, and Leo Healy, of Brooklyn.

NEW YORK CITY.—Essex Machine Supply Company, Inc.; capital stock, \$4,000; construct and patent machinery and products, particularly printing machinery and printing presses; directors, Louis Steiber, of Newark, N. J.; Herbert A. Steiber and Arthur F. Steiber, of New York city.

NEW YORK CITY.—The Picture Press, Incorporated; capital stock, \$10,000; newspaper proprietors and general publishers; directors, Araham M. Hurwitz, Don Williams, and Edward H. Hahn, of New York City.

NEW YORK CITY.—Picture Magazine Corporation; capital stock, \$10,000; deal in magazines and newspapers, job and magazine printing; directors, Nelson Ruttenberg, of Bronx; Marie A. Ritter, of Brooklyn, and J. Robert Rubin, of New York city.

SAND SPRINGS, Okla.—The Times Publishing Company, of Sand Springs, has been incorporated here with a capital of \$5,000. Incorporators are: E. M. Monnell, Mamie McFall, and F. M. McFall.

AD LIBEL LAW IN TEXAS

Gives Gossip Right to Circulate, But Bans Much Good News.

FORT WORTH, Tex., May 15.—The relation between the physician and the newspaper was discussed at the weekly luncheon of the Fort Worth Medical Association, Silliman Evans, city editor of the Fort Worth Record, leading the discussion from the newspaper point of view. Mr. Evans told of the interest the newspaper took in the work of the legitimate physician, and explained in detail the reason that certain articles, apparently of news value to the physician, were not printed because of their not being profitable to the interests of advertisers of the paper. The newspapers of the Southwest, and particularly those of Texas, were just as advanced as those of the East and North, he said, but were more or less hampered by a strict libel law.

"The Texas libel law," he said, "gives gossip the exclusive right to circulate some news occurrences, at times, which a vast proportion of newspaper readers want to know. By prohibiting the publication of some news occurrences, the Texas libel law acts as parent to rumor, and lets unverified canards run riot while newspapers, restrained by provisions of this law, must concern themselves with justices of the peace verdicts and routine court procedure."

BETHLEHEM STEEL CO'S MILLIONS AT STAKE

(Concluded from page 1615)

Company has been that it has kept quiet," it said. And it went on:

"We shall make the mistake of silence no longer.

"Henceforth we shall pursue a policy of publicity. Misinformation will not be permitted to go uncorrected.

"It is and has been the policy of our company to deal with the American Government fairly and squarely.

"We shall henceforth place the details of our relations with the Government before the American people."

This change of attitude toward the public on the part of one of the largest corporations in the land cannot fail to be welcomed by both the newspapers and the public in general as an evidence of enlightened progress; and whether the Bethlehem Steel Company wins or loses this specific case, its adoption of a policy of publicity cannot fail to be of inestimable benefit to that company in all its future public relations.

To a reporter for THE EDITOR AND PUBLISHER in quest of information about this great publicity campaign, Ivy L. Lee said:

LARGEST CAMPAIGN UNDERTAKEN.

"Yes, I believe this a unique publicity campaign. We shall use between 3,000 and 4,000 newspapers, dailies and weeklies, in every section of the country, in an endeavor to put the case of the Bethlehem Steel Company before all the people of the country. How long the campaign will run, of course, we cannot tell. In the nature of the case it will not be very long, but it will continue until the bill now pending in Congress for the building of a Government armor plant is either killed or passed, or Congress adjourns.

"We have a good case, I believe a strong case, and we are going to put that case squarely before the American people. We come before the public just as we would go into a court of law. We are not asking any favors of anybody, newspapers or public. We are not asking any newspaper to publish anything for which we are not ready to pay at regular advertising rates.

"The Bethlehem Steel people are conducting this campaign in this way, by the use of display advertising in the newspapers, because this way gives them the advantage of saying what they have to say in just the way they wish to say it. By this method they can write their own headlines, choose their

own size and style of type, govern absolutely the typographical appearance of their message, and even determine the position in the newspapers it shall occupy, if they care to pay for position.

"I don't say that this method is any different, morally, from the use of signed communications to the press. One who signs his name to a communication to the editor of a paper makes himself morally responsible for what he says. There is no difference, morally. But the signed advertisement has the advantages of fixed and definite typographical arrangement and display, as well as the insurance of insertion.

"This campaign is really the first of its kind. I believe that this departure from its former policy by the Bethlehem Steel Company marks the beginning of a new era in the conduct of American corporations, particularly in their relations with the public and the Government. I am confident that the campaign will have far-reaching effects, even beyond the determination of the case at issue.

"This business of manufacturing armor plate for the Government is in a way analogous to the public utility. The public utility can serve only one community, and serves the public best under Governmental regulation. The manufacture of armor, while not exactly a natural monopoly, is carried on for only one customer, the Government, and now, we say, let the Government fix the price.

"Heretofore, while the United States Government has always advertised for bids for armor plate, it has never given a contract for the whole amount needed to the lowest bidder, but has always divided the contract among the three armor plants. The existence of these three armor plants has always been regarded as an important reserve factor in national defence.

HOW PRESENT ORDERS ARE DISTRIBUTED.

"In contracting for articles which the Government itself makes, orders are not placed with private concerns until the capacity of the Government plant is exhausted. A Government armor plant of 20,000 tons capacity, such as is proposed, will more than supply the armor for the programme in the proposed Naval Appropriation bill. When the Government plant is built, the private facilities will therefore become valueless. They are of no use for any other purpose. Not only will a private industry then have been crippled, but an important reserve factor in national defence will have been destroyed.

"In order that the public may have the clearest, most concrete, and definite information this company can give on this question, we have undertaken this campaign of enlightenment in the newspapers. We are giving the public the facts. We have thrown all the cards on the table. There is nothing hidden. We can, and we will, make armor for the American people cheaper than the Government can possibly do it for itself. Furthermore, we offer to let the Government's own agent, the Federal Trade Commission, fix the price. And we agree to make that offer good indefinitely. Then where is the need or the reason for a Government armor plant?

"Whether this straightforward placing of the facts before the people of the country will defeat the obnoxious measure remains to be seen. If such publicity cannot do it, nothing will. It almost looked as if the bill was passed and signed before we began, but we have hopes that when the American people know the facts, and let their representatives in Congress know their wishes in the matter, this measure will fail of passage."

The subscribers to the fund for building an addition to the Boys' Club clubhouse at Avenue A and 10th Street, New York city, have recently received from the organization an attractive booklet giving a history of the Club and plans for the new building. On the cover is an illustration of the completed structure in colors.

NEWS OF THE SCHOOLS OF JOURNALISM

[In this department will be presented each week news items from the Colleges and Universities in which journalism is taught. Occasional contributions are invited from such institutions, the only restriction being that the matter sent in shall be brief, important, and of general interest.—ED.]

COLLEGE JOURNALISTS MEET

Conference at University of Pittsburgh Most Successful Yet Held.

PITTSBURGH, May 23.—In the opinion of the 136 students present, the fourth annual conference of college and high-school editors and publishers held under the auspices of the department of journalism of the University of Pittsburgh last Friday and Saturday was the most interesting and the most successful meeting of its kind yet known. Dr. J. T. Holdsworth, dean of the School of Economics, gave the address of welcome. Austin Smith, editor of the New Castle High School paper; A. W. Dickson, of Westminster College; Howard Wiley, of Grave City College; E. B. George, of the Pitt Weekly; W. W. Hague, of Washington and Jefferson College; Duane Strock, of Beaver Falls High School; Oliver Edwards, of the Wheeling (W. Va.) High School, and other students discussed the different angles of the business of publishing college and school papers.

