

The Editor & Publisher and The Journalist

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

\$2.00 a Year

NEW YORK, APRIL 15, 1916

10 Cents a Copy

Food Products and the Ultimate Consumer

In selling food products the ultimate consumer is your final goal.

Don't lose sight of this in your efforts to sell the dealer. Any dealer will stock your goods if the ultimate consumer wants them. The dealer makes the biggest and most frequent purchases of those goods that move most quickly off his shelves.

Persistent advertising in the right mediums—mediums reaching the most ultimate consumers at the lowest rate per consumer—is the best way to move your goods off the dealers' shelves.

Sellers of food products in Chicago know that The Chicago Daily News reaches over 400,000 families of ultimate consumers every day—and reaches them at a lower cost per family than any other Chicago newspaper. Therefore, The Daily News prints more advertising of food products *six days a week* than any other Chicago newspaper prints *in seven days*. The figures for 1915 are:

	Lines
The Daily News (six days)	311,416
The Tribune (seven days)	305,009
The Examiner (seven days)	179,211
The Journal (six days)	146,183
The American (six days)	137,164
The Herald (seven days)	113,522
The Post (six days)	79,569

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



HEADS *or* FEET?



Which Do Your
Compositors Use?

NON-DISTRIBUTION *means* *the End of* NON-PRODUCTION

This is an age of Production.

Keep your compositors Producing—not spending one-third their time supplying themselves with material with which to work.

Your compositors have spent years of diligent labor to become skilled in their trade.

Their trade is to *Construct*.

There is no skill in distribution.

Why rob yourself of one-third of your skilled compositors' time?

Give them full cases of new, clean type, an unlimited supply of leads, slugs, borders, spacing material.

Let them be Producers *all* the time instead of two-thirds of the time.

They will appreciate it. Their work will show it.

Perhaps you were once a compositor.

Was there anything more discouraging than to find that certain letters you needed for a display line were not in the case?

Do you remember the time you lost in looking for those letters—the search through the galleys, often piled one on the other?

You lost your temper and you lost the thread of your work.

Well, this same condition prevails today in every office which continues to waste one-third of its skilled workmen's time in distribution, in hunting, in picking.

The productive life of your men is shortened—their heads are not so clear—their brains are less active—by unnecessary footwork.

Footwork costs money. *Stop it at once!*

The Monotype System of Non-Distribution stops this tremendous waste. It stops the footwork. It stops the hunting and picking. It gives to every compositor the opportunity he welcomes and should have—the opportunity to do a good day's *Constructive Work*.

*When the MONOTYPE comes in
Non-Production goes out*

LANSTON MONOTYPE MACHINE COMPANY · PHILADELPHIA

NEW YORK: World Building
BOSTON: Wentworth Building

CHICAGO: Rand-McNally Building
TORONTO: Lumsden Building

A. T. L. NUSSA, Aguiar 110, Havana
Agent for Mexico, Central America and the West Indies

Ask for Folder on CONTINUOUS PRODUCTION—NON-DISTRIBUTION—MAKING COPY FIT THE SPACE

The Balance-Sheet of LEADERSHIP

(For January, February and March 1916)

In the Advertising of

Art

The New York Evening Post
carried in lines

More than ALL New York evening papers

Charity and Churches

More than any other New York evening paper

Finance

More than any other New York evening paper

Jewelry

More than any other New York evening paper

Publishers

More than any other New York evening paper

Railroads

More than any other New York evening paper

Real Estate

More than ALL other New York evening papers published six days a week

Resorts

More than any other New York evening paper

Beverages (Non-Intoxicating)

More than any other New York evening paper



Put the O. K. on what you have to sell by advertising in the medium approved by discriminating readers and advertisers—New York Evening Post

REMEDY FOR HIGH PRINTING COST

G. B. Sharpe Advocates the Cutting Down of Advertising.

The eighth annual meeting and April dinner of the Technical Publicity Association was held on Thursday night at the Advertising Club of New York, 47 East 25th Street. About 200 members and guests were present.

The topic for discussion at the dinner was: "The Rising Cost of Printed Matter: What Are We Going to Do About It?" The speakers were John A. Anderson, of the Electro-Light Engraving Company; James A. Ullman, of the Sigmund-Ullman Company; Roger D. Smith, of the S. D. Warren Company; and G. B. Sharpe, of the DeLaval Separator Company. Arthur D. Haller, the president, presided, and the programme was conducted by Elliott Reid, chairman of the programme committee.

In their addresses on the high cost of printed matter, Messrs. Anderson, Ullman, and Smith pointed out that the chief burden of this increase was due to the rising cost of labor and the unusual market conditions.

Mr. Anderson asked the cooperation of the advertising men in the movement to keep down the rising cost by using plainer illustrations in their advertising matter.

Mr. Ullman advised that the artists drop their insistence that the coloring of the print be the exact coloring of the sketches.

Mr. Smith's principal point was that the chief relief in the situation must come from a lessening of the domestic demand for paper.

On the question: "What Are We Going to Do About It?" Mr. Sharpe presented the argument that the advertising manager should cut down the size of his printed matter. This, he said, should bring about a decrease in the demand for paper, and result in a readjustment of prices to a point that would more nearly fit the advertising appropriations.

He also thought that a considerable saving in cost and much waste could be prevented by a careful revision of the mailing lists, so that catalogues and other printed matter would go only to those who were users of the advertiser's product, or good prospects. He was unable to give the Association any advice regarding the reduction of the cost of inks and engravings.

In the discussion that followed the addresses, most of the speakers agreed with Mr. Sharpe's ideas on the paper question, while the inflation of the prices of ink and engravings was mainly ascribed to the middlemen.

At the business meeting which preceded the dinner, the following officers were elected for the ensuing year: President, Elliott Reid, Westinghouse

Lamp Company; first vice-president, W. B. MacLean, Otis Elevator Company; second vice-president, Charles A. Hirschberg, Ingersoll-Rand Company; secretary, H. J. Downes, American Locomotive Company; treasurer, H. M. Davis, Sprague Electric Works; members of executive committee, Arthur Haller and T. J. McManis.

ENCOURAGES PREPAREDNESS

World Offers Month's Leave to Employees Who Wish to Go to Plattsburgh.

Ever since the question of preparedness was raised several months ago, the New York World has been one of the staunchest advocates of the proposition, in the newspaper field of New York city. Editorially and in its news columns it has given the strongest expression to its opinions.

In line with this policy, Ralph Pulitzer, president of the Press Publishing Company, in an address the other evening to the morning World Staff, said:

"I feel that the Press Publishing Company would only be carrying out a patriotic duty if, during the coming summer, it adds two weeks, with full pay, to the vacations of any of its employees who desire to spend a month in attending the military training camp at Plattsburgh, or one of the other similar training camps."

EVENING MAIL DINNER

Organization of the Newspaper Dines the Staff of Paul Block.

The New York Evening Mail gave a dinner, on Wednesday night, to the staff of Paul Block, Inc., representatives of the Mail in the foreign advertising field, at Delmonico's.

More than seventeen members of Mr. Block's staff were present. The Mail was represented by Dr. E. A. Rumely, managing vice-president; Frank P. Stockbridge, managing editor; Hal Fink, advertising manager; J. E. Cullen, director of advertising promotion, and V. V. McNitt, manager of the Evening Mail Syndicate.

The purpose of the dinner was to bring about a closer relationship between the organization of the newspaper and the advertising agency representing it in the foreign field.

Scholz Now Stockholder

The statement of the ownership, circulation, and so on, filed by the New York Evening Post, with the Post Office Department, at Washington, shows the name of Emil M. Scholz, as one of the stockholders of the Evening Post Company. Mr. Scholz became publisher of the newspaper several years ago.

COUPON PACKERS HIT

Treasury Department Says They Must Give Tokens in All States or None.

WASHINGTON, April 12.—In an order issued to-day the Treasury Department notifies manufacturers of tobacco, cigars, cigarettes, and snuff that they must either leave out of their packages altogether premium coupons and gift cards, or put them in all shipments, including those to States which have enacted laws prohibiting the giving of such tokens.

The Department holds that unless such cards or coupons are included in all shipments regardless of destination the practice comes within the law forbidding lotteries, because consumers in localities where premiums are omitted would not have the same opportunity to obtain valuable prizes as those in more favored localities.

Newspaper Golfers' Election

The New York Newspaper Golf Club held its annual meeting on Thursday and elected the following officers: President, H. B. Martin, of the American; vice-president, R. F. Foster, of the Sun; secretary-treasurer, Wilbur J. Heywood, of the Herald. Mr. Martin succeeds George L. Cooper, who filled the chair for six years.

Gov. McCall Addresses Boston Press Club

BOSTON, April 9.—Gov. Samuel W. McCall was the guest of honor of the Press Club on Saturday at luncheon. With him were several other State officers. Roy Atkinson, president of the Club, introduced Gov. McCall, who spoke at some length in favor of a constitutional convention, and talked on the plans and purposes of his Administration. He recalled the fact that he was once editor of the Boston Advertiser and a contributor to the Boston Globe.

Simplified Spelling Board

The Simplified Spelling Board recently held its tenth annual meeting at Columbia University. Nearly thirty members of the Board and its Advisory Council were present. The year has been the most successful in the history of the Board. The number of universities, colleges, and normal schools has increased from 87 to 144. The faculty and students in these institutions, thirteen of which are State universities, number nearly 130,000. The number of newspapers and periodicals using at least the 12 simpler spellings adopted and used by the National Education Association has increased from 70 to 250, a gain of 180, with a total circulation of nearly 12,000,000. The Philadelphia North American was the Board's 250th newspaper recruit.

JACKSON'S ALONG THE ROW

BY THE OFFICE BOY.

There's only one man on my paper that I have any respect for, and that's the sporting editor. He doesn't come into the office at night in a swallow-tail coat and spats, and talk about functions. Not much. He's the only man on the sheet that the big fighters will associate with, and call by his first name. The Dramatic Editor makes a big fuss about his copy, while the Sporting Editor just rushes off the stuff and never puts up a kick. Say, if as many people read the Dramatic Editor's stuff as do the Sporting page, the Dramatic Editor's head would bust.

It was fun last week, when Moran and Willard came in to see the Sporting Editor, to watch the Religious Editor and the Big Chief hanging around near his desk to get a knockdown to the great men, and when they shook hands with them they were as tickled as old maids who had received proposals to get spliced. When I grow up I'm going to be a Sporting Editor. Think of living all your life seeing big scraps and never having to pay for a ticket, and being on terms of equality with the professionals. Gee whiz, it seems like a dream.

WHY HE QUIT.

"Yes," said the veteran printer who had returned to the Row after an absence of many years, to a chum who had just greeted him; "I'm glad to get back. I've been as far as China and would have been there yet only my feet got sore."

"How is that?"

"Well, you see, I studied Chinese while I was there, and finally got a job on a native paper, setting type. There are nine or ten thousand characters in the Chinese lingo, and so the case was about half a mile long. I stood it pretty well for awhile, running from one end of the case to the other, with a stick as big as a washboard in my hand, but the strain finally became too great, and so when I found that I had contracted flat feet and fallen arches I quit the job. Come and have something."

THE CARELESS LIFE.

The Free Lance leads a funny life—he never standeth pat— One week he strikes a streak of lean, the next a streak of fat. He does not care who sends in checks, it matters not, you bet, If he feeds on the Evening Post or on the Police Gazette.

TO H. F.

Ah, Henry Ford, how good you are! At first you advertised your car. And now you advertise for peace, And pay for asking war to cease— We're all for peace in all the States, Especially at office rates— Here's to you, Henry Ford, of Mich.! Send all the copy that you wish.

CUB COPY.

"The raging element swept into a bedroom occupied by Ludwig Rosenstein, a tailor, on the fourth floor and encircled his left leg. He was asleep, but arose quickly and ran to a window where a well directed stream of water put out his leg, and got the fire under control. Damage \$25."

THE BASEBALL GAME.

Two pages every day of free matter and four on Sunday.

BROKE THE RECORD.

"In some ways," said the city editor to the young scribe he had taken on trial, "you are the most remarkable man who ever worked on this paper." The young man braced up while a feeling of pride dashed all over him. "Yes," continued the city editor, "you are the only man I ever had who covered a third alarm fire in a silk hat."

TOM W. JACKSON.

The New York Times

Shows greater circulation growth in four years than all other New York morning newspapers combined.

REPORTS TO THE POST OFFICE DEPARTMENT

	Apr. 1, 1916 Average Daily&Sun.	Oct. 1, 1915 Average Daily&Sun.	Apr. 1, 1915 Average Daily&Sun.	Oct. 1, 1914 Average Daily&Sun.	Apr. 1, 1914 Average Daily&Sun.	Oct. 1, 1913 Average Daily&Sun.	Apr. 1, 1913 Average Daily&Sun.	Oct. 1, 1912 Average Daily&Sun.
Times	334,744	318,274	298,248	259,673	246,118	230,360	228,534	209,751
American	335,435	349,345	333,345	361,709	352,164	347,302	333,017	319,988
Herald	92,853	98,651	106,580	109,192	101,006	103,995	110,923	111,236
Press	103,657	110,869	94,025	98,259	81,931	85,612	81,330	88,127
Sun	68,309	71,749	71,708	70,387	65,514	64,572	64,044	61,804
Tribunc.	93,848	82,674	70,965	64,410	55,335	50,984	50,984	49,546
World	391,831	391,158	376,590	391,944	380,540	383,780	394,251	395,495
Total	1,420,677	1,422,720	1,351,461	1,355,574	1,282,608	1,266,605	1,263,083	1,235,947

The New York Times gain in four years, 124,993

The Editor & Publisher

and The Journalist

The truth no matter whom it helps or hurts.

Vol. 48.

NEW YORK, APRIL 15, 1916

No. 45

CHICAGO DAILIES ARE ENJOYING PROSPERITY

Only Fly in the Ointment Is the Rising Cost of Print Paper—Volume of Advertising Has Largely Increased, and Best Records Are Being Beaten This Month—General Optimism Prevails.

(Special to THE EDITOR AND PUBLISHER.)

CHICAGO, April 12.—These are boom times for Chicago, and Chicago newspaperdom reflects the general prosperity. Business is better than ever before. There is an actual, and in some instances an acute shortage of labor—skilled and unskilled—in the city.

Every newspaper is breaking records in both advertising and circulation. And two newspapers, the Tribune and Daily News, are getting more advertising than their mechanical plants, splendidly equipped as they are, can handle.

Chicago's advertising score for the first ten days in April was the heaviest in the city's history for this period of the year. Every newspaper in the city, without exception, broke all its previous records for April advertising.

ONLY CLOUD IN THE SKY.

The only cloud in the sky is the rising cost of print paper, which, unless something is done, or unless conditions change, promises to become a real problem. The advance in paper, coming hand in hand with the tremendous gains in circulation Chicago newspapers are enjoying, is running the white-paper bills up into figures the business managers never dreamed of.

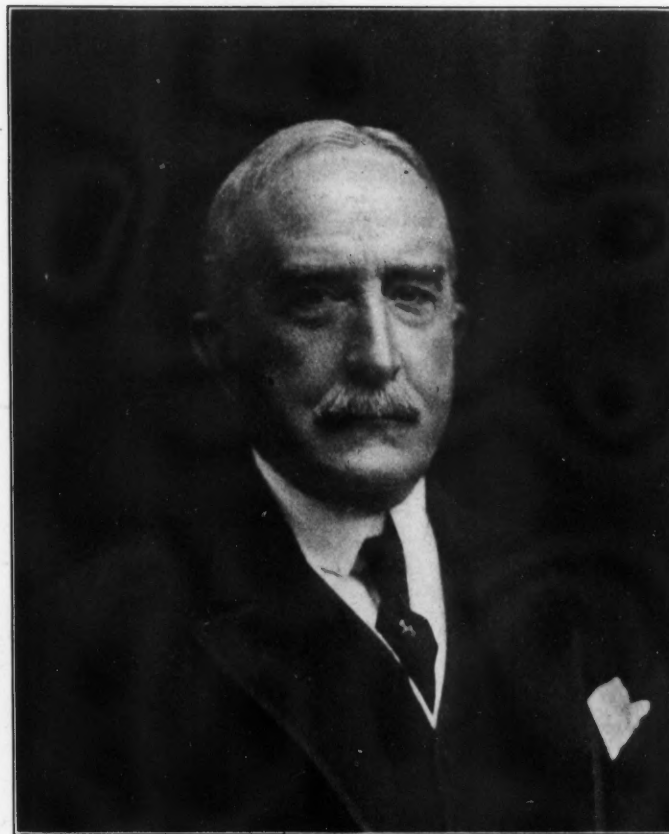
On Sunday the Tribune carried 493 columns of advertising—286 columns of display, and 270 columns of classified. Much of this came in at such a late moment that the Tribune equipment was unequal to the task. With a circulation of 650,000 Sunday papers a big problem loomed.

William H. Field, business manager, however, was fortunate enough to be able to make arrangements with Victor F. Lawson, of the Daily News, whereby the Daily News presses were loaned to the Tribune on Saturday night. As a result the Tribune got its 122-page paper to its subscribers on time, acknowledging Mr. Lawson's extended courtesy in a published announcement. The paper was the largest regular edition ever issued by the Tribune, and is believed to be one of the largest regular editions ever issued by an American newspaper.

GENERAL PROSPERITY WIDESPREAD.

"The general prosperity has increased the volume of advertising the country over," said Mr. Field. "Our Sunday paper was issued only by overcoming many difficulties after Mr. Lawson had been good enough to permit us to use his presses. The Daily News columns are a little longer than ours, and after we had twenty-eight pages of classified ads in the forms and stereotyped we discovered that our plates would not fit their presses. We then had to borrow twenty-eight of the Daily News's chases, take them over to the Tribune office, and make over all the pages. Without total of 493 columns of advertising we exceeded

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FRANK PRESBREY.

HEAD OF THE PRESBREY ADVERTISING AGENCY, WHO HAS BEEN ELECTED A DIRECTOR OF THE NEW YORK LIFE INSURANCE COMPANY.

SAID TO WANT INDIANAPOLIS STAR

Persistent Rumors Indicate That Indiana Publishing Company Seeks Property.

INDIANAPOLIS, Ind., April 12.—The fact seems to be pretty well established that a stock company is being organized for the purpose of taking over the Star League. It is understood the Indiana Publishing Company has an option to purchase.

Judge C. J. Orbison, who is the spokesman for the new company, does not admit that there is a negotiation on with the Star or that the Indiana Publishing Company has an option, but the fact remains that the men who are selling stock are making that sort of statement.

The Indiana Publishing Company was originally capitalized for \$10,000, and the amount was increased to \$2,500,000. The officers are: Charles J. Orbison, president; Charles B. Clark, secretary, and Robert E. Springsteen, treasurer. All three officers are Democratic politicians. Orbison is a former judge of the Superior Court, Mr. Clark is a State Senator, and Mr. Springsteen is the postmaster of Indianapolis. The directors are: United States Senators John W. Kern, Thomas Taggart, Lincoln Dixon, Congressman from Indiana; L. Lert Slack, District Attorney; Evans B. Stotsenburg, Attorney-General of Indiana; and Mayor J. E. Bell, of Indianapolis.

Higher Rates On Wood-Pulp Halted

WASHINGTON, April 10.—The Interstate Commerce Commission on Saturday suspended until August 8, pending an investigation, proposed increased freight rates on wood pulp in carload lots from Canadian points to New York, New Jersey, and New England cities. The proposed increases are from seven-tenths of a cent to about three cents on a hundred pounds, and would apply chiefly to New York city, Rochester, Syracuse, and Bridgeport, Conn.

Secretary Daniels's Paper Sued for Libel

RALEIGH, N. C., April 11.—Former United States Senator Marion Butler, of this State, has begun civil and criminal actions for libel against the News and Observer Publishing Company, of which Josephus Daniels, Secretary of the Navy, is president. The libel, it is charged, was contained in a published letter of former Judge Ewart, of Hendersonville, N. C.

Editor Ends Feud by Shooting

William M. Greenwood, editor of the Paris (Ark.) Progress, a Democratic newspaper, shot and seriously wounded J. W. Wagner, editor of a Republican newspaper, on the streets of Paris recently. Long standing differences between the publishers are blamed for the shooting.

TO CONTROL POLITICAL CAMPAIGN PUBLICITY

Senator Owen Introduces Bill Requiring Newspapers to Print True Signatures to All Political Communications, and to Label as Paid Ads All Political Advertisements—Drastic Penalties Fixed.

WASHINGTON, April 12.—A bill has been introduced in the Senate by Senator Owen, of Oklahoma, materially affecting newspapers. It provides for the further amending of the act of Congress entitled "An Act providing for publicity of campaign contributions, made for the purpose of influencing elections at which Representatives in Congress are elected," approved June 25, 1910, to extend the same to elections for United States Senators and for Presidential electors, and to regulate, control, and limit campaign and other contributions and expenditures in connection with such elections, and to define corrupt practices in connection therewith, and for other purposes.

Section 16 of the bill (S. 5437) reads in part as follows:

Except as herein otherwise provided, no person shall issue or circulate or cause to be published, issued, or circulated, otherwise than in a newspaper or other periodical, any matter tending to influence voting at any election or primary which fails to bear on the face thereof the name of the candidate or political party or other body or association authorized by this act to incur election expenses, causing such matter to be published, issued, or circulated.

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

Section 17 further provides as follows:

Sec. 17. No publisher of any newspaper or other periodical shall insert, either in the advertising columns of such newspaper or other periodical or elsewhere therein, any matter paid for or to be paid for directly or indirectly, which is intended to or tends to influence, directly or indirectly, any voting at any election or primaries, unless at the head of said matter is printed in twelve-point type the words "Paid advertisement," and unless there is also a statement at the head of said matter of the name of the candidate or political committee in whose behalf the matter is inserted, and of any candidate or political committee or association authorized by this act to incur election expenses. If any, authorizing the publication and unless also the price paid or contracted to be paid for such advertisement is stated at the head of said matter.

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

Penalty for violation of any provision of the act is fixed at imprisonment for not less than one year nor more than two years, and in addition to such imprisonment a fine of not more than \$1,000.

Newspaper Man Heads Gary (Ind.) Police

GARY, Ind., April 10.—William A. Forbis, a former Cincinnati reporter and for sixteen years attached to the press gallery of the lower house of Congress, is the new Chief of Police of Gary. Chief Forbis headed the Detective Bureau for several months.

FORECAST OF THE BIG A. N. P. A. CONVENTION

President H. S. Bridgman Will Probably Be Asked to Run Again—If He Refuses Hopewell L. Rogers, of the Chicago Daily News, will Be Nominated—Paper Situation to be Thoroughly Discussed.

The indications are that the forthcoming annual meeting of the American Newspaper Publishers' Association, which will be held at the Waldorf-Astoria, New York, April 26, 27, and 28, will be more largely attended than in former years. At the 1915 convention 276 members were registered, but a few others did not enter their names. With these figures as a basis it is probable that over 300 will be present this year.

There are several reasons for a larger attendance, the most important one being that the newspapers have enjoyed greater prosperity during the last few months than during any similar period in a number of years.

Several important topics will come up before the conference for consideration. As usual, a carefully selected list will be printed and distributed among the members the first day of the session. One that is certain to be called for and discussed at length will be the paper situation, which is assuming a critical stage.

THE HIGH PEAK OF DEMAND.

As is well known, the demand for paper increases rapidly during the early months of the year and culminates in April and May. Then the demand drops off in volume until September.

Owing to the unprecedented demand for paper for export, the reserve stock of the mills has been drawn down to a very low point. The International Paper Company, which usually has on hand at this time of year from 46,000 to 60,000 tons, has only 22,000 tons. Hence, the surplus supply is far less than it has been for many years. Since last October all of the mills have been working full time, many of them day and night, to keep up with the demand for news print. Every pound of paper they produce is sold in advance of manufacture.

Another cause of trouble is the congestion of freight which has prevailed on all the trunk lines for the past four months. Many of the shipments of paper have been side-tracked or are so long in transit that in a few instances the usual surplus stock kept on hand by the newspapers has been entirely exhausted. The New York World, for instance, which usually carries a reserve of 4,000 tons, has less than 1,800 tons on hand at present.

MUST ECONOMIZE ON PAPER.

It has become quite evident that the newspaper publishers will have to practice economy in the use of paper from now on if they are to get out their regular issues next month and the month following. Several of the larger dailies are even now experiencing considerable trouble in getting enough paper to meet absolute needs.

A few of the members of the A. N. P. A. who have been cognizant of the shortage of the supply of paper, have been urging upon their associates the importance of saving every pound of paper they can in their offices. The Evening Post, of this city, has distributed among its employees a notice requesting them to use as few papers as possible for office purposes. A careful watch is kept upon the pressroom to see that no more copies are printed than are necessary to meet the insistent demands of the newsdealers. Other newspapers in the larger cities are already practicing economy in this direction.

One of the things that has caused considerable trouble for the paper mills is the variety of widths of rolls that they have to supply the publishers. Some papers are seven columns wide, some eight, and in the smaller cities,

six. It is believed that it would help the manufacturers materially if the newspapers would not use so many different sized rolls, and confine their orders to a few standard sizes. In New York all of the papers, with the exception of the Press and Herald, use 73 inches, 55 inches, and 36½ inches wide rolls.

WHAT THE COMMITTEE WILL RECOMMEND.

The special committee of the A. N. P. A. has been assembling information upon the paper situation, which will be presented at the annual meeting. It is believed that the committee will recommend to the members the exercise of strict economy in their pressrooms during the next few months if they want to have enough paper on hand to get out their regular editions.

One of the immediate effects of the shortage in paper has been to curb the activities of the circulation departments, especially on the metropolitan newspapers. The publishers are not quite so anxious to extend their circulations as they were. In fact, many of them have abandoned all promotion work in that direction.

In the medium-sized cities the professional promoters of circulation have done a little work during the past few months, but not nearly as much as when conditions are normal. It is quite likely that newspaper subscription lists will be severely pruned, the number of papers used by employees will be curtailed, and in many instances the free copies to advertisers and to others who have been receiving them, will be greatly reduced in number.

INTEREST IN ANNUAL ELECTION.

Considerable interest centres around the approaching election which will take place probably on Friday, April 28. Herbert L. Bridgman, business manager of the Brooklyn Standard-Union, who has been president for two years, will undoubtedly be tendered the honor of reelection if he cares to fill the position another year. Mr. Bridgman's administration has been progressive, and at the same time conservative. He has filled the office of president with dignity and with ability.

In choosing a new president it has been the almost invariable custom of the Association to elect the vice-president to the office of president. This custom has been followed almost from the very founding of the Association. While during the last few years the presidents have served a second term, there have been several occasions when the occupant of the position has been continued for a longer period.

John W. Scott, of the Chicago Herald, was president from 1889 to 1895; Charles W. Knapp, then of the St. Louis Republican, from 1895 to 1899; S. H. Kauffmann, of the Washington Star, from 1899 to 1902; Herman Ridder, of the New York-Staats Zeitung, from 1907 to 1911. Mr. Ridder's long term of office was due to the fact that during that period the paper fight was on in Washington, and, as Mr. Ridder had a great deal to do in directing it, it was deemed desirable that he should be retained in office until it was concluded, and this was done.

In case Mr. Bridgman declines the honor of reelection, the probabilities are that Hopewell L. Rogers, business manager of the Chicago Daily News, who is at present vice-president, will be elected as Mr. Bridgman's successor.

Whenever members of the organization have talked over the presidency, there seemed to be a common agreement that in case Mr. Bridgman would not run again Mr. Rogers was the man for the position.

Mr. Rogers is popular with the rank and file of the membership. He is a man of ideas, and is aggressively in earnest in anything he undertakes.

Frank P. Glass, of the Birmingham News, will probably be elected vice-president.

Five new directors are to be elected

(Concluded on page 1384)

EMPLOYERS' RESPONSIBILITY

Mooted Point Not Passed Upon in Court of Appeals Decision.

ALBANY, N. Y., April 14.—The extent to which newspaper owners and other employers of drivers of delivery wagons are responsible for injuries sustained by such drivers through the action of vicious horses is yet to be decided. The Court of Appeals has sent back to the Appellate Division, First Department, for consideration of facts, the case of David Miller against Samuel S. Blood, as president of the American News Company. At the trial term Miller got a \$5,000 verdict. The Appellate Division dismissed the complaint. While Miller was driving a paper truck on Brooklyn Bridge, one of the horses kicked and the other jumped, throwing him to the ground and a wheel of the truck passed over his left hand.

It was alleged the horse was vicious and known to be so by the company. The defence was that it was not reasonable to suppose Miller would fall from the seat where he was out of danger from the kicking of the horse and that he was guilty of contributory negligence in falling.

FIGHT AUCTION OF NEWSSTANDS

New York Newsdealers Oppose Plan of City License Commissioner.

George H. Bell, Commissioner of Licenses of New York city, has proposed to auction the newsstands of the city to the highest bidders. This plan is opposed by the New York Newsdealers' and Stationers' Benevolent and Protective Association, representing a majority of the independent distributors of newspapers and magazines throughout the city. William Merican, president of that Association, this week voiced an emphatic protest and branded the scheme as the "grossest injustice" to the newsdealers, for the reason that it offers an opportunity for a few corporations to gobble up the best stands because they can outbid their poorer competitors.

"I do not believe," said Mr. Merican, "that Mayor Mitchel approves Mr. Bell's scheme. I am sure he will not approve it when he realizes what it means to the newsdealers."

"There are 10,000 stands in this city; about 4,000 at subway and 'L' stations and about 6,000 within the house-stoop lines. These stands pay \$5 a year to the city and rent to the owners of the houses. The subway and 'L' stands pay \$10 a year, and we offer to grade these stands according to earning power and increase the license fee on the best of them to a maximum of \$100 a year."

The Association invites Commissioner Bell to explain his plan in a hall it will hire for any date he may set, so that all the newsdealers may hear. The Association also intends to invite Mr. Bell to its dinner on May 3, when it celebrates its twenty-fifth anniversary.

Presbrey a Director of N. Y. Life Ins. Co.

Frank Presbrey, founder and head of the Advertising Agency bearing his name, has just been elected a director of the New York Life Insurance Company. Mr. Presbrey has been for some time a director of the Citizens Central National Bank, the Union Exchange National Bank, the North River Savings Bank, and the National Surety Company, and his election to the directorate of the largest life-insurance company in the world is a deserved tribute to his standing in commercial circles.

Discusses Bacon-Shakespeare Question

"The Open Court" for April, a Chicago magazine devoted to philosophy and science, contains an elaborate thirty-page illustrated article on the Bacon-Shakespeare question by George Seibel, formerly book reviewer of the Pittsburgh Gazette-Times and now managing editor of the Pittsburgh Volksblatt & Freiheits-Freund.

BRISBANE RECANTS ON MOVIES

Editor, Who Lashed Them Last Month, Now Has Only Praise for Photoplays.

Arthur Brisbane, whose surprising counterblast against moving pictures, uttered at a dinner of the Motion Picture Board of Trade, was reported in THE EDITOR AND PUBLISHER for March 18, spoke at another dinner last Sunday night—and recanted. This latest dinner, which gave him the chance to unsay his harsh sayings of a month before, was in honor of Marcus Loew, who ranks as one of the kings among the movie people.