There was a large attendance, including many newspaper workers of this city, at the Friday evening session, when Henry M. Bitner, managing editor of the Pittsburgh Press, made a stirring address on "The Value of Training on College and School Publications."

"College journalism and active newspaper work are as different as splashing in a bathtub and swimming in the open sea," said Mr. Bitner, and he told his audience briefly the relationship of college journalism to the newspaper field. He said:

"Newspaper work is quite different from the picture Richard Harding Davis and other novelists have drawn of it. The only method of attaining success is to stick to the daily grind. However, there is opportunity in the newspaper field for men of individuality, and the value in a college training is in bringing it out."

At the final session on Saturday morning, after an address by William Cummins, of the Sketch Book, the Westinghouse High School publication, on "System in Getting Advertisements," the student editors and publishers entered into a discussion of soliciting advertisements for student publications.

Charles Arnold, instructor in the department of journalism, who presided, said the solicitors should get the spirit of the insurance agent who had been "kicked out of offices, cussed out of offices, and thrown out of offices, but never insulted."

"Circulation Limit—How to Raise It," was discussed by Frank Lappin, of Bethany College, and Earl Clark, of the Meadville High School. Clarence Showalter, of the Orange and Black, Latrobe High School's publication, discussed "Collecting the Debts."

Professor Arnold received many congratulations from both students and guests on the interesting and profitable programme he had arranged.

University of Oklahoma

Eighteen students of the School of Journalism of the University of Oklahoma attended the convention of the Oklahoma Press Association, held at Tulsa May 11, 12, and 13, and succeeded in obtaining the consent of the Association to hold one or more days' sessions of the 1917 convention at the University at Norman. The other sessions will be held at Shawnee, about forty miles distant, and a special train will be provided to take the editors to the University city, where the School of Journalism will give the press men a programme similar to those of "newspaper weeks" in other States.



DIRECTORS OF THREE LEADING SCHOOLS OF JOURNALISM:

Prof. Merle Thorpe, University of Kansas; Dean Walter Williams, of University of Missouri, and Dr. Taleott Williams, of Columbia University.

Resolutions passed at the convention express the editors' appreciation of the University's effort to provide education in journalism and "commend the influences which have resulted in such a number of our bright young men and women training themselves for the profession." Throughout the convention every editor was made aware of the presence of the University delegation, who wore badges and distributed literature showing what is being done at the School of Journalism.

The Association also went on record in approval of a plan now under consideration at the University for undertaking extension work among the publishers and editors of the State. The establishment of cost-finding systems in printing plants, the encouragement of more business-like methods in job printing, advertising and circulation, and other forms of service work will be entered upon on an extensive scale. The University print shop will be used as a working example of improved methods of printing management, and by means of bulletins and personal visits by a field agent, the publishers will be brought in touch with the efficiency measures that are worked out.

University of Oregon

Some of the difficulties under which Japanese newspapers labor were described for the journalism students of the State University by Jiuji G. Kasai, editor of the Pacific Press (Japanese) of San Francisco, and correspondent for a number of Japanese papers, this month.

Mr. Kasai heartily wishes that Japan would Romanize her alphabet. A person must now know five thousand characters to read Japanese intelligently. One may be able to speak vernacular Japanese, but reading is much more difficult. The woes of the printer among type cases that contain all the characters that enter into Japanese printing were portrayed by Mr. Kasai.

As most speakers do before journalism classes, Mr. Kasai went out of his way to emphasize accuracy; but he did it more feelingly than most of his predecessors here. Inaccuracy to Mr. Kasai meant principally something that disturbed the entente cordiale between the United States and Japan. He mentioned two cases in which he said the United States was reported in Japanese papers as about to mobilize her navy against Japan. "I try to send careful

news—news that will portray accurately the American viewpoint—to my people. I have studied the temper, ideals, and historic background of the Americans. I have tried to find out what the Presidents have done, and to know American politics," he said. This spirit of research that tends toward accuracy should be carried into all newspaper work.

Columbia University

A young author who is just breaking into magazine work is Otis Peabody Swift, whose storiette, "Paradise Lost," is given first place in the June number of the Smart Set. Young Swift is a junior at the School of Journalism, Columbia University, where he is an editor of the Spectator, the University daily, and is known on the campus for his poems and stories in the Monthly Challenge and Reviews and Interviews. At a class meeting Monday he was elected class treasurer, and was chosen vice-president of the Pulitzer Press Club. He is the fifth generation of newspapermen in his family, and will enter New York newspaper work on graduation.

University of Michigan

Arthur E. Hobbs, of Cranston, R. I., son of William C. Hobbs, Superintendent of the Schools of that city, a student at the University of Michigan, has been awarded a prize of \$300 in an advertisement-writing contest open to all students of that College, and held under the auspices of the department of journalism. The young man was graduated from the Cranston School last June. While not taking any of the courses in journalism, he entered the competition for prizes which are offered annually by Detroit merchants. Hobbs had no previous experience in ad writing.

University of Minnesota

In line with the action of the recent national convention of Sigma Delta Chi in favor of greater recognition of journalism by the universities of the United States, the local chapter of that organization has adopted a resolution urging upon this University the enlargement of its work in journalism. The Thirty Club, the organization petitioning Theta Sigma Phi, the national journalistic sorority, for a chapter here, will consider a similar resolution at its next meeting.

Net Paid 84,036
8 Cents Per Line Flat

The Pittsburg Leader

This is the paper that carries your message into the homes of the people that create and enjoy the prosperity of this industrious and prosperous community. In the first four months of 1916 the Leader carried 4,179,848 lines of advertising, a gain of 351,500 lines over the same period of 1915.

W. E. MOFFETT,
Advertising Manager.

In Philadelphia

In the first four months of 1916, compared with the same period last year,

The Evening Telegraph

gained more than half a million lines of paid advertising.

For over half a century Philadelphia's leading high class evening newspaper.

The Pittsburg Post

ONLY
Democratic
Paper In
Pittsburgh.



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

THE NEW ORLEANS ITEM

Member A. B. C.

Accepts advertising on the absolute guarantee of the largest net paid daily circulation of any New Orleans newspaper or no pay. THE JOHN BUDD COMPANY Advertising Representatives New York Chicago St. Louis

PLENTY OF MONEY AND GOOD CHEER

That's the situation in PITTSBURGH, PA., Everybody Busy.

GAZETTE TIMES
CHRONICLE TELEGRAPH

Have the largest circulation. Combination Rate, Daily 90c a line. Combination Rate, Daily and Sunday 22½c a line

For further information write

Urban E. Dice, F. A. Mgr., Fgh., Pa. J.C. Wilberding J. M. Branham Co. R. J. Bidwell Co. 225 Fifth Ave. Maller's Bldg., Chicago 742 Market St. New York Chemical Bldg., St. Louis San Francisco

323,204

lines of advertising carried in The Free Press during the week ending May 20th. A gain of

117,488 lines or 57%

over the corresponding week of last year.

Advertisers know why.