"Recently," said Mr. Brisbane, after paying a tribute to Mr. Loew, "I discussed the motion picture and I found myself famous, or infamous, I don't know which. I confess that I had never seen Mr. Chaplin or Miss Pickford or Miss Theda Bara, and apparently thus demonstrated my unfitness to mingle with intelligent human beings. To atone for that, if the matter can be mended, I wish to say that I am going to see all three of them, alive and photographed, as soon as possible. I am going to see Charley Chaplin wriggle his feet, Miss Pickford cry, and Miss Bara look fierce. I believe that is what each of them is supposed to do."

Mr. Brisbane continued with a comparison of the movie show and the low priced newspaper. The movie, he said, had done for the stage what the newspaper had done for literature.

"First and foremost," said Mr. Brisbane, "the moving picture will give immortality to the genius and grace of the great actors, as the talking-machine gives immortality to the singer and musician."

Mr. Brisbane told how he had said years ago that the movie men could make their industry "the greatest possible educational force." In fact, he had as many compliments for the movies as he had words of disparagement four weeks earlier, but he still insisted at the Loew dinner that the movie in the field of educational work, in political campaigns, and in other worth while work was not being used to the advantage which it can and will be.

AMENDING THE BOURNE LAW

Bankhead's Bill Excludes Weekly, Semi-Weekly, and Tri-Weekly Papers.

WASHINGTON, April 12. — Senator Bankhead's amendment to the Post Office Appropriation bill, amending the Bourne Publicity law, making it applicable only to daily papers, will in all probability open up the entire subject of the revision of the Bourne law. Senator Bankhead is chairman of the Post Office Committee, and as his amendment excludes weekly, semi-weekly, and tri-weekly papers it is believed that those who think that the law is defective as to its other applications, will also have amendments to offer.

It will probably be three weeks before the Post Office appropriation will be reported, and it is likely that a hearing may be given to those interested in amending the Bourne law. The Post Office Committee is now holding hearings on other sections of the bill, and should it seem expedient, owing to the general interest in this bill, the Committee might give those so interested their day in court. It is known that some of the publishers of the New York dailies have evidenced an interest in proposed changes in the Bourne Publicity law, and may send representatives here, should the Committee grant a hearing.

A news carrier contest with a prize of \$50 in gold to the winner, inaugurated by the Everett (Wash.) Tribune, added nearly 800 to the circulation. The price by carrier is to be raised from 30 cents a month to 10 cents a week.

The people who have next to nothing to do spread next to nothing out so thin it covers all their time.

DINNER OF SPHINXES WINDS UP THE SEASON

James Newton Gunn, President of the United States Tire Company, and W. R. Hotchkin, of the Cheltenham Advertising Agency, Deliver Addresses—Preston P. Lynn Re-Elected President.

The 146th dinner of the Sphinx Club, which took place at the Waldorf-Astoria Hotel on Tuesday evening, was one of the most successful held during the past season.

One hundred and fifty of the prominent advertising and business men of the city were seated at tables when an industrious photographer took a flash-light picture of the scene.

Seated with President Preston P. Lynn at the guests' table were George B. Van Cleve, Major Clarence W. Smith, James Newton Gunn, W. R. Hotchkin, and Ingalls Kimball.

The first business taken up after the cigars were lighted was the election of officers for the ensuing year. Colin Armstrong, former president of the Sphinx Club, in nominating Mr. Lynn for another term of office, made a very happy speech, in which he said:

"The Sphinx has never spoken. Yet I have a message from her that has percolated to me through the hot sands of the desert, a message that is as sweet and fragrant as it is commanding. I assure you I am deeply gratified to be the medium of communication between our patron saint and this band of her devoted disciples.

THE MESSAGE FROM THE SPHINX.

"This is the message: 'Among your number is one who has preëminently followed my example. In deeds, in influence, and in silent devotion he has sought to solve the mysteries and problems of life for the betterment of his fellowmen. His quiet, forceful enthusiasm has known no bounds.

"Some of you may think that you persuaded him a year ago to partly drop his mantle of modesty and break his inherent reticence. But you were not the moving cause. It was a sense of duty and hearty devotion to the cause in which you all are such earnest co-workers.

"And are you not proud and profoundly appreciative of what he, at personal sacrifice, has accomplished? The banner of my faithful followers has been carried to new and greater heights under his leadership, their numbers have been increased, their enthusiasm intensified.

"My message to you is that, for once, you cast precedent and tradition to the winds as mere 'scraps of paper' that do not count between you and the one you love, and ask him to continue to lead you onward and upward to a glorious zenith.

"With this message welling from my heart, I nominate as president for the ensuing year, Preston Peter Lynn."

The nomination was seconded by George Ethridge, and, there being no further nominations, the Club proceeded to reëlect Mr. Lynn with a whoop. As Mr. Lynn's administration during the past year has been highly successful, and as he is immensely popular with all the members of the organization, the announcement of the result of the vote was vociferously applauded.

HUNTSMAN PRESENTS GAVEL.

R. F. R. Huntsman, as soon as the applause had died away, arose, and, in a well-chosen but very brief speech, presented Mr. Lynn with a sterling silver and ivory gavel. As he handed Mr. Lynn the gift, he said: "The sterling quality of the shaft of this gavel is more characteristic of Mr. Lynn than the solid ivory of its head." The gavel, which is a beautiful piece of artistic work, bore the inscription: "To Preston P. Lynn, the President of the Sphinx Club—a token of regard and appreciation from the officers of 1915-16." On the opposite side was a silver Sphinx in relief.

The other officers elected were as follows: Vice-presidents, R. S. Scarborough,

Clarence W. Smith, Dan A. Carroll, Colin Armstrong; secretary, Edmund D. Gibbs; treasurer, R. F. R. Huntsman; executive committee, W. R. Hotchkin, James O'Flaherty, Samuel Moffitt, Clarkson Cowl, George Ethridge, Corbitt McCarthy, Ludwig Nissen.

The first address of the evening was delivered by James Newton Gunn, president of the United States Tire Company, who spoke on the topic, "After the War—What?"

magnitude, but because all of our old alliances will have to be replaced by new alliances and on entirely different lines.

"We shall, of course, realize that after this war we will have to meet effort organized by the best minds of all the nations now at war, to protect their own and to gain new markets. We, however, have not realized what instant action for industrial preparedness is necessary.

public of Europe, South America, Africa, or Australasia, by means of the press. All this form of activity, as far as the American merchant and manufacturer are concerned, is not organized.

CLOSER CO-OPERATION DEMANDED.

"We shall have to enforce in every American concern closer coöperation between the selling end and the advertising man. It has been the uniform experience of the majority of concerns that in the employment of an advertising manager or an agency, while entrusting to them the expenditure of large sums of money, their activities have not been close to the activities of the selling forces themselves, which has resulted in unnecessary and wasteful expenditure, with consequent disappointment.

"We shall have to study the markets both at home and abroad, to know the consuming capacity for each of the wares we have to offer. This exactitude of determination of markets has been a characteristic of foreign merchants which we have almost completely neglected to develop in our own institutions.

"As a direct result of some measure of prosperity from war business and no enforced economies, the standard of living and the scale of expenditure of our working people is going higher and will be very much higher in comparison with the standards of the wage-earners of Europe, who, during the period of the war, will have enforced training in economy, so that we shall be compelled to more carefully study our manufacturing costs and methods and along more accurate lines than ever before. We have deceived ourselves into believing that we know a great deal about efficiency and the science of management, but, as compared with the efficiency of Germany, we are but in the kindergarten stage."

HOTCHKIN TELLS HOW TO MAKE A MILLION.

W. R. Hotchkin, of the Cheltenham Advertising agency, spoke on "The Sales Possibilities of the Unknown Want." The EDITOR AND PUBLISHER reproduced a considerable portion of this address when delivered at one of the advertising clubs in another city.

Frank Leroy Blanchard, of THE EDITOR AND PUBLISHER, who was called upon by President Lynn, made brief remarks.

This dinner winds up the activities of the Club for the season. The organization has now 322 members, or 126 more than it had in February, 1915. Of the 54 members who joined during the past year, 21 were secured by President Lynn.

The Club closes this season with \$854 in bank.

Merchants Against Deception

Any person who purchases articles at stores in West Hoboken, N. J., whose proprietors are members of the Merchants' Protective Association, can feel assured that they will be given value for value, and that no goods sold will be misrepresented. This follows out the recent resolution of the merchants, which says that any one found not to be living up to the specifications will be heavily fined or expelled from the organization. The Association has taken a stand against the trading stamps and has declared itself through the executive committee to be in favor of their being abolished. There is a bill now pending in the New Jersey Senate which would do away with the stamps.

Artists Will Design Defence Posters

At a dinner given in honor of Howard E. Coffin, chairman of the Committee on Industrial Preparedness, last Sunday evening James Montgomery Flagg, Arthur I. Keller, Hy Mayer, C. R. MacCauley, Henry Reuterdahl, William de Leftwich Dodge, and Frank V. Dumond volunteered to design posters to assist the movement to mobilize the nation's industries for preparedness. Men who control large billboard space also, were present and promised free billing.



PRESTON P. LYNN,

WHO HAS BEEN RE-ELECTED PRESIDENT OF THE SPHINX CLUB.

"It is a very simple matter," he said, "to prophesy with regard to the things that must happen a hundred years from now, but it is extremely difficult to successfully indulge in any prophecies concerning the outcome of events now happening abroad, due to the fact that in all probability a number of you will live to prove that the prophecy was wrong.

"We should not by any chance be deceived into believing that in any of our relations in manufacturing or merchandising, either in domestic or in foreign relations, that we shall return to the old conditions and relations that prevailed before this war.

NEW PROBLEM TO BE FACED.

"The entire mechanism of trade will have to be rebuilt irrespective of whether, before the end of this conflict, we shall have been drawn into it. Our problem will be different not merely by an increase in their number or their

"The latter part of this month the representatives of the Allies of the Entente, with leading men of Spain, will gather in Paris to consider and to make plans for commercial coöperation and commercial warfare, and if the immediate past is a guide, we shall find that the Allies of Central Europe probably made their plans before the present war started.

"Our methods of seeking trade at home or abroad that have heretofore prevailed are entirely inadequate, and to illustrate how completely in one small way we lack proper preparation for intelligently getting in touch with foreign commerce and with all our vaunted experience in advertising, I venture to state without fear of successful contradiction, that there is not one advertising agency in this continent competent to advise with a fair degree of accuracy and breadth any manufacturer or merchant who desires to place his wares before the consuming

PRINTERS SEEM TO BE GETTING THEIR SHARE

Biennial Report of the International Typographical Union, Supplemented by Figures Showing Recent Increases in Wage Scales, Indicates Plenty of Work and Commensurate Pay.

The report issued by Secretary-Treasurer Hays, of the International Typographical Union, for the two-year period ending March 1, 1916, as required by law, is summarized in the April issue of the Typographical Journal, to show statistics regarding wages received and hours worked in the jurisdiction of the International Union.

In the tables given, 684 unions in 663 cities are represented, and more than 1,000 cities or towns are governed by the scales reproduced. The tables show scales in the following number: Morning newspapers, 480; evening newspapers, 631; weekly newspapers, 519; book and job, 627.

DECREASE IN HOURS.

Changes in the hours of labor have been infrequent since the establishment of the eight-hour day, but the figures indicate an average weekly decrease of over 5.3 hours for hand composition and 5.7 for machine operators, an average of over 5.5 hours per week for all classes of work. The total reduction is reported as 17,182 days of eight hours.

In the face of adverse conditions caused by the European war many unions have increased their scales. It is said that no other trade has accomplished so much in that direction in the same period. These increases in scales vary from 50 cents to \$5 per week. Taken collectively they show the average increase to have been \$1.48 per week, or \$76.96 per year. Based on figures supplied by local secretaries it is found that the wages of the affected members have been increased \$26,766.99 per week—\$1,395,833.98 per year.

UNIONS ARE GOING FORWARD.

A general conclusion of the report is that the unions are going forward, and that there is no reason to believe that further advancement will not be made in the way of increased scales.

Among recent increases in scales the following have been reported:

Printers and machine operators of Holyoke, Mass., will during 1916 receive \$2 more per week than they did under the old scale. On morning papers the pay will be \$25 per week for operators and \$23 for all other classes of work; evening papers, \$21 for operators and \$19.50 for others.

In Worcester, Mass., newspaper printers benefit to the extent of \$1 per week, divided into two payments of 50 cents each during the years 1916 and 1917, by an agreement recently signed.

Jackson, Miss., reports increases in wages amounting from 90 cents to \$1 a week, in effect for one year. Handmen on newspapers will be paid \$21 a week for day work; operators on evening papers \$24; handmen on morning papers, \$24, and machine operators \$27 per week.

Members of the Lafayette (Ind.) Union have secured an increase in all scales. The contract with the newspapers runs for five years, the morning scale remaining at \$23 per week for the first two years, and then it will be raised to \$24; evening papers \$21 the first two years, and then \$22.

MORE INCREASES IN SCALES.

The scale for afternoon papers in Bridgeport, Conn., has been placed at \$24 a week, and on morning papers \$25, these figures to apply until January 1, 1917, when another dollar will be added. The old scale was \$21 and \$23.

Newspaper employers in Franklin, Pa., have made contracts covering three years, and granted increases in wages from \$1 to \$2 a week to all employees, foremen included.

Parsons, Kan., has a new wage scale providing for an increase of \$1 a week all around.

Under a new two-year contract \$3 a week has been added to the wages of Globe (Ariz.) Union. Foremen on evening papers will receive \$33 a week and operators and handmen \$30. The pay of night-workers will be \$3 per week above these figures.

Evening papers of Memphis, Tenn., have made new five-year contracts, giving foremen and admen \$26 per week; second year, \$26.50; remainder of period \$27. Other increases are granted.

Greely (Col.) publishers have signed a scale to run for three years. It gives floormen \$20 per week for the first six months, with an advance of 50 cents per week every six months during the life of the contract. The night scale is placed at \$1 per week above these figures.

FORECAST OF THE BIG A. N. P. A. CONVENTION

(Concluded from page 1382)

to take the places of Elbert H. Baker, of the Cleveland Plain-Dealer; Hilton M. Brown, of the Indianapolis News; F. P. Glass, of the Birmingham News; Jason Rogers, of the New York Globe, and Charles W. Knapp, of the New York Times, whose death occurred a few months ago. It is quite probable that Messrs. Baker, Brown, Glass, and Rogers will be reelected.

ARRANGING FOR BIG DINNER.

The arrangements for the dinner on Thursday evening, April 27, have not been completed. Several prominent speakers who have been invited to deliver addresses have not given their decision. According to the many requests for tickets for the banquet already received it is certain that the grand ballroom of the Waldorf will be taxed to its uttermost to accommodate all who desire to attend.

During the week a number of dinner parties and entertainments have been planned for the members. At the conclusion of the dinner on Thursday evening, all the delegates will be entertained by the Mail & Express Syndicate at an entertainment to be given by the Ziegfeld Follies, on the top of the New Amsterdam Theatre, which will be followed by a supper.

Amon G. Carter, business manager of the Fort Worth (Tex.) Star-Telegram, will give a dinner, during the week, in honor of Erman J. Ridgway, the magazine publisher.

The luncheon of the Bureau of Advertising will take place at the Waldorf on Wednesday, at the conclusion of the morning session. This will be a notable event, as many prominent general advertisers and others identified with the business world will be present.

This convention will be the tenth in which Lincoln B. Palmer has participated as manager of the Association. During the period of his service Mr. Palmer has demonstrated his fitness for the position in no uncertain manner. He has handled the difficult problems arising from time to time in the conduct of work at headquarters in an able and conscientious manner. His job is no sinecure. The task of pleasing 350 newspaper publishers is not an easy one. There have been times during his connection with the Association when he has been called upon to exercise all the talent he possesses to handle a difficult situation. The fact that there have been no complaints of a serious nature made against him is pretty good evidence that he has discharged the duty of his office in a manner most acceptable to the members.

The Mergenthaler Linotype Company will exhibit in full operation its new multiple-magazine linotypes, Models 16, 17, 18, and 19, in the east room of the Waldorf-Astoria during the week of the American Newspaper Publishers' Association and Associated Press convention.

CHICAGO DAILIES ARE ENJOYING PROSPERITY

(Concluded from page 1381)

ed last year's record of the corresponding Sunday by 65 columns."

The Daily News was not so fortunate last week. Owing to its inability to find space for them without curtailing the amount of news matter proportionately allotted to the paper it was forced to omit 77.63 columns of paid advertising during the week. On Wednesday, April 5, 5.52 columns were left out, and in anticipation of a large run on Thursday and Friday all advertisements scheduled for these dates, were limited to six columns of space. This helped the situation to an extent but on Thursday 19.81 columns of advertising were left out and on Friday 44.96 columns remained on the stones because of lack of space. Saturday the ad alley was over-set 7.34 columns. During the week the Daily News printed a total of 903.76 columns of advertising matter.

The Evening Post has enjoyed such gains in both advertising and circulation that on Monday it increased the size of its pages from seven to eight columns. The change was announced for April 15, but unprecedented business made expedient the adoption of the new arrangement at the earlier date. The paper recently passed to the direction of Carroll Shaffer, son of John C. Shaffer, proprietor of the Shaffer group of dailies. The editorial department also has new quarters on the second floor of the Post Building.

ALL REPORT STRIKING GAINS.

The Journal, American, Examiner, and Herald also report striking gains, well in keeping with the increases made by their contemporaries. The Journal local room is being dressed up with new fixtures, and that paper will prepare to celebrate its seventy-second anniversary, which is on April 22, by publishing next Saturday a bumper goodroads and automobile edition. Robert J. Casey, of the local staff, has the editorial work in charge. The Journal, founded April 22, 1844, is the oldest daily newspaper in Illinois.

"One striking feature of Chicago newspaper prosperity," the business manager of an evening paper told THE EDITOR AND PUBLISHER, "is the gain made by local papers in advertising from the Eastern territory. Every Chicago paper showed a gain in this field for the month of March. All but two Chicago papers showed a gain in the total volume of advertising over March of last year.

"Business in April is the best Chicago ever has seen. Nearly all papers are beating their best records. All papers scored big gains for the first week in April, and the late Easter is going to keep business good.

"The gain is even. No one class of advertising is making a runaway. Department stores, men's shops, automobile manufacturers—they are all advertising. The general prosperity is the cause."

VIEWES OF AD MEN.

The optimistic statements of newspaper men find corroboration from leaders of the advertising agency field. Inquiry brought forth this statement by James O'Shaughnessy, president of the O'Shaughnessy Advertising Company:

"Broadly considered, Chicago is the greatest market for advertising. Conditions in this market are highly indicative of commercial activity nationally. The present condition is marked by the development of new business more than by enlarged activity in going accounts. Some of the old accounts are increasing appropriations. The coming forward of new ones, however, is the biggest and best sign that has appeared on the advertising horizon in three years. The situation considered in its entirety is unquestionably the best this market has seen. The grand total of going business is enhanced,

and the volume of new business on the way is unprecedented, and the faith expressed in the permanence of present prosperity is practically unanimous."

GOOD TIMES HERE TO STAY.

Advertising has come into its own, and good times are here for a long stay; according to James H. Finn, president of the Nichols-Finn Advertising Company.

"Prosperity smiles benignly on Chicago," said Mr. Finn, "and business is good. Go into the State Street shops and see the open purse in action. Hear the hum of activity, the rustle of banknotes, the jingle of silver making the music of a business rhapsody, in which our entire population is singing in unison, these balmy spring days of 1916.

"Ask the merchant of Wabash Avenue how trade progresses, and you start him smiling. Inquire in one of Chicago's hundreds of mail-order houses how orders are coming in, and the answer will be 'fine.' It's in the air. It is no different in any quarter of our body commercial. Wheels are huzzing, machinery is humming—plenty walks on their streets. People have money. Their happy faces advertise the fact.

CITY COMES TO ITS OWN.

"With this rising tide of prosperity, advertising in Chicago has come into its own. The live merchant or manufacturer has pulled this great business lever over to the last notch, and is covering the ground at full speed. He is reaping the harvest that courage and merchandising intelligence sows with a free hand. In turn, advertising is creating more business motion. Advertisers, in many cases, have doubled last year's appropriation because their sales for the first three months of this year are double the volume for the corresponding period of 1915.

"Indications point to a long continuance of this condition, should no untoward business crisis be thrust upon our country. Nowhere else is there a more complete realization that advertising is not only the virile force that creates business, but the mighty tie that holds it. Nowhere else do manufacturers and distributors more thoroughly appreciate the fact that advertising is the golden link that connects production and consumption. Looking over the situation on its present basis with calmness, without the bias of over-enthusiasm, it seems safe to say that 1916 will be but the start of the story of Chicago's advertising accomplishment."

MARQUIS JAMES.

Personates a Congressman at Lodge

Horace H. Atherton, jr., former Washington correspondent for a number of Massachusetts dailies and now register of probate at Salem, Mass., pulled a neat April fool joke before the Danvers (Mass.) Masonic body on April 1, when he appeared before them as "Congressman A. F. Smith, of Dallas, Tex." He had been made up by a professional actor, and to show that it was a good one a "pol," who has been scouting after the Democratic nomination for postmaster in that town, drew him aside and gave him an earful to the effect that he would like to have "Cong. Smith" use his influence to land him the job. It was a disgruntled body when the hoax was learned.

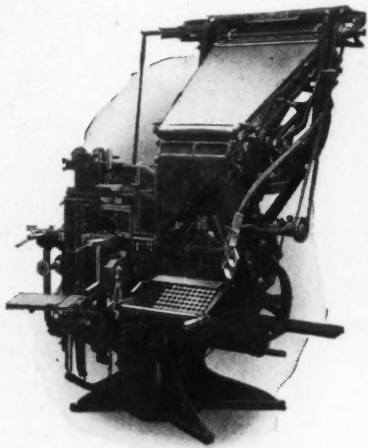
Montreal Mail Company Sued

TORONTO, April 11.—The Montreal Mail Publishing Company has been sued for \$1,000 damages by Henry Dalby, an editorial contributor to the Montreal Herald. During the recent civic elections the Herald published an editorial criticising the importation of detectives by the supporters of Controller McDonald, the Mayoralty candidate, who was backed by the Mail. The Mail, in its reply, said Mr. Dalby was the author of the Herald article. Mr. Dalby says the article in the Mail was untrue, false, and malicious, and denies authorship of the Herald article.

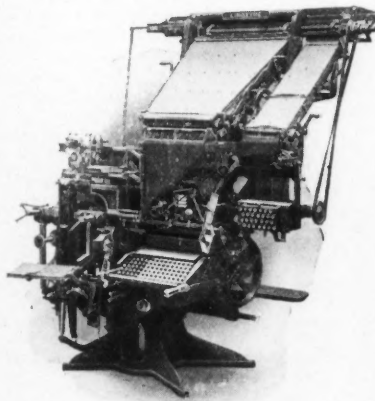
GENUINE LINOTYPES

Not Imitations

The Best Composing Machines in the World at the Lowest Prices



MODEL 18
Two-Magazine Model 5
\$2,600



MODEL 19
Two-Magazine Model 5
with Auxiliary Magazine
\$2,700

Model 15 (Single-Magazine Linotype) \$1,750

Model 5 (Single-Magazine Linotype) 2,200

Model K (Two-Magazine Linotype) 2,300

Model 4 (Double-Magazine Linotype) 2,600

Model 18 (Two-Magazine Linotype) 2,600
Two-Magazine Model 5

Model 19 (Same as Model 18 with Auxiliary Magazine) 2,700

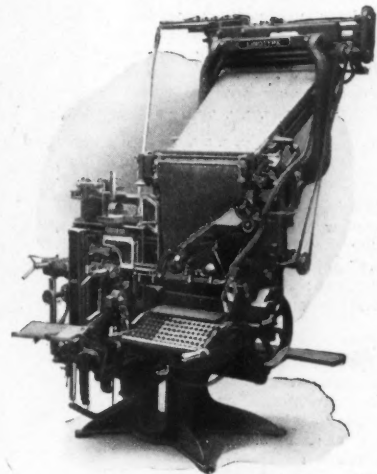
Model 16 (Double-Magazine Linotype) 2,900

Model 17 (Same as Model 16 with Auxiliary Magazine) 3,000

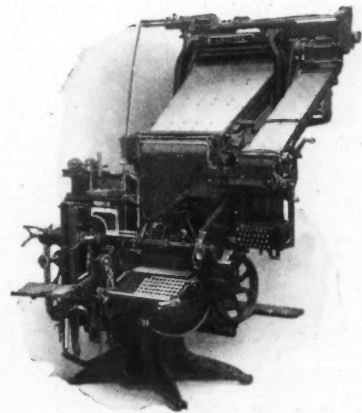
Model 8 (Three-Magazine Linotype) 3,600

Model 14 (Same as Model 8 with Auxiliary Magazine) 3,700

Model 9 (Four-Magazine Linotype) 4,150



MODEL 16
Double-Magazine Linotype
\$2,900



MODEL 17
Double-Magazine Linotype with
Auxiliary Magazine
\$3,000

We have a Linotype for every office at a price and upon terms within easy reach of every printer.

SEND FOR FULL DETAILS

Rebuilt and Used Linotypes from \$1,000 Upward

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO:
1100 S. Wabash Ave.

SAN FRANCISCO:
646 Sacramento St.

NEW ORLEANS:
549 Baronne St.

CANADIAN LINOTYPE, LIMITED, TORONTO

NATIONAL EDITORIAL ASSOCIATION PROGRAM

Feast of Good Things Promised for Convention in New York City, June 19 to 22—President Rountree Announces Imposing List of Speakers—Excursions and Entertainment in Abundance.

The programme tentatively arranged for the Convention of the National Editorial Association in New York city, June 19 to 22—with side-trips later to New Jersey and Boston—promises a feast of good things. According to an announcement received this week from Lee J. Rountree, of Georgetown, Texas, president of the Association, arrangements have been made for addresses by the Hon. Josephus Daniels, Secretary of the Navy; Melville Stone, manager Associated Press, New York; John A. Slicher, editor Leslie's Weekly; John Temple Graves, New York American; Louis C. Cramton, Lapier (Mich.) Clarion; Dr. Walter Williams, of Columbia, Mo., president of the World's Press Congress; Courtland Smith, president of the American Press Association, New York; Dietrich Lamané, editor of Grit, Williamsport, Pa.; John Redmond, editor, Burlington (Kan.) Republican; Alonzo D. Moffett, Elwood (Ind.) Review; and others.

SOME OF THE ADDRESSES.

An historical address will be made by A. O. Bunnell, of the Danville (N. Y.) Advertiser, formerly president of the National Editorial Association.

Mrs. H. C. Hotaling, of Mapleton, Minn., will speak on, "The Women and the Newspapers;" and Mrs. George E. Hosmer, of Denver, will read a paper.

Among the subjects to be presented, and those who will speak on them, are the following:

"The Trade Journals," W. H. Ukers, editor, Tea and Coffee Trade Journal, New York.

"The Influence of Schools of Journalism Upon American Literature," Will H. Mayes, dean of the Texas University School of Journalism.

"The Relation of the Press to Improved Highways," Homer D. Wade, of Texas.

"The County Weekly Newspaper: How I Built Up and Maintained a Circulation of 5,000 in a County of 16,800 People With Six Competitive Newspapers," George W. Wagenseller, editor, Middleburg (Pa.) Post.

"Interior and Metropolitan Dailies: Facts and Theories Tested by Experience," Adolph S. Ochs, publisher New York Times.

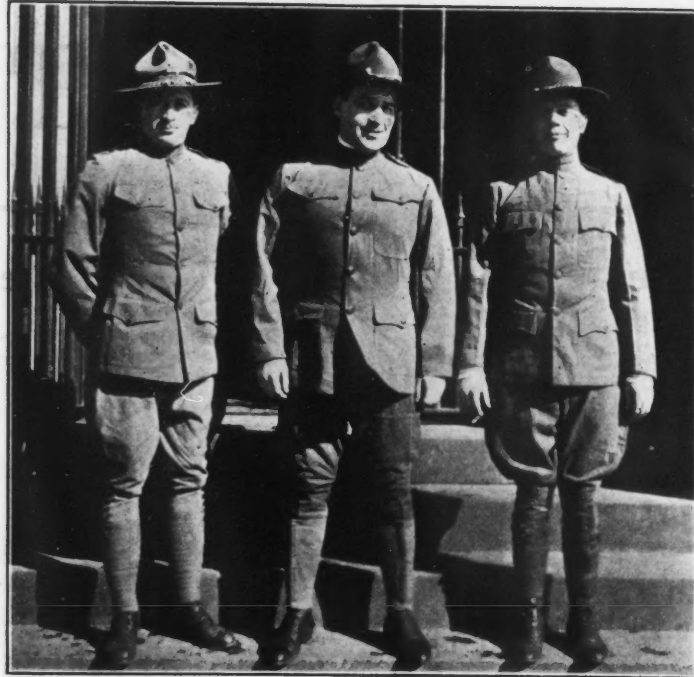
"Advertising," William C. D'Arcy, of St. Louis, president of the D'Arcy Advertising Association.

OPENING SESSION JUNE 19.

At the opening session, beginning at 9:30 Monday morning, June 19, addresses of welcome will be made by the Hon. John Purroy Mitchell, Mayor of New York city; Chas. H. Betts, publisher Lyons (N. Y.) Republican, president New York State Press Association; H. L. Bridgman, publisher Brooklyn Standard-Union, chairman of Publishers' Association of New York city; Edward Percy Howard, president New York Press Club; and John Clyde Oswald, editor the American Printer. A response by Joe Mitchell Chapple, of Boston, editor National Magazine, will be followed by the president's annual address, by Lee J. Rountree, Georgetown, Tex.

On Monday evening there will be a reception at the Pulitzer School of Journalism, Columbia University. The following afternoon there is to be a personally conducted visit to the New York Times and inspection of its offices and plant. On Wednesday afternoon, June 21, the election of officers will be held, and that evening a banquet will take place at the Hotel McAlpin.

Scheduled for Thursday, June 22, are a sightseeing boat trip around New



NEW YORK HERALD MEN IN MILITARY CORPS.
J. S. STEWART RICHARDSON, F. W. M. HALL, E. D. SULLIVAN.

York Bay as guests of the City of New York; exhibition drill by fire-patrol boats; visit to Brooklyn Navy Yard; luncheon at the factory of the Mergenthaler Linotype Company, immediately opposite the Navy Yard, and ride through Brooklyn's park system to Coney Island in sightseeing automobiles as guests of the Mergenthaler Linotype Company; afternoon and evening, sea bathing and visits to Coney Island's attractions.

A visit to New Jersey coast resorts, with possibly a call on President Woodrow Wilson at his summer home in Long Branch, is the programme for Friday, June 23; and for Saturday and Sunday, a visit to Boston is planned. The announcement sent out from the Association ends:

"Monday, June 26, to Friday, June 30: At Philadelphia, in attendance at the annual Convention of the Associated Advertising Clubs of the World."

PROUD OF NEWSPAPER TRAINING.

Secretary Lane Considers It Among Most Valuable Experiences of His Life.

SAN FRANCISCO, April 10.—Franklin K. Lane, Secretary of the Interior, who has been visiting relatives in San Francisco, considers his early experience as a Pacific Coast newspaperman an important step in his career. On Charter Day, Mr. Lane was asked to write something for the student daily published at the University of California in Berkeley. The following from his pen appeared in the Daily Californian:

"Californians who have gone East have all distinguished themselves. Californians have more initiative and constructive imagination than other young men. There is an adaptability and a vitality and a clearness of perception that, once they get the opportunity, wins for them a position of exceptional administrative rank.

"The Government service is one that calls for men who have imagination and loyalty. Our people are not as bent on making money as others, and they seem to be more fertile in ideas. Next to my life in the University of California, and the inspiration it brought me, I count as of value my life as a newspaper man."

Where you find temper do not look for truth; where you find indignation, righteousness is nigh.

CHANGES IN INTEREST.

CENTRALIA, Wash.—H. L. Bras, of Everett, and R. W. Edinger have purchased the Daily Chronicle-Examiner and the Centralia News-Examiner, a weekly, from the Centralia Publishing Company. Mr. Bras is a publisher of long experience. Mr. Edinger has been advertising manager of the papers for the last four years. The retiring publishers, Thomas H. Dunckley, Henry A. Dunckley, and William O. Dunckley, have been in the newspaper business in Centralia for the last fifteen years, and in southwest Washington for twenty-five years, having published papers in South Bend, Pe Ell, and Chehalis prior to coming here.

ROGERS, Ark.—E. L. Kokanour, for two years city editor of the Daily Post of this city, has purchased the Siloam Springs Daily Register.

RICHMOND, Va.—The Williamsburg Gazette has been purchased by Dr. Lawrence T. Price and others, of this city. Dr. Price said that plans were being prepared by Charles M. Robinson, Inc., Richmond architects, for a two-story brick building, which will be the new home of the Gazette. The paper will be printed in Williamsburg. New machinery and equipment will be purchased and installed just as soon as the new building is completed. The Gazette is one of the oldest publications in the county. It is said to be second oldest newspaper in the United States, and the first to publish the Declaration of Independence. It was founded in 1736 and has been printed continuously since that time.

LAWRENCEBURG, Ky.—The Anderson County News, owned by J. M. Aliverson, has been sold to Prof. Horace V. Bell and Miss Mary M. Dowling.

Want Receiver for Kansas Daily

OTTAWA, Kan.—Minority stockholders of the Journal Publishing Company, of this city, publishers of the Evening Journal, started last October, filed an application in district court here for the appointment of a receiver for the company. They claim the company is insolvent, and has been mismanaged. The application came after a two-day strike by employees, who filed attachments on the plant to recover wages alleged not to have been paid for several weeks.

It is worse to feel poor than to be poor.

NEW INCORPORATIONS.

PORTLAND, Me.—Pacific Press Agency; capital stock, \$75,000; general news gathering; incorporators, J. H. Pierce, D. W. Snow, E. M. White, and R. V. Snow, all of this city.

ST. LOUIS, Mo.—Western Watchman; capital stock, \$35,000; incorporators, Edward J. Dunece, Mrs. Stella Esson, and Mrs. Henrietta Macdonald.

NEW YORK CITY—Arts Publishing Company; capital stock, \$50,000; advertising; incorporators, H. H. Hullis, G. L. Fox, and J. F. Lilley.

NEW YORK CITY—J. T. H. Mitchell; capital stock, \$300,000; general advertising; directors, John T. H. Mitchell and Henry B. Culver, of New York city, and Benjamin R. Duff, of Flushing, L. I.

BUFFALO—Paper Buyers' Association; capital stock, \$50,000; to conduct an agency for securing and distributing information in regard to paper and twine industries; directors, Lambert G. Smith and Herbert W. Allen, of Buffalo.

ELMIRA, N. Y.—Key Note Publishing Company, Inc.; capital stock, \$3,000; to publish a magazine of music known as The Key Note, and general printing; directors, George F. Givens, Claude O. Pierce, and Eloise H. Weale, all of Elmira.

BUFFALO, N. Y.—National Preparedness Press, Inc.; capital stock, \$50,000; to publish a national educational magazine on preparedness; directors, Charles F. Johnson, Thomas G. Aileen, and William G. Justice, all of Buffalo.

NEW YORK CITY—World Copyrights, Inc., capital stock, \$1,000; to procure copyrights and act as agent and middleman between authors and publishers; directors, Louis J. Rosett, Louis J. Jacques, and Lily Rosett, all of New York City.

NEW YORK CITY—Deutsch-Amerikanisches Jugendblatt, Inc.; capital stock, \$25,000; newspaper proprietors and general publishers; directors, Adolph Kaim, John Kaim, and Gustave Rathner, all of New York city.

NEW YORK CITY—Novi-Hrvat Publishing Company, Inc.; capital stock, \$10,000; to publish a newspaper, the Novi-Hrvat, in the Croatian language; directors, Ivan Kresic and Ray Applebome, of New York city; and Ludwig Benedik, of Ridgewood, N. J.

NEW YORK CITY—The Colored American Review, Inc.; capital stock, \$4,000; publishing; directors, Ernest T. Welcome, Louis W. George, and May Robinson, all of New York city.

NEW YORK CITY—The Robert Herts Service, Inc.; capital stock, \$5,000; advertising agency and news agency; directors, Robert J. Herts, Arthur S. Levy, and Harold H. Herts, all of New York city.

Republicans Want Daily Paper

Stock is being sold throughout Cass County, Ill., in a daily newspaper to be established at the county seat at Virginia, which proposes to be the Republican official organ of the county. It is planned to sell about \$3,000 in stock at \$10 per share, and already nearly enough stock has been sold to assure the paper starting. It is proposed that George Kikendall, formerly advertising manager of the Springfield Record, will be editor and publisher of the new paper.

Editorial Troubles

The printer's foreman entered the editorial sanctum and was surprised to find the editor's face badly bruised.

"Had a fall downstairs?" asked the foreman.

"No. It's our account of the Jones-Smith wedding, which ought to read, 'Miss Smith's dimpled, shining face formed a pleasant contrast with Mr. Jones's strong, bold physiognomy.'"

"And this is how it reads, 'Miss Smith's plumped, skiny face formed a pleasant contrast with Mr. Jones's stony, bald physiognomy.'"

"Send that proofreader to me at once," he continued, throwing one bloodstained handkerchief in the wastebasket and searching for a clean one. "There's fight left in me yet."

The Talk of All New England—

The Great Growth in the Net Paid Circulation of the BOSTON DAILY and SUNDAY GLOBE During the Past Two Years.

It will pay every advertiser in Boston, New England, or anywhere else, to consider carefully the sworn circulation figures given below:

SWORN STATEMENTS of the AVERAGE NET PAID CIRCULATION of the BOSTON DAILY and SUNDAY GLOBE, as required by the Act of Congress of August 24, 1912, for the six months' periods noted below:

	NET PAID DAILY GLOBE	NET PAID SUNDAY GLOBE
Six Months Ending March 31, 1914	156,711	276,010
Six Months Ending March 31, 1915	226,823	289,437
Six Months Ending March 31, 1916	243,459	298,993

To get your share of the Spring trade of the best clientele in New England use liberal space in the

DAILY and SUNDAY GLOBE

March Breaks All Records

The circulation of the GLOBE for the month of March was greater than that of any other month in the Globe's history.

The Net Circulation of the BOSTON DAILY and SUNDAY GLOBE as returned to the Audit Bureau of Circulations for March, 1916, was:

	DAILY GLOBE	SUNDAY GLOBE
Paid	255,555	310,073
Unpaid . .	3,942	2,713
Total Net .	259,497	312,786

Advertising

During the three months ending March 31, the Globe printed **2,183,616 lines of advertising**. This was a gain for the Globe of **166,234 lines** of advertising over the same period in 1915, and was 132,928 more lines than were printed in the Second Boston paper.

In placing advertising in Boston, always consider the great purchasing power of the Globe's clientele.

STAMP COMPANIES FIGHT TAX

But Maryland Governor Will Probably Sign Bill They Are Opposing.

BALTIMORE, Md., April 12.—Trading-stamp companies in Maryland protest against a special tax on them authorized by the State legislature recently adjourned. The amount of the tax on each company, aside from all other taxes, is \$1,500. The provision for this special tax is one section of a sort of omnibus special tax bill that passed in both houses.

Strong delegations representing the different trading-stamp companies in Baltimore visited the Governor. They contend that the tax is confiscatory, and will put the smaller concerns out of business. They urged the Governor to veto that section of the bill relating to the tax on trading-stamp companies.

The Governor said that similar laws are in effect in other States. The delegations replied that their companies are already paying a tax, and that the State wants them to take out a license which is exorbitant. In the course of the hearing, the Governor stated his inclination to sign the bill, saying he could not veto any one section without invalidating all the other sections, thus

affecting the State's income from a large variety of business pursuits. The courts, he said, could declare the constitutionality of any one section of a law without invalidating the remainder of it.

The companies that sent representatives to protest to the Governor were the James Seon Company, the Green Trading Stamp Company, the Mercantile Purple Trading Stamp Company, and others. Trading-stamp companies, in addition to the foregoing, affected by the new law when signed and as listed in Baltimore are: The Surety Coupon Company, Sperry & Hutchinson, Merchants' Premium Stamp Company, Madison Specialty Company, W. Harman Lotz, Good Luck Trading Stamps Company, and George Brehm & Son.

NO NEW YORK STAMP REMEDY

Legislators Decide Not to Act on Heffernan Bill This Session.

(Special to THE EDITOR AND PUBLISHER.) ALBANY, April 13.—There will be no State legislation to remedy the trading-stamp and coupon evil this year. This was the declaration after a hearing on a bill of Senator William J. Heffernan, Democrat, of New York, which would impose a tax on sales, agree-

ments to sell, or memoranda of sales, deliveries, or transfers of goods or merchandise when accompanied with the delivery of trading stamps or like devices. The bill called for a tax of four cents on the dollar of the purchase price, and payment of the tax to be indicated by a tax stamp to be attached.

The hearing was before the Senate Taxation and Retrenchment Committee. Senator Heffernan appeared in favor of his measure. The Larkin Soap Company, Colgate & Company, Babbitt & Company, of Albany, and other companies, were represented in the arguments against the bill.

It is certain the bill will not be reported, legislators maintain, and it is now so late in the session that any other legislation along these lines will have no chance.

College Editors' Election

At the fourth annual convention of the Association of Eastern College Newspapers, held in New York city last week, the following officers were elected for the ensuing year: H. M. Heywood, of the Daily Princetonian, president; E. A. Whitney, of the Harvard Crimson, vice-president; N. W. White, of the Williams Record, secretary, and H. P. Isham, of the Yale News, treasurer.

MISSISSIPPI'S NEW STAMP ACT

House Passes Bill to Impose Tax on Premium Coupon Companies.

A trading-stamp bill, placing a tax of \$250 annually on trading-stamp companies and merchants handling them has been passed by the lower house of the Mississippi Legislature. The bill was introduced by T. L. Bailey, of Meridian, Miss., and is modelled after the Florida law. Immediately after its passage by the House the trading-stamp interests got busy and had a representative move to reconsider. It is not thought that this motion will prevail, but that it will be tabled and the bill sent to the Senate for action.

The Mississippi law seeks to impose a tax on each person, firm, or corporation engaged in the business of selling to merchants trading stamps, premium stamps, or stamps or certificates of like nature or character, to be by them issued to their customers and redeemed in money or goods, \$250; on each person, firm, or corporation issuing, giving away, or delivering trading stamps, certificates, or profit-sharing coupons, \$250; on each person, firm, or corporation engaged in the business of redeeming in money or goods such trading stamps, premium stamps, or stamps or certificates of like nature or character as are mentioned in paragraph (1) of this act, when said stamps or certificates shall have been sold to merchants by some person, firm, or corporation other than the person, firm, or corporation redeeming same, \$250.

The law also provides that when any person, firm, or corporation shall be engaged in both selling and redeeming stamps and certificates within the meaning of this act, only one privilege tax shall be collected therefrom. The act will take effect and be in force immediately after its adoption by the Senate.

SALEM BANS TRADING STAMPS

Fight Against Them by Salem Evening News Keeps Them Out of That City.

SALEM, Mass., April 12.—The Salem Evening News has fought a good fight against trading stamps, and fought so effectively that a notable victory has been won. Trading stamps have been kept out of Salem. John B. Tivnan, superintendent of the Evening News, tells of the fight made against them by his paper in these words:

"Trading stamps are effectively and permanently under the ban in Salem, where the Salem Evening News has fought against them and discouraged their introduction from the very first. This paper maintained that neither trading-stamp promoters nor other concerns could afford to give something for nothing.

"The news not only denied the use of its columns to the trading-stamp promoters, but refused to permit any of the local or foreign advertisers even to mention trading stamps in their ads. Advertisements were accepted with this condition, and were censored in the copy and chiseled in the stereotype or electrotype when violations of this condition were discovered.

"This firm stand by the leading Salem daily proved an insurmountable bulwark behind which the local storekeepers marshaled their forces in opposition to the trading-stamp concerns. The organization of the Salem Merchants' Association was the result of the threatened introduction of trading stamps in Salem. The struggle of the stamp people was strenuous for a time, but the campaign of education carried on through the News, backed up by the good judgment and united action of the Salem merchants, was too much for the forces fighting under the 'something for nothing standard.' As a result, not a single store of any considerable size or consequence took on the trading stamps."

The Evening Sun

NEW YORK

Government Circulation

statement 6 months to April 1916	-	-	-	-	-	170,464
For Corresponding period 1915	-	-	-	-	-	140,203
Gain	-	-	-	-	-	30,261

Sworn Circulation Statements to the Federal Government for six months ended

October 1912	-	-	99,170	October 1914	-	-	122,763
April 1913	-	-	104,396	April 1915	-	-	140,203
October 1913	-	-	105,525	October 1915	-	-	155,009
April 1914	-	-	110,056	April 1916	-	-	170,464

Advertising gain for month of March 1916	-	-	-	56,098 lines
Advertising gain for first quarter 1916	-	-	-	142,608 lines

Year 1915—Gain	-	-	-	-	806,127 agate lines
Year 1914—Gain	-	-	-	-	381,696 agate lines
Year 1913—Gain	-	-	-	-	641,965 agate lines
Year 1912—Gain	-	-	-	-	146,406 agate lines

LIKE SOME AMERICAN EDITORS

Chinese Rivals in San Francisco Have Trouble over "Leaky" Cable Messages.

SAN FRANCISCO, April 8.—The strong rivalry between the four or five daily newspapers published in the Chinese language in San Francisco has led to an episode which has revealed clever stealing of news and equally clever detection of the trick.

The Chung Sai Yat Po, published by Ng Pong-Chew, and the Chinese World, both afternoon papers, have been receiving cable messages from China, sent at night to reduce tolls.

Lately, through a leak, cables for which these papers had paid high rates have been appearing in the morning issues of the Young China before the afternoon dailies had a chance to use them.

The editors of the afternoon papers concocted a sensational yarn to the effect that Lung Chi-Quong, Governor of Canton, had died. They cabled this message to Hongkong, with instructions to their agents to wire it back to San Francisco, with the regular news messages, the next night. This was done, and there was the usual steal on the arrival of the cables at San Francisco. The suspected morning paper could not wait until the next day to profit by the cheaply obtained news, but issued a night extra, which sold like hot cakes, with the news of the Governor's demise. Another morning paper "lifted" the fake story from its contemporary and also came out with an extra.

The two evening papers now accuse their morning rivals of stepping into their trap and being caught stealing news. They also ran down the trail of a Chinese messenger boy, appropriately named Get All, who was more enterprising than honest. One of his duties was to get the cables at the tele-

graph office and deliver them to the evening papers. Get All was living up to his name when trapped, says the Chinese World, in its exposé of the affair. It alleges that the embryo grafter had been making a practice of securing a little tainted money by stopping at the office of the Young China, on his way from the telegraph office, to give its editors a chance to glance over the messages, before delivering them to the editors of the evening sheets published in Chinatown.

NEWSPAPER HELPS JITNEY MEN

McKeesport Daily News Champions Their Cause Against Mayor of the City.

McKEESPORT, Pa., April 12.—On Monday morning Mayor George H. Lysle issued an order against the operators of jitney buses that if enforced would practically put the jitneys out of business. Sixteen owners of jitneys refused to obey the order to park their cars in an out-of-the-way street and were accordingly locked up in the city jail. The jitney owners produced records to show that they bring from 2,000 to 3,000 people into McKeesport daily from towns in the vicinity which are not reached by steam cars and street cars.

The McKeesport Daily News came forward with a ten-dollar forfeit for each of the sixteen jitney bus owners and secured their release. The jitneys immediately resumed operations much to the pleasure of people who live in the towns within a radius of twenty-five miles of McKeesport, and the people and the merchants as well as the jitney owners expressed their appreciation of the action of the Daily News.

In the meantime the jitney owners secured an attorney and both the Mayor and the jitney owners have declared a truce until the matter is settled by the courts.

GETS HIGH HONOR FROM FRANCE

Mrs. Stevenson, of Philadelphia Public Ledger, Decorated for Her Relief Work.

PHILADELPHIA, April 12.—Mrs. Corneliu Stevenson, the "Peggy Shippen" of the Public Ledger, one of the most brilliant women in newspaper work in the United States, has just received from the French Government the ribbon of an officer of Public Instruction, in recognition of her distinguished services in the interests of the Republic. The honor is the highest degree of the academic order founded by Napoleon to reward intellectual and artistic service, differing in this from the Legion of Honor, which rewards military and civic effort.

The compliment is emphasized by the facts that it is customary to bestow the supreme distinction only after the recipient has received the first degree of officier de l'academie; and that the acknowledgment is conferred at the present time, France having adopted a policy of withholding decorations until peace is declared. Accompanying the rosette was a letter from M. Jusserand, the French Ambassador, in which he expresses his personal pleasure at being permitted to announce the honor. The insignia consists of gold palm leaves enamelled in blue and hung on a purple ribbon and rosette.

Mrs. Stevenson is the chairman of the French War Relief Committee of the Emergency Aid, in which capacity she has collected and forwarded during the last year currency and supplies to the amount of more than \$200,000. In addition, her committee has sent four surgeons, one ambulance driver—her only son as it happens—two ambulances, one motor-truck, and other things. Most important of all, she has constantly written articles in the daily Ledger eloquently advocating the French cause.

*Many of her articles have been sent to France, and she has been constantly in receipt of letters—wonderful letters—brimming with appreciation and with facts, which further emphasize, were it needful, the heroic quality of the nation to which the United States owes so much.

CURTIS WAGER-SMITH.

AFTERNOON MEN MEET

North Carolina Publishers Hold April Meeting in Raleigh.

The April meeting of the North Carolina Association of Afternoon Newspapers was held in Raleigh on April 8—afternoon and evening. The following papers were represented: Winston-Salem Sentinel, Durham Sun, Rocky Mount Telegram, Salisbury Post, Henderson Dispatch, Fayetteville Observer, Greensboro Record, Wilmington Dispatch, and High Point Enterprise.

A constitution and by-laws were adopted. Committees on advertising, legislation, and purchasing supplies were named. Representatives of the Associated Press and the United Press were present and discussed matters relating to the news services of those organizations. Arthur W. Copp, superintendent of the Southern Division of the Associated Press, spoke on cooperation.

Moffett "Makes Good" on Pittsburgh Leader

William E. Moffett, advertising manager of the Pittsburgh Leader, has just completed six years of service with that paper, and in celebration of the fact has been remembering many of his friends with boxes of "Pittsburgh smokes." That he has "made good" is abundantly proved by the great gains in advertising scored by the Leader, which in March printed more than 1,000,000 lines, and by the confidence reposed in him by its publisher.

THE INTERTYPE

FAIR PLAY - FAIR PRICES - FAIR PROFITS

MODEL A.
Single Magazine

MODEL B.
Two Magazines

MODEL C.
Three Magazines

STANDARDIZED AND
INTERCHANGEABLE
MODELS



You May Brand

any rumors that may reach you and any insinuations made to you that the new owners of the Intertype Corporation are holding the property for re-sale *as absolutely false.*

The Intertype is in the field to stay.

Your banker, through his New York correspondents, can confirm this statement.

INTERTYPE CORPORATION

NEW YORK
WORLD BLDG.

CHICAGO
RAND-McNALLY BLDG.

NEW ORLEANS
316 CARONDELET ST.

SAN FRANCISCO
86 THIRD STREET

“Can You Beat This?”

For Sunday, April ninth, The Chicago Tribune's regular issue contained 122 pages, which included 493 columns of advertising.

The printing machinery of The Chicago Tribune was taxed beyond its capacity to produce this tremendous issue; and it was necessary to call upon the presses of the Chicago Daily News for help, which was most generously forthcoming.

While such statistics are not available at this writing, it is probable that this regular issue of the Chicago Sunday Tribune contained more advertising than has ever before been printed in a single regular issue of any newspaper in the world.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

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

Member Audit Bureau of Circulations

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

GETTING BEST SERVICE FROM CORRESPONDENTS

Illinois Editor Pleased Urbana Conference by Telling Some of His Experiences With the Men Who Send News from Small Towns and Rural Districts—They Must be Carefully Handled.

URBANA, Ill., April 12.—Jacob L. Hasbrouck, of the Bloomington Pantagraph, highly entertained the delegates to the first Illinois conference of editors, publishers, and business managers with his remarks on "Country Correspondence." The conference closed Saturday. Among other things, Mr. Hasbrouck said:

"The term country correspondence is a relative one. The paper published in a smaller town of the county gets its country correspondence from Pong Point, Burns Road, Snider's Crossing, and King's Mill. The editor of the paper in the county seat considers his country correspondence from towns of perhaps 1,000 population in various parts of the county. I presume that the editor of the Chicago daily thinks of a news item from Champaign, Bloomington, or Danville as a part of his country correspondence. And it is likely that the New York editor thinks of Indianapolis and Baltimore as being away back in the country, while Paris and London believe that any American city is located in the wild and woolly. Hence it is no slight to speak of country correspondents, for we are all in the same boat.

"Like all the other problems of newspaper making, that of handling the country correspondence or news from outside of the town of publication, will never be entirely settled.

AN UNSOLVED PROBLEM.

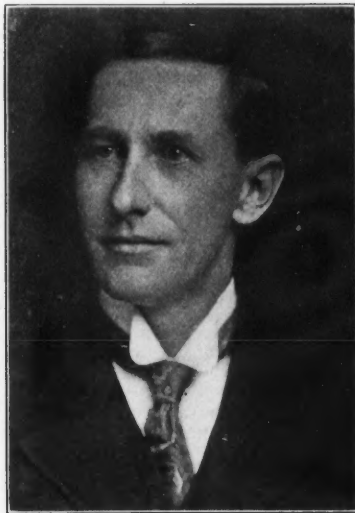
"The country correspondent is not only always with us, but he sometimes adds to the gayety of nations. He per-

petrates his humor unconsciously. For instance, it was without doubt the farthest from the mind of the town reporter to work off a joke on his paper when he sent in his batch of news on Thursday this paragraph: 'Grandma Smith, one of our pioneers, is very low at this writing. If she dies, she will be buried Sunday.'

"Once, in a little city of our county, there was a very sensational burglary, in which all the principal stores of the town were robbed. The correspondent sent to his paper a clear and concise story, and concluded: 'Mr. Thompson, our town marshal, was sitting up all that night with a sick relative, hence there is no clew to the burglars.'

BESSIE, MOLLY AND BILL.

"We once had a correspondent in a



JACOB L. HASBROUCK.

little town who had the fault of forgetting to give the names of the people about whom he wrote. He would say: 'Our genial postmaster,' or 'one of our old citizens,' instead of giving the name. He had been repeatedly cautioned about this, and told to be sure, above all else, to get the names of his people. One day he sent in the story of a big wind storm which had passed over the village, and added: 'John Smith's barn was blown down, and three of his finest cattle were killed. Their names were Bessie and Molly and Bill.'

"The country correspondent furnishes the most of the news for your paper. The number of items of news in the average Illinois daily or weekly paper, furnished by the country correspondents, is greater than the total furnished by the local and telegraph departments. As a test of this statement, I recently took the trouble to count each separate item in the paper with which I happen to be connected. I was surprised at the small number, comparatively. The count showed about 350. Of these, over two-thirds were contributed by country correspondents.

BE PROMPT IN SETTLEMENT.

"As to the pay of country correspondents, there is no standard for such work as this. There are extremes in this as in other parts of our business. On one extreme is the correspondent who loves his work for its own sake. I recall one such, a druggist in a country town, who acted as correspondent for a newspaper in the county seat for twenty-seven years. He sent his letters as regularly as the trains run, and no exertion was too great to get news to his paper ahead of its competitor. His only compensation was a free copy of the paper he served. Then he died, and the publisher of the paper sent a bunch of flowers to put on his coffin.

"But whether a correspondent's pay is large or small, it is safe to say that

he appreciates it more if sent promptly at settlement time, at the end of the month, quarter, or year. A curious little item appeared in a certain newspaper of central Illinois in one of its country letters last year, and it formed an illustration of the necessity for carefully editing such matter. After this correspondent had chronicled the news of the week, he added this paragraph: 'I don't see why I don't get my pay. I have received no money from you since last January.' And that item got by the editors, printers, and proof-readers, and actually appeared in the paper. Probably that correspondent was promptly paid up to date and freed.

SCHOOL PRINCIPAL'S PLAN.

"In the large variety of country correspondents I have known, I recall one who is unique and who is correspondent in a medium-sized town not far from a county seat. This correspondent is the principal of the town schools. He has not time to furnish the news to the paper, so, instead, he asks the pupils of his high school to do it, and he grades them on their work in this line the same as he does in other lessons in English composition. The result is, that once or twice a week he sends to the county seat paper a big batch of items, written in excellent style and neatness, and presumably censored by the head of the schools. If I might sum up in a few words the general proposition of getting the news of your contributing territory, it might be in some such way as this: Get a large and active staff of country correspondents at work for your paper. Jolly them along and keep them in a contented frame of mind, by one means or another, and on the job all the time. Then will your reward be a constantly growing circulation in your territory and a more complete newspaper. And then shall the number of cylinders in your motor car increase from year to year."

Life's Prize Contest Short Stories

An arrangement with Life enables us to offer a series of 81 short stories, selected from 30,000 submitted in competition, for daily newspaper use. The service will extend over twelve weeks.

We believe this to be the best short fiction feature ever offered. Each story is a gem. The list of authors includes the names of some of the best-known writers in America.

Wire for option. Here is the opportunity to get the circulation building and holding summer fiction you have been wanting.

Get Aboard Goldberg Band Wagon!

Early in May the new Goldberg animated cartoons will begin appearing in the moving picture theaters. Pathe exchanges all over the country are now busy booking orders.

The film comedies will quickly build a new crop of Goldberg fans. There will be redoubled interest in Goldberg as a newspaper feature as a result.

The conclusion is so obvious that it needs no elaboration. It's this: There never was so favorable a time as right now to acquire the Goldberg comic.

We offer this famous feature in two sizes: either six or seven columns width. Take your choice—same price for either.

S. S. McCLURE, Editor

THE EVENING MAIL SYNDICATE

203 Broadway, New York

V. V. McNITT, Manager

ADVERTISING A FORCE AND NOT A COMMODITY

Methods Used in Campaign of Associated Ad Clubs of the World Criticised by New York Man in Address Before Dallas League—Only Useful When It Batters Condition.

DALLAS, Tex., April 8.—Addressing the Dallas Advertising League, Harry Tipper, of New York, advertising manager for the Texas Company, declared that he had little patience with some of the attempts to advertise advertising that have been made in the campaign of the Associated Ad Clubs of the World.

Mr. Tipper strongly criticised some of the advertising of advertising that has been attempted, declaring that advertising is not a commodity but a force, and any effort to advertise it as a commodity must result in failure. He declared that it is worth nothing in itself, intrinsically, but only in its manifestations. Advertising becomes useful only when it brings about better and more economical marketing conditions and improvements in business industry in general, he declared. He added that it has not value of its own. Therefore, he concluded, advertising should not be advertised as a commodity of intrinsic

value, but in a manner that will show how it accomplishes good results in bettering business and marketing conditions. He said, in part:

"Advertising is a force. It is not a commodity or a product, but the force of publicity applied to business. There are other forces we use in connection with business. One of the largest of these is the force of electricity. Electricity, as such, has not been advertised, although it has come up in its use in business greatly in the last few years. In the first place, electricity as such cannot be described. There is no definite definition for electricity, because we do not understand it. We only understand only through the application that is made of it.

ADVERTISING IS A METHOD.

"The same thing is true of advertising. It is a force we cannot describe. We can no more describe the force of publicity than we can describe the force of electricity. It is an inherent force, something we can use, although we cannot manufacture it. Consequently, we ought to hesitate about advertising advertising when we ourselves are unable to describe it—when we cannot understand it, and can only use it.

"Some of the advertising of advertising that I have seen has had the

fatal defect of advertising advertising as a commodity, when it of itself is not a commodity, but a method. Consequently any attempt to advertise the value of advertising methods must be determined by the degree to which it aids in the distribution of those products concerned at the time they are needed and at the minimum of cost and greatest convenience. As a matter of fact, advertising is of no value, and has no justification in business if it does not increase the efficiency of marketing methods. In itself, therefore, advertising is not valuable.

MUST CONVEY IDEA OF VALUE.

"There is nothing that has a physical component part that has any value at all that can be considered in this connection, except the force itself. Why, therefore, should we, in an attempt to justify advertising to the consumer, in an attempt to show him what the value of advertising does for him, attempt to show him the value of advertising itself, when it has no value except as it conveys the value of goods and services?"

"And that is what we have been doing from time to time in the most conspicuous examples of advertising advertising. We have been attempting to make a commodity out of a force and to make a commodity value of something that has no such value at all. But to attempt to tell the value of advertising, which has no value except in its use and application, seems to me to be an entire waste of the whole possibility of the scheme which we have started out with.

"The consumer is not interested in advertising itself, but in the manifestation of how advertising brings conveniences. It brings the market to the people and gives them the selection of a larger choice. And that is what we should bring out if we are to advertise advertising with any effectiveness."

REPORTERS SHOULD NOT AVIATE

If Hurt While so Doing They Cannot Recover Under Accident Policies.

ALBANY, April 14.—A newspaper reporter, who seeks recreation in aeroplaning, need not seek indemnity for injuries sustained in the sport, from accident insurance companies with which he carries ordinary policies, such is the decision of the Court of Appeals, handed down this week, affirming the Appellate Division, First Department, in reversing a judgment of \$2,625.62 obtained at the New York Trial Term by Albert Newton Ridgely against the Aetna Life Insurance Company, and restricting the recovery to \$38.57.

Ridgely, who is a financial writer and reporter, obtained an accident insurance policy from the Aetna Company in June, 1911. Before securing the policy he was interested in aeroplaning, and bought a machine, which he reconstructed, and was trying it out when injured, July 21, 1911. He intended to fly it along the ground, but lost control of it, and it rose to a height of sixty to seventy feet and fell.

The company contended that the rate on which the policy was issued was according to the classification of a newspaper reporter, which is non-hazardous and a low rate. Aeroplaning was classified as extra perilous, and persons engaged in this work are non-insurable, according to the rules of the company.