The Detroit Free Press

"Michigan's Greatest Newspaper" VERREE & CONKLIN Foreign Representatives New York Chicago

USE
**UNITED
PRESS**
FOR
Afternoon Papers

General Offices, World Bldg., New York

**Keen Publishers Everywher
Are Buying Electric
Bulletin Machines.**

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

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

National Electric Bulletin Corp.
New London, Conn.

SUPPLIES

For the Press and Stereotype Rooms are increasing in price and becoming scarce and difficult to obtain. Our advice is to ORDER NOW while it is possible to secure supplies that later on will be entirely exhausted.

"Quality Goods Only"

New England Newspaper
Supply Co.,
Worcester, Mass.

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

Many special representatives who know through years of observation recommend

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

**ATTRACTIVE OFFER
FOR QUICK SALE**

Two Duplex Flat-Bed Presses
Replaced by Scott Web Presses

Ten-page press prints from type a 4, 6, 8 or 10
page 7 column paper at 5000 per hour.
Twelve-page press prints 4, 6, 8, 10 or 12
page 7 column papers at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

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

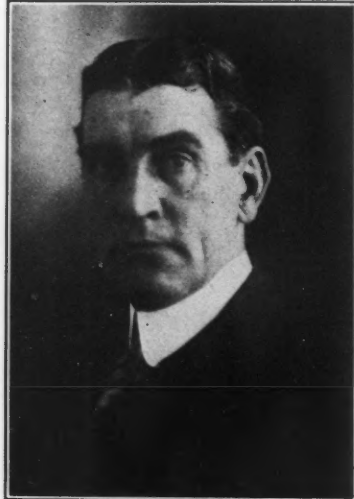
What Do You Know About This?

The Times-Leader is the only one of the three New Haven, Conn., evening newspapers which opened its books to the recent audit of the Audit Bureau of Circulations. The S. C. BECKWITH SPECIAL AGENCY
New York Chicago St. Louis

**JAMES ARTHUR SEAVEY
PAYS TRIBUTE TO LORD**

Editorial Appreciation of Former "Boss" of New York Sun Office Finds Its Way into the Minneapolis Journal, and His Words Are Used as a Text for Some Advice to Young Men and Women.

Among the multitude of newspaper men who have undying affection for Chester S. Lord, there is none more loyal than James Arthur Seavey, associate editor of the Minneapolis Journal, who received his newspaper training under Mr. Lord's direction. Therefore, it is a fairly safe guess that the Journal's leading editorial of May 17,



JAMES ARTHUR SEAVEY.

containing an appreciation of Mr. Lord, based on the latter's address before the Kansas Editorial Association, is from Mr. Seavey's pen. The article reflects Mr. Seavey's literary style, and it will take a prominent place among the best tributes that have been paid to Mr. Lord. In saying that he "hired and fired" them and they loved him whichever he did," Mr. Seavey becomes the spokesman for a host of newspaper men throughout the country. The editorial follows:

The Way to Success

You must cram your memory with facts, for the mind feeds on facts. To do all this you must study to the limit of your resources; you must think to the limit of your intelligence; you must strive to the limit of your endurance—then you have done your best, and that marks the measure of your success.—[Chester S. Lord, in address to Kansas Editorial Association.]

The hope of a nation is its youth. Old men for counsel; young men for action. A nation prepared means that its young men, and women, too, are ready. Ready for what? Ready to die, if necessary, that the nation may live and be free, but better yet, to live to make the nation great—great in intelligence, beneficence, and power.

To do that means to live intelligently. To live intelligently means preparedness of the mind. To prepare the mind to make the individual what he ought to be, to make the State what it ought to be, to make the individual successful that the State may be successful, "you must study to the limit of your resources; you must think to the limit of your intelligence; you must strive to the limit of your endurance—then you have done your best, and that marks the measure of your success."

The young men and women of America, or any other country, will find no better or more concise statement of their duty and responsibility to themselves and to the State than in the forty-one words we have quoted. For thirty-two years the man who laid down that formula for life and living the other day, lived and worked among young men. He "hired and fired" them, and they loved him, whichever he did.

He was the managing editor of the New York Sun.

Men of "Boss" Lord's training are managing, or helping to manage, newspapers all over the country. Now he has retired, but, as he sits in life's sunset, he keeps keenly interested in men and affairs, and now and then says something or writes something that is helpful and inspiring to those who do the work of the world. "You must study to the limit of your resources; you must think to the limit of your intelligence; you must strive to the limit of your endurance—then you have done your best, and that marks the measure of your success." Few men have laid down a better rule of life.

KENTUCKY'S ADVERTISING LAW

Certified Copy of Text of Statute as Passed by the Last Legislature

LOUISVILLE, Ky., May 23.—A certified copy of the new State law on advertising, passed by the last Legislature, shows the statute to be as follows:

Section 1. Any person, firm, corporation, or association, who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such persons, firm, corporation, or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or any interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation, or statement of fact which is untrue, deceptive, or misleading, shall be guilty of a misdemeanor, and, upon conviction, shall be fined in any sum not exceeding one hundred dollars, or imprisoned in the county jail not exceeding ninety days, or both so fined and imprisoned in the discretion of the jury.

SCORED FAKE WANT ADS

President Brockhagen Declares They Can and Should Be Kept Clean.

Carl H. Brockhagen, president of the San Francisco Advertising Club, addressing the advertising class of the San Francisco Y. M. C. A. on "Newspaper Advertising," made a strong plea for clean advertising and for newspaper publicity.

Among other things he said: "Retail advertising is the bread and butter advertising of the daily newspaper, and comprises about 75 per cent. of the ordinary newspaper's paid publicity patronage. Retail advertising, like all forms of good productive advertising, to be successful must first of all be founded on truth. Every line of human endeavor must be basically grounded in truth and advertising is robbed immediately of every vestige of productiveness when founded on deception and fraud.

"There has been more fraud perpetrated through the classified pages of the American press than through all other classes of advertising combined. Classified advertising can be kept clean as well as any other form of advertising. It should be kept clean because through fake want ads the gullible and unwary, the weak and the sick, the country yokel and innocent maid, are often led to dens of iniquity. Financial, moral, or physical disaster follows fast in the wake of the rotten medical, personal, massage, clairvoyant, matrimonial, mining, or thieving business-opportunity advertising."

CAMPAIGN FOR LEGITIMATE ADS

Philadelphia North American Gets Noteworthy Results from Efforts.

PHILADELPHIA, May 24.—Since the North American, according to its published statement, has excluded \$250,000 worth of advertising from its columns in the past five years, its present newspaper campaign in this and other cities to secure what it deems legitimate advertising, with the noteworthy results which have been already attained, makes a story of exceptional interest.

The campaign began here on February 15, with an open letter to advertising agents, carried to the extent of a full page in the North American only. This letter reminded the men who place the big advertising of the exceptional information about the local field which the North American was able to place at their disposal. Statistics, data, analyses of local conditions, and methods of attack, which are the result of the closest investigation and most expert summarizing extending through many months and more than one year. The North American offered its columns, its facts, and its experts as a sort of commercial clearing house for exchange of public needs and manufacturers' supplies.