Ridgely maintained that he was not engaged in the business of aeroplaning, but was using the machine for recreation, in the same manner as persons of various occupations seek recreation.

The Adventures of a Bishop

A certain bishop was making a coast voyage on the Pacific when a violent storm arose and tossed the ship about in an unusual manner. The bishop became extremely nervous and went to the captain and inquired if he thought there was any danger.

"Yes, bishop," replied the captain, "we have got to that point when we must trust in God only."

"Oh, this is terrible," exclaimed the bishop. "I fear we shall all perish."

KANSAS HAS CENTRAL BUREAU

Newspaper Publishers of State Organize and Elect George H. Perry Director.

LAWRENCE, Kan., April 12.—Permanent organization of the Central Newspaper Bureau of Kansas has now been effected, with an initial membership of forty editors and publishers of this State. George Hough Perry, for ten years advertising and sales manager of the John Wanamaker, Gimbel, and Greenhut stores, founder and first editor of Everybody's Magazine, afterward manager of a national advertising agency, and more recently director of publicity of the San Francisco Exposition, has been chosen director of the bureau. Mr. Perry will maintain offices in New York, Chicago, and San Francisco, with associated offices in Cleveland and Detroit. These are at the service of any newspaper subscribing to the bureau, for such occasional and temporary direct representation as may be desired, and free of any charge, unless professional services or expense is involved.

The advisory Board of Directors, made up of two representatives from the large dailies, two from the small dailies, two from the large weeklies, and two from the small weeklies, and a chairman, comprises W. C. Austin, Cottonwood Falls; L. R. Broderick, Marysville; Charles H. Browne, Horton; Marco Morrow, Topeka; John C. Mack, Newton; F. W. Parrott, Clay Center; Albert T. Reid, Leavenworth, and Imri Zumwalt, Bonner Springs. Merle Thorpe was elected chairman, H. C. Sticher, secretary, and Lee Harrison, treasurer. It will be the duty of this board to pass on all questions affecting the policy of the bureau.

In addressing the meeting at Topeka last month, at which it was decided to organize the bureau, Mr. Perry spoke of the economic advantages that would accrue to a State press that pooled its interests and presented itself as a unit to national business interests. He summarized the purpose of the bureau in these words:

"The Central Bureau intends to do for Kansas papers everything that their special representatives, their New York, Chicago, and San Francisco offices, their service bureaus, and their trade departments do for the magazines and the big dailies. In the battle for business, it puts the Kansas papers on an equal footing with its most dangerous competitors. It will deal for you, if desired, with all agencies; will fight your battle for you with advertisers and their representatives. It will prepare copy for your advertisers, and assist your local stores in moving advertised goods. It will be enlisted on the side of the retailers of Kansas as against the mail-order houses.

"It will bring the advantages and attractions of Kansas and the power of Kansas newspapers to the attention of the entire advertising world. It is a new movement, but it is based on established and well-tried principles. If it is given the sympathy, the support, and the cooperation of the Kansas newspapers, it will succeed, and it will be another step in progress to be credited to the Sunflower State."

Merle Thorpe said that the activity of his department in the organization of a Central Bureau was in line with the work of the University. "State universities, and especially the University of Kansas," said he, "have three aims: teaching, State service work, and research." Mr. Thorpe said that he and his department went into the question of national advertising for Kansas papers just as forty other departments in the State educational institutions are seeking to make other industries more efficient. The results were made known, a remedy suggested, and that now the newspapers, through their Central Bureau, could work out the details.

MADISONVILLE, Ky.—The publisher of the Hustler has announced that he will start a daily paper, provided sufficient encouragement is received from its patrons.

Publishers and Associates Are Cordially Invited When in New York

to inspect, and, if convenient, to make their headquarters, at our new spacious

New York Offices

which have been removed to the

Brokaw Building

1457 BROADWAY AT 42nd STREET

Telephone Bryant 2604

We shall be pleased to have them use our offices as their own, including our stenographic service, etc., during their stay in the city.

Walter Scott & Company

DAVID J. SCOTT, General Manager.

MAIN OFFICE & WORKS—PLAINFIELD, N. J.

Newspaper Presses

Stereotyping Machinery

Offset Web Perfecting Presses

PRAISES CHICAGO TRIBUNE

Wisconsin Congressman Calls It Most Powerful Foe of Pork-Barrel Legislation.

WASHINGTON, April 8.—During an acrimonious debate yesterday with Representative Moore, of Philadelphia, over the River and Harbor Appropriation bill, Representative Frear, of Wisconsin, characterized the Chicago Tribune as the most powerful foe of wasteful appropriations in the country. The Tribune has carried on a vigorous campaign against "pork barrel" measures by which Congressmen drain the Federal Treasury to benefit their home districts.

When Mr. Moore reopened the attack on the Chicago Tribune, Representative Frear arose and said:

"I have listened to the gentleman from Philadelphia with great patience. But I want to tell the members of the House here and now that I thank God there is a Chicago Tribune, and that for fifty years it has consistently opposed such measures as this.

"I also want to tell the members of this House that, in my opinion, the Tribune, more than any other one factor, was responsible for the defeat of the \$90,000,000 pork-barrel bill in the last Congress."

Mr. Moore retorted that all of the great papers of the East differed with the Tribune on the river and harbor legislation.

"Why not give something to Chicago?" shouted a pork-hunting Southerner.

"Try it," Mr. Frear snapped. "Give Chicago millions, if you dare, and see what the Tribune will do to you for trying such a trick. You can't buy the Chicago Tribune, and you know it. This measure carries \$750,000 for Chicago's harbor. Chicago should have that money. But the Tribune would rather

see Chicago wait than to tax the people of the country \$39,000,000 to get a justifiable and needed improvement. And the people of Chicago and the people of the great Central West agree with the Tribune in that position."

OLD-TIME PRINTERS ELECTION

Chicago Association Makes John McGovern a Life Member.

CHICAGO, April 10.—At the annual meeting of the Old-Time Printers' Association of Chicago, held yesterday, the following officers were elected: President, George J. Knott; vice-president, Peter M. Balkan; secretary and treasurer, William Mill; Board of Directors, Prosper D. Fenn, William C. Hollister, William Sleepeck, William A. Cahill, Samuel King Parker, Nels Johnson, James L. Regan. Fifty members were added to the roster of the Association.

Federal Judge Kenesaw M. Landis, who delivered the oration at the last banquet of the Association, was elected to honorary membership, and John McGovern, veteran author and playwright, was chosen as the first life member of the Association.

To Illustrate Daily with Movies

A feature of the first National Motion Picture Exposition, to be held in Madison Square Garden, New York, May 6 to 14, will be a daily newspaper, illustrated with moving pictures. It will be of standard size and will contain eight pages, each of which will be filled with motion-picture news. The name will be the Motion-Picture Daily Trade Show Bulletin, and it will be gotten out by the Motion Picture Board of Trade of America, Inc. Thomas A. Edison has promised to contribute a signed editorial, and other men high in the motion-picture industry will write for the paper.

ST. PAUL NEWS STOPS A RUN

Its Vigorous Editorial Restores Public Confidence in City's Certificates.

ST. PAUL, April 11.—The St. Paul Daily News has just performed a valuable public service, and St. Paulites are not backward in expressing their appreciation. A few years ago William C. Handy, the former managing editor of the Pioneer Press, and now City Controller and a candidate for Mayor, conceived the idea of selling St. Paul city certificates of indebtedness here at home, direct to the people, without an intermediary agency. The plan was adopted, and the certificates disposed of rapidly. The sale was in charge of Mr. Farnsworth, Commissioner of Finance. The plan of sale came to be known as the Farnsworth-Handy bank. Recently certain disquieting rumors concerning the certificates were set afloat, and as a result a run on the "bank" started, depositors turning in their certificates to the extent of several hundred thousand dollars and getting their money.

In a scathing double-column editorial on the first page, the Daily News attacked those responsible for the run, and exposed the political influences that were behind the movement. The News charged that the run was due to falsehoods circulated by other papers of St. Paul, and maintained that the "bank" was in every way worthy of public confidence. So effectual was this defence that the run came to a speedy end after lasting two days.

Business Men Became Reporters

CLEVELAND, O., April 12.—Great success marked the three-cent exposition created by the Gyro Club, of Cleveland, in conjunction with which the Cleveland Plain Dealer brought out a special section on Sunday. The Plain Dealer,

through the efforts of Robert Schnittger, of the advertising department, was appointed the official paper for the exposition preceding the festivities. A feature of the section was a series of advertisements with pictures of each member in charge of each of the eighty-six booths at the show. The Plain Dealer also ran an essay contest on the Gyro City, in which liberal prizes were offered. Another feature of the exposition was the printing of a daily paper on the three days of the show, for which 150 business men acted as reporters. Miss Ardelle Quinn was appointed editor. The business men "covered" the addresses of May Davos, President Thwing, of Western Reserve University; the Boy Scout exercises, and other news of the show.

DODO VERSUS DINOSAUR

Cartoonist Bradley's Pictures Inspire Novel Answer to Pacifists' Pleas.

CHICAGO, April 12.—Luther D. Bradley, cartoonist for the Daily News, has supplied the preparedness adherents with an answer in kind to the anti-preparedness folks who are conducting a campaign in Chicago.

The "antis" had shipped from New York their stuffed dinosaur and paraded it through the streets as an argument against adequate armament, the dinosaur being reputed to have been so well armored that his species became extinct toting the load around.

Cartoonist Bradley replied with a series of cartoons depicting the dodo, a bird of antediluvian times. Although as large as an ostrich the dodo "couldn't fly, couldn't fight, couldn't run, and uttered a cry like a gosling." It was "the original pacifist—now extinct." The cartoons had such effect that preparedness sympathizers hired a taxidermist to set up a dodo which has been exhibited on downtown streets as an answer to the dinosaur argument.

40,000 INCREASE in Circulation on Saturday COMICS in Two WEEKS

Here is the story:—

EVENING AMERICAN
CHICAGO

Chicago, April 10, 1916.

Mr. M. Koenigsberg, General Manager,
Newspaper Feature Service, New York City

Dear Mr. Koenigsberg:

Yes, it is true that we have gained forty thousand Saturday circulation since the addition of the comic pages you began supplying to us on February 19.

Our circulation on Saturday, February 12th, 1916, was 390,744. We began the use of your comic pages on Saturday, February 19th, 1916. Our circulation on that day was 430,090. I am glad to say that the increase of forty thousand has since been maintained and the figures continue to grow. With best wishes,

Yours sincerely,

W. A. Purley
MANAGING EDITOR.

Let us furnish you with OTHER PROOFS of the splendid CIRCULATION-MAKING power of our Star Comics
NEWSPAPER FEATURE SERVICE, 37 West Thirty-ninth Street, N. Y. City



LOUIS GILMAN
WORLD BUILDING
NEW YORK CITY

AFFILIATE

- ☞ We represent, in the advertising field, a limited number of newspapers.
- ☞ We have limited our list to a few newspapers, but they are the best.
- ☞ We aim to render service—good service—for the few newspapers we represent.
- ☞ We do not have our headquarters in New York and Chicago.
- ☞ Our respective headquarters are in New York and Chicago.
- ☞ Our competent staff of thoroughly experienced men are constantly on the firing line developing business for the advertiser and advertising prospect. Our staff comprises men who are continually on the firing line developing business.
- ☞ We can represent another newspaper of the standing and character that can be developed in the foreign field through persistent contact.
- ☞ We can promise that newspaper the same individual service for the papers we now represent.
- ☞ Are you going to be that newspaper?

LOUIS GILMAN
REPRESENTING
The New York Evening Post
The Philadelphia Press
The Hartford Courant
The Montreal Gazette

A Constant Individual Service



ATED



RYAN & INMAN

MCCORMICK BUILDING
CHICAGO, ILL.

number of newspapers of quality and character.

but these must be of certified character.

few rather than the many.

and a representative in Chicago or vice versa.

and Chicago.

men cover the U. S. and visit every worthwhile

comprises 8 men (4 in New York and 4 in Chicago) who

business.

standing and character of those noted below and which can

represent conscientious endeavor.

Special service that has been productive of increased business

Special Service That Counts

RYAN & INMAN

REPRESENTING
The New York Evening Post
The Hartford Courant
The Montreal Gazette



EDITORIAL

BAR PICK-POCKETS FROM YOUR CLASSIFIED ADVERTISING COLUMNS!

PUBLISHERS of daily newspapers have always been puzzled by the problem of keeping petty swindlers out of their classified columns. With a metropolitan newspaper the task of investigating every person who offers copy for a classified ad has always seemed too big to even consider. Publishers have relied, without either content or success, on the method of common-sense censorship of copy. They have realized that even when this censorship is carefully exercised it fails to bar out the plausible swindler of the credulous.

If honest people are to utilize the classified columns with advantage and convenience it is essential that their ads should appear in honest company.

The publisher of a newspaper is in a position analogous to that of the owner of an office building. The owner or agent of such a building must, in self-protection—to conserve the value of his property, if for no other motive—see to it that his desirable tenants have desirable fellow-tenants. He cannot afford to rent office space to a crook; nor permit swindlers to ply their trade under the protection of a reputable office address.

Mr. Samuel Hopkins Adams, in the New York Tribune, has recently devoted considerable attention to one class of fakirs who utilize the classified columns of metropolitan newspapers in swindling poor people. These are the people offering profitable "home work" to everybody. Citing case after case, Mr. Adams uncovers the ugliness of these lures, and shows how the appearance of such ads in the columns of a newspaper taints and injures the whole mass of classified business.

It appears to THE EDITOR AND PUBLISHER that there may be found an effective method of barring these CLASSIFIED PICK-POCKETS.

Most of these concerns who thus utilize the open columns of newspapers through which to ply their unclean trade are adepts in the art of keeping their copy "within the law." Some of them are rounded up, now and then, by the postal authorities, and denied the use of mails; but they blossom forth again, after short lapses, under other guises and names.

Suppose, however, that the members of the American Newspaper Publishers' Association should agree upon a common plan of censorship for all copy open to either suspicion or question. Suppose that, when such copy is offered to a newspaper, it should be referred, FOR INVESTIGATION AND REPORT, to a committee of the Association's Bureau of Advertising. Such work could be effectively carried through by this Bureau. The prospective advertiser could be asked to submit his plan, his goods, or whatever it is that he seeks to sell, to the Bureau for examination and investigation, together with references as to his character and business standing in his community.

Advertisers whose offers can stand the light would welcome such investigation, and the benefits of such a "rating" as it would carry, and make it easy for the Bureau. The Classified Pick-Pockets would shun it.

Such a Bureau could make duplicate reports to all publishers in the Association of the investigations made. The petty swindlers who sought to evade this barrier by changing their lures would find themselves, automatically, up against the same process with the new scheme.

There would be small loss of income to publishers by turning over to the investigating bureau all copy offered, not on its face square and legitimate, which comes from outside of their own field.

The work could be done so effectually that it would serve, eventually, to bar pick-pockets from the classified columns almost completely; and thus would solve for publishers the problem of giving their legitimate classified advertisers decent company, and their readers the protection from fraud which they have a right to expect.

The suggestion is made to the members of the A. N. P. A. in the belief that a PLAN is better than much talk—and that this plan is, at least, worthy of serious consideration.

"I have never seen a greater monster or miracle in the world than myself."

Montaigne.

FIGURES OF OMINOUS PORTENT

THE reserve supply of print paper held by American mills to-day, consists of about fifty thousand tons. That was the figure on January 1, 1916; and it is announced that since then not a pound has been added to this reserve. Its depletion has been avoided, thus far, by speeding-up production everywhere—yet this inflated production has merely run even with consumption, and threatens to fall short of doing that if spring and early summer advertising should run heavy.

On January 1, 1915, the reserve consisted of one hundred thousand tons; and half of this, in addition to an augmented output, was used by the newspapers during the year 1915.

These figures carry with them a more forceful warning than could any editorial comment carry.

Truly, the "news print" situation is one of the dominant problems confronting publishers right now. It will be the spectre at the great feasts of the big associations in the coming fortnight.

Concerted action by American publishers, enforcing every possible economy in the use of print paper, suggests itself as the first step to be taken in the solution of a problem grave with menace to the publishing business.

Beyond this it seems likely that the committee on paper of the A. N. P. A. will be strengthened and empowered to make a thorough investigation of the situation, with recourse to the law if necessary.

THE BEST CLUB CREED EVER DEvised

A correspondent, referring to this newspaper's recent comment on the "Advertising Advertising" campaign of the Associated Advertising Clubs, says that he is glad that we take no exception to the word "Truth," or to its meaning. Our correspondent is hereby positively assured that we take no exceptions, either, to the Ten Commandments, the Golden Rule, or the multiplication table. If we must be specific about such matters, then put us on record as advocating them, day in and day out.

Seriously, THE EDITOR AND PUBLISHER has no wish to make light of the "Truth" slogan of the Associated Clubs. The slogan is peculiarly apt, peculiarly useful under even the bettered conditions of to-day in the advertising field. At the time of its adoption this newspaper emphasized its purpose, and expressed its gratification that this representative body of advertising men should align themselves uncompromisingly on the side of decency in advertising. The slogan has actually accomplished much good. Its promulgation, with an understanding of what it represents, is altogether desirable—altogether worth-while work for newspapers.

TRUTH IN ADVERTISING is just as important as truth in the presentation of news, or in the intercourse of daily life. It is not so important as a policy as it is important as a principle. Yet, in spite of that, it is essential as a policy. In Franklin's time the adage that "honesty is the best policy" was old. He amended it to read: "but he who acts on that theory is not an honest man."

Without reserve, once more we urge, MORE POWER TO THE TRUTH CREED OF THE ASSOCIATED CLUBS—more and more publicity for that creed—more and more ADHERENCE TO THAT CREED!

OF what use would Consular reports be to the business men of this country if the Government made them inaccessible, unobtainable? Yet that is what the Government does with the newspaper reports which it requires from publishers, under the operation of the Bourne Publicity law.

"TO SAVE TIME, WIRE US"

THE Power, Alexander & Jenkins Company, of Detroit, have some advertising to place for the manufacturers of "Canadian Club" whiskey.

This advertising company sends a letter to publishers in which it is explained that this whiskey concern has suffered much at the hands of imitators and through the bottle re-filling game; that they feel inclined to again become national advertisers, IF THE NEWSPAPERS WILL PUBLISH, as "news," about forty lines of typewritten manuscript, furnished ready for use, and setting forth AS NEWS MATTER the facts which would give interest and point to a campaign of display advertising.

No payment is to be made for this free advertising, falsely disguised as reading matter.

"Upon receipt of this," runs the letter, "if you will favorably acknowledge same, we shall be glad to send forward display copy and orders. The advertising contemplated consists of two insertions of 336 lines each."

Mr. Alexander, who signs the letter, adds, in a postscript the impelling line: "We suggest that to save time you wire us."

There is nothing in the proposition to indicate that this advertising will be given to any paper which may refuse to contribute the free news space.

Do the makers of this whiskey imagine that a very effective campaign can be carried on for their product through the sole use of papers which stand for this species of free space grafting? Confined to papers whose publishers would succumb to a lightning-touch like this, any campaign of advertising would fail.

If the makers of this whiskey want a valuable tip, here it is: Instruct your advertising agents to place your copy in every paper which refused to grant the free space demand. Then, if any considerable number of these papers still accept whiskey advertising at all, you will get results.

IN Mr. James Schermerhorn's enlivening article, in a recent issue of this newspaper, on Mr. Ford's new peace propaganda, he confuses the old hymn, "Coronation," with "The Battle Hymn of the Republic." This will recall to some of the older folks among us the story, now widely forgotten, of the two men who were arguing scripture. A., in describing B's familiarity with Holy Writ, offered to wager that he could not repeat the Lord's Prayer. B. accepted the challenge, and proceeded to repeat, "Now I lay me down to sleep," etc. "I lose," said A. "I didn't think you knew it."

SENATOR CULBERSON proposes to revise the Interstate Commerce laws to permit railroads to issue transportation or mileage in exchange for advertising. The step would be reactionary and highly mischievous. It would undo a vast amount of good that has been accomplished since the prohibition of this practice went into effect. No re-vised publisher or railroad man would revert to the old system. The matter should be dropped.

SCANNING the amazing figures of circulation of metropolitan newspapers, East and West, one feels that the growing scarcity of news print forms about the liveliest issue of the day. They represent hungry boarders, and a scant larder is at the other end of the problem.

STUNTS for increasing circulation just now seem, in the light of the print paper situation, a little bit perilous.

NO newspaper whose space is of unfailing value need ever offer the bribe of free space in order to secure paid advertising.

IF a false statement of the circulation of a newspaper, sworn to before a notary public, is not, legally speaking, perjury, or punishable as such; and, under the present form of the Bourne publicity law, is not penalized at all, what good end is served by requiring sworn statements?

PERSONALS

NEW YORK CITY—T. E. Niles, at one time connected with the District Attorney's office, under Charles Albert Perkins, and for some time telegraph editor of the Tribune, has been made managing editor of that paper, succeeding Jeffrey Parsons, who returns to the editorial staff. Walter Willigus has been appointed temporarily to fill the place of Mr. Niles.

John Temple Graves, of the American, delivered an address last week at the convention of the Arkansas State Teachers' Association in Little Rock, on the topic, "The Application of the Modern Educational System to the Dangers and Necessities of Our Country."

George S. Oliver, of the Pittsburgh Gazette-Times and the Pittsburgh Chronicle-Telegraph, was in this city on Wednesday.

Col. Frank Holland, editor of the Farmer and Rancher, of Dallas, Tex., was in New York on Tuesday.

F. S. Gannett, D. W. Fisher, R. R. Randall, J. W. Barrett, and Frank E. Perley recently joined the city staff of the morning World.

A. F. Aldridge, who for eighteen years has been yachting editor of the morning Sun, has purchased the Rudder, the oldest paper devoted to yachting.

L. H. Sloan, of the American, has joined the reportorial staff of the Tribune.

Reginald H. Weller, 3d, of the Tribune, left last Friday for France to take up his duties with the American Ambulance Corps.

Harold A. Littledale, who came to the Evening Post several years ago as telegraph editor, has been appointed assistant city editor.

T. J. O'Brien, assistant cable editor of the morning Sun, is seriously ill with pneumonia, in St. Vincent's Hospital.

Louis Carri has resigned his position on the reportorial staff of the Evening Sun, and gone to the Associated Press.

Frank P. Morse, business manager for Henry Miller, has resigned to become dramatic critic of the Washington Post, succeeding Ralph Graves, who has been appointed one of the editors of the National Geographic Magazine.

W. H. Clark, of the Cortland (N. Y.) Standard, is spending this week in New York.

W. J. Kline, publisher of the Amsterdam (N. Y.) Recorder, who with Mrs. Kline has been spending the last three months in Florida, stopped in New York this week on their way home to Amsterdam.

OTHER CITIES.—David R. Francis, chief owner of the St. Louis Republic, who was recently appointed United States Ambassador to Russia, sailed on Saturday for his new post, on Oscar II, of the Scandinavia-America line. Mrs. Francis will join her husband in July.

William Preston, recently of the advertising staff of the Everett (Wash.) Herald, is now on the Great Falls (Mont.) Leader.

George Miller, of the news staff of the Olympia (Wash.) Olympian, has joined the staff of the Tacoma (Wash.) Ledger.

Lewis R. Hovey, of the Haverhill (Mass.) Record, is the publisher of a business magazine called Postage.

Henry Laduke, formerly of the Salem (Mass.) Evening Mail, which recently suspended, is now with the Boston Herald.

Leon B. Paton, night editor of the Salem (Mass.) News, took part in the invitation golf tournament on the roof of the Copley-Plaza Hotel, Boston, last week.

THE golden hours of life are those spent in serving our fellow men; when the heart glows and the eyes shine with a light that is from above.—Bishop Sullering.

Strickland Gillilan, of Roland Park, Md., newspaper humorist and lecturer, will address the Pennsylvania State Bankers' Association on May 18.

E. Heckman, of the Daily News and Daily Times, Lebanon, Pa., for many years, has retired, owing to ill-health.

Julius Clyman, for sixteen years head of the shipping department of the Pittsburgh (Pa.) Press, has retired to go into business for himself.

Vance Chapman, who represents the Minneapolis Tribune at the State capitol, and is one of the best-known political reporters in the Northwest, is recovering from an operation for appendicitis. His work in St. Paul is meanwhile being looked after by Charles F. Stuart.

Prof. W. P. Kirkwood, head of the department of journalism of the University of Minnesota, was called to Absarokee, Mont., by the death of his brother, the Rev. W. R. Kirkwood, one of the first instructors at Macalester College, St. Paul.

Charles D. Morris, editor and publisher of the St. Joseph (Mo.) Gazette, and former chairman of the Republican State Central Committee, has formally announced his candidacy for the Missouri Republican gubernatorial nomination.

E. J. Cull, connected with the circulation departments of Milwaukee (Wis.) papers for a number of years, has gone to New Orleans to become circulation manager of the New Orleans American.

Harry Bellamy, editor and proprietor of the Dunganon (Ont.) News, has suspended publication of his paper in order to enlist in the 161st Huron Battalion.

Miss Ethel Crooks has assumed duties of society editor of the Greensburg (Ind.) Evening Times. She succeeds Miss Maurine Mercer, who resigned from the position recently.

J. Roy Williams, editor of the McAlester (Okla.) News-Capital, has been endorsed by the Pittsburg County Democratic Convention for election by the State Convention as delegate to the National Democratic Convention in St. Louis.

Obediah W. Cutler, venerable secretary of the Niagara Falls (N. Y.) Bureau of Conventions, and dean of the newspapermen of western New York, celebrated his seventieth birthday on April 1. Despite his three score and ten years, Mr. Cutler is hale and hearty and as active as many men half his age. If Mr. Cutler lives two more months, and his wife is spared that long also, they will celebrate their golden wedding anniversary.

Clarence Ludlow Brownell, formerly connected with New York and San Francisco dailies and for several years the London (Eng.) correspondent of Japanese newspapers, is writing a book on education.

Carl W. Dennenwitz, city editor of the Gary (Ind.) Tribune, has been nominated for the lower house of the Indiana Legislature by the Democrats of Lake County.

Miss Winifred Davis, formerly connected with Kansas City newspapers, has been named an assistant on the staff of William Wirt, Superintendent of Schools of Gary, Ind.

Nathaniel C. Wright, publisher and editor of the Newark Star and Eagle,

who has been at Toledo for the past two weeks, where he was publishing the Daily Blade, in order to aid in settling the street-car men's strike, has returned to Newark to devote his time again to his newspaper interests there.

J. V. Simms, who has been general manager of the Charlotte (N. C.) Observer since November 1, 1912, owing to the change of ownership, announced in these columns last week, has resigned. He will take a few weeks' rest before resuming newspaper work, and will attend the annual meeting of the American Newspaper Publishers' Association the latter part of this month, in this city. During his administration of the affairs of the Observer, he converted the paper from a losing proposition to one of the best-paying papers in the South.

BOSTON—Fred Thompson, night city editor of the Post, has been ill. A. W. Cullis has been taking his place.

William Tighe, labor editor of the Boston Globe and secretary of the Boston News Writers' Union No. 1, has fully recovered from an operation which he recently underwent.

Thomas Rourke, of the Advertiser, has returned from a tour of the South with the Boston Braves.

Roger I. Sherman, of Brookline, just home from a trip abroad, says that he read the roster of new officers of the Boston Press Club in the Paris edition of the New York Herald while in that city.

Michael Quigley, South Boston man for the Post, is back at his post after a two weeks' illness.

Charles Folsom is doing the real-estate work on the Herald.

Philip Page, a former Boston newspaper man and later an aviator, is now working for a Springfield (Mass.) auto tire firm.

Shelton Haie, a well-known Boston newspaper man, is the Harvard law student who was recently appointed secretary to Chief Justice Holmes.

Elias McQuaide, of the Boston American, is covering the Garmond breach of promise case at Bangor. John J. Flanagan is performing a like service for the Post.

Sympathy is extended to John Leonard, jr., of the Globe district staff, upon the loss of his father, John Leonard.

John Walker, of Waltham, has joined the Post staff, and will cover the Malden-Everett district.

CLEVELAND.—Benjamin Karr, chief editorial writer of the Cleveland Leader, told of his experiences with the Ford Peace Party before the Cleveland Traffic Club, at Hotel Statler, Tuesday.

John B. Hogan, of the composing room of the Cleveland Press, has been appointed president of the Ohio Typographical Conference.

C. L. Kirkpatrick, sporting editor of the Plain-Dealer, made a hit with his review of the baseball situation and the outlook for 1916, which appeared on the first page of the magazine section of the Plain-Dealer on Sunday.

W. R. Hotchkiss, director of the Cheltenham Advertising Agency, New York, addresses the Cleveland Advertising Club at its week-end meeting on "Sales Possibilities of the Unknown Want."

S. W. Croxton, jr., president of the Birch-Field Advertising Agency, has resigned to become director of advertising for the Joseph Laronge Company.

B. F. Corday, of the Cleveland Advertising Club, addressed the Youngstown Advertising Club this week on "Booklets and Catalogues that Pull."

Hubert Persons, member of the editorial staff of the Cleveland Leader, has resigned to go into business for himself. Mr. Persons has established a publicity bureau for handling the business of local organizations. He has already signed a contract for the Hotel Olmstead.

A. M. Jappe, sporting writer for the Cleveland News, is back on the job after a six weeks' tour with the Indians in the South.

Edward M. Therry, reporter for the Cleveland Leader, has been spending a few days in Pittsburgh, renewing old acquaintances.

Mrs. Mary Miller, society reporter for the Cleveland Leader, is back in town after a trip to Sagertown, Pa.

Joe Zucker, alias Detective Sergeant Zucker, and another reporter named Van Luit, distinguished themselves last Saturday night by helping catch a pair of alleged burglars, who, the police say, were caught robbing a tailor-shop.

Louis V. Steinfeld, of the Press, and Harry R. Stringer, of the News, covering the court house, made two dollars each in three minutes the other afternoon, by just merely signing a verdict in a land appropriation suit. Jury in Judge Addams's Insolvency Court had reached its agreement before they were haled in.

CINCINNATI.—Harry Vincent Martin has resigned from the editorial staff of the Cincinnati Enquirer to enter the publicity department of the National Wholesale Liquor Dealers' Association of America, with headquarters in that city. He also writes humorous prose and verse for the magazines, and is the Cincinnati correspondent for several theatrical papers. He has been with the Enquirer, Post, and Commercial Tribune for the last ten years.

Joseph A. Sullivan, for many years connected with the Enquirer, and recently as a political writer on the Times-Star, has resigned to accept a position as field secretary of the Ohio Insurance Federation, with headquarters at Columbus, O.

R. E. Logsdon, of the Publicity Department of the Chamber of Commerce, has been assigned to take charge of the here, July 16-20. E. P. Bradstreet, jr., publicity of the Rotary Club Convention formerly of the Post, is assisting Mr. Logsdon in his work.

John Royal, formerly of the Boston Post, but now manager of Keith's Theatre here, is about to establish a nation-wide reputation as a catch-line maker. Last week he dished up this one: "Eva is to vaudeville what the 42-centimetre gun is to the German army." Last year when Eva was here she carried one away from here that "Jack" originated.

ST. LOUIS.—E. C. Erwin, former president of the Press Club of St. Louis, and court reporter for the St. Louis Times, is in a hospital for treatment. He is progressing satisfactorily and enjoying an occasional "furlough," at which times he hustles down to the Club and devours the whole bill of fare.

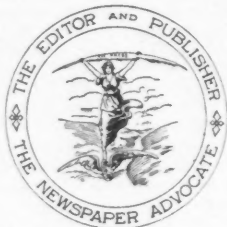
Charles R. Ketchum, assistant advertising manager of the St. Louis Republic, has returned from Kansas City, where he represented the Advertising Club of St. Louis in inducing the Kansas City Advertising Club to adopt a resolution endorsing St. Louis for the 1917 convention of the Associated Advertising Clubs of the World.

The Editor & Publisher and the Journalist

FOR NEWSPAPER MAKERS, ADVERTISERS
AND ADVERTISING AGENTS

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

Issued every Saturday—forms closing one
o'clock on Friday preceding 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.

For advertising rates see publisher's notice on
classified page.

PERSONALS

(For other Personals see page 1397)

WASHINGTON, D. C.—James D. Preston, superintendent of the Senate press gallery, has returned from Chicago, where he attended the subcommittee meeting of the National Republican Committee, which is making arrangements for the Republican Convention on June 7. Mr. Preston believes that there will be more newspaper men attending the Convention than ever before.

William Randolph Hearst and Mrs. Hearst were in Washington last week. When they visited the Senate they were received by the Vice-President.

Ralph Graves, for many years dramatic editor of the Washington Post, has joined the forces of the National Geographic Magazine. Frank P. M... succeeds Dr. Graves as dramatic editor of the Post.

James A. Ford, secretary to Senator Miles Poindexter, has been made assistant secretary of the Spokane (Wash.) Chamber of Commerce at Spokane. Mr. Ford has spent nearly all of his life in the newspaper business, having been political writer for the Spokane Daily Chronicle, later editor of the Wallace (Ida.) Daily Times, and afterwards political editor of the Spokesman-Review, at Spokane, Wash.

PITTSBURGH—H. W. Thirkeld, city editor of the Pittsburgh Post, has resigned. He will do publicity work for the Pittsburgh suffragists.

Leslie W. Roland is now connected with the sporting department of the Gazette-Times. He comes to the Gazette-Times from the Kalamazoo Gazette.

Jean Falconer Kirkpatrick, wife of the city editor of the Pittsburgh Post, is contributing a weekly article on floriculture to that paper.

D. Gara is editing a daily cosmopolitan page for the Pittsburgh Post.

J. B. Kaczynski has charge of the Sunday Cosmopolitan section of the Pittsburgh Dispatch.

S. A. Baldus, editorial writer of the Extension Magazine, delivered a lecture on "The Practical Side of Literature" at the Duquesne University, Pittsburgh.

TEXAS—J. B. Harris, recently general manager of the Port Arthur Morning Record, is now on the advertising staff of the Dallas Evening Journal. Mr. Harris was formerly on the adver-

tising staff of the Galveston News, and later, advertising manager of the Beaumont Journal.

Sumner Lansdale, for a number of years connected with various newspapers in Texas, at one time secretary to Congressman C. B. Randell and more recently of Battle Creek, Mich., has again returned to Texas as special agent for the United States Government.

Ray L. Dudley, formerly of the Houston Post, has been appointed manager of the news bureau maintained in Dallas by the Post, Fort Worth Record, and San Antonio Express.

George Pattullo, well known magazine writer, of Dallas, Tex., has gone to the border at El Paso to gather material for a series of new Western stories.

N. P. Houx, editor of the Mexia (Tex.) Evening News and Weekly Herald, has announced his candidacy for the Texas Senate.

B. A. Johnson, editor and publisher of the Chicago Lumber World, is in Dallas to attend and report the convention of the Texas State Lumbermen's Association.

PORTLAND, Ore.—George M. Trowbridge, managing editor of the Oregon Daily Journal, is back at his desk after being confined to St. Vincent's Hospital for ten weeks, where he underwent a serious major operation late in January.

Leslie M. Scott has resigned as president of the Portland Press Club, owing to illness in his family, which prevents him remaining in the city.

Will G. McRae, a well-known Portland newspaper man, is on the Mexican border, free-lancing.

J. Willard Shaver, a reporter on the Morning Oregonian, is recovering from an operation for appendicitis.

Portland sports writers have returned from a three weeks' sojourn in California at the spring training camp of the Portland Pacific Coast League baseball team. In the party were Robert A. Cronin, Journal; Roscoe Fawcett, Oregonian, and Lou Kennedy, Evening Telegram.

Walter DeL. Giffard, formerly automobile editor of the Oregonian, is now a lieutenant in the Oxfordshire and Buckinghamshire Light Infantry, British expeditionary force.

Arthur Green, well known in local newspaper circles, is now publicity representative of the Strand Theatre and special writer for the Evening Telegram.

Carl Crow, well-known magazine writer and war correspondent, has purchased a country place just outside of Portland. Mr. Crow, who recently returned to this country after residing five years in the Orient, is now living in San Francisco. He expects to make his home in Portland eventually.

SAN FRANCISCO—W. C. Nichols, of Vancouver, B. C., is among the tourists who have just arrived at this port from Honolulu. Nichols, who has been visiting Hawaii, is the owner and editor of the Daily Province, an influential British Columbia paper.

Gertrude P. Corbett, the society editor of the Portland Oregonian, has been spending a few days visiting friends in San Francisco.

George A. Van Smith, a former newspaperman of San Francisco and St. Paul, recently took a position in the cashier's department of the Anglo-London & Paris Bank in San Francisco.

Genevieve Yoell Parkhurst, a brilliant woman writer, has returned from Oroville, Cal., where she was on special detail for the San Francisco Call, and handled the celebrated case of the State vs. the Rev. Madison Slaughter. During the past six weeks, Mrs. Parkhurst has sent in daily telegraphic reports, which have attracted much attention on account of her skill in handling the case, which has features that are almost unparalleled in the history of jurisprudence.

The Pacific Coast Ad Men's Association will hold its annual convention in Spokane, Wash., on June 15, 16, and 17.

CANADA—Dr. J. A. Macdonald, contributing editor, Toronto Globe, is back at his desk after an illness of six weeks, following an operation on his nose, from which he suffered a relapse.

R. D. Warren is resigning his position as manager of the Standard Publishing Co., Toronto, publishers of the Canadian Baptist, an office he has held for twenty years. Mr. Warren was formerly proprietor of the Georgetown (Ont.) Herald.

John Head, the recently appointed business manager of the Galt (Ont.) Reporter, has moved his family to Galt from Fort William, where he was previously on the staff of the Times-Journal.

T. P. Owens, one of the best-known newspaper correspondents at Ottawa, and latterly associate editor of Hansard, has been appointed Parliamentary editor of debates. Mr. Owens has a continental reputation as an efficient shorthand man.

V. E. Morrell, manager of the Sherbrooke Record, has been re-elected president of the Eastern Townships Associated Boards of Trade, an organization having a membership of about 3,000.

"Andy" Miller, formerly well-known in Eastern newspaper circles, through his connection with the Toronto Mail and Ottawa Press, but for some years Publicity Commissioner of Calgary, is back in newspaper work, being now attached to the staff of the Toronto Star. He was recently sent to New York to cover the story of the munition contracts, in which J. Wesley Allison and his associates were involved, and turned off some good copy for his paper.

Frank Elmore, the Toronto Mail and Empire's veteran sporting editor, has recently suffered a breakdown in health, which partially affected his memory. Latest reports, however, indicate that he is recovering nicely, and will soon be in harness again.

E. L. McArthur has resigned the position of advertising manager of the Toronto News and has gone to Montreal. He has been succeeded by C. W. McDiarmid, a well-known local advertising man and ex-president of the Toronto Ad Club, who was recently for a short time on the advertising staff of Maclean's Magazine. He was probably best known in advertising circles through his long connection with the publicity department of Pyrie Bros., Limited, the society jewellers.

Gregory Clark, eldest son of J. T. Clark, of the editorial staff of the Toronto Star, and himself a clever young scribe, is taking the officers' training course, prior to accepting a commission in the 170th Battalion. A younger brother, J. T., jr., also of the Star reporting staff, is attached to the 83d Battalion, as a lieutenant, and will soon go overseas.

H. H. Costain, lately of the Brantford Courier and Guelph Mercury, has joined the staff of the Toronto Mail and Empire. He is a brother of T. B. Costain, editor of Maclean's Magazine.

Lou Marsh, assistant sporting editor of the Toronto Star, is taking his captain's course, prior to taking command of a company in the 180th, or Sportsmen's, Battalion. All who know him predict that he will make an exceptionally able officer.

Harry Bellamy, editor and proprietor of the Dungannon (Ont.) News, has joined the 101st Battalion. His paper will suspend publication until his return.

Women Made Sun Shine

The Owen Sound (Ont.) Sun was published on April 1 by a committee of women, representing the Ladies' Auxiliary of the local hospital and the local chapter of the Daughters of the Empire. The publication was a great success in every respect. Among the contributors was Nellie L. McClurg, the well-known Canadian authoress, who is a native of Grey County, in which Owen Sound is located.

DAILY STARTS HELPFUL BUREAU.

Chicago Daily News Will Inform Readers About Many Federal Activities.

CHICAGO, April 12.—The Daily News has instituted at Washington a novel information bureau for the benefit of its readers. Through this bureau the News will act as a sort of clearing-house between the Government and the public. It proposes to assemble, analyze and distribute the facts and conclusions brought to the surface by Federal experts.

Frederick J. Haskin, newspaper syndicate writer, traveller, and widely known authority on the workings of the Federal Government, will conduct the bureau.

In beginning its service the bureau offers "Helps to Housewives," a pamphlet of special interest to the home and which presents the results of more than a score of Government investigations for the benefit of American households.

For example, the Federal Bureau of Immigration is operating a nation-wide scheme by which any woman can obtain domestic help, and any person fitted for an American household can obtain a position. The bureau tells how these results can readily be accomplished. It will tell how the supervising tea examiner of the United States has made a series of more than 500 tests to find out just how tea should be made, and News readers may learn how the Bureau of Chemistry has worked out a recipe for a new kind of bread.

WEDDING BELLS

William E. McMillan, a wealthy lumber dealer, and Mrs. Margaret L. Hay, a newspaper writer living at the Imperial Hotel, New York city, were married April 7 in the Bellevue-Stratford, Philadelphia, Pa.

Everett Tripp, a newspaperman of Sioux City, Ia., was married to Miss Ruth C. Mosher, daughter of Dr. and Mrs. L. H. Mosher, of Le Mars, Ia., at Omaha, Neb., on January 15. The secret of the wedding leaked out last week when Mr. Tripp went to Shenandoah, Ia., for his bride.

Walter Lawrence Meade, assistant manager of the Allentown (Pa.) Democrat, and Miss Lillian D. Woolever, daughter of Mr. and Mrs. Samuel S. Woolever, were married recently in Allentown by the Rev. J. W. Koch.

Miss Eleanor Bartlett Dale, daughter of Mr. and Mrs. Henry B. Dale, of Nutley, N. J., was married March 23 to Charles E. McCarthy, of Newark. Announcement of the wedding was made to the couple's friends last Sunday. The bride formerly was a society reporter on the Newark (N. J.) Evening News.

J. F. Buchanan, a member of the advertising staff of the Dallas (Tex.) Morning News, and Miss Ada Josephine Kynard were married in that city on April 4, by the Rev. W. R. Covington.

Frederick G. Hastings, managing editor of the Milton (Pa.) Evening Standard, will marry Miss Frances H. Wagner, of Watsonstown, Pa., on April 20.

Dancer Breaks Engagement

Miss Lydia Lopokova, one of the principal dancers of Serge de Diaghileff's Ballet Russe, has broken her engagement to wed Heywood Brown, of the sports department of the New York Tribune. She declined to give any reason for her action.

Editors win Ad Dispute

By clinging tenaciously to their contention that they will not publish Ohio State Fair advertisements until the 1915 bills have been settled by the State, the rural newspaper editors have forced State officials to change their attitude, and it is now certain that they will win their fight. The amount due the publishers is more than \$6,000, out of a total deficit of more than \$20,000 contracted by the State Board of Agriculture.

EDITORIAL ASSOCIATIONS AND PRESS CLUBS

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

Francis M. Hugq, Secretary of State, will be the guest of honor at the annual meeting of the Western New York Newspaper Publishers' Association, to be held to-day in Rochester.

Other speakers will be Chester C. Platt, *Batavia Times*, on "The Publisher's Responsibility for the Advertising He Prints"; Harry C. Goodwin, *Rochester*, on "The Advertising Agency"; H. H. Shlpherd, *Little Valley Hub*, on "Can the Small-Town Publisher Do Job Printing as Cheaply as the Big Printing Plant?" J. E. Barber, *Wayland Register*, on "How Is the Tremendous Increase in Cost of All Printing Material Going to Affect the Small-Town Publisher?"

At the close of the meeting officers will be elected. Those now serving are: President, Frank Walker, *Hamburg Independent*; vice-president, Charles F. Milliken, *Ontario County Times*, *Canandaigua*; secretary and treasurer, R. A. Peck, *Era*, *Caledonia*; executive committee, J. F. Du Bois, *Union-Gazette*, *Newark*, and J. E. Barber, *Register*, *Wayland*.

The Birmingham (Ala.) Newspaper Club has installed the following officers: President, H. C. Selheimer; vice-president, Forney Johnston; treasurer, Frank Stevens; recording secretary, C. D. Coker; board of governors, W. W. Crawford, W. D. Nesbitt, B. H. Mooney, Leon Friedman, Oscar Turner, and J. R. Hornady. Means of financing the Club have been made, and it is indicated that the organization is about to enter on one of its greatest periods of success and usefulness. The new officers are enthusiastic, and, with proper support, will no doubt make the Club the city's most popular institution.

Major-Gen. Leonard Wood, ex-Senator Philander C. Knox, and other prominent men will address the State Editorial Associations, the State Weeklies, and the State Associated Dailies at a joint gathering to be held in Philadelphia, Pa., April 26. There will be morning, afternoon, and evening sessions. The visiting newspaper men will be tendered a reception on the night of April 25 at the Manufacturers' Club.

The third annual frolic of the Buffalo (N. Y.) Press Club will be given at Shea's Theatre on Sunday evening, April 30. As usual, an original sketch will be given by members of the Club. Gerald K. Rudolph, president of the Club, has written the sketch, and it will be one of the biggest hits of the show, it is said. A musical melange, with chorus of selected vocalists from among the members of the Club, is being rehearsed, under the direction of John Lund. A Frolic Magazine will be issued as a souvenir of the occasion.

The New Jersey Woman's Press Club has elected the following officers: President, Mrs. Virginia M. Wheat; first vice-president, Miss Rachel K. McDowell; second vice-president, Miss Agnes V. Luther; corresponding secretary, Miss Jessie Owens; recording secretary, Miss Marie Prevost; treasurer, Miss Ida M. Titus; Miss Ada Fuller, and Miss Lena Rich, press committee. Mrs. F. V. Frapwell was chosen a delegate to the State Federation meeting at Asbury Park in May.

The newspaper publishers of Louisiana and Mississippi who get the "pony" Associated Press news service have formed an organization to be known as the Tri-State Associated Press League. William E. Krebs, of the *Lake Charles American-Press*, was elected president, and C. H. Blewett, of the *Natchez News-Democrat*, was chosen secretary. The other publishers in the League are E. A. Fitzgerald, *Vicksburg Herald*; Mott Ayres and E. E. Hoffman, *Laurel Leader*; F. D. Lander, jr., *Hattiesburg News*; Frederlek Sullen, *Jackson News*.

The programme for Journalism Week,

Monday to Friday, May 1 to 5, inclusive, at the University of Missouri, Columbia, Mo., includes sessions of the Missouri Press Association, the Missouri Writers' Guild, the Missouri Women's Press Association and the Association of Foreign Language Newspapers and the League of Missouri Advertising Clubs.

William J. Bryan, it is announced, will speak twice. Others whose names are on the programme are Secretary of the Navy Daniels, former Gov. Osborn of Michigan, Fred W. Lehmann, of St. Louis, Arthur Brisbane, of New York, and Courtland Smith, of New York.

The New Castle (Pa.) Press Club is planning a charity ball, to be given on April 25, at the Lawrence Club, that city. The receipts will go toward the purchase of equipment for the Shenango Valley Hospital.

The newspaper men of Boston are contributing with interest to the Press Club Reporter, the official weekly paper of the organization. Howard Russell Bangs, son of John Kendrick Bangs and literary editor of the *Boston Post*, has been made managing editor of this publication. Last week's issue contained several portraits of Club entertainers. It also had an editorial furthering the idea of the Club to help newspaper men out of work to get new jobs.

A "first-night movie" evening will be held at the San Francisco Newspaper Men's Club, 35 Grant Avenue, next Saturday, when the seven-reel picture, "The Unwritten Law," in which Beatrice Michelena is featured, will be brought from the studio of the California Motion Picture Corporation, San Rafael, Cal., and unreeled for the first time.

CONVENTION CHANGES POSSIBLE

Time and Place of Canadian Press Association's Annual Meeting Undecided.

TORONTO, April 11.—Although the directors of the Canadian Press Association decided to hold that body's annual convention in Toronto on August 31, September 1 and 2, subsequent developments have made it desirable that a possible change might be arranged.

Members of the Association are now being asked to express their opinion on four alternative proposals. One of these is the holding of the meeting in Toronto in June; the second is the holding of the meeting in Fort William, followed by a trip down the Great Lakes on board one of the C. P. R. Upper Lake liners; the third would involve holding the meeting in Toronto and then running an excursion to the head of the Lakes and back; the fourth, the original plan of a meeting in Toronto during the first week of the Canadian National Exhibition. Replies are now coming in.

Made Many Fans Happy

CLEVELAND, O., April 12.—Several thousand persons scrambled for the Public Square to-day for 200 free tickets to the opening baseball game at Somer's Park. In keeping with its custom to start something unusual on opening day, the Cleveland Press sent up 200 small gas balloons, attached to each of which was an order, which, presented at the Press office, entitled the holder to a ticket for a grandstand seat. The balloons were sent up from the roof of the Forest City House. As the gas evaporated, they came down, and while most of them were caught in the downtown sections of the city, some were blown fifteen miles away. The idea is credited to Circulation Manager Jack Lynch, of the Press.

The Brooklyn (N. Y.) Press Club will have an outing at Long Beach on Saturday, April 29, for a beefsteak dinner and general good time.

TO MEET AT BATON ROUGE

Good Programme Arranged for Convention of Louisiana Press Association.

BATON ROUGE, April 10.—Present indications promise a large attendance at the thirty-seventh annual convention of the Louisiana Press Association, which will be held in Alumni Memorial Hall of Louisiana State University, in this city, May 1 to 3, inclusive. A programme of interest and variety has been arranged.

The discussions will include the subject of legislation that is needed in Louisiana pertaining to the press and publicity. It is expected that much light will be thrown on this subject by Edward C. Johnston, of the Arkansas Press Association and the Western Newspaper Union, who will talk on: "Publicity Legislation in General; the Arkansas Publicity Law in Particular."

"Cooperating with Advertising Agencies," by S. O. Landry, business manager of the Chamber Agency, Inc., of New Orleans, will be the subject of the first address of the convention. Paul Wooton, staff correspondent of the *New Orleans Times-Picayune*, will speak on "Views of a Washington Correspondent." Among the other speakers will be: The Hon. Harry D. Wilson, Com-

missioner-elect of Agriculture and Immigration, who will address the convention on "Agricultural Development in Louisiana; James L. Wright, of New Orleans, on "Louisiana's Needs from a Rural Credit Standpoint," and Mrs. Camilla Breazeale, editor of the *Natchitoches Enterprise*, whose subject will be "The Inside of the Cup."

Other features of the programme will be reports from members of the senior class in Journalism, L. S. U., on the newspapers of the State, under the title of "Survey of the Louisiana Press," with an interpretation by Dr. H. M. Blain, professor of Journalism, an old-time experience meeting with discussions of newspaper topics and problems, and motion pictures, secured especially for this meeting, showing the resources of Louisiana. A descriptive narrative by the Hon. M. L. Alexander, of the State Conservation Commission, will accompany these pictures.

There will be several attractive features in the way of entertainment, and it is hoped that a closer cooperation between the editors of the State and the School of Journalism of the Louisiana State University will result from this meeting, and that plans can be made for holding an annual short course for editors and publishers similar to those held at universities in other States.



Cave Life or Civilization

Civilized man is distinguished from the cave man by his habit of co-operation.

The cave man lived for and by himself; independent of others, but always in danger from natural laws.

To the extent that we assist one another, dividing up the tasks, we increase our capacity for production, and attain the advantages of civilization.

We may sometimes disregard our dependence on others. But suppose the farmer, for example, undertook to live strictly by his own efforts. He might eke out an existence, but it would not be a civilized existence nor would it satisfy him.

He needs better food and clothes and shelter and implements than he could provide unassisted. He requires a market for his surplus products, and the means of transportation and exchange.

He should not forget who makes his clothes, his shoes, his tools, his vehicles and his tableware, or who mines his metals, or who provides his pepper and salt, his books and papers, or who furnishes the ready means of transportation and exchange whereby his myriad wants are supplied.

Neither should he forget that the more he assists others the more they can assist him.

Take the telephone specialists of the Bell System: the more efficient they are, the more effectively the farmer and every other human factor of civilization can provide for their own needs and comforts.

Or take our government, entrusted with the task of regulating, controlling and protecting a hundred million people. It is to the advantage of everyone that the government shall be so efficient in its special task that all of us may perform our duties under the most favorable conditions. Interdependence means civilized existence.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY

AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

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.]

University of Missouri

Charles G. Ross, who has been an instructor in journalism, since the establishment of the School of Journalism at the University of Missouri, will spend a year's leave of absence, beginning immediately after commencement this year, on the Herald, of Melbourne, Australia. Mr. Ross will be accompanied by Mrs. Ross and their two children and by Miss Margaret Murphy, a graduate of the School of Journalism this year, who will be a reporter on one of the Melbourne papers. The party will sail June 13, and arrive in Sydney, Australia, July 4.

Announcement has been received of the marriage of Mr. Francis Stewart, of Muskogee, Okla., a graduate of the School of Journalism, and Miss Fannie Murray, of Kansas City, Mo., April 10, in Kansas City.

Ralph H. Turner, of Bartlesville, Okla., a senior in the School of Journalism and student editor of the University Missourian, will leave Columbia directly after commencement for Tokio, Japan, where he will be employed on the editorial staff of the Japan Advertiser. He will sail from San Francisco June 10 on the Tenyo Maru. The Advertiser already has on its staff two men from the School of Journalism—Prof. Frank L. Martin, who is on a year's leave of absence from the University, and Joseph Glenn Babb, of Columbia. Professor Martin will return to Columbia in time for the fall opening of school. Mr. Babb will remain in Japan.

The Tokio "colony" of former Missouri journalism students is one of two such groups in foreign countries. The other is at Regina, Canada, where four former students are with the Evening Providence: one of them, Hugh MacKay, as part owner and general manager.

Columbia University

The members of the junior class of the Columbia University School of Journalism placed a wreath of white roses and green leaves on the pedestal supporting the bust of Joseph Pulitzer in the foyer of the Journalism Building last Monday. It was Mr. Pulitzer's birthday, and the junior class, under the leadership of Class President Ralph Bevin Smith, conceived the idea of honoring the memory of the founder of the school. It is to be the function of the junior class in the future to pay a tribute to Mr. Pulitzer on each anniversary of his birth. Attached to the wreath placed on the pedestal on Monday was a card reading: "In memory of Joseph Pulitzer. Presented by the class of 1917, School of Journalism."

DePauw University

Students in the department of advertising are cooperating with the University in its publicity work. Six students are at present planning and editing a sixteen-page booklet, which will be used by the University in its campaign for new students. The booklet is to be six by nine, and profusely illustrated.

Twelve members of the advanced advertising class under Prof. N. W. Barnes attended the three sessions of the recent advertising conference, held in Indianapolis under the auspices of the Indianapolis Ad Club, and concerned with a discussion of "The Farmer—What He Buys and How to Sell Him." Members of the travelling party of farm paper men, who toured the Central States in the interests of agricultural

papers this winter, were entertained by the Indianapolis Ad Club and addressed all three sessions.

Laurence H. Sloan, who graduated from DePauw in 1912, and then attended the Pulitzer School in New York, has left the New York American, where he has been employed for three years, and is now with the New York Tribune as re-write and desk man.

Glenn I. Tucker, DePauw, '14, and also a graduate of Pulitzer, has given up a reportorial position on the New York World. Mr. Tucker will probably identify himself with a Chicago paper.

J. M. Taylor, a former DePauw man and member of the class of 1912, is now with Fernald's Newspaper Men's Exchange, located in the Besse Building, Springfield, Massachusetts.

University of Washington

A recent survey of the work of the department of journalism at the University of Washington, made by the faculty of the department, shows that there are fifty-four former students of the department at work in the newspaper field. Of this number, forty-one are employed within the State and thirteen outside. King County leads all the counties of the State with thirteen former students in the game, while Tacoma and Pierce County claim ten newspaper men and women who have received their training at the University. The students outside the State are in Yukon Territory, Vancouver, B. C.; Missoula, Mont.; Portland, Ore.; Bend, Ore.; Great Falls, Mont.; Washington, D. C.; Cleveland, O.; Los Angeles, Cal.; Chicago, and Juneau, Alaska.

Beginning with the April number, the Quill, the official publication of Sigma Delta Chi, will be edited by Lee A. White, assistant professor of journalism at the University of Washington, and will be printed on the University presses. Professor White, who is historian of the national journalistic fraternity, has taken over the duties of editor of the national organ since the resignation of Carl H. Getz, former editor, at the first of the year.

The April number of the fraternity quarterly is featuring articles by Beryl Dill, city editor of the Bremerton (Wash.) Searchlight and a graduate of the University of Washington department of journalism, on "Journalists Afloat," a discussion of ships' papers in the navy; by Emil E. Hurja, a student who represented the University on the Ford peace expedition, on "The Ford Press"; by Chase S. Osborn, ex-Governor of Michigan and honorary president of Sigma Delta Chi, on "The Hessian in Journalism," and by Frank G. Kane, on "The Empty Cupboard," a consideration of the journalistic need of "current information."

University of Oregon

Ten newspaper men on the staff of the Eugene Guard, Eugene, Ore., are taking a vacation, while one hundred students in the School of Journalism, University of Oregon, are getting out the daily paper. The students work in relays of twenty each, putting in about four hours a day. As some of the boys have had practical experience at newspaper work, the publishers are not worrying as to the success of the experiment.

Under the editorship of F. G. Young, the University of Oregon has established the Commonwealth Review, a new quarterly, to serve as the publication agency of the community and commonwealth service movement instituted seven years ago under the auspices of the University. The first number is both dignified and attractive in appearance. It contains an imposing array of articles grouped under such general headings as "A Commonwealth Organization of Progress," "Cooperation Between State and Nation for Fuller and Freer Use of Idle Resources," and "Administrative Reorganization: City Planning and Credit Organization for Oregon." Through the provision of the Review, the editor hopes for "the creation of the mind of the public of Oregon."

TEACHERS OF JOURNALISM TO MEET

Annual Convention to Be Held at Lawrence, Kan., April 21 and 22.

LAWRENCE, Kan., April 11.—The annual convention of the American Association of Journalism Teachers will open at the University of Kansas April 21, and will remain in session two days. During the conference every phase of journalism will be discussed, and the programme provides for a comprehensive survey of the subjects at hand, which will be studied and debated along lines of the three functions of a university, teaching, direct public service, and research, grouped under eleven divisions. President Merle Thorpe announces the following programme:

Teaching—"News: Its Handling and Treatment," by Franklin Matthews, Columbia University; "Editorial: Material and Methods," by Fred Newton Scott, University of Michigan; "Editorial: Direction, Ethics," by John M. Cooney, University of Notre Dame; "History and Philosophy of Journalism," by Dean Walter Williams, University of Missouri; "Administration," by J. W. Percy, University of Indiana; "Advertising to be supplied;" "Circulation," to be supplied; "Cartooning and Illustrating," by M. M. Fogg, University of Indiana; "Printing and Engraving," by F. W. Kennedy, University of Washington; "Specialized Journalism," by Prof. A. W. Hopkins, University of Wisconsin; "The Magazine Field," by Albert F. Wilson, New York University; "Supplementary Work in Other Departments," by Dean Talcott Williams, Columbia University.

Direct public service—"News," by Dean Will H. Mayes, University of Texas; "Editorial: Material, Methods," by Prof. F. W. Scott, University of Illinois; "Editorial: Direction, Ethics," by Eric W. Allen, University of Oregon; "Administration," to be supplied; "Advertising," by J. B. Powell, University of Missouri; "Circulation," by Prof. H. H. Herbert, University of Oklahoma; "History and Philosophy of Journalism," by Joseph S. Myers, University of Ohio; "Printing," to be supplied; "Specialized Journalism," by Prof. W. P. Kirkwood, University of Minnesota.

Research—"News, Editorial, Editorial Suggestion," by Willard G. Beyer, University of Wisconsin; "Advertising, Administration, Circulation," by James Melvin Lee, University of New York; "History and Philosophy of Journalism," by Everett Wallace Smith, Leland Stanford University.

General suggestions—"Text books," by Carl H. Getz, University of Montana; "Is it Desirable for Departments of Journalism to Attempt the Extensive Development of Specialized Subjects among Different Schools?" by Prof. F. L. Stone, University of Montana.

MAINE NEWSPAPER INSTITUTE

University School of Journalism Plans Attractive Programme for May 19 and 20.

ORONO, Me., April 12.—The department of journalism at the University of Maine is pushing plans to make the newspaper institute, to be held at Orono on May 19 and 20, a great success. Don C. Seitz, business manager of the New York World, will be the principal speaker. Prof. B. O. McAnny is in charge of the programme, and he has invited many of the leading newspaper men of the State to take part.

Thursday afternoon and evening, May 18, the newspaper men will be entertained in Bangor. On Friday morning, Arthur G. Staples, of the Lewiston Journal, will address the student body and visitors. The first session of the institute will be held Friday afternoon, when Mr. Seitz will deliver his first address. Mr. Seitz will also speak at the banquet, which will take place in the gymnasium Friday evening. The banquet will be open to all the newspaper men and visitors in attendance at the institute. The closing session will be on Saturday morning.

New Orleans Shows Great Activity

Business conditions in every line show a healthy increase right along. An indication of this may be found in the following statement of State Bank Examiner R. N. Sims, issued April 1st, 1916:

"The combined resources of the 210 state banks of Louisiana, as compiled from statements to the state banking department, showed their financial condition on March 6, 1916, a total of \$135,907,019.12, compared with \$131,103,251.58 on December 15, 1915, and \$122,737,517.55 on September 21, 1915.

"This shows an increase in resources, for the quarter, of \$4,803,767.54, and a gain since the September statement of \$13,169,501.57. Since June 23, 1915, they have added \$15,375,580.24 to their resources.