The letter was duplicated full page in the Chicago Herald and the Chicago Examiner, and, followed by three other ads in Chicago and Philadelphia, addressed to manufacturers, the last being especially to the men who make pure foods. The first ad was used in the New York Evening Sun and in the Boston Post. From the appearance of the first copy, inquiries from agents and manufacturers began to pour in and many new contracts are under discussion.

New York will be next bombarded through the Evening Sun, but the Boston field will probably not be entered until fall.

The matter was prepared and placed under the supervision of Charles C. Green, head of the promotion department.

Fine Outing for Correspondents

TORONTO, May 23.—British Columbia newspaper men of the Legislative Press Gallery, enjoyed a delightful entertainment recently at the hands of the Vancouver Island Automobile Association. They were taken in autos to Shawnigan Lake, thirty-five miles distant, along the Malahat Drive, one of the most beautiful roads on the Continent. At Shawnigan they were entertained at luncheon by their hosts at Strathcona Lodge. Those included in the party were R. J. McDougall, Vancouver Province, president B. C. Press Gallery; S. D. Scott, editor Vancouver News-Advertiser; C. N. Senior, Vancouver World; Wm. Blakemore, Victoria Week; F. S. Payne, Nelson News; E. Ewers, Victoria Colonist; J. W. B. Macdougall, Victoria Colonist; R. J. Hartley, Victoria Times.

Eagle's Current Events Bee

The Brooklyn Daily Eagle scored a big success with its competition on topics of the day, when the Eagle's Current Events Bee and Orchestral Contest was held in the Brooklyn Academy of Music last Saturday night. The purpose was to test the ability of high school boys and girls, their mental quickness, their capacity for "thinking on their feet," with questions framed from a multitude of current events culled from the columns of the public press since the first day of the year. It was not dead history, taken from text books, of which they were called upon to show their knowledge, but "history in the making." Out of 331 questions, the youngsters answered 255 right off the reel. In the oratorical contest the orchestras of four high schools competed. Clarence Smith, aged seventeen, won the current events prize, and the Bushwick High School captured the orchestral honors.

NEW DAILY FOR COLUMBUS, OHIO

The Saturday Monitor to Be Expanded to a Daily the Middle of June.

COLUMBUS, O., May 25.—On or about June 13 the publishers of the Columbus Saturday Monitor will add a daily afternoon newspaper and provide the people of Ohio with a statewide Republican daily, printed at the seat of the State government. The Saturday Monitor will be continued as a weekly edition.

Its projectors announce that the new publication has been decided upon "to meet the statewide demand for a dependable, live, clean newspaper—a newspaper which is unafraid to put the facts, which is not controlled by any political ring and whose proprietors have no axe to grind with municipal, county, or State government."

An experienced editorial staff has been engaged to gather, write, and edit the news of Ohio and the world. News of the outside world will be furnished over a leased wire of the International News Service. News of the State will be furnished by a corps of correspondents in all the county seats and special feature writers who will cull out what is best in the day's news and present it in a snappy way.

Fast presses and a thoroughly modern mechanical equipment are now being installed for the new daily.

The management of the Columbus Daily Monitor will be in the hands of the men who built up the Columbus Saturday Monitor, the recognized Republican weekly newspaper of Ohio—Frank B. Wilson, manager, and E. Howard Gilkey, editor.

Mr. Wilson is a native of Kenton, O., and for several years was the owner and manager of the Kenton News-Republican. He has also been successful in the business department of other Ohio newspapers.

E. Howard Gilkey was born at Warren, O., and was educated in the Trumbull County schools. His father, Sheldon E. Gilkey, was killed at the Battle of the Wilderness in May, 1864. Mr. Gilkey has lived in Columbus for many years. From 1901 to 1913 he was State Law Librarian. He has been with the Columbus Saturday Monitor since its inception. He organized the working force of the paper in June and watched every stickful of type which went into the first issue in August. That same careful vigilance has made the Monitor what it is to-day—clean, wholesome, newsy, and Republican—Republican because it believes that Republican principles are conducive to the best government for the people. Mr. Gilkey is today one of the most quoted Republican editors in Ohio.

Wheeler's New Syndicate

John N. Wheeler, who recently sold his interest in the Wheeler Syndicate, Inc., has started a new organization under the corporate name of John N. Wheeler, Inc., with offices in the World Building. He will conduct a general newspaper syndicate business, furnishing news and feature services to the newspapers. Mr. Wheeler was the organizer of the Wheeler Syndicate Inc., and directed the policy of this organization up till a few months ago. He was induced to undertake this new venture by several publishers, who voluntarily suggested during the recent meeting of the publishers in New York, that there was room for another organization if properly conducted. John N. Wheeler, Inc., has arranged to handle several comics, and in a short time will also have big news features to offer. The policy of this organization will be one of high-class features for high-class newspapers.

The Ad-Press Club, of Johnstown, has already enrolled over fifty people to attend the convention on June 25-29 of the Associated Advertising Clubs of the World. Most of them will travel to Philadelphia by auto.

Ledger Was Preacher's Text

PHILADELPHIA, May 24.—A preacher at Bordentown, N. J., took the Evening Ledger as the theme of his sermon last Sunday night. The address was one of a series on "Gleanings from the News-stands," which has brought throngs to the church. His moral deductions were prefaced by a history of the paper, and encomiums on its "reliability as a source of news, the fairness and patriotic spirit of its editorials, its sympathetic interest in the affairs of men, and its features of special interest, including the back pictorial page." There was a newsstand in the vestibule of the church to lend color to the occasion, where files of the two Ledgers were displayed, and after the service a committee of young men acted as newsboys and distributed Evening Ledger souvenirs.

Arrested for Seditious Articles

LAREDO, Tex., May 22.—Leo D. Walker, editor of El Progreso, the Carranzista organ published at Laredo, was arrested on May 16 by Texas State Ranger Capt. Sanders on a complaint charging publication of articles derogatory of the United States, and casting reflections on Mexicans who sympathize with Americans, or have enlisted in the Texas National Guard. After a hearing, Walker was released from jail on bond of \$5,000, as a guarantee that he would desist from publication of such articles.

Morning Paper for Brownwood, Tex.

BROWNWOOD, Tex., May 22.—The Morning Herald will soon be launched here. It will be published by the newly-organized Herald Printing Company, recently incorporated with \$10,000 capital. The publishers are G. A. Lackey, W. R. Whitehead, and E. A. Robason. It will carry full telegraphic news, and will cover the local field.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centres: Boston, Philadelphia, Toronto, Cleveland, Pittsburgh, Cincinnati, Detroit, St. Louis, Chicago, Atlanta New Orleans, Dallas, Indianapolis, Washington, Baltimore, and San Francisco. Other correspondents will be added from time to time. Advertisers and newspaper men find a ready market for stories of advertising achievements, news beats, etc. by addressing the main office, 1117 World Building, New York city.

Branch offices are located as follows: Chicago, Herald Building, 163 W. Washington St.; Chas. H. May, Mgr.; Phone Franklin 44; San Francisco, 742 Market St.; R. J. Bidwell, manager; phone Kearney 2121.

The Editor and Publisher page contains 672 agate lines, 168 on four. Columns are 13 picas wide and twelve inches deep.

Advertising Rate is 25c. an agate line, \$100 a page, \$75 a half page and \$42 a quarter page. Position extra. Time, space and cash discounts are allowed on contracts.

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, twenty-five cents a line, and Situations Wanted, ten cents a line, count six words to the line. For those unemployed a fifty-word or eight-line advertisement will be published two times FREE.