"New Orleans banks showed the greatest gain, adding \$10,237,539.39 to their resources since September, while the country banks added \$2,011,962.27. During the same period, however, the country banks liquidated \$4,135,303.39 of their indebtedness for borrowed money.

"This is the best showing the state banks of Louisiana have ever made," according to the records of the state banking department.

The Greatest Newspaper South

shows an advertising gain of 23 per cent. for the first three months of 1916 over the corresponding period last year, and its postoffice statement for six months, ending April 1, 1916, was significant in that it showed an average increase in circulation over the previous postoffice statement of nearly 3,000 papers daily, the month of March being especially good, with an average net paid circulation as follows:

DAILY, 53,957—SUNDAY, 66,502

To be successful in this territory an advertiser must give The Times-Picayune first consideration.

The Times-Picayune

(Member A. B. C.)

NEW ORLEANS, LA.

Cone, Lorenzen & Woodman, Special Representatives: New York, Chicago, Detroit, Atlanta, Kansas City and Des Moines.

A TRADE PRESS AND PRESS AGENTS FIGHT

Comes to Head in Senate Committee Hearing on Workings-of Sisal Monopoly—Copyright Hearings Held—Federal Trade Commission Swamped with Problems of Advertising and Distribution.

WASHINGTON, April 12.—A hearing in progress this week before a special committee of the United States Senate represents the fruit of a merry tug-of-war between the trade press, on the one hand, and press agents, the other. The subject of the investigation is the so-called Sisal Trust. Sisal is the fibre from which binder twine is made, and the present agitation is attributed to the fact that the newly created monopoly has already boosted prices on its product to an extent that means a loss of some \$7,000,000 to American farmers this year. The Sisal Trust has its headquarters in Yucatan, where the fibre is grown, but it is financed by American capital, which fact gives Uncle Sam a look-in.

Farm Implement News, of Chicago, started the hue and cry against the monopoly, and other trade papers in the agricultural field followed suit; their concern being, of course, for the implement dealers and other retail merchants who sell binder twine and who will have to take the cussing of the farmers because of the increased price. To combat this campaign in the trade press the Sisal Trust and its American bankers have used press-agency for all it was worth.

SKILFUL PRESS AGENTS AT WORK.

Dr. Rendon, the representative in the United States of the Yucatan planters who, with the backing of the Mexican Government, have cornered the sisal supply, is fortunate in having as his secretary John T. Meehan, formerly a well-known newspaper man, and for years occupant of a responsible position with the Associated Press. It is understood that Mr. Meehan at one time considered a plan to combat the assaults of the trade papers by taking large display in various papers in the agricultural field, but this plan was not adopted, and reliance has been placed on skilful press-agent work—publicity so well done that some of the New York newspapers that at the outset carried only matter criticising the methods of the Trust have latterly given prominence to articles detailing the charges of the Trust to the effect that the Yucatan interests have simply adopted their present plan to break the hold of the International Harvester Company, which for years has taken a large share of the Yucatan sisal output.

INCREASING INFLUENCE OF TRADE PRESS.

This present use of the newspapers to sway public sentiment affords an interesting sidelight in the disclosure that the trade press is reaching out to extend its sphere of influence beyond the limits of its own circulation. Farm Implement News, of Chicago, has not contented itself with printing broadsides in its own columns, but its editor, C. A. Lukens, and its business manager, E. J. Maker, some weeks ago hit upon the scheme of sending out reprints of articles that appeared in the News, and likewise summaries of the News articles designed to afford newspaper editors the facts in a nutshell as to this controversy that has set the whole farming community by the ears. Farm Implement News in one instance sent out 10,000 copies of one of its reprints. Even house organs have been drawn into this press debate. The organ of the International Harvester Company, in particular, has been devoting space to the subject.

Having listened at length to the testimony of such well-informed men as R. W. Nelson, of the American Type Foundry Company, and E. W. Bradford, of the American Federation of Trade

Press Associations, with respect to the need for a revision of the design-patent laws to afford greater protection to original designs in all fields, the Patent Committee of the House of Representatives has now taken up the question of an amendment to the copyright laws, and is holding hearings on this subject.

Advertisers who use posters and the printing interests engaged in the production of posters appear to be chiefly concerned in this newest legislative proposal, which has as its object some arrangement whereby photos or small facsimiles of posters may be filed in the office of the Librarian of Congress at Washington instead of the burdensome multi-sheet posters. Register of Copyrights Solberg recently appeared before the Patents Committee to urge an amendment to the patent laws that would relieve the copyright office from the present pressure for the registration of designs for articles of manufacture.

TRADE COMMISSION PROBLEMS.

The Federal Trade Commission is literally swamped with the problems put up to it by the business interests of the country. Moreover, it is turning out that nearly every conundrum put to the new trade body concerns itself directly or indirectly with one phase or another of the advertising and distribution of merchandise. A particularly interesting manifestation of this was afforded only a few days ago when a number of the leading jobbers of the country journeyed to Washington to have the Commission "O. K." a plan for a gigantic combination of jobbing interests throughout the country.

It was made clear that the jobbers feel that they are engaged in a life-and-death fight, because national advertising is enabling manufacturers to market goods either direct to consumers or to the retail merchant, and that in consequence the jobbers are being crowded off the map. The Trade Commissioners gave the jobbers the benefit of their advice in an informal discussion, but they were not in a position to grant them an immunity, or formally approve their defensive scheme, if for no other reason, because there is no telling where it will ultimately lead.

Federal Trade Commissioners are known to feel that if they are to take up the question of dishonest advertising on the theory that untruths in advertising constitute unfair competition they cannot much longer delay. Pressure for some pronouncement on this score is tremendous, having grown steadily in volume since the officers of the Associated Advertising Clubs of the World made their personal appeal to the Trade Commission a few weeks ago. If the Commission does decide to open up on fake advertising, specific instances will be considered, and rulings given on these cases that will serve as precedents. The trade body should have no difficulty in singling out cases to make examples of, inasmuch as there are complaints on file covering every form of advertising from the catalogues of certain mail-order houses to newspaper and periodical display.

Texas Newspaper Men at Convention

Among the Texas newspaper men who gathered in Houston during the convention of the Texas Cattlemen's Association, some to cover the convention, others to meet their old-time friends, were: W. R. Martineau, editor of the Daily Livestock News, of Oklahoma City, Okla.; Hugh Nugent Fitzgerald, Fort Worth Record; Amon G. Carter, business manager of Fort Worth Star-Telegram; Peter Molyneaux, staff correspondent Star-Telegram; R. L. Sanders, Texas Hotel News, San Antonio; M. M. McCain, Fort Worth Live Stock Reporter; Col. Louis J. Wortham, Fort Worth Star-Telegram; A. A. Hatcher, Breeders' Gazette, of Chicago; J. G. Dorsey, Progressive Farmer, of Dallas.

VICIOUS BILLS OPPOSED

Congress Petitioned Against Two Seeking to Abridge Freedom of the Press.

WASHINGTON, April 11.—That any bill which seeks to abridge the freedom of the press will be opposed by the public at large is proved by the fact that hundreds of people in all parts of the United States are petitioning Congress against the passage of two bills which have been introduced in the House of Representatives.

One of these measures, the Siegal bill (H. R. 491), empowers the Postmaster-General to exclude from the mails any publication found on investigation to contain any article "which tends to expose any race, creed, or religion to either hatred, contempt, ridicule, or obloquy." The other, introduced by Representative Fitzgerald (H. R.

6468), authorizes the Postmaster-General to prohibit mail matter from being sent either by or to any person engaged in publishing any text or pictures "of an obscene, indecent, immoral, or scurrilous character."

Petitions received by many members of Congress point out that these measures "would clothe the Postmaster-General, who holds by appointment a purely political and executive office, with power to exclude from the mails and so destroy by a summary order, any publication, regardless of its moral or pecuniary value," that they are "thoroughly un-American, and demonstrate the purpose of a foreign and medieval system to control our politics and divert our free institutions," and that "our present postal laws are amply sufficient to protect the mails against all publications obnoxious to the public conscience or the public welfare."

ADVERTISEMENT

The Terre Haute Tribune is the big home evening and Sunday morning paper, entering over 10,000 of the 12,000 homes in the city and as many more within the trading radius.

The circulation report filed with the government April 1st shows 20,816 daily, 17,640 Sunday.

In charge of foreign advertising, the G. Logan Payne Company, Chicago, New York, Detroit and Boston.

MEMBER AUDIT BUREAU OF CIRCULATIONS

11,121 Gain
IN ONE YEAR

23,492 Gain
IN TWO YEARS

Average daily and Sunday net paid circulation of

The New York Press

as by U. S. Government Reports, for

Year ending March 31,	
1914	83,771
Year ending March 31,	
1915	96,142
Year ending March 31,	
1916	107,263

The average net paid daily and Sunday for the week ending April 8, 1916, shows

17,510 Gain a Day

Over the corresponding week last year.

Circulation News, Views, and Observations

Letter to Editor of Indianapolis Star:—Recognizing "Flaneur's authoritative delving into historical matters, several readers of the Flaneur letters in the Star ask his judgment on the seven greatest empires and the approximate area of each, including Spain when she ruled a great part of both Americas, and the conquests of Ghengis Khan, etc."—Dr. H. P. Clark, Indianapolis.

For Price and Territory write:
THE DAILY "FLANEUR" LETTER OFFICE
Munsey Building Washington, D. C.

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

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

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

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:

MONEY IN THIS TOWN
Colorado Springs has \$12,000,000 in bank deposits—\$400 for each person.
THE TELEGRAPH
is the paper these depositors read.
J. P. McKinney & Son
New York Detroit Chicago

Newspaper Properties

Specializing in Central West and Southern Dailies. Confidential correspondence with Buyers or Sellers invited.
A. S. PORTER
118-120 Griswold St., Detroit, Mich.

Every reader of
DETROIT SATURDAY NIGHT
is a prospect. No waste circulation.
G. LOGAN PAYNE CO.
New York Chicago Boston Detroit

NEWS PHOTOGRAPHS WANTED
We wish to secure a reliable correspondent in every large city in the United States to furnish us with new, exclusive feature photographs of prominent people, interesting events and strong human-interest subjects. Good prices for first-class material. Write **UNIVERSAL PRESS SYNDICATE, 33 West 42nd St., New York City.**

ONCE CARRIER BOY, IS NOW CORPORATION HEAD

Capt. C. D. Palmer, President of the Newly Organized Intertype Company. Began His Career as Newsy in Council Bluffs, Ia.—Saw Military Service in Three Artillery Regiments and Spanish War.

From carrier boy for the Council Bluffs (Iowa) Daily Nonpareil to the presidency of a \$5,000,000 corporation encompasses the business career of Capt. C. D. Palmer, the new president of the Intertype Corporation, of New York city.

One of the first important contracts signed by Capt. Palmer after his election to the presidency of the Intertype



CAPT. CHAS. D. PALMER.

concern, was an order from a leading Iowa daily. In acknowledgment of the order Capt. Palmer wrote:

"As one who passed all his early boyhood in Iowa, it has given me great pleasure that the first really important contract approved by me as president of this corporation should have been with an Iowa institution.

"I believe my first business operation was carrying newspapers for the Council Bluffs Nonpareil, followed by four years passing through the various grades of the Council Bluffs Savings Bank.

"Subsequent to that I was appointed to the United States Military Academy from the Council Bluffs district, and thereafter have seen, unfortunately, only such glimpses of the State as were permitted by short visits. I, however, have the added pleasure of realizing that my advancement in the service was due in part to the good offices of the late Senator Allison."

Capt. Palmer was born in Atwood, O., in 1864, but spent his boyhood days in Council Bluffs. His business career was begun at the age of fifteen, as collection clerk in the Council Bluffs Savings Bank. He rose gradually through the different grades of the bank until he reached the position of acting cashier.

After a brief period in the cashiership he secured an appointment to the West Point Military Academy, from which he was graduated in 1888. He saw service in three artillery regiments, and then was transferred to the Staff, where he remained until 1901, when he was promoted to instructor in higher mathematics at the Military Academy.

During his service on the staff he was in succession at Boston, St. Augustine, Baltimore, Atlanta, San Francisco, Chicago, and the Philippine Islands. He was instructor of mathematics at the Military Academy for four years. In the latter part of his military service

his duties consisted almost exclusively of organization work in the supply and transportation departments.

At the expiration of the Spanish-American War he resigned from the service and joined the International Banking Corporation, in which he was shortly appointed as assistant to the president. Through advances made by this concern and other banking institutions, the attention of Capt. Palmer was drawn to the International Typesetting Machine Company, and when Erskine Hewitt was appointed receiver of the company in December, 1914, he requested Capt. Palmer to become his associate in making the preparations necessary for a reorganization of the company's affairs.

The International Typesetting Machine Company was organized November 22, 1911, by the late Herman Ridder, editor of the New York Staats-Zeitung, and was sold in foreclosure proceedings February 24, 1916, by Henry B. Clossen, special master in the bankruptcy proceedings. It was purchased for \$1,650,000 by Edward D. Adams, Henry E. Cooper, and Richard H. Swartwout, the reorganization managers of the new Intertype Corporation.

Newsboys Presented Gym Equipment

The Ogden (Utah) Newsboys' Association is now happy in the possession of a well-equipped gymnasium, which fills a long-felt want. The "Gym" is located in the east basement of the Colonial Building, the room and light having been donated to the Association by William Glasmann and the equipment by Mayor A. R. Heywood. The boys also acknowledge the favor of the Volker Lumber Company for furnishings which they needed, and the Ogden Furniture & Carpet Company for fitting the gymnasium with rest benches.

Twenty newsboys hold charter memberships in the Association, and at a recent meeting elected Art Smith, manager, and Dewey Scherrer, treasurer, of the gymnasium. These two youths and Sam Addelson, Charles Nye, Roy Boswell, and Charles Burk were instrumental in obtaining the equipment. A set of regular rules and by-laws have been adopted to guide their actions. Among the rules are the following:

- (1) No smoking or swearing allowed (15 cents fine).
- (2) Members will pay dues in advance.
- (3) No rough usage of gym equipment.
- (4) No rough house.

The gymnasium is open to the boys Monday, Wednesday, and Friday afternoons and evening.

Newsies Saw Big War Film.

BALTIMORE, Md., April 12.—Twenty-five hundred newsboys and newspaper carriers saw "The Birth of a Nation" at Ford's Theatre last Saturday morning as guests of the Social Service Department of the Evening Sun, by courtesy of Charles E. Ford and D. W. Griffith. Before entering the theatre the boys passed through a lane formed by Boy Scouts, and held up their hands for inspection, and if the hands happened to be only a little dirty, the owners were escorted across the street to the Palace, where a washroom had been opened for them. Then they saw the show. When it was all over they stood like Americans to the strains of "The Star-Spangled Banner."

Newsboy Gets Stage Offer

The success of Harry Ritt, "King" of Kansas City newsboys, in a recent appearance at the Globe Theatre, that city, in an act with Noodles Fagan, has brought Ritt several stage offers. He probably will accept a place with a burlesque company which plays each year at the Gayety Theatre. Ritt has worked for the Kansas City Post eight years.

CANADIAN ADVISORY BOARD

Audit Bureau of Circulations Finds Its Formation Was Warranted.

The growth of the Audit Bureau of Circulations in Canada has apparently fully warranted the selection on March 10 last, of the Canadian Advisory Board, now composed of seven members, but which number it is planned to increase to eleven. The present members represent advertisers, agents, and publishers. They will serve until the next annual convention of the Bureau, to be held in Chicago, in June.

The Canadian Advisory Board now consists of J. G. Palmer, Canadian Kodak Co. Ltd., Toronto; B. H. Bramble, The Goodyear Tire and Rubber Co. of Canada, Ltd., Toronto; J. M. Gibbon, Canadian Pacific Railway, Montreal; J. P. Atkinson, The N. K. Fairbank Co., Montreal; J. J. Gibbons, J. J. Gibbons, Ltd., Toronto; William Findlay, Ottawa Free Press, Ottawa; G. P. Chipman, Grain Growers' Guide, Winnipeg.

It is hoped that arrangements will be made for some Canadian members to serve on the General Board of Directors.

Pittsburgh Circulation Managers

Three Pittsburgh newspapers have made a change in the circulation departments. W. F. Herron, circulation manager of the Gazette-Times has resigned to become sales manager of the Pittsburgh Dispatch, in cooperation with W. C. Henderson, circulation manager. John Miller, formerly circulation manager of the Chronicle Telegraph, is circulation manager of the Gazette-Times. Mr. Miller's former position is now held by his assistant at the Chronicle-Telegraph, J. M. Alyward.

Newsboys Organize Drum Corps

The Schenectady (N.Y.) Newsboys' Association have organized a fife and drum corps, under the direction of W. A. Lewis, M. Gibbons, and H. R. Truax. Plans are also under way for a baseball team of the Association this summer.

San Antonio Newsies Form Club

The San Antonio (Tex.) Light Newsboys' Club has been organized with a charter membership of more than twenty youthful merchants, who will get the club's affairs in shape and admit to membership other newsboys who agree to the club's policy of "clean business methods." Organization of the club was effected by Jack Waterman, leader of the newsboys, and Ed Campbell. An outing to the country is being arranged for Sunday, April 16. It is probable club quarters will be secured and fitted out in comfortable style.

Donation Day of Newsboys

Arrangements for the annual donation day of the Newsboys' Benevolent Association, of Buffalo, N. Y., which is to be held May 10, were made at the weekly meeting recently of the Association. Mrs. Allan D. Husted, assisted by President John Ferris, is in charge of the affair, and seventy-five girls have promised to sell papers. Proceeds of the day, which are expected to reach \$4,000, will go toward the new clubhouse that the newsboys propose to build.

Former Editor Sues Paper

CLEVELAND, Ohio, April 12.—John Biro, former editor of Szabadsag, Cleveland Hungarian daily newspaper, has sued that paper for \$25,000 for alleged libel. Mr. Biro now is editor of Kepes Vegalap, another Hungarian newspaper. The suit is the outcome of the East Youngstown strikes. In its story Szabadsag is alleged to have unfairly criticized Biro for having blamed the Hungarians for rioting and violence at the steel mills.

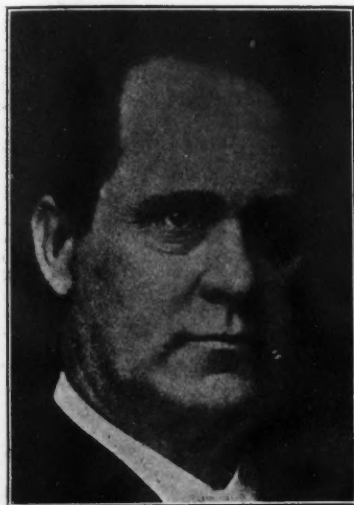
NEWSPAPER ACTIVITIES IN MANY CITIES

Various Plans and Schemes That Are Being Employed to Build Circulation and Increase Prestige.

NOW THE WACO DAILY WORLD

A. R. Roberts, New Proprietor, Changes Name of Waco Morning News.

WACO, Tex., April 10.—Hereafter the Waco Morning News will be known as the Waco Daily World. The paper appeared for the first time under its new title to-day. In connection with the change of name, Artemas R. Roberts, the new president and general manager of the Southern Publishing Company,



ARTEMAS R. ROBERTS.

which publishes the paper, announces that "the Waco Daily World and the Waco Sunday World will be pledged to the advocacy of prohibition and woman suffrage, which has been the policy of this paper in the past."

Mr. Roberts exemplifies anew what this land of opportunity means to the poor and handicapped, and what can be accomplished here by courage, grit, perseverance, and integrity, in the face of great obstacles. Born in Missouri, August 24, 1864, left fatherless when a child, hampered by disease early in youth that left him a cripple for life, he was educated amid all the difficulties incident to the life of a poor boy. In 1877, with his mother and sister, he moved to Alvarado, Tex. After graduating at the Alvarado school he entered Sam Houston State Normal at Huntsville, where he graduated with honors in 1884.

For several years he taught in Texas public schools, and rose to the highest rank. Then he turned his attention to life insurance, and for twenty-six years made it a close study, perfecting himself, not only in the field work, but also in the mathematical intricacies of insurance problems. In 1910 he founded the Amicable Life Insurance Company, of Waco, which has made a remarkable record of growth, and built for its permanent home a twenty-two story building on a plot measuring 50 by 108 feet. This fine, modern structure is entirely filled with tenants, and shows that President Roberts knew what he was doing in putting up a skyscraper in a city of the size of Waco.

Paper's Annual Spelling Contest

The Manitoba (Winnipeg) Free Press announces its second annual spelling bee, in which the scholars of the elementary public schools of the city are invited to compete. Preliminary contests will be held in the individual schools the end of May, and early in June the school champions will compete for the city championship. The Free Press gives a silver medal to each school champion and a gold medal to the city champion.

A. C. KEIFER NOW PART OWNER

Manager of Terre Haute (Ind.) Tribune Buys One-Fourth Interest in that Paper.

An important newspaper change occurred on April 6, in Terre Haute, Ind. when at the annual meeting of the stockholders and directors of the Tribune Publishing Company, Andrew Keifer was elected president and treasurer, George A. Gagg, vice-president. Mr. Keifer was continued as general manager. Previous to the meeting Mr. Keifer purchased from Crawford Fairbanks one-fourth of the stock of the Tribune Publishing Company.

Mr. Keifer is an old-time Scripps League man and was formerly the business manager of the Indianapolis Sun. Since he took charge of the Terre Haute Tribune four years ago that paper has made rapid strides. The circulation has



ANDREW C. KEIFER.

increased from 12,000 to more than 20,000 and the advertising has increased more than 60 per cent. The Tribune Building is the largest in Terre Haute. On April 10 the Tribune contained the largest volume of advertising ever carried by it in a regular issue, not including special editions. It contained 146 columns of advertising in 28 pages.

Des Moines Capital Incorporated

The Des Moines Capital, which has been the personal property of Lafayette Young for twenty-six years, was incorporated on April 3 for \$350,000. There is no change in the ownership of the paper, except that Mr. Young gave blocks of stock to each of his children, Lafayette Young, jr., Harold Young, and Mrs. Nellie Young Herriek, of Olean, N. Y.

No Longer an Infant

The new daily paper established at Terrell, Tex., by Fred Massengill, Conrad Patton, and J. A. Scott, and others, which was published under the name of the Terrell Daily Infant, pending the inauguration of a contest for the selection of a name, is now known as the Daily Tribune, this name having been selected by the management from a number suggested by its readers. The Tribune is issued every day except Sunday, six-column folio size, and carries afternoon telegraphic news reports.

Sparks die unless they fall into some material they can kindle. Thoughts cannot live unless you let them kindle your imagination, light your understanding, char your soul, or burn into your conscience.

A false accusation may harm, but it is the true one that hurts.

WHAT'S DOING IN PHILADELPHIA

The Philadelphia North American, beginning with last Sunday's issue, expanded into another eight-page news section. It is announced that the urgent and increasing demand for advertising space in the Sunday paper made this necessary.

The Philadelphia Inquirer, always a staunch upholder of army and navy betterment, is running a series of daily articles on "American Preparedness" written by a staff expert and vised for accuracy by a ranking officer in the army and a ranking officer in the navy. They are said to be among the clearest and most striking accounts of our national defences yet presented.

The Via Philadelphia number of the Philadelphia Press, which is to be devoted to exploitation of the port and shipping facilities of that city, will appear on April 30 and will contain about 100 pages. It will be an impressive and valuable contribution to the commercial welfare of the Quaker town.

The circulation contest conducted by the Philadelphia Press for the most popular conductor on the Philadelphia & Reading Railroad came to an end at midnight last Saturday, with an avalanche of votes. The fortunate railroader who won first place rolled up 3,693,734 ballots to his credit and captured the \$750 Briscoe automobile. The second in the race received a \$650 Regal car, the third a \$100 diamond ring, and the fourth a 21-jewelled solid-gold Hamilton watch. Four prizes were awarded to "helpers" ranging from a Chevrolet touring car to \$25 in gold, and there was a "consolation prize" of \$100, divided among the four conductors sending in the greatest amount for paid-in-advance subscriptions to the Press from February 19 to March 4. The winner of the first big prize also won the first prize in this competition, sending in \$420.55 in subscriptions.

IN OTHER CITIES

The Dallas (Tex.) Morning News, Dallas Evening Journal, and Galveston Daily News, all published by A. H. Belo & Co., of Dallas, conducted a "Real Estate, Farm Land, and Rental Week," from April 2 to April 9. During this time special efforts were put forth to secure real estate, farm land, and rental advertisements, both classified and display. Classified ads were not only classified under the usual headings of "For Rent," "For Sale," "For Exchange," etc., but were also classified according to towns, or sections of the State.

The Pittsburgh Press is offering three prizes of \$50, \$30, and \$15 for the best scenarios written by its readers. The winner of the first prize will have the pleasure of seeing the scenario produced by a company composed of local talent, who will be chosen by a voting contest, conducted by the Press.

Omaha Bee Re-Elects Officers

The following officers have been re-elected by the Bee Publishing Company, of Omaha, Neb.: Victor Rosewater, president; C. C. Rosewater, vice-president; N. P. Fell, secretary and treasurer; F. L. Hallier and H. A. Haskell, additional directors.

H. O. Van Hart, publicity manager of the First National Bank, has been covering the Western Reserve Kennel Club show for the Plain Dealer, writing special stories.

Railroad Advertises Michigan

Through its agricultural and industrial department, conducted by William P. Hartman, the Grand Rapids and Indiana Railway Company is conducting an energetic and effective campaign to bring new settlers into western Michigan. Advertisements are being run in more than 100 newspapers in Indiana, Ohio and other States

Now Ready for Delivery!

LARGE SCALE MEXICO MAP

In Colors
Size 28 x 36 inches.
Can be combined with European War Zone Map, making ideal Reference War Chart.
Special low price quantity orders.
Exclusive territory reserved for Live Wire Newspapers.
Send 25c. for sample postpaid.
S. BLAKE WILLSDEN
Premium and Advertising Specialties.
1606 Heyworth Building, Chicago

Embroidery Patterns

By Catharine Greenwood
Full, half, or quarter service may be had to meet varying space conditions.

The INTERNATIONAL SYNDICATE

Features for Newspapers
Established 1899 BALTIMORE, MD.

Dr. Barnard's Food Page

We are now allotting territory

The Evening Mail Syndicate

203 Broadway, New York

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

\$50,000 WORTH OF NEW SUBSCRIBERS

In two months is what we secured for The Los Angeles Times last year. Total business \$67,970. SECOND campaign is now running.

These A. B. C. papers know our methods are original and productive:
Courier-Journal, Louisville, Ky. \$60,000
Deseret News, Salt Lake City. \$33,000
Express, San Antonio, first campaign. \$50,000
Second campaign \$78,000

We ALWAYS repeat on the same papers. Why? Ask us how to get more circulation.

North-Eastern Circulation Co.
C. B. HOLLISTER, Gen. Mgr., Davenport, Iowa.
Write or wire care Los Angeles Times.

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

1,050,840

lines of paid advertising carried in

March

An increase over the corresponding month of last year of 273,378 lines, or 35.1%.
Advertisers Know Why

The Detroit Free Press

"Michigan's Greatest Newspaper"

VERREE & CONKLIN Foreign Representatives New York Chicago

THE WORTH WHILE EASTER MARKET

for Things Wearable — Clothing, Hats, Boots, and Shoes, etc.—

The New York Call

DAILY AND SUNDAY.

The only LAHOR Daily in the East. Pulls with a power unknown to other Media.

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

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

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

**PROMOTION DEPT.
SHAFFER GROUP**

12 S. Market Street, Chicago

R. J. BIDWELL CO.

Pacific Coast Representative of

DAILY NEWSPAPERS

SAN FRANCISCO OFFICE
of the

Editor and Publisher

742 Market Street
SAN FRANCISCO

WHAT LIVE ADVERTISING CLUBS ARE DOING

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

BANK ADS AS AN INVESTMENT GARVIN OF CLEVELAND AD CLUB

H. D. Robbins Tells Baltimore Club that Constant Publicity Pays.

BALTIMORE, April 8.—The banks and other financial institutions of Baltimore were well represented at the mid-week luncheon of the Advertising Club of Baltimore, April 5, when Harry D. Robbins, of New York, spoke on "Financial Advertising." Mr. Robbins is an investment broker and has been a member of the executive committee of the Associated Advertising Clubs of the World and chairman of the National Vigilance Committee. Formerly he was advertising manager for N. W. Halsey & Co., New York.

Mr. Robbins told how the "Fighting Machine," of which he was chairman, formed a chain of local committees throughout the country to procure the enactment of laws to prevent fraudulent advertising, how such laws have been put on the statute books, and the proper officers appointed or elected to make such legislation effective. He declared that objectionable advertising has been eliminated, to a large extent, from responsible publications of the country, and that publishers are far more careful about the kind and character of advertising matter accepted than they were five years ago.

Financial advertising, Mr. Robbins said, is advertising on a very narrow margin of profit. Bankers are learning more and more that advertising makes business, and that expenditure therefor is a legitimate part of the operating expense of a banking establishment. Any sound principles of merchandising certainly applies to banking and financial investment as a business. Advertising will sell goods, but the goods and service back of the advertising must be right.

"Advertising will pay any investment or banking house, but the rule of constant publicity must be adhered to," he said.

"Dignity" and "ethics" may be good things, as far as they go, but the reliable firm that keeps its business before the public in the daily newspapers will eventually get the bulk of the possible business. The banker can no more afford to overlook the human side of business than any other sort of business man. Most banks have more money than they have profitable use for. They are seeking places to invest it. In the meantime, young business men need to be educated as to how they may be enabled to obtain loans for business expansion, and the financial advertising in the daily press is the legitimate means to this end."

Sunday's Talk to Ad Men

BALTIMORE, Md., April 11.—"Billy" Sunday was the speaker at the mid-week luncheon of the Advertising Club of Baltimore, at the big roof garden of the Hotel Emerson this afternoon. He declared that he is "not merely a preacher, but a business man using business methods and applying business principles in the work he does. "Some of you people," he said, "may have an idea that I live all of my life in a high atmosphere of religious enthusiasm, but I don't. I have to use business sense and business methods just the same as you or any successful business man." Mr. Sunday extolled the application of commercial honesty and business integrity.

Newspaper Man's Home Robbed

During the absence of the family, the house of George S. Rowell, for many years a Portland newspaper man, was entered, and jewelry valued at more than \$1,000 was stolen. The burglar overlooked valuable silver plate and a considerable amount of money.

Varied Activities of a Popular Member of Numerous Organizations.

One of the most popular members of the Cleveland Advertising Club is Thomas W. Garvin, who has been secre-



THOMAS W. GARVIN.

tary of the Club since 1913, and secretary of the Advertising Affiliation since May, 1915.

He is always busy, always doing something to help along a good cause. While an undergraduate at Western Reserve University he became assistant educational director of the Cleveland Young Men's Christian Association. For three years after leaving college he was assistant head resident of the Hiram House Social Settlement.

Those who came in contact with Mr. Garvin found him a live wire, full of ideas, and a willing worker. As the circle of his acquaintance widened, he was invited to join various social organizations, and at present he is a member of the Rotary Club, the City Club, the Civic League, the Council of Sociology, and the Cleveland Chamber of Commerce, in addition to the Cleveland Advertising Club. Mr. Garvin is the type of man who finds pleasure in helping others.

LIVE AD CLUB NOTES

The Ladies' Auxiliary of the Milwaukee (Wis.) Advertising Club has elected the following officers: President, Mrs. Sol Zien; vice-president, Mrs. Oscar Hart; secretary-treasurer, Mrs. N. McLean.

Medina, N. Y., business men are agitating the formation of an Ad Club, the purpose of which will be the uniting of the active merchants of the community in order to promote their knowledge of advertising as well as to educate the public to make their trading through the public press. The temporary officers of the club are: M. A. Bowen, president; C. D. LeVan, vice-president; E. W. Waldron, secretary, and L. C. Grinnell, treasurer.

The numerous ways employed to advertise St. Paul merchandise, both in that city and abroad, will be demonstrated at a home advertising dinner and exhibit which the Town Criers' Club will give about May 15. An advertising expert of national reputation will be obtained to make the chief address at the dinner. Local speakers will fill out the programme.

That the trade-mark of any product should suggest the nature of the article advertised was one of the axioms laid down by Herbert S. Gardner, president of the Gardner Advertising Company, at the regular weekly luncheon of the St. Louis Ad Club on April 5. Mr. Gardner furnished examples of marks which conveyed to the public the idea for which they were designed. The figures represented, he said, should convey to the observer a distinct idea of the firm's product.

The Educational Committee of the Advertising Club, of Baltimore, is planning to hold a local institute on advertising and business efficiency next fall. The plan contemplates something different, and perhaps larger than has ever been attempted before.

The Fort Worth Ad Club, in its educational campaign for the summer months, the outline of which included the formation of a "dummy" corporation, the business of which would be conducted by the members of the Club, has organized the "Wear-a-Pair Shoe Company," with a theoretical capital of \$1,000,000. The plan was worked out by a committee of which A. L. Schuman was chairman, and presented at the last meeting of the Club. It was decided to adopt a trade-mark, and a contest will be arranged by which a prize will be offered for the successful contestant in suggesting the trade-mark that is finally adopted.

A. A. C. W. CONVENTION NOTES

Letters have been received by the Advertising Club of St. Louis from the advertising clubs of Davenport, Ia.; Clinton, S. C.; Salt Lake City, and Houston, Tex., endorsing St. Louis for the 1917 convention of the Associated Advertising Clubs of the World.

Every ad man in the land is invited to send the name and address of his wife to Theodore E. Ash, General Secretary, Convention Committee, Bell Telephone Parkway Building, 17th and Arch Streets, Philadelphia. In order that she may receive a copy of a handsome book which Poor Richard has made purposely for women. The convention committee says of this book: "We are printing a most beautiful book about Philadelphia which we want to place in the hands of all the womenfolk who might be induced to come to Philadelphia next June. This is not an advertising stunt, understand, except if an interesting story about Independence Hall and the Liberty Bell is advertising, or a description of a little pilgrimage to other historic shrines of Philadelphia is advertising, or a 'How to Get' to Valley Forge, Fairmount Park, Atlantic City, and other near-by places is advertising. There we plead guilty, as we are all right royally fond of Philadelphia—the Cradle of Liberty and the City of Homes."

Fifty members of the Advertising Club of Baltimore have signified their intention of going to Philadelphia in June. This does not mean that fifty members have just said they were going, it means that fifty have paid their money, and will be there.

The Ad-Press Club, of Johnstown, Pa., hopes to secure the cooperation of a number of Johnstown concerns in entering a large industrial display from that city, at the convention of the Associated Advertising Clubs of the World in Philadelphia in June.

Turned Down

The roar and racket of the news-printing machines of the U. P. are no longer heard in the offices of the Brooklyn Standard Union and Citizen. They had a habit, it is alleged, of going wrong at a critical moment and shooting in Xzxxx -x instead of proper names, and so it was decided that they had to go.

NEWSPAPER MAGAZINE CATALOG
DIRECT FORM-LETTER
Ad-itorials

FOR a long time men with money-minds have realized that there was room in the world for an economic scheme, whereby the sixty-dollar-a-week wage-earner could lay violent hands upon an automobile without giving up everything else.

Houses, pianos, farm acreage, sewing-machines, music-boxes, and even funeral trimmings could be had "on the instalment plan." Why not that greatest of all modern necessities, the motor car?

It was SURE to come. And it came so suddenly that the copy for the first advertisement had to be written practically overnight. "Get her goin'," was the universal verdict. It was too good to keep another blessed second.

There is nothing complex about the plan. You go to your local dealer and pick out any one of the twenty-one cars listed by the Guaranty Securities Corporation. Then you pay a first instalment and the remainder in monthly sections. All the while, Mr. Dealer is made to feel snugly secure by the aforementioned corporation.

It is as simple as the recent Chalmers innovation—the Chalmers organization approached banks in the various towns where it had branches. The branch manager could not afford to carry large sums; the bank COULD. Lots and lots of goodly folk WANTED cars and could AFFORD them, but that lump sum was what put the kibosh on the proposition.

Now your self-respecting corner huckster, or your boot-mender, or your paper-dealer is to have his own little gasolene git-up-an'-git. Automobiles ought to become as common as peanut hulls at a circus. Everybody can come on in.

A great national weekly first spread the news in a dignified double page, and then the newspapers took it up.

A week ago, heretofore thoroughly domesticated families were quite content to ride out to Dusenberry's Park via the trolley. Suddenly Father let out a warwhoop, as he stumbled on a monster newspaper ad. He spilled his coffee and left the last prune untouched.

"AUTOMOBILES ON TIME PAYMENTS."

That was the message he read!

Pretty sound judgment in the copy, too. It rings true—touches the spot—makes you nod your head and say: "Yep, that's right!"

"From now on you can get almost any car you want on a monthly payment basis. The terms are easy and convenient. No longer is it necessary for you to take a large lump sum from your savings to pay for your car all at once. No longer is it necessary to save and save until you have accumulated enough to buy a car."

And THIS extremely shrewd paragraph:

"No longer is it necessary for YOU and YOUR FAMILY to be without the pleasures, benefits, and advantages of a

car. And the day you drive that car home, life will take on a new interest for every member of the family. There will be pleasant short trips on holidays and week-ends—and enjoyable long tours when vacation time comes. You will lead a bigger life in a bigger world."

That appeal reaches down into the hungry hearts of us. There is so much of the homely and sincere in it, that it fairly exalts this obvious financial enterprise.

SURE we want a car!

The important message, at the brink of summer—just when new blood is rushing in the veins of every mother's son, and spring calls to winding country roads—at this critical SECOND, as it were, the newspaper copy is shot out into vast spaces—into big towns and little ones. A master-enterprise will be launched in a jiffy. Printing presses will do a whirlwind lecture tour. A wonderful voice, speaking a universal language, will tell Tom, Dick, and Harry all about it before seven days have passed.

Basically, there is a sub-strata of sunshine in this brilliant offer. To own an automobile is to find a splendid new reason to live. The text of the ad does NOT exaggerate. What if there is insurance to pay and some other little incidentals that were not rubbed under your nose at first sight—it's a corking fine idea, just the same.

"Newspaper advertising is ALL THE SAME."

You'll hear that remark occasionally. The small-town merchant, who is antagonistic to advertising in ANY event, leads the chorus.

He argues, if you insist upon detail, that advertisements LOOK very much alike, that they READ very much alike, and that people, therefore, grow periodically weary of them.

But the charge is stupid and untrue. Once upon a time the rural merchant inserted his "business card" in the Billville Banner, and there it stuck, from one season to another, with never so much as a changed rule.

That was quite a few yesterdays ago. The modern newspaper ad is either instructive, or amusing, or entertaining, or all of these qualities rolled into one. People read MOST of the advertisements MOST OF THE TIME. They are very sure they will profit by so doing. There are wise persons who read the advertisements FIRST—and THEN the news.

W. LIVINGSTON LARNED.

N. O. Times-Picayune's Good Work

The New Orleans Times-Picayune is doing some good promotion work in sending out an attractive and impressive folder containing reproductions of eight pages, full newspaper size, of "Views of Some Homes That the Times-Picayune Enters," with accompanying text addressed to its advertisers, which the paper printed in the first eight weeks of the new year. An introductory statement says: "This series of articles was designed to show the people here, as well as those elsewhere, how the City of New Orleans has progressed and advanced within recent years. If human suffering forms character, then our people are truly great, for since the Civil War, they have endured many ills, emerging from each calamity stronger and more resolute than ever." Last year was the most successful in the history of the Times-Picayune. Its paid advertisements totalled 6,058,161 agate lines.

Submit to oppression and you become a partner in its perpetuation.

TRUTH IN ADVERTISING PAYS

So, Also, Does Display Type, Manager Ryan Tells Indianapolis Ad Club.

INDIANAPOLIS, Ind., April 11.—What it means to the department store advertising manager to be truthful in advertising was illustrated in a talk before the Advertisers' Club, Indianapolis, by Horace E. Ryan, Advertising Manager for L. S. Ayres and Company, and one of the prime movers in the editorial work of the Associated Ad Clubs of the World for retail advertisers.

Mr. Ryan says that in his store it is required, after copy is prepared, that every statement be backed up by some one other than the department manager most interested, because of the fact that the department manager is apt to over-estimate the value of goods he has bought.

He said that in handling the advertising for a big department store he found it very convenient to have about a column of matter in every newspaper office already set up, for use in an emergency, when advertising must be withdrawn at the last minute for one reason or another.

Display type, he said, cost money, and in his opinion only such display should be used as is necessary to get the attention of those interested. As an instance he cited that a recent sale in the store of dry cells had not been strongly advertised, because the number of people to be reached and interested by the sale was limited in comparison with the number who were interested in shirts and other articles in more common use.

He had experimented, he said, with display copy and found that it was absolutely necessary to catch attention for anything special. He cited an instance of where the store had advertised four cans of Dutch Cleanser for twenty-five cents, letting the item appear inconspicuously in small type along with other basement store items. The sale of Dutch Cleanser from that advertising was only the average; subsequently when the same bargain was well displayed in a panel of the store advertising the stock was entirely sold out before noon and the counter experienced an extraordinary run of business throughout the entire day.

Western Union's New Service

The Western Union Telegraph Company has announced that its offices are now prepared to execute small commissions, such as the purchase of flowers, candy, fruits, cigars, books, and so on, for the accommodation of patrons at distant points. This is in effect an extension of the Western Union money transfer service, and represents the latest development in the policy of the management of that company to place its nation-wide organization at the disposal of its patrons.

Lauds Cutting Out of Whiskey Ads

BOSTON, April 11.—The Rev. L. D. Younkin, in charge of the North End Mission, has said some nice things about the Boston American's stand in refusing to print whiskey advertisements. "I was glad to hear," he said, "that whiskey and dope advertisements have been taken out of the Hearst newspapers. You'll find that destitution and misery enter most homes through the drink habit. I do not say it makes all the misery, by any means, but if we could get people to let whiskey and hard liquors alone and get some away from the drug habit, we could accomplish much. The newspaper has a great influence among the class that we are helping."

The St. Louis Post-Dispatch has announced that any of its employees desiring to attend the proposed St. Louis volunteer training camp will be permitted to do so if such a camp is held this summer, and that they will receive full pay from the Post-Dispatch for the period of encampment.

67%

Gain in Advertising, in March, over the same month last year.

THE EVENING TELEGRAPH made the greatest gain in volume of paid advertising last month, ever made in any month, in any year, during the more-than-half-a-century record of

THE EVENING TELEGRAPH

For over Half a Century Philadelphia's Leading High-Class Evening Newspaper.

THREE cents a copy for over a third of a century—now ONE cent.

Editor Who Knows



JOSEPH GARRETSON
Cincinnati Times-Star.

The George Grantham Bain Service occupies the same relation to newspapers, in an illustrated way, that the Associated Press does in a news sense. I regard the service as invaluable.

Bain Service Motto is "Illustrate To-day's News To-day." Try it.
BAIN NEWS SERVICE
32 Union Square, E. N. Y. City

DEM BOYS

The near Katzenjammer Page. A whole comic Supplement in itself. Humor of the rip-roaring kind that hits everybody's funny bone. Action all the time.

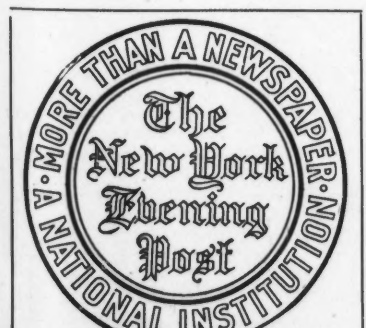
Supplied in mats, 20 or 21 inches. Black or four colors; or in Printed Parts.

Send for proofs.

WORLD COLOR PRINTING CO.,
R. S. Grable, Mgr.

ESTABLISHED 1900 St. Louis, Mo.
See our Display in Room No. 144, Waldorf-Astoria, at the A. N. P. A. meeting.

MANHATTAN PHOTO-ENGRAVING CO.
ENGRAVERS AND DESIGNERS
251 & 253 WILLIAM ST. COR NEW-CHAMBERS ST. NEW YORK.



TIPS FOR THE AD MANAGER

The Metro Film Company of New York City and Chicago, Ill., is making contracts with newspapers in selected sections, through Lee-Jones, Republic Building, Chicago, Ill.

N. W. Ayer & Son, 300 Chestnut Street, Philadelphia, Pa., are again placing orders with a few large city newspapers for 30-in. 7t. space for the Empire Rubber & Tire Co., Trenton, N. J.

The Berlin Laboratory, Ltd., 373 Fourth Avenue, New York city, has transferred its advertising of "Antesti-Fermin Tablets" to the Bayer-Stroud Corporation, 200 Fifth Avenue, New York.

E. H. Clarke Agency, Steger Building, Chicago, Ill., is again making contracts for the M. I. S. T. Co., Toledo, O., with some newspapers in selected sections.

Lord & Thomas, Mailers Building, Chicago, Ill., are placing 300-l. 6t. orders for the Chicago Beach Hotel, Chicago, Ill., with a few newspapers in selected sections.

The advertising of Sir Robert Burnett & Co., Burnett's London Dry Gin, etc., 632 West 34th Street, New York city, has been transferred to Picard & Co., 12 West 31st Street, New York city.

Gardner Advertising Company, Kinloch Building, St. Louis, Mo., is placing orders for the Ralston Purina Mills Co. "Ralston's" Breakfast Food, with newspapers in selected sections.

H. H. Levey, Marbridge Building, New York city, is making contracts for the Michelin Tire Co., Milltown, N. J., with newspapers in selected sections.

Nichols-Finn Adv. Co., 222 South State Street, Chicago, Ill., is sending orders to some newspapers in large cities for Morris & Co., Packers, Union Stock Yards, Chicago, Ill.

Advertising Agents

COLLIN ARMSTRONG, INC.,
Advertising and Sales Service,
115 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

KATZ M. L.,
Peoples Gas Bldg., Chicago, Ill.

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.

It is reported that Harry Porter Co., 18 East 41st Street, New York city, has secured an appropriation to advertise Coney Island in a selected list of newspapers.

The J. Walter Thompson Co., 44 East 23d Street, New York city, is placing orders with farm papers for Harold Somers, "Daisy Fly Killer," 150 DeKalb Avenue, Brooklyn, N. Y. This agency is also placing copy on contract for Julius Kayser & Co., "Kayser's Gloves," 45 East 17th Street, New York city.

Hiram Walker & Sons, "Canadian Club Whiskey," Walkersville, Ont., is making contracts with newspapers in selected sections through their agents, Power, Alexander & Jenkins.

The Van Cleve Company, 1790 Broadway, New York city, is placing orders with a few newspapers in selected sections for the U. S. Rubber Co., "Knu Shu," 1790 Broadway, New York city.

Chas. H. Tourmalin Agency, Kesner Building, Chicago, Ill., is handling 4-in. d. c. 7t. orders in some newspapers in the Middle West, for account of Northern Michigan Transportation Co.

The Sears-Cross Company, "Spedindicator," Bush Terminal, Brooklyn, N. Y., has transferred its advertising to the Redfield Advertising Agency, 34 West 33d Street, New York city, and is placing orders with some large city newspapers.

Neverbreak Trunk Co., "Neverbreak Wardrobe Trunk," Newark, N. J., is making contracts with New York city newspapers through Street & Finney, 171 Madison Avenue, New York city.

Taylor-Critchfield-Clague Co., Brooks Building, Chicago, Ill., is making 10,000-line contracts with newspapers in selected sections for the Pabst Brewing Co., "Pabst Beer," 917 Chestnut Street, Milwaukee, Wis.

The National Biscuit Company, of New York, is sending out 384 inches to newspapers through N. W. Ayer & Son.

The Frank Seaman Company, of New York, has added several daily newspapers in New York State to the list for Fatima cigarette advertisements.

The Mutual U. S. Rubber Company is placing its new product, Knu-Shu, on the market through large daily newspaper advertisements. The business is being contracted for by the Van Cleve Company, of New York.

Ruthraff and Ryan, of New York city, are placing contracts for the advertising of Nomordust in daily newspapers in places where the product is now on sale.

The S. Greve Agency, of St. Paul, Minn., is placing a 1,400-line contract on the Summit Shirts with papers throughout the Middle West. The agency is also placing a contract of equal size on the Gotzian shoes, in the same territory.

It Pays Buyers to Read Ads

STANTON, Va., April 5.—E. C. Kleffman, of the General Roofing Manufacturing Co., a big national advertiser, addressing officers and employees of the Worthing Hardware Co., the local distributors of "Certain-tee" products, had this to say about advertising: "It is a phase of modern efficiency. It adds to the buyer's information. He is the one most benefited. It suggests to him things of use, comfort, convenience or pleasure. At a glance he can tell if the things fit his needs or wishes. A second glance tells him where they can be had. His time, his efforts and his money are thus saved.

NEW AGENCY MAKES ITS BOW

It Is Known as the Philip Kobbe Company, Inc., of New York City.

A new advertising agency, known as the Philip Kobbe Company, Inc., has been established at 212 Fifth Avenue, New York city. The principal members of the firm are Philip Kobbe, Victor H. Young, J. Edward McGahen, and Victor C. Kitchen. Mr. Kobbe has been elected president; Mr. Young, vice-president, and Mr. McGahen, secretary and treasurer.

Mr. Kobbe and Mr. Young were for many years actively engaged in the advertising agency field, and are well known to advertisers, publishers, and representatives.

For the last six years Mr. Kobbe was vice-president of the Bates Advertising Company, of New York city. He resigned his position with that concern on March 15.

Mr. Young has been in the advertising agency business for twenty-eight years. He was with the Frank Seaman Company, of New York, from 1905 to 1914, and then opened an office for himself as consultant on media and rates. Later he went to Chicago, and returned to New York a few months ago.

Mr. McGahen was with the Bates Company for several months as manager of the retail sales department. Then he became connected in an executive capacity with the American Bridge Company and the Thompson-Starrett Company, of New York. His experience in these latter positions has well qualified him to handle the business and financial departments of the new agency.

Mr. Kitchen has achieved great success as a copy writer and in preparing merchandising campaigns, and in conducting research investigations along original and advanced lines.

The new company is organized somewhat differently from the usual advertising agency, having formed a connection with various organizations which will provide a merchandising service and marketing opportunities unique in the business world.

Among the accounts already handled by the company are: Benedict Manufacturing Company, East Syracuse, N. Y.; Crompton-Richmond Company, Inc., New York city; Little Falls Manufacturing Company, Little Falls, N. Y.; National Cash Voucher Corporation, New York city; Parfumerie Rigaud, New York city; Pennsylvania Textile Company, New York city; Railway Improvement Company, New York city; J. N. Susskind & Company, Philadelphia, Pa., and Talcum Puff Company, including Page, Perfumer, Brooklyn, N. Y.

Vancouver Agency Reincorporated

The Callopy Advertising Company, Limited, of Vancouver, B. C., has recently been reincorporated as the Callopy-Holland Advertising Company, Limited. Amalgamated with the new company are also the Mainland Presses and Noble Advertising Agency, Limited. R. W. Holland, a well-known advertising authority, becomes a vice-president. Arthur Leo Callopy remains president of the company, with George S. Ryan, a vice-president. Coincident with the establishment of the new company a five-year lease has been executed by the agency with the Canadian Pacific Railway for the entire second floor of the Railway Building.

Fake Correspondents' Association

The Buffalo (N. Y.) Chamber of Commerce warns Buffalo business men against the methods of a fake association of newspaper men which has representatives working in that city soliciting membership in the National Association of Newspaper Correspondents. The solicitors represent that, by subscribing to membership in the organization, one is able to obtain favorable publicity in the newspapers and to suppress unfavorable criticism.

CHANGES IN THOMPSON AGENCY

Messrs. Hope, Ferber, Meyer, and Smith Resign and New Directors are Elected.

J. Walter Thompson has sold to Stanley B. Resor a controlling interest in the United States branch of the J. Walter Thompson Company. The transaction was completed some weeks ago, after which Mr. Thompson went to Bermuda for a vacation. He will return to New York next week.

The agency has offices in New York, Chicago, Boston, Cincinnati, and Detroit. About the time the controlling interest in the American branch was acquired by Mr. Resor, the controlling interest in the Canadian branch was also taken over by Frank G. Smith, of New York office of the company.

Mr. Resor, who has been vice-president of the agency for several years, took over the active control of the company last week, and on Saturday received the resignations of Clarence A. Hope, secretary; L. H. Ferber, treasurer; William H. Meyer, manager of the newspaper department, and Frank G. Smith.

A meeting of the board of directors of the company was held last week, and the places made vacant on the board by the resignation of Mr. Hope and Mr. Ferber were filled by the election of W. G. Resor and J. W. Young.

At this meeting, C. H. Parsons, who had been chairman of the board for several years, resigned, and J. P. Parsons was chosen to fill the vacancy. The separate offices of secretary and treasurer, held respectively by Mr. Hope and Mr. Ferber, were combined, and J. P. Parsons was elected secretary and treasurer.

In addition to his duties as vice-president Mr. Resor will be the general manager of the company. W. G. Resor is the manager of the Boston office, and Mr. Young has charge of the Cincinnati office.

None of the men who resigned have completed their plans for the future. Mr. Smith, in all probability will remain in New York city, and the management of the Canadian branch will be continued by A. J. Denne.

The resignations of Mr. Hope and Mr. Ferber took effect last Saturday; those of Mr. Smith and Mr. Meyer will be effective on May 1. Besides these changes a number of changes have been made in the clerical force of the company.

The combination of the offices of secretary and treasurer was said to have been done to simplify the work of those positions.

The statistical, magazine and newspaper departments also have been combined under the title of the statistical department, and placed in charge of A. M. Lewis.

Mr. Thompson still holds stock in both the United States and Canadian branches of the company, and will remain president of the United States branch.

Ad Campaigns on Pacific Coast

The Honig-Cooper Advertising Company, 742 Market Street, San Francisco, is placing a considerable amount of new business for prominent Pacific Coast firms. Among the recent campaigns inaugurated through this company is one, amounting to a total of 14,000 lines—newspapers only—for the Rainier Brewing Company, which recently opened a \$600,000 brewery in that city, after having closed its plant in Seattle, owing to the Prohibition law. For the Sperry Flour Company, 12,000 lines are being placed in papers throughout the State of California. For A. Schilling & Company, coffee ads, amounting to 14,000 lines, are being placed in papers throughout the Pacific slope, west of Denver.

The plant of the Free Trader, a daily newspaper published at Ottawa, Ill., was badly damaged by fire on April 6.

AD FIELD PERSONALS

Hugh Courtney, who for sixteen years has been with the Fidelity and Columbia Trust Company, of Louisville, Ky., has resigned to enter the general advertising field. He will be associated with the Caryl Spiller Service.

Lewis E. Kingman, who has for eight years directed the advertising of the Florence manufacturing of Florence, Mass., has resigned his position, and will on April 20 associate himself with the Greenleaf Company, advertising and merchandising counselors, of Boston.

V. W. Peterson has succeeded Gridley Adams as advertising manager of the Stewart-Warner Speedometer Corporation, of Chicago.

Frank Hoopes has resigned as advertising manager of the Oklahoman-Times, of Oklahoma City, Okla., and will be associated with the Carhart Motor Company as advertising and retail sales manager.

J. A. Cumiskey, who has been in charge of the advertising of the Queen and Crescent route in Cincinnati, O., has succeeded J. P. Licklider as assistant advertising agent for the Missouri-Pacific Iron Mountain System in St. Louis, under J. W. Booth, advertising manager. Mr. Cumiskey is a native of St. Louis, and prior to his service with the Queen and Crescent was employed in the general passenger department of the Mobile & Ohio Railroad in St. Louis. F. K. Burke, who has been connected with the passenger traffic department of the Missouri-Pacific Iron Mountain for the past five years, is also now in the advertising department, the quarters of which, in the Railway Exchange Building, have been enlarged 100 per cent.

Frank W. Waite, advertising manager for the William G. Webber Company department store at Salem, Mass., has been made general manager of the concern. His successor in the advertising department has not yet been chosen.

John A. Tenney has been appointed advertising representative for the Central West of Postage, the official organ of the Direct Mail Advertising Association and the Association of House Organ Editors. Mr. Tenney is secretary of the Chicago Advertising Association, and has an office in Chicago.

Paul Fitzpatrick has been appointed sales and advertising manager of the Guaranty Securities Corporation, New York. Until recently he has been manager of the Montreal branch of the J. J. Gibbons Company, Ltd., a Canadian advertising agency.

Frank D. Sniffen, heretofore general sales manager of the Paramount Pictures Corporation, and formerly with the Christian Herald, has joined the advertising staff of Hearst's Magazine and will be in charge of the New York State territory.

Tribune Prize Story Writers

The prize-winners in the story and head writing contest of the New York Tribune, for March were: Robert H. Rohde, best short story; F. F. Vanderwater, best long story; Bronson Batchelor, best head. This is the second time Mr. Rohde and Mr. Vanderwater have won prizes.

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

SEEKERS OF FREE PUBLICITY

Why Many of Them Do Not Get the Space They Would Like to Grab.

DALLAS, Tex., April 11.—Discussing "The Gentle Art of Publicity," "Tom" Finty, jr., editor of the Dallas Evening Journal, in an address before the Lawyers' Club of Dallas, told the members some of the troubles of an editor in dealing with politicians and others seeking free publicity and free advertising for themselves or their business. Mr. Finty said, in part:

"Many persons who have sought publicity within recent years have found it increasingly difficult to secure the publication of their articles. This is due primarily to the fact that the volume of news matter gathered by the newspapers and of publicity matter tendered to them has increased enormously. With growth of population, new public interests, new public offices, and new governmental activities, there is more news to gather than ever before and the facilities for gathering it have multiplied and improved. The newspapers daily receive about twice as much matter as they could publish within their available space.

"Seekers of publicity also defeat their purpose by attempting to 'hog' space. Much of the copy tendered for publication is unnecessarily long, bearing evidence of loose thinking and loose diction. Not many persons would read such articles, if published, and in many cases, not even abstracts thereof are published. This is an age of short stories and moving pictures, and the public lirks at long speeches. A newspaper must devote its columns to the publication of news within readable bounds.

"Thus it is the attitude of the public which is the prime factor in determining the size of a newspaper and its space available for publication of publicity matter. Second, there is the matter of expense.

"It costs \$100 or more to increase the size of a single issue of a newspaper of considerable circulation by as much as a single sheet, and no way has been found to add less than a sheet. If the newspapers of this country were to increase the size of their editions by as much as one sheet every day, a majority of them would go broke or be compelled to hunt subsidies."

TRADE COMMISSION HEARING

Charges Misbranding of Mercerized Cotton Goods—Its Attitude on Advertising.

WASHINGTON, April 10.—The Federal Trade Commission on the 5th instant held a brief preliminary hearing in connection with the complaints it has formulated against certain companies manufacturing mercerized cotton goods which, the Commission charges, are labelled, branded, and sold as "silk" and "cilk," and constitute unfair competition against manufacturers of genuine silk products. The hearing was held for the purpose of receiving petitions from the Silk Association of America and others to be allowed to intervene.

The Commission investigated nine manufacturers of mercerized cotton goods who branded their wares "silk" or with some similar name, and returned formal complaints against three of them. These three have joined issue with the Commission, and when the Commission determines whether it will permit the Silk Association of America and others to become parties to the proceedings, evidence will be taken.

In connection with these cases there seems to be an erroneous impression concerning the attitude of the Commission toward advertising. It can be stated on authority that the Federal Trade Commission is not going into the business of censoring advertisements or using advertisements as the basis for proceedings. The Commission will merely use advertisements as corroborative evidence of its charges if the advertisements appear to corroborate the charges.

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 November, Daily, 37,189; Sunday, 38,903. Printed 2,207,884 lines more ad- vertising than its nearest competitor in 1914.	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. THE PROGRESS Pomona	NEW YORK. COURIER & ENQUIRER Buffalo IL PROGRESS 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 LEDGER Columbus	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 March, 1916. Daily 134,143 Sunday 181,247 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. AMERICAN Austin "The Twentieth Century Paper of Texas" is absolutely independent, printing all the news all the time and printing it first. Seventy per cent. city circulation by carrier. 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 2½ 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. Circu- lation first six months, 1915: Sunday average 350,066 Daily and Sunday 204,497	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. 128,354) Lincoln
	NEW YORK. BOULETTINO DELLA SERA New York

25½ Columns Gain in New Business

for every Ad Art Service subscriber who takes advantage of a single feature outlined in this week's service.

Figure it at your average local rate and you'll have an idea of what Ad Art Service—the Newspaper Advertising Managers' Service—is worth in a city the size of yours. But it sells for less than that!

AD ART SERVICE
THE NEWSPAPER ADVERTISING
MANAGERS' SERVICE
212 Press Bldg. Cleveland, O.

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

The Electric Bulletin

Is a business asset. It is as important a part of a newspaper equipment as a Linotype. An Electric Bulletin will increase your circulation and popularity. Ask any one of its users.

A machine may be leased, bought for cash, or liberal terms will be given. Write for particulars.

National Electric Bulletin Corp.
New London, Conn.

USE UNITED PRESS

FOR
Afternoon Papers

General Offices, World Bldg., New York

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.

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

LIVE TOPICS DISCUSSED BY OUR READERS

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

Advertising and the Bourne Law

Amblyville (N. Y.) Record, April 11, 1916.

THE EDITOR AND PUBLISHER:

Your editorial and Mr. Jason Rogers's letter on the subject of "Paid Advertising," published in your issue of April 1, both go very wide of the mark. The Bourne Publicity law, a bit of legislation which is obnoxious because it should be unnecessary, was brought into existence because newspaper publishers took your own and Mr. Rogers's strictly commercial view of the first duty a newspaper owes to the public; namely, to print the news uncolored and unaffected by any demand other than the need to publish it to give intelligence to the reading public.

Quantity of circulation is not first in value to an advertiser. It comes second. The newspaper's integrity precedes it and precedes it by a tremendous gap. It goes without saying that a newspaper's integrity is its greatest asset. And integrity in a newspaper means that its news columns shall be kept absolutely free of all material intended primarily for advertising purposes.

"Intended primarily!" Aye, there's the rub which no Bourne Publicity bill or any influence, save only the honest intent of the publisher, can avert.