Readers are urged to have the paper mailed to the home address. This will insure prompt delivery.

The Editor and Publisher sells regularly at 10c. a copy, \$2.00 per year in the United States and Colonial Possessions. \$2.50 in Canada and \$3.00 foreign, and is on sale each week at the following news stands:

New York—World Building, Tribune Building, Park Row Building, 140 Nassau Street, Manning's (opposite the World Building), 33 Park Row; The Woolworth Building, Times Building, Forty-second Street and Broadway, at basement entrance to Subway; Brentano's Book Store, Twenty-sixth Street and Fifth Avenue and Mack's, Macy's corner, at Thirty-fourth St. entrance.

Baltimore—B. K. Edwards, American Building, Philadelphia—L. G. Rau, 7th and Chestnut Streets; Wm. Sobel, Bulletin Building News Stand.

Boston—Parker House News Stand. Pittsburgh—Davis Book Shop, 416 Wood Street.

Washington, D. C.—Bert E. Trenis, 511 Fourteenth Street, N. W.

Chicago—Poulsen Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Circ. Co., 27 N. Fifth Avenue.

Cleveland—Schroeder's News Store, Superior Street, opposite Post Office; Solomon News Co., 1111 Walnut Street.

Detroit—Solomon News Co., 69 Larned St., W. San Francisco—R. J. Bidwell Co., 742 Market.

SITUATIONS WANTED

Advertisements under this classification, ten cents per line, each insertion. Count six words to the line. Those unemployed, not to exceed 50 words, two insertions FREE.

ADVERTISING SOLICITOR, now employed desires to connect with paper in or near New York. 23 years of age, several years' experience. Address K 2026, care Editor and Publisher.

CIRCULATION MANAGER.—Do you wish to obtain the services of a really competent circulation manager? If so, maybe we can get together.

I have had ten years' experience on papers of from 4,000 to 100,000 circulation in cities of from 75,000 to 500,000. Can show a record that will interest you. Can refer you to brother publishers who will satisfy you that I have exceptional ability and am reliable. Am married, strictly temperate and attend closely to business. If you have a position requiring a thoroughly competent man who gets right down to brass tacks and WORKS—kindly communicate with K 2058, care Editor and Publisher.

CIRCULATION MANAGER.—Preparedness in the Air! Are you prepared to give your advertiser full measure? The Merchant, Editor and Producer from the tripod on which the communities' success rests. Are you bringing the consumer, producer and merchant together? The circulator does this. I want to connect with a first-rate newspaper in a city not less than 100,000. Address K 2028, care Editor and Publisher.

CIRCULATION MANAGER, on New York papers for past three years, previously connected with Western dailies, wants opportunity to demonstrate ability. Trained in efficiency and enthusiasm, can get the business at low cost. Address K. 2041, care Editor and Publisher.

EDITOR, manuscript reviser and efficient desk man wants position anywhere; would also contribute interesting features; was connected with Late Chicago 'Progress Magazine'; also wrote 'Building Up a Department Store' for Modern Methods, Detroit. Address Frederick B. Hawkins, Westwood, N. J.

EDITORIAL MAN—Live executive capable of handling positions in editorial department will make change at once. Prefer place in Middle West. Broad experience. Address B, 505 E. Front St., Bloomington, Ill.

JOURNALIST, graduating from University in June, wants position as Cartoonist or reporter. Experienced both as artist and writer; willing to do any kind of newspaper work, and start at small salary, anywhere, provided there is opportunity for advancement. Address J. 1811, care Editor and Publisher.

PHOTOGRAPHER CARTOONIST—Two-in-one, an experienced newspaper photographer and original cartoonist will consider reasonable proposition from live daily. Good references. Address Two-in-One, rare Editor and Publisher.

PRESSROOM FOREMAN, union, 40 years old, 20 years with present paper, keeps white and print waste down to lowest possible point. My print waste last year was only 9-10 of 1% and while waste was only 5-10 of 1% this can be verified by A. B. C. Auditors. Will protect you against mill overweight. In present position I run a car of paper per week. Best of references in regard to ability and sobriety. Address K 2035, care Editor and Publisher.

STENOGRAPHER experienced, reliable, educated and competent, desires position. Salary \$18-\$20. Address K 2025, care Editor and Publisher.

YOUNG CARTOONIST—Wants a job on a newspaper, or make contributions, an all-around artist, willing to start on small salary if good future, would be satisfied to get in an art dept. and draw extra work, layouts, etc., samples on request, write MacLinke, Ottawa, Kans.

HELP WANTED

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

CIRCULATION MANAGER—Competent circulation man to take charge of entire monthly, must get results New York City newsstand sale. Address Room 209, American, Circle Bldg., New York City.

EDITORIAL WRITER — Capable man with working knowledge of newspaper editorial writing to assist editor; should be familiar with conditions, men and affairs in Eastern Pennsylvania. Send samples of work, give experience and such information as will enable advertiser to judge qualifications. Confidential. Address P. O. Box 1273, Philadelphia, Pa.

MISCELLANEOUS

Advertisements under this classification, twenty five cents a line, each insertion. Count six words to the line.

SMALL DAILY WANTED.

Editor—Many years' experience in high positions leading dailies of East and Middle West, now executive position of responsibility on one of New York's leading morning dailies, desires to consider purchase of daily in enterprising city (Middle West preferred), not over 25,000 or 30,000 population. Only first-class propositions will be considered, initial payment must be small, paper must show earning ability big enough to complete purchase under energetic and capable management. Address in strictest confidence. Address Ability, care Editor and Publisher.

FOR SALE

Advertisements under this classification, fifteen cents per line, each insertion. Count six words to the line.

FOR SALE—One Goss quadruple high-speed perfecting press with color deck, in use only few years. A bargain. Address Albert P. Bush, Treasurer, Mobile, Ala.

\$23,000 buys western daily which is the leader in its field. Annual cash receipts over \$25,000. In 1915 returned owner over \$4,000 for personal effort and investment. Proposition N. Q.

CHAS. M. PALMER

Newspaper Properties

225 Fifth Ave., N. Y. City

\$6,000 Cash

balance deferred will buy a substantial New York State weekly newspaper; earned net last year about \$5,000, including owner's salary. Unusually good plant, including linotype.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties, Times Bldg., New York

Dominant Paper

Central State city of 20,000; progressive, industrial center. Evening paper, doing profitable business and swaying sentiment. Profitable investment. Price \$37,500, half cash necessary. Proposition No. 376x.

H. F. HENRICHS

Newspaper Properties, LITCHFIELD, ILL.

Newspaper Properties for Sale

ILLINOIS DAILY in small solid city with no competition. Earns on valuation of \$6,000, including linotype. Light overhead expense. Price \$4,500 with \$2,500 down, to reliable publisher, who can handle all but mechanical end. Client "MARCO."

HALF INTEREST in best daily in city of 12,000 west of Missouri River. Plant worth \$50,000 and earning full dividends on that valuation. Experienced reliable advertising man prepared to pay \$10,000 down and assume position at once can get long time on balance of \$5,000. Client SAYRE.

FINANCIAL JOURNAL in large Central West city. Founded 22 years ago and yielding annually upwards of \$3,600 net. A field peculiarly its own. Most of its 400 advertisers have used the paper over ten years. Reasons for selling purely personal. A price of \$7,000 with \$3,000 down, balance long time will be given a capable publisher who can act immediately. Wire or write immediately. Client D. F. W.

CENTRAL WEST Democratic small city Daily, splendidly equipped, offered at \$8,000 which is but two-thirds of inventory value and 60% of annual business. One-half interest for \$4,000 to good advertising and editorial man who will take immediate possession. Unusual opportunity. Wire for particulars. Client B. B.

A. D. Porter

118-120 Griswold St., Detroit, Mich.

Arrested for Abducting Editor

Francis R. House, attorney; Oscar F. McLain, constable, and Harry B. Miller, deputy constable, who were arrested in Indianapolis on a charge of kidnapping, filed in Circuit Court, at Seymour, furnished bond in the sum of \$1,000 each and were released. The cases are the aftermath of the alleged illegal seizure and abduction of C. S. Mercer, former editor of the Seymour Democrat, who was whisked to Indianapolis to answer a charge of issuing a fraudulent check.

SPECIFY
CLINE-WESTINGHOUSE
**Motor and Control
Equipments**
FOR WEB PRESSES

SPECIAL MOTOR DRIVES for
STEREOTYPE MACHINES
LINOTYPE MOTOR DRIVES
CLINE ELECTRIC MFG. CO.
Fisher Bldg., Chicago
38 Park Row, New York

HEMSTREET'S
ATLAS
PRESS CLIPPING
BUREAU

TENTH AVENUE
AT 45th STREET
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 clippings can be made a
business-builder for you.

BURRELLE

60-62 Warren, New York City
Established a Quarter of a Century.

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 New-
foundland 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.

Successful

Men in every walk of life are all
familiar with

Romeike's Press Clippings

Among our patrons are professional and
business men and women, public person-
ages and the leading Banks, Trust Com-
panies and Corporations.

Romeike Clippings

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

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

ALONG THE ROW

TO ESTELLE.

Estelle R— writes us a long letter giving us samples of her work and asking us if we think she should enter journalism. In reply, you say: Not yet, Estelle. Before you enter journalism you should learn to write only on one side of a sheet of paper. And marriage, Estelle, is not a "function," but a ceremony, although it may grow to be a habit. And a fire that did only \$20 damage can hardly be called a "spectacular conflagration." It would only get two lines, and there would be no room for "lurid flames" and "spellbound spectators" to get in. Try again, Estelle. We knew a girl stenographer once who spelled worse than you do who married an editor.

BEHIND THE SCENES.

"Who is that guy who touched you for two dollars?" asked the new reporter of one of the old members of the staff.

"Oh, that fellow? He's the editor of our Thrift Department."

HAD MORE THAN ONE.

"I would like to see the Funny Editor," said the visitor at the gate to the boy.

"Which one?" asked the boy.

"Is there more than one?" queried the visitor.

"The question shows that you are a stranger in the city," replied the boy. "However, I guess it's the Comic Editor you want. First door to the right. He's a sad-faced man with a wart on his nose the size of a push-button. You can't mistake him."

WHEN EVENING SHADOWS FALL.

It will soon be press time in the Coney Island open cars.

TOLD THE WHOLE STORY.

"Talk about a headline telling the whole story," remarked an old-timer. "I recall one published in the old Morning Truth, which was one of the best I ever saw. It topped a story describing the French Students' Ball and read, 'Light, Love, Lush, and Legs.' It created a stir and brought down a committee to lick the editor, but a couple of husky pressmen called from below caused the committee to change its mind and depart hastily."

CAN STAND ANY DEMAND.

"I'm glad the type-setting machine was invented," said the publisher of a country daily, on a visit here. "We got along without it in the old days, but it would be impossible now. Just imagine Teddy on the stump, under the old system! How could we ever keep the cap I box from being exhausted, after he'd spoken a half column?"

HAPPY AT LAST.

The Printer man now wears a smile,
No longer roars and snorts—
He's bought a caster, so he is
No longer out of sorts.

CUB COPY.

"After the singing, palatable refreshments were served to the guests, many of whom seemed to enjoy it."

LOOKS LIKE A BLUFF.

We begin to think that there is a great deal of bluff in the statement that there is a shortage of dyestuffs on account of the war. The Katzenjammer Kids, Lady Bountiful, the Newlyweds, Cousin Willie, and Buster Brown

manage to appear every Sunday as usual with red socks, green shirts, yellow hats, and purple shoes. We won't believe there is a dyestuff shortage until they all turn pale and wear white socks.

EASY MONEY.

The man who keeps a rural inn
At Sitown or Yaphank,
This year has got a chance to put
A fortune in the bank.
Folks cannot go to Europe, so
The Jay, if he is wise,
Will call his shack the "Mountain
View."
And start to advertise.

TOM W. JACKSON.

OBITUARY NOTES

WILLIAM T. HUNT, editor and part owner of the Newark (N. J.) Sunday Call, died at his home, 40 Park Place, Newark, Monday, of a liver complaint. Mr. Hunt was the son of the late Dr. Sanford B. Hunt, formerly editor of the Newark Advertiser. In 1855 Mr. Hunt became editor of the Sunday Call and later acquired an interest in the publication. At one time he served as secretary to United States Senator Frederick T. Frelinghuysen and was clerk to the Senate Committee on Agriculture. Mr. Hunt is survived by a widow and two sons.

GEORGE BATES, for many years a member of the editorial staff of the Journal of Commerce and Commercial Bulletin, died a few days ago at his home, 1755 West Ninth Street, Brooklyn, at the age of eighty-one. For the last few years his advanced age prevented active work. He was born in Dublin, coming to New York in 1865. After a brief experience in mercantile business he became a writer for the old Evening Mail. He was telegraph editor of the Daily News for many years, including the period of the Franco-Prussian war. He was for several years night editor of the Journal of Commerce.

S. C. MERCER died at his home in Hopkinsville, Ky. Death was due to pleurisy. During the Civil War, Mr. Mercer conducted a Union paper at Nashville, Tenn. Later he served two terms as State Printer in Tennessee; also he served as a member of staffs of Louisville newspapers. He was eighty-six years old.

PROF. D. W. BATSON died at his residence in Lexington, Ky. He was sixty-five years of age. Professor Batson formerly was associate editor of the Central Methodist, one of the best-known church papers in the South. Later he became president of the Kentucky Wesleyan College at Millersburg.

WILLIAM H. MICHAEL, editor and compiler of Government literature and connected with the Department of State from 1897 to 1912, first as chief clerk and later as Consul-General at Calcutta, died at his home in Washington, D. C., May 17. He was seventy years old and a native of Marysville, O.

GEORGE WASHINGTON OWEN, aged eighty-eight, for many years a newspaper publisher, died at his home in Plainfield, N. J. He was born at Little Britain, N. Y., and for thirty years published the Fishkill (N. Y.) Journal and later established the Matteawan (N. Y.) Journal, the Oneida Despatch, and Westfield Star.

EDGAR MALIN HOOPES, treasurer of the Wilmington Evening Journal and for many years chief owner of the Morning News, died last week at his home in Wilmington, Del., at the age of sixty. Mr. Hoopes had been connected with a number of publications in Ohio, and with the Chicago Times, Philadelphia News, and Philadelphia Press.