You, a publisher, do not need to be told, when you run a story about extensive sales, during a certain week, of boom lots in a Long Island, or a Westchester, or a New Jersey "development," that you run it because the promoter of the development is one of your biggest advertisers. No Federal legislation could tell you whether it was a story, the news interest of which demanded that it be published. Nor, need a law to tell you whether, when you do it, you break faith with your readers; whether, for the nonce, you lay aside the rule: "News for its news."

Mr. Rogers's emotional declaration that "to be forced to label legitimate news 'advertisement' when it is in no sense paid for, is as absurd as to be asked to call black white" is uncalled for. Likewise this paragraph from your editorial:

"When a commodity, such as advertising space, is disposed of, it is either given away or it is sold. If it is sold it should be marked 'advertising'—if it is given away, even with the prospect of future benefits, it should not be so marked."

Your very statement of a truism in the first sentence raises a suspicion against your remark about "future benefits." You are not candid. Either you publish a story to enlighten or entertain your readers, to benefit a person or persons directly or indirectly concerned by or connected with it—or you publish it without any object at all, unless it is to meet your space demands.

The pity of the situation is that the publishers are not the law unto themselves. I dubly resent the Bourne law and legislation like unto it; first, because publishers have created a demand for such restrictions by honoring their first duty to themselves and their readers, and, second, because newspapers are still the private property of their owners.

A press which needs statutory regulation to make it keep faith with the public is little better than a municipal organ would be as an exponent of free speech. You don't do yourselves credit when you talk about "news," the payment for which is contingent or deferred. I repeat that you, the publisher, and you alone know whether what you publish is good faith news or whether it is put in to serve a private end. Adroit press agents may put one over on you once in a while and sometimes an advertising story will be so finely clothed that its glittering array cries aloud to be paraded before your readers' eyes. These cases are aside from the question, however.

When Charles A. Dana, in an address in 1888 before the Wisconsin Editorial Association, said: "Never print a paid advertisement as news. No selling under false colors!" What did he mean? An advertisement which only a Bourne law sold was an advertisement or an advertisement which you knew, if you published it, went in for any other consideration than that the interests of your readers demanded its publication? If publishers are not candid with themselves they can't be candid with their readers. Then comes impudent legislation.

The editorial in your issue of March 25 on

Armour & Co.'s "Devious Method of Advertising," was sane and worthy of the true ideals of newspaper work. I cannot believe the man wrote it who wrote the one to which I refer in the foregoing.

CHARLES F. DELANO.

The First School of Journalism

THE EDITOR AND PUBLISHER:

A recent issue of THE EDITOR AND PUBLISHER carried a story to the effect that Dr. Talcott Williams at a recent banquet congratulated Benjamin Ide Wheeler, president of the University of California, on having "the first school of journalism on the Pacific Coast."

As a good newspaper man, interested in accuracy, you may be interested in knowing that the University of California does not, and never has, taught journalism, except in the summer session, where last summer Merle Thorpe, of Kansas University, and James Melvin Lee of the New York University, gave short courses. The first school of journalism on the Pacific Coast was established at the University of Washington; and the subject is now taught at Stanford University, the University of Southern California, and, I believe, the University of Oregon. Instead of being a pioneer in the field, the University of California is the only university on the coast not teaching journalism.

B. O. BLIVEN.

Los Angeles, Cal., April 3.

An Early Use of "Reporter"

CHICAGO, April 6, 1916.

THE EDITOR AND PUBLISHER:

Jackson, in his "Pictorial Press, Its Origin and Progress" (1885), makes reference to a pamphlet printed in 1613 of which the title is: "The Wonders of this windie winter, by terrible stormes and tempests, to the losse of lives and goods of many thousands of men, women, and children. The like by Sea and Land hath not been scene nor heard of in this age of the world. London. Printed by G. Eld for John Wright, and are to be sold at his Shop neere Christ-Church dore. 1613." In this pamphlet is the following: "Ships were perished to the number of a hundred, and forty seafaring men, besides other passengers, both of men and women, which at that time made their watery graves in the deep sea. This first strooke feare into the hearts of people, which hath been since seconded with many calamities, which lieth heavy upon the heart of the reporter."

Can you give me an earlier example of the use of the word reporter, as a recorder of current events?

HENRY N. CARY.

Newspaper Men Nominated for Office

INDIANAPOLIS, April 11.—The Republican State Convention here nominated "Uz" McMurtrie, a former newspaper man connected with the Marion (Ind.) Chronicle, and Will H. Adams, of the Wabash (Ind.) Plain-Dealer, on the State ticket for treasurer and reporter of the Supreme Court, respectively. McMurtrie has not been in the newspaper field for several years, but Adams is at present business manager of the Plain-Dealer. McMurtrie was a liberal user of newspaper space, and succeeded by his publicity methods in making his slogan "Buzz for Uz" known all over the State. When he got to the convention, he found himself the best advertised man in the ring, outside of Harry S. New, also a former newspaper man, and James E. Watson, the nominees for United States Senate, long and short terms.

Fourteen-Year-Old Ad Brings Results

The average life of an advertisement has been variously estimated at from a few days to several months and cases have been known where newspaper, or other periodical ads, have continued to bring results for years following their publication. One such instance has come to the attention of the Olds Motor Works which received a few days ago an inquiry from a prospective buyer in Evergreen, a small place in Virginia, enclosing an advertisement which had appeared in 1901.

PITTSBURG THE HOME OF THE LEADER

You deal in certainties when you use space in the Leader

Write to W. E. Moffett, Advertising Manager, Pittsburg, or to Verree & Conklin, Brunswick Bldg., N. Y., Steger Bldg., Chicago, for any information desired.

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.

Buffalo News

EDWARD H. BUTLER

Editor and Publisher

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

MEMBER A. B. C.

Foreign Advertising Representatives
KELLY-SMITH COMPANY
220 Fifth Avenue New York Lytton Building Chicago

The 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-FARSONS CO.,
Peoples Gas Building, Chicago
H. C. ROOK,
Real Estate Trust Building, Philadelphia

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 20c a line.
Combination Rate, Daily and Sunday 22½c a line
For further information write
Urban E. Dice, F. A. Mgr., Pgh., Pa.
J. C. Wilberding, J. M. Branham Co. R. J. Bidwell Co.
225 Fifth Ave. Muller's Bldg., Chicago 742 Market St.
New York Chemical Bldg., St. Louis San Francisco

In PITTSBURGH

Our Competitors are amazed at the growth in Circulation and Advertising being made by

The POST and The SUN WHY?

Because The Pittsburgh Post and The Pittsburgh Sun are to-day the best newspapers in Pittsburgh. The most wide-awake, up-to-date Daily papers ever published in that city, and the great public is realizing the fact more and more every day.

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

WORKING ON THE BIG DAILY

Advantages Over the Small City Paper Daily Chronicled by Mr. Bangs.

Howard Russell Bangs, son of John Kendrick Bangs, the humorist, who is literary editor of the Boston Evening Post, in talking with a representative of THE EDITOR AND PUBLISHER a few days ago, said:

"One of the principal differences between metropolitan and semi-metropolitan journalism is the tremendous amount of work which is placed in the hands of a single man on a paper of perhaps 150,000 circulation. In Boston your news editor has at least eight or nine copy-readers before him at all times, and in this way an even run of copy to the composing-room is assured. Besides this, your news editor is relieved of the necessity of writing heads himself and of the worries of office detail.

"On a smaller paper things are vastly different. The news editor is not known by this title, but as telegraph editor, and he probably has not more than three assistants, each of whom is probably responsible for a certain department of the paper, such as State news and other telegraph news outside of the jurisdiction of the regular afternoon news services. The telegraph editor on a smaller paper has the handling of the entire afternoon services of the Associated and frequently United Press on his own shoulders. To say the least, this is a decidedly exacting job, as he must write his own heads and weed out and either cut or rewrite every line of the copy of these vast news-gathering agencies.

"This very state of affairs is exactly what makes the big metropolitan daily so much superior to the semi-metropolitan. There is more variety of thought, news, punch, and every other phase of newspaper work in the big dailies, because there is a larger variety of heads at work. On the smaller papers, where one man handles practically the whole news income for the day, there is bound to be a certain amount of error, because of the size of the job, and the paper is more apt to go stale in its news punch because of a single man using the single track of his single-track brain. The smaller paper does not give a man an opportunity to show his individuality, because, having no competition, he slowly but surely falls into the rut."

CLEVER WOMAN ON BULLETIN

She is Rose Wilder Lane Who Was Once a Telegraph Operator.

The San Francisco Bulletin continues to feature local human interest stories in serial form with great success. Rose Wilder Lane, of the Bulletin staff, whose serial, entitled "The Nurse's Story," was recently concluded, has just started a new story "Soldiers of the Soil." She has been walking through the farming district securing material, and is now telling the tale of her adventures upon the country roads.

The story of Rose Wilder Lane's own career would be well worth reading, if she were to write it in full. A few years ago she was a telegraph operator, employed in one of the Western Union's branch offices in San Francisco. She aspired to write and was given some encouragement by reporters with whom she was acquainted. She produced several short Sunday stories describing the life of girl telegraphers, which appeared in the Call. Later she became engaged to a local reporter and the Goddess of Fortune smiled upon the young couple. Mr. Lane was engaged to make a tour of thousands of miles, through interesting parts of the world, and write articles for a syndicate. The wedding took place, and the reporter's long journey became a honeymoon trip. During the past year, Rose Wilder Lane has been connected with the Bulletin as a special writer.

ON HEALTH ADVERTISING

How Dr. Anderson, of Spokane, Campaigned Against Disease.

The power of advertising is being turned to far more important uses than that of helping producers to sell goods by making consumers want them. It has been found, for example, that all the ordinary forms of publicity—newspaper and magazine space, billboards, window displays, etc.—furnish an excellent method of educating the public in the best methods of preserving their health and lengthening their lives.

Dr. J. B. Anderson, health commissioner of the city of Spokane, Wash., is a pioneer in health advertising. He realized, as many other health officers have since done, that if people are to be aroused to the importance of this vital question they must be given something more forceful and much more replete with human interest than dull columns of mortality statistics and dry quotations from medical books. What was wanted was an appeal with all the "punch" of the campaigns made in behalf of tobacco, breakfast foods and other things infinitely less important than human life.

His first move was the construction of a number of attractive exhibits, which were first shown in Spokane and later at fairs throughout the West. Each of these illustrated some important phase of the prevention of disease or of the care of the sick.

Later Dr. Anderson used extensive newspaper space. In preparing copy for this space he did not hesitate to use a humorous touch which aroused the public's interest and made every advertisement sure of a wide reading.

PUBLISHER'S NOTICE

The Editor and Publisher and the Journalist maintains an efficient corps of paid correspondents at the following important trade centers: Boston, Philadelphia, Toronto, Cleveland, 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 will find a ready market for stories of advertising achievements, news beats, etc., by addressing the main office, 1117 World Building, New York City.

Branch offices are located as follows: Chicago, 352 S. Michigan Ave., Ryan & Inman, mgrs., phone Harrison 2161; San Francisco, 742 Market St., R. J. Bidwell, manager, phone Kearny 2121.

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

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

Small advertisements under proper classification will be charged as follows: For Sale and Help Wanted, fifteen cents a line; Business Opportunity and Miscellaneous, 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—Ponnes Book Store, 37 N. Clark Street; Post Office News Co., Monroe Street; Chas. Levy Clrc. Co., 27 N. Fifth Avenue.

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

Detroit—Solomon News Co., 69 Larned St., W.

San Francisco—B. J. Bidwell Co., 742 Market.

SITUATIONS WANTED

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

ADVERTISING—Bright, college-bred young man, 22, energetic and ambitious, seeks connection with good live progressive concern. Eight years' newspaper and advertising experience in the business and mechanical departments of leading New York City newspapers. Seven years with former employer. Thoroughly familiar with all details of clerical and general office work of an advertising department. Good knowledge of cuts, copywriting, layout, type-matter, make-up, etc. Capable correspondent. Well recommended. Small salary to start, provided there is opportunity for growth and advancement. Now unemployed. Address J 1795, care Editor and Publisher.

ADVERTISING SOLICITOR—Young man, age 23, unmarried, for some country or small town paper. Have three years' experience and can produce results. Address J 1797, care Editor and Publisher.

ONE OF THE LIVEST and best trained men in the advertising business with a record for results that is exceptional would consider position from large newspaper. Have for over 10 years successfully managed two of the biggest daily and Sunday newspapers in Greater New York and at present am manager of three of the best trade publications in their field. Have also worked general and foreign advertising and am highly recommended with a record of seventeen years of service that I believe would convince you that you could use me for your best interest. Am only 34, enthusiastic and fearless, and like nothing better than to solve the difficult problems arising daily and to be held strictly responsible for results. In answering kindly state what salary or salary and commission you would pay to the right man. Address J 1803, care of Editor and Publisher.

COLLEGE WOMAN, 28, now Telegraph Editor, in small Eastern City, wishes position with greater opportunity for advancement. Experienced in copyreading, re-write and make-up work. Will start with moderate salary, if given chance to get ahead. Address H. S. B., care Editor and Publisher.

YOUNG CIRCULATION MANAGER, of good habits desires position on small daily, or would accept position as assistant on larger sheet. Prefer Middle West. Presently employed. Address Gerald B. Herrick, P. O. Box 276, Harrisburg, Ill.

TWENTY-THREE YEARS OF AGE, equipped with a thorough schooling and commercial training. Five years' experience as stenographer and office man; capable of handling correspondence and detail work. At present with a prominent newspaper advertising representative. Will entertain any proposition offered in this field. Salary \$18. Write J 1802, care Editor and Publisher.

DISTRICT MANAGER—Two men who have helped install the independent system in two cities. Now employed as district managers on a large newspaper. Can furnish references. Address J 1796, care Editor and Publisher.

GENERAL MANAGER—Young married man with eight years' newspaper experience desires position at head of small city daily. Absolutely clean habits. Thorough knowledge every department. Practical printer. Desires to locate where there is opportunity of becoming interested in a business financially. City over 15,000 that is live and growing. Prefer Northern States. Address Charles C. Stone, Harrisburg, Ill.

STENOGRAPHER AND OFFICE ASSISTANT—One year's experience in advertising line and five years' in commercial line. American, 22 years old. Now employed in advertiser's office. Address J 1799, care Editor and Publisher.

TRADE JOURNALIST—25 years of age, experienced in all branches of the work, desires position. Can furnish references and will demonstrate my ability. Address R, 513 Clinton Ave., Newark, N. J.

MANAGER OR ASSISTANT—Man with steady record for results is ready to move up. Now managing progressive daily, city 60,000. Turned it from loser to good payer. Am 35 and know all departments thoroughly. Will take management or assistant. Best references. Will grant interview while at Publishers' Meeting. Address Management, J 1808, Editor and Publisher.

EDITORIAL WRITER—Position as editorial writer or reporter on paper of large circulation, or desk position on small daily. Could take charge of office of small daily. Good references. Address J. 1809, care of Editor and Publisher.

FOR SALE

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

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 16, 20, 24 pages. Overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The Goss Printing Press Co., Chicago, Ill.

BUSINESS OPPORTUNITIES

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

PARTNER WANTED with executive and writing ability. New publication. Wonderful opportunity. Apply J 1807, care Editor and Publisher.

NEWSPAPER PARTNER WANTED to take charge of business and of leading daily in Middle West, city of 5,000, also have fine printing plant, business more than owner can oversee, will sell 1-3 interest \$5,000 cash, balance easy terms. Address J 1805, care Editor and Publisher.

\$5,000 cash, \$5,000 deferred, purchases prosperous northwestern county seat weekly. Owner reports that in year ending Nov. 30, 1915, this property returned him for personal effort and investment \$4,484.87. Equipment includes linotype, 3 presses, 3 motors, etc. Proposition N. J.

CHAS. M. PALMER

Newspaper Properties
225 Fifth Ave., N. Y. City

\$35,000.00

Cash, available as first payment upon a Middle West evening daily newspaper property.

HARWELL, CANNON & McCARTHY,

Newspaper and Magazine Properties.
Times Bldg., New York

An Unusual Offering

\$15,000 buys half interest in leading daily paper in modern, picturesque, healthful western city. Property valuation approximated \$60,000. Business prosperous.

Proposition 895x.

H. F. HENRICHS

Newspaper Properties,
LITCHFIELD, ILL.

Newspaper Properties For Sale

Prosperous, well equipped daily in beautiful, healthful, growing, southern city of 10,000 population. Earning handsome income for manager beside 7% on conservative valuation of \$15,000, with no effort to enlarge income. Five thousand cash with long time on balance. Great possibilities here for an experienced, energetic advertising, circulation man as owner. Client "S.C."

Old established Northern Ill., only daily in city of 4,000 with fine surrounding field, equipped with Linotype, etc., but no job office. Live man, with \$2,500 cash can secure by quick action a \$5,000 plant for \$4,000. Client "B.F.M."

A. S. Porter

Newspaper Properties | 118-120 Griswold St.
Detroit, Mich.

Newspaper and Printing Plants

Appraised, inventoried and insurance value guaranteed. Accuracy secured and time saved for sellers and investors. Newspaper Appraisal Assn., 13-15 Fort St., W. Detroit.

MISCELLANEOUS

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

EDITORIALS written by trained hands on timely subjects of to-day. Turn this problem over to me and turn your attention to getting business. Rates quite reasonable; service unimpeachable. Write for specimens and terms. P. O. Box 217, Waverly Tenn.

BUSINESS OR CIRCULATION MANAGER—Man with fifteen years experience wants position as Circulation Manager in large city or Business Manager on small city daily—latter preferred. Thorough training in all phases of the business end. Temperate and reliable; satisfactory references. Interview solicited. Address I 1796, care Editor and Publisher.

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 at 4, 6, 8, 10 or 12 page 7 column paper at 4500 per hour.

Send for further information

Walter Scott & Co.
Plainfield, N. J.

Successful

Men in every walk of life are all familiar with

Romeike's Press Clippings

Among our patrons are professional and business men and women, public persons and the leading Banks, Trust Companies and Corporations.

Romeike Clippings

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

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

HEMSTREET'S ATLAS PRESS CLIPPING BUREAU

TENTH AVENUE
AT 45th STREET NEW YORK



Canadian Press Clippings

The problem of covering the Canadian Field is answered by obtaining the service of

The Dominion Press Clipping Agency

which gives the clippings on all matters of interest to you, printed in over 95 per cent. of the newspapers and publications of CANADA.

We cover every foot of Canada and Newfoundland at our head office.

74-76 CHURCH ST., TORONTO, CAN.

Price of service, regular press clipping rates—special rates and discounts to Trade and Newspapers.

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 St., New York City
Established a Quarter of a Century.

RICHARD HARDING DAVIS DEAD

Noted War Correspondent's End Hastened by His Recent Work in Europe.

Richard Harding Davis, war correspondent and novelist, whose reputation as a newspaperman and writer was world-wide, dropped dead while at the telephone in his home, near Mount Kisco, N. Y., on the night of April 11. His body was discovered an hour later by his wife.

Exposure in the trenches of France was the primary cause of Mr. Davis's death. Although a big, rugged man, accustomed to roughing it in camp and wilderness, Mr. Davis went through ex-



RICHARD HARDING DAVIS.

periences in the European western war zone which weakened his heart. When he returned from France eight weeks ago, Mr. Davis was suffering from what was diagnosed as ptomaine poisoning, and for which he was treated for two weeks. Then it was determined that the trouble was heart disease. Mr. Davis had expected to return to the war zone next month.

Mr. Davis would have been fifty-two years old next Tuesday. He was born in Philadelphia in 1864. His literary talent was partly inherited, his parents being L. Clarke Davis, editor of the Philadelphia Public Ledger, and Rebecca Harding Davis, the famous writer.

After completing his education at Lehigh and Johns Hopkins Universities, Mr. Davis took up newspaper work. He joined the staff of the Philadelphia Record in 1887. Two years later he went to the Philadelphia Ledger. It was at this time that Mr. Davis decided to come to New York.

There have been many tales told of the manner in which aspiring reporters obtained positions in New York, but none to equal Davis's. He went direct to the Evening Sun, of which Amos J. Cummings was managing editor, bearing with not a little pride a packet of clippings of the best newspaper stuff he had turned out. The clippings were read without comment, and he was told there was no place for him.

Disheartened, dejected, feeling friendless and lonely in the clamor of Park Row, he turned into City Hall Park, as so many eager and ambitious youths have done before and since, to look longingly back from a park bench at the busy newspaper life to which access was denied him. He had hardly slumped down, with hands in pockets and hat brim down over his eyes, before a man came up and offered to sell him a gold brick.

In a flash Davis saw those unfriendly journalistic doors swinging open for him. He pretended to fall in with the game and promised to return with the money. Instead, he notified the police, and caused the arrest of the whole

band of swindlers. The story was his passport. The young writer rushed back to the Evening Sun office and was engaged instantly.

He served as correspondent for the London Times in the Greco-Turkish War, and also went through the Spanish-American War, South African War, and Russo-Japanese War; the revolution of Matos in Venezuela, and of Garcia against Diaz in Mexico. At the beginning of the present European conflict Mr. Davis went to Europe as correspondent for the New York Tribune, and was in turn made a prisoner by the Belgians, the French, and the Germans when the military authorities curtailed the privileges of all war correspondents.

Mr. Davis was the author of a score of books and several plays, besides many short stories. He was twice married, his first wife being Miss Cecil Clark, daughter of John Marshall Clark, of Chicago, whom he married at Marlon, Mass., in 1899. They were divorced, and Mr. Davis married Miss Bessie McCoy, the dancer, who came into prominence as the "Yama Yama" girl in the musical comedy, "The Three Twins." His only child, a daughter, Hope, was born on January 4, 1915, at his apartment at 720 Riverside Drive, New York city.

OBITUARY NOTES

WILFRED PHILIP WARD, author and editor of the Dublin (Ireland) Review, died April 9, at Hampstead, Eng. He was sixty years old.

DAVID DOUGLAS, who for several years was editor of the North British Review, died at Edinburgh, Scotland, on April 3. One of his greatest services as a publisher was the bringing out in 1882 of a cheap series of reprints of American novels. The series had a great popularity and introduced to the British public, virtually for the first time, several American authors, including Henry James and W. D. Howells.

GEORGE WALTER EDWARDS, principal of Public School 70, Brooklyn, N. Y., died on April 5, after a long illness of diabetes. He was seventy years old. Mr. Edwards, before coming to Brooklyn, was a newspaperman in Syracuse, and had been a frequent contributor to journalism during the time he had been in Brooklyn.

CLARENCE SPOONER, owner and editor of the Labor Magazine and the Atlantic Homestead, Providence, R. I., whose death occurred in the Providence Hospital, on March 29, spent some years as a publisher in the Maritime Provinces of Canada. He founded the Island Press, Grand Manan, N. B.; then went to Sussex, N. B., where he established the Record, and later to Hampton, N. B., where he started the Kings County News.

COL. WILLIAM NELSON, former editor of the Syracuse (N. Y.) Sentinel, died at Long Beach, Cal., on Tuesday. He was sixty-nine years old. Col. Nelson enlisted in the Confederate army when fourteen years old and gained his title during service.

HARRY C. DAVIS, forty-four years old, advertising manager of the Muncie (Ind.) Star, died at his home in that city recently, as the result of a few days' illness from pneumonia. Mr. Davis was born in Henry County and had been connected with the Muncie newspaper for fourteen years.

COL. TOM M. BOWERS, pioneer newspaperman of Texas, died at the home of his daughter, Mrs. J. C. Downes, in Philadelphia, Pa. The body was shipped to Paris, Tex., for burial. During his lifetime Col. Bowers established several papers in Texas, among them the Panola Watchman, Paris Free Tongue, and Austin Cailtonian.

J. G. WALLER, forty years old, well-known newspaperman of Dallas, Tex., who formerly published the Terrell (Tex.) Daily Index, and was for twelve years head make-up man on the El Paso Times before going to Dallas, is dead.

JOHN A. McCLERNAN, the veteran court reporter of the Philadelphia Public Ledger, died last week, Friday, at his home in that city, after a tedious illness. He began to specialize in law court work under the late Clayton B. Flfe, founder of the court combination. Later he became connected with the Public Ledger, covering general news assignments until appointed to the position which he held many years. In his long experience in the courts he handled many big stories of legal battles and was well known to the judiciary and legal fraternity, among whom he had many good friends.

WORLD BEQUESTS DISCLOSED

Two Hundred and Seventy-One Employees Benefit by Pulitzer's Will.

The third transfer tax appraisal of the estate of Joseph Pulitzer, which was filed in the New York Surrogate's Court last week by Albert J. Berwin, discloses for the first time the names of the employees of the World and the Post-Dispatch who received the two \$20,000 bequests left for faithful employees. The bequests to the World men went to 134 persons, in sums ranging from \$100 to \$200, according to length of service, and the Post-Dispatch bequest went to 137 persons, in sums from \$20 to \$1,000.

Mr. Berwin's report also shows that the \$100,000 left for distribution at the discretion of the trustees among Mr. Pulitzer's secretaries, readers, companions, and editorial writers, including John M. Tuohy, the London correspondent, was distributed as follows: H. S. Pollard and F. I. Cobb, \$25,000 each; N. G. Thwaites, F. Mann, J. M. Tuohy, and W. R. Paterson, \$10,000 each, and J. L. Heaton, L. R. E. Poulin, A. B. Kingsbury, E. W. Osborn, and Louis T. Campion, \$2,000 each.

ALLEGED LIBEL IN CANADA

Unusual Suit for \$50,000 Involves Canada's Parliamentary Paper.

TORONTO, April 11.—Further developments in the threatened libel action of J. A. Westman, publisher of the Regina Province, against the Toronto Globe for the publication in a Parliamentary report of an alleged libelous statement made by Sir Sam Hughes in the House of Commons, are being awaited with interest. Mr. Westman has already sued for \$50,000 damages against the Regina Leader, which reproduced the Globe report, and it is not unlikely that a suit against the Globe will be entered.

In the House of Commons on Friday last, Sir Wilfrid Laurier called the Speaker's attention to the omission of the alleged libel from the pages of Hansard, the official verbatim report of the proceedings of Parliament, and asked that a correction should be made. The Premier, Sir Robert Borden, replied that he did not think, while the matter was pending in the courts, that the House should interfere, but suggested that, if any action was taken, it should be brought up in the debates committee. Sir Wilfrid agreed to this and the committee will deal with the matter.

Mail Scouts Win Silver Cup

The Boy Scout Troop which represented the New York Evening Mail Save-a-Home Fund in the Harlem anniversary parade, on Friday evening of last week, visited the Mail office on Thursday afternoon, and were presented a silver cup by Dr. E. A. Rumely. The boys were given the cup by the managers of the parade for making the best appearance in the pageant. There were more than a hundred youngsters in line, and they carried a large American flag.

BUCKHANNON, W. Va.—Miss Minnie K. Lowther has purchased an interest in the Record.

The Evening News, of Renovo, Pa., has been incorporated with a capital stock of \$10,000.



Plotting the Sales Map Begin with New England

Put a big red tack in the middle of New England. Within a radius of a few hours' journey you have more than eight million people. These states are thickly settled; therefore retail stores are close together and easily covered.

85% of these people live in cities. And, here is an important fact; these are practically all manufacturing cities. They have plenty of payrolls. New England has twice as many wage earners in proportion to its population as the country at large. The relative proportion of skilled labor is very high, also. This means fluid money. It is well-known that weekly wage-earners are the freest spenders.

Given the facts regarding New England, this is the logical salient in which to begin your selling and advertising campaign. Plot this section first on your sales map; then back up your field force with vigorous advertising in the daily newspapers listed on this page.

Advertising in these newspapers will make your distribution far easier and less expensive; it will put your product in an entrenched position; it will enable you to do in a few months what would otherwise take years.

The New England public is a great newspaper-reading public and these are the chief newspapers from which they get information about merchandise as well as public events.

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.

Here is a Gilt-Edge List of New England News- papers—Study It

MASSACHUSETTS.			
	Net Paid Circulation.	2,500 lines.	10,000 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).....	59,451	.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).....	***5,006	.0172	.0129
Haverhill Record (S).....	***15,000	.0285	.0285
Lawrence Telegram (E).....	8,780	.0286	.016
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	.0297
New Bedford Standard and Mercury (ME).....	20,949	.03	.03
Springfield Republican (M).....	14,831	.03	.03
Springfield News (E) 15,295 }	30,126	.09	.06
Springfield Republican (S).....	15,973	.065	.04
Springfield Union (MES).....	28,216	.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.....	1,587,962	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
Population, 438,662.			
VERMONT.			
Burlington Free Press (M).....	***9,184	.0228	.0157
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
Hartford Courant (MS).....	17,524	.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 (M).....	***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.
**Publishers' statement.
***Government statements, April, 1916.
Other ratings Government statements, October, 1915.
Population for New England, 6,874,147.

Compare this rate of \$2.69 per line for 1,895,633 Circulation
with the average rate of 21 leading magazines at
\$6.29 per line for 1,339,006.

No. 2 of a Series of Advertisements
Prepared by
PAUL L. LEWIS
of the
WOOD, PUTNAM & WOOD COMPANY
Boston

New York Advertising Situation

The Globe Occupies First Place in Estimate of Sixteen Leading Retail Firms

Figures showing the volume of business done by these sixteen leading retail shops

B. Altman & Co.	Gimbel Bros.	John Wanamaker
Arnold Constable & Co.	J. B. Greenhut Co.	R. H. Macy & Co.
Best & Co.	Jas. A. Hearn & Son	Oppenheim, Collins & Co.
Bloomingdale Bros.	Lord & Taylor	Saks & Co.
Bonwit Teller & Co.	Jas. McCreery & Co.	Franklin Simon & Co.
	Stern Bros.	

which use space in all daily newspapers—March 1916 compared with previous year

	March 1916	March 1915	Gain	Loss
Globe	240,427	231,189	9,238
World	204,897	272,505	67,608
Mail	199,630	242,297	42,667
Sun	190,292	226,244	35,952
Journal	171,828	238,450	66,622
Telegram	79,463	154,083	74,620
Post	73,270	71,978	1,292

During the month of March the same sixteen firms used this volume in six day a week morning and Sunday newspapers.

SIX DAY MORNING PAPERS	
The Globe printed more than twice as much space as all morning papers combined	
Times	37,186
Tribune	20,234
Herald	19,318
Sun	12,775
World	11,727
American	8,237
Press	3,823
Total	113,300

SUNDAY NEWSPAPERS	
The Globe printed two-thirds as much business as all these papers put together	
Times	94,887
American	81,237
World	77,151
Herald	66,672
Tribune	43,072
Sun	24,985
Press	972
Total	388,976

The obvious trend is toward the better grade evening newspapers that reach the homes of people able to buy goods

There are reasons for The Globe's progress regarding this important group of local merchants—*It Yields Results That Pay Them*

184,000
Circulation

The Globe
AND COMMERCIAL ADVERTISER
OLDEST DAILY NEWSPAPER IN THE UNITED STATES EST. 1793

Member
A.B.C.

CHICAGO
Tribune Bldg.

O'MARA & ORMSBEE, Inc.,
Special Representatives

NEW YORK
Brunswick Bldg.