ANDREW E. WHINTON, owner and editor of the Weston (Ont.) Times and Guide, died suddenly at his home there, last week. He was sixty-seven years of age and is survived by his wife and three sons.

J. W. HOHMAN, publisher of the Mining World of Chicago, Ill., died of heart disease last week, after several weeks' illness. He was well known in mining circles and the trade-journal field.

JEAN GUSTAVE BOURRET, for many years general manager of the New Bedford (Mass.) L'Independent, died at his home in that city, at the age of sixty years, after an illness of six weeks. He was born in Montreal and received his education and newspaper training in that city. Mr. Bourret founded the French paper in Taunton, Mass. He is survived by a wife and four brothers.

EDGAR R. CLAYTON, twenty-eight, of the circulation department of the Dallas (Tex.) Times-Herald, was found dead in his room with a bullet wound in his temple, on May 16. He had purchased a small automatic pistol for his fiancée, to whom he was to be married in three weeks, and was apparently testing the mechanism of the gun when it was discharged. The Coroner's verdict was that Clayton was accidentally killed.

N. R. JERALD, until recently a director of the Posting Sign System of Springfield, Ill., died on May 15 at his home in that city, after an illness of six months, at the age of sixty-six years. He was formerly advertising manager of the Springfield (Ill.) State Register and later part owner of the News of that city. Mr. Jerald was an Odd Fellow forty-six years. He is survived by a widow and two sons.

REUBEN F. ESTTES, sixty-eight, died at his home in Shreveport, La., on May 15, after being ill for several months. Mr. Esttes was for more than twenty years a travelling representative of the Times and the Journal of that city. He is said to have known intimately more people than any other person in the northern part of the State. A wife and two sons survive him.

CAPT. P. SANFORD BANCROFT, associate editor of the Butler County (Pa.) Record for twenty-seven years, died in his home at Butler, Pa., last week. He was a Civil War veteran.

MRS. FREEMAN LLOYD, a feature writer on the New York Sun, died May 20 at her home, 57 West 10th Street, at the age of fifty. Mrs. Lloyd was born in Ireland, and before her marriage was Miss Maud Ethel Beatrice Finch. Her husband, Mr. Freeman Lloyd, was a writer for the London Post in Johannesburg, South Africa, at the time of the Jameson raid in 1895. It was there he married Miss Finch, who was one of the few women who remained in Johannesburg during the raid. Mrs. Lloyd had travelled around the world twice. She was an expert with the rod and gun and formerly held the tennis championship of County Cork, Ireland, for many years. She leaves her husband and two sisters.

J. S. Antisdel Dead

James S. Antisdel, one of New York's earliest newspaper specialists, died of paralysis, on Sunday, in St. Peter's Hospital, New Brunswick, N. J. He was sixty years old, and leaves his wife and two daughters.

Mr. Antisdel came to New York fifteen years ago as the Eastern advertising representative of the Clover Leaf newspapers, which include the Minneapolis Daily News, the St. Paul Daily News, and the Omaha Daily News.

Before coming to New York, he represented the Scripps-McRea League, in St. Louis, where Mr. Antisdel began the newspaper business as advertising solicitor for the St. Louis Chronicle. Mr. Antisdel's home was in Metuchen, N. J.

James Connolly, who was recently executed in England for conspiracy against the crown, was formerly editor of the Pittsburgh (Pa.) Free Press. He was educated at Dublin University and Oxford.

A \$20,000 contract for the erection of a three-story factory and building to house the C. E. Erickson Advertising Company of Des Moines, Ia., will be let within thirty days.

NEWSPAPER MERCHANDISING OPPORTUNITY IS LARGE IN THE ELECTRICAL INDUSTRY

Electrical Dealers, Jobbers, Contractors, Manufacturers, and Central Stations All Realize Their Need of Newspaper Advertising, but Also Need Help to Prepare Ads—Advertising Manager Who Can Give Service Can Sell His Space Easily.

By JOHN TYRONE KELLY.

(Manager Newspaper Department, Society for Electrical Development, Inc.)

THE development of the modern newspaper into an efficient business institution has trained within the newspaper field an exceptional type of merchandising man who is able to dispose his space precisely as other wideawake manufacturers market their products. In its essentials the newspaper, as a business institution, is no different from other rapidly expanding public enterprises. Conditions in all

trarily and to pass opinion on the relative merits of any product which it sees advertised for sale. It is natural for the public to look in the newspaper for the artistic, ornate advertisement which it finds in the magazine. The public never reckons the cost of producing an advertisement. It expects always the best there is, and it is guided frequently in its purchase by nothing more than the art work accompanying an advertisement.

"GET ME UP A GOOD AD."

Suppose we apply this thought to the electrical industry. Hardly as old as a grown man, it has driven ahead with such tremendous strides that the electrical men have had neither time nor inclination to pay heed to the details of advertising methods used in presenting to the public their own commodities. "Get me up a good ad!" is as far as they go. The "good ad" appears almost exclusively in the magazines. It is artistic, appropriate, and in accordance with the character of current magazine advertising. The electrical advertiser is satisfied. The rapid advance in the use of everything electrical is attributed as an advertising proposition to the magazines.

With the electrical advertiser, as with others, it isn't always a question of distribution. More and more each day it is getting to be a question of advertising service. How is the newspaper to interest the electrical advertiser in his medium if the newspaper is not equipped to render services which the magazines are enlargeth each year?

It is particularly true of the electrical merchant that he is not a qualified advertising writer. The electrical industry is young. A majority of the concerns in its five branches, including the dealer and contractor, the jobber, manufacturer, and central station, have had little or no experience in getting up local advertising copy for the printer. Yet all will agree that the local newspaper is their best medium for reaching their public.

NEWSPAPER AD VALUES.

During the last year, the value of newspaper advertising by and for the electrical industry has been illustrated in a most emphatic way. Men of the industry who had never used newspaper space found that a slight expenditure in this direction, in accordance with the "Electrical Prosperity Week" programme, brought them more business than they had expected. This movement alone opened doors to electrical accounts in newspapers which otherwise might have been closed for years to come.

A prominent electrical contractor, who studied the advertising features of this campaign, was asked what he would do if he were a newspaper manager and wanted new electrical accounts. He answered:

WHAT ONE MAN WOULD DO.

"I would familiarize myself with the stock of my local electrical concerns. I would look up what the electrical manufacturers are advertising in the magazines and how it is done. I would, personally, call upon every man in the electrical business in my community, not once, but at regular intervals. I would tell him how my newspaper is prepared to serve him and to extend our cooperation. I would urge him to try a little bright, up-to-date newspaper advertisement writer. I would see that his first ad was attractively composed and that it obtained a first-

class location in my paper. I would urge him to change his advertising copy frequently, and I would advise him not to advertise electric fans in January or electric heaters in July—in fact, I would try to make all his advertising timely. I would have on hand an assortment of attractive and seasonable illustrations of electrical wares to brighten up his ads and to induce him to increase his advertising. If I could interest enough local electrical men, I would go in for an electrical page which would provide reliable and interesting reading matter to supplement their advertising."

THE "I WOULD'S" WIN.

This merchant did not know that precisely those "I would's," which he expressed, formed the secret of at least thirty electrical advertising successes by newspapers. In each case the advertising manager had gone out and called upon the electrical men and personally interested himself in their advertising campaigns.

The local electrical industry is headed along the pathway of better newspaper advertising. It looks to the newspaper to guide it forward. The advertising manager who uses an ordinary amount of push and energy plus the personal equation which directly interests the electrical advertiser will find that the electrical industry is quite susceptible to suggestions for increased space.

WHAT IS THE LONGEST WORD?

Name of a Certain Welsh Village Appears to Hold the Record.

What is the longest English word? Some time ago the London Academy published a list of words of gargantuan dimensions, with their authorities and instances of actual usage. Among other words which figure in the list are velocipedistrianisticalinarianologist, ultradisestablishmentariasts, antidisestablishmentarianists, antitransubstantiationistially, floccipaucinihilipification (used by Sir Walter Scott in his journal), and honorificabilitudinitatibus (used by Shakespeare and several others).

Certain trifles such as incircumscribability do not count, and the big word of Rabelais, antipericametanebeugadampnibratiosis is apparently ruled out, for the Academy says:

"The Englishman's real jaw-breaker is a Welsh word over which Mr. Justice Lawrence once, at the Anglesey Assizes, asked an explanation from Mr. Bryn Roberts, M.P. 'What is the meaning of the letters "p g" after the name Llanfair?' The answer was, It is an abbreviation for the village of Llanfair-pwllgwyngyllgogerychwyrndrobwllantysiliogogoch. How is this pronounced? It will take some beating. This word of fifty-four letters, if repeated often enough, is said to be a cure for the toothache."

Bible Sanctions Advertising

That advertising is essential to church progress and is sanctioned by the Scriptures, was argued at Granville during the Ohio Baptist ministers' conference. The Rev. Otis Green, of Piqua, quoted the Bible to verify his contention. "Let your light so shine before men that they may see your good works," was the admonition of Christ to his disciples, quoted by the Rev. Mr. Green to substantiate his claim that advertising has the sanction of the Bible.

Clergymen Plan Joint Ads

The Christian minister of St. Louis advertising campaign. This week the pastors in their weekly meeting favored each church prorating the cost and subscribing its name to the "ad." The stronger churches will help the weaker advertising in the newspapers as a unit are planning to begin a joint newspaper ones.

CHILDS A PRINTERS' BENEFACTOR

Edwin T. Jones Recalls Some of the Good Deeds of the Great Publisher.

By EDWIN T. JONES.

Gentle yet forcible, great executive ability, bigness of heart combined with a strong idea of right, were characteristics shown in the daily life of George W. Childs. He was justly entitled to be styled "Great among Men."

George W. Childs was born in Baltimore, and went to Philadelphia in 1843. His first position in Philadelphia was a clerkship in a book store. He afterwards opened a book store of his own, which business he conducted up to the time of his purchase of the Public Ledger in 1863. The Public Ledger at that time was a very small newspaper. Childs conducted the paper for thirty years and under his personal management it became one of the most powerful newspapers in Philadelphia.

I knew George W. Childs very well and always went to see him upon going to Philadelphia. Visits to this man always left one feeling better for the interview.

Upon one of my visits, one of the members of his press room, a man who had several weeks before had his hand caught in the press, losing the fingers of his right hand, reported to Mr. Childs, his hand entirely healed. Childs in his quiet way told him that he thought the best thing he could do was to go home, spend his time making his wife and little girl happy and report to the office every Saturday thereafter for his full salary. This was but one of many of George W. Childs' ideas of being thoroughly human.

In addition to his work of conducting the Public Ledger, Mr. Childs published "Revelations of General Grant" and other works of personal reminiscence.

The printers of this country have much to thank George W. Childs for, his gifts to their organization being of a great beneficial character. It was George W. Childs who made possible the home for union printers at Colorado Springs. He also presented the printers' cemetery at Philadelphia to the Typographical Union of that city. Monuments over the graves of Edgar Allan Poe and Richard A. Proctor were also erected by him.

His private charities were large, the public having only a vague knowledge of the extent of the goodness of this man.

The Public Ledger was built up by Childs along clear, honest lines. He did not believe in sensationalism and rejected all efforts towards this end. He was a powerful advocate of clean, pure journalism.

His passing away in 1894 at the age of sixty-five years, deprived not only journalism and Philadelphia, but the entire country, of a big man, a man who possessed strong ideas, and practiced these ideas in his daily work of just and humane dealing. Business success and the influence of the power of the press failed to callous the feelings of this man towards his fellow men.

The Editor's Reward.

The editor died and went to heaven,
But stood outside the gate,
Because he hadn't the nerve to knock,
And thought that he would wait
Till some other mortals came along;
He'd then see what they'd do,
And if they entered the pearly gate
He thought he might slip through.
He watched the vast procession pass
Up to the portals wide;
While Peter told some they were up too high,
And others he took inside.
The editor, weary of waiting so long,
Finally got in line,
To see if Peter would accept him then,
Or would "with thanks" decline.
He heard the sweet voiced angels sing,
His eyes filled to the brim.
He shivered and shook in agony,
Knowing his chances slim.
"Ah!" said Peter, "an editor here?"
"He laughed with pure delight."
"Why, certainly, you may come right in,
For all you did was write."
—Cooperaville Observer.



JOHN TYRONE KELLY.

lines of human endeavor are in a perpetual state of evolution, and, inasmuch as the newspaper reflects the altering phases of life, it is only natural that the newspaper itself should be subject to a corresponding metamorphosis.

The demands of the times are speed and more speed, and, notwithstanding the public's inclination always to ask for something cheaper, there is an ever-increasing demand for excellence in every kind of work and project. This demand has made the services of the specialist in newspaper upbuilding a necessity. Where newspapers cannot afford the specialist, products by specialists, particularly in advertising service, must be had to meet the public's requirements if the newspaper would keep abreast of the time. In fact, the newspaper requires a constant speeding up in makeup and appeal more than does any other medium which serves the public.

THE MAGAZINE ADS.

Newspaper publishers often wonder why it is that many of the national advertisers continually exploit their commodities in the magazines. Do they take time properly to consider the amount of advertising skill expended on an advertisement in a magazine? The magazine of to-day has a staff of able artists, layout men, type experts, and copy writers, all of whom are at the service of their advertisers. Suppose one of these advertisers to-day offered to take a similar amount of space in a newspaper under the conditions governing the magazine. How many of the average newspapers without artists, layout men, type men, and the other accessories of the modern magazine staff could handle the prescribed advertisement at a profit?

The public is quick to judge arbi-

Advertisers Who Seek Profitable Returns

Are Flocking to the Better Grade Evening Newspapers Everywhere

It has been successfully and conclusively proven that women buy or have an influence in the selection of nearly all family necessities. The evening newspaper that goes to the home is the easiest and most effective way to reach them.

In New York—it's **The Globe and Evening Sun** that are carrying most of the retail display advertising.

In Chicago—it's **The Daily News**

In Philadelphia—it's **The Evening Bulletin**

In Detroit—it's **The Daily News**

In St. Louis—it's **The Post-Dispatch**

In Indianapolis—it's **The News**

In Washington—it's **The Star**

In New Orleans—it's **The Item**

Now
200,000
Net Paid

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

Member
A. B. C.

Largest high-grade evening circulation among people able to buy advertised goods. Carries more display advertising from the sixteen leading retail shops than any other evening newspaper, and more than all week-day morning newspapers combined.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg.

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